

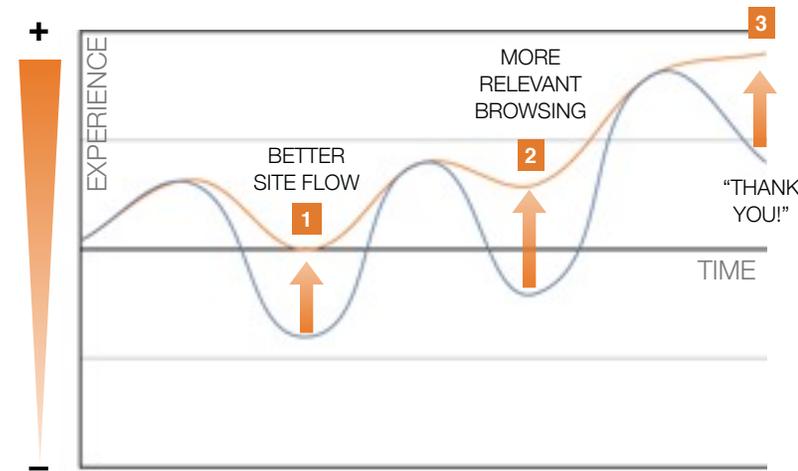
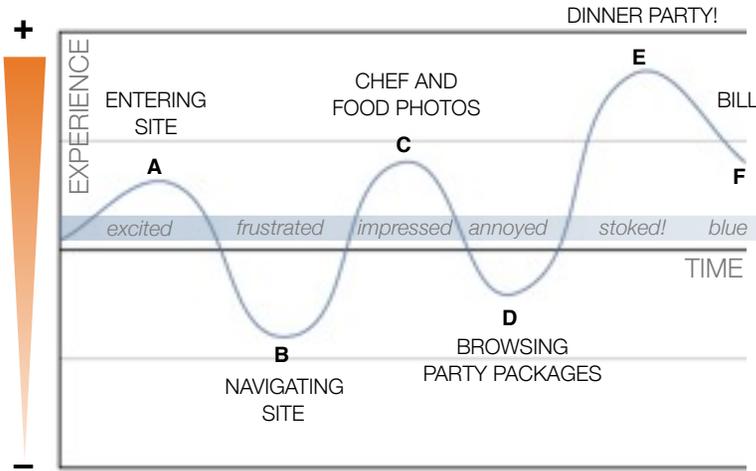
# KITCHIT EXPERIENCE MAP

FOLLOWING *the* BRAND'S PATH *to* SUCCESS

## Process

While different groups of people certainly interact with the brand (chefs, guests, even non-users), the most complete experience (and the one on which Kitchit's business depends) is that of the host, so that is the one chosen for this analysis. To do this, I had several first-time users talk me through their first time using the site from my instructions: "book a dinner party for 20 people next weekend!" (some remotely via iChat screenshare) as well as observations from interviews of actual dinner party hosts.

EXPERIENCE MAP  
JASON BADE  
MKTG 353 | BEST  
4.26.11



- [A] **Welcoming website** Initial reactions of the website were very positive (described as "cool" and a place where "I'm willing to spend a lot of time," because it has "depth and character").
- [B] **Confused navigator** While the process explanation and frequently asked questions "covered everything I was wondering about," the website design "annoyed" users who generally had trouble finding their way to the next step, searching for and booking a chef. In this sense, it didn't feel like Kitchit "knew" the user.
- [C] **Fancy photos** Once found, the appealing, hi-res photos of the chefs and their dishes were very "yummy" and appetized users, who appreciated the "personal" touch of seeing whom they might hire. Users also liked being able to see what their party's food would look like in advance.
- [D] **Overwhelmed with options** Users appreciated the many packages that chefs had to offer, but after browsing through just two or three chefs *and* all of their packages and associated menus, users were fatigued, as it was hard to keep track of who offered what and which choice might be best—hardly the "personal" that Kitchit hopes to provide.
- [E] **Party time** After booking the package and working out a personalized menu over the phone with the chef, users were excited to now become party host, not having to worry about food or kitchen mess at all. Guests were very impressed with the gourmet food and personal chef (not just your "typical caterer").
- [F] **Pay up** While it was certainly expected (and nice not to have to worry about until the following day), bills suck regardless, and having to pay them is hardly what anyone wants as the last memory of such a memorable event—in other words, the most indelible memory of Kitchit for its users is the fact that it is still first and foremost a business: not the brand image it wants!



## INTERVENTION POINTS

- 1 Design the website more linearly, with numbered steps (e.g. 1. How Kitchit Works; 2. Frequently Asked Questions; 3. Get Started Browsing Chefs and Packages; 4. Book it!).
- 2 Allow for better filtering, perhaps by event type first and then by chef or by allowing one to browse packages from multiple chefs simultaneously. Some users responded that the search filters on the site, while helpful, were too specific, as choosing one option precluded others that were still desired. This resulted in the filtering functions not being used at all, leaving one to sift through numerous chefs and menus that didn't seem altogether too different. Another option would be to insert an intermediary step whereby the user would describe the type of party she wanted and a Kitchit customer service agent would respond with personalized recommendations, which would guide the user's search—"directed browsing", if you will.
- 3 The chef could offer personalized thanks, either via phone call or handwritten note a day or two after the party. He could also offer the host a special offer (not available on the site or elsewhere) on her next party that makes her feel prized as a client. A thank-you gift (bottle of wine, chocolates, speciality foods, etc.) from the chef appearing on the doorstep would also be a nice touch—all of this, of course, *after* the bill is paid!

# BEST

Brands, Experience & Social Technology

## EXPERIENCE MAP

Ian Ferguson

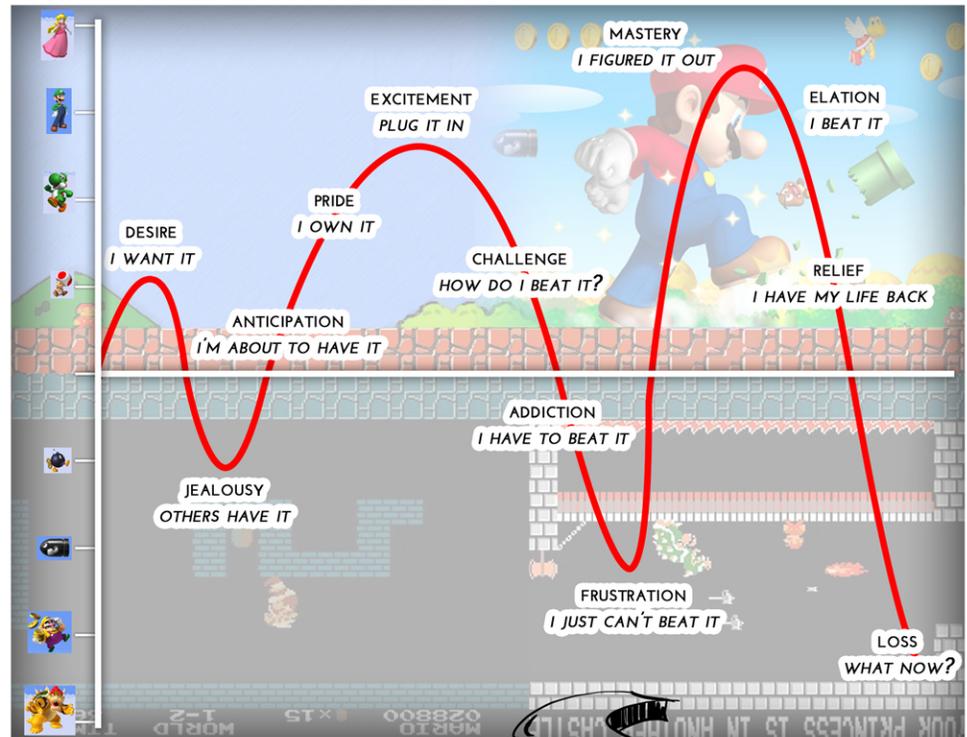
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Brand: Nintendo

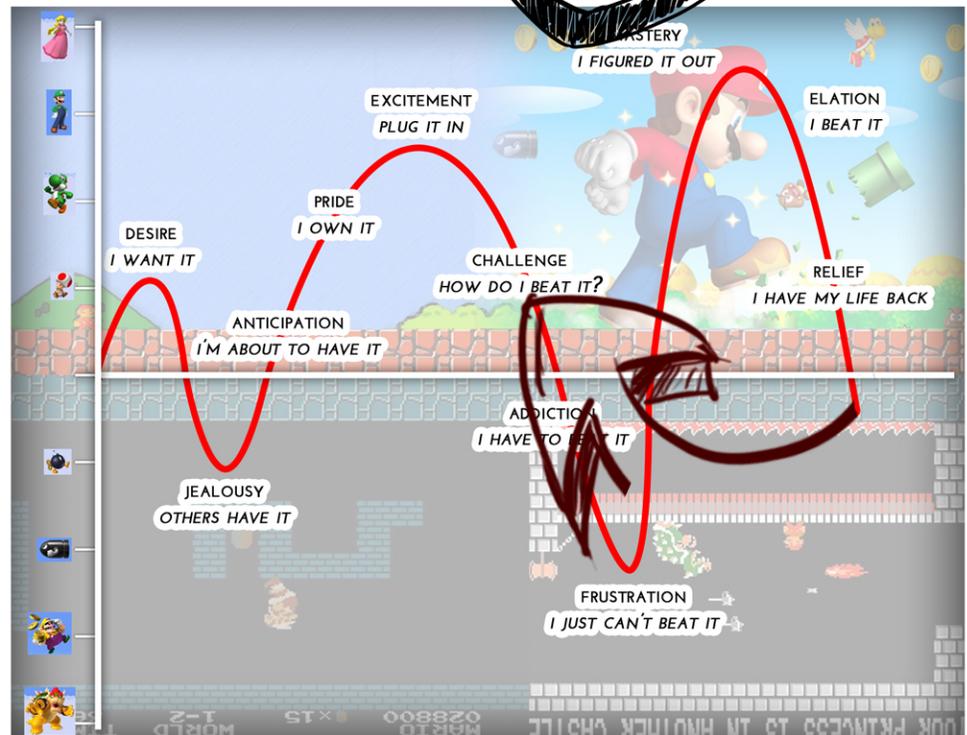
For this exercise, I spoke with a suite of four Stanford undergraduates (ages 20-22), all of whom identify as fairly heavy gamers. They took me through the experiential lifecycle of purchasing, playing, and ultimately beating a new video game. They described an emotional roller coaster beginning with excitement about the purchase. The crux of the experience is the "How do I beat it" -> "I have to beat it" -> "I just can't beat it" -> "I beat it" phase. This could be called the challenge-mastery cycle. "Mastery," surprisingly, was identified as an even stronger positive emotion than the feeling of actually beating the game.

Based on these comments, I decided that this emotional roller coaster, with its ups and downs, is key to Nintendo's brand experience. The negative moments actually reinforce the positive moments, creating a sweeter after difficulties outcome. Accordingly, the only intervention I propose would be to circumvent the "post-coital" what-do-I-do- now moment, by getting the user back to the challenge-mastery cycle as quickly as possible. This could be accomplished by creating a constant flow of new games into the household (e.g. a Netflix system), or by creating a cyclical game environment that has no clear-cut ending (e.g. Halo-style multi-player games). This has not been Nintendo's wheelhouse in the past, so it represents a major development opportunity.

GAMER EXPERIENCE MAP (ORIGINAL)



GAMER EXPERIENCE MAP (INTERVENTIONS)





# YOGA SOURCE, Palo Alto

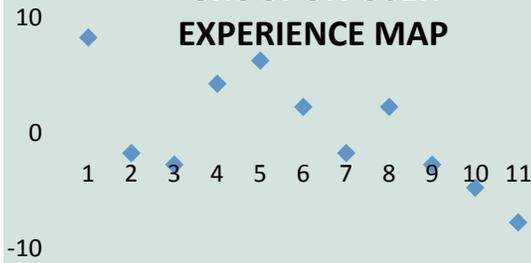
Yoga Source (YS) is a popular yoga studio in Palo Alto that features over 12 different styles of yoga. YS boasts the title of "Best Yoga Studio of Silicon Valley" by Metro, The Wave, San Jose Magazine and CitySports since 1998. YS is currently rated 4.34/5 on Yelp.

Nathalie Walton  
MKTG 353  
April 26, 2011

## EXPERIENCE – 90 Minute Hot Yoga/Power Yoga Class

On April 21, 2011, Yoga Source posted a deal on Groupon offering 10 classes for \$10 (a 93% discount). 2,340 people purchased the deal. I have chosen to map the experience of a new Groupon client's first 95 degree Power Yoga Class at YS and existing YS client's experience in the same class, post Groupon deal. My intention was to understand the challenges facing new users and also comprehend the effects that drastic brand changes have on existing users.

### GROUPON USER EXPERIENCE MAP



#### GROUPON USER

- Excitement** – Just purchased a great deal and saved a ton of money! Woohoo!
- Aggravation** – Arrive at studio, fill out paperwork, crowded and long lines
- Anxiety** – Watching everyone walking in, I'm going to be late, I won't have a spot!
- Inspired** – Finally have a spot, everyone looks so fit and peaceful
- Content** – The journey begins and so far, it's OK
- Struggling** – Wow, this pace is really fast, I can hardly keep up
- Confused** – What the heck is Utkatasana?
- Forced Relief** – The option to rest in Child's Pose – much welcomed break
- Struggling AGAIN**- New series of Asana's – can't keep up!
- Quickly Dying** – No water, no towel = no chance at survival
- Quit** – Leave the class after 63 minutes, shrug shoulders and walk away (Within ten minutes 5 more people leave)

### EXISTING USER EXPERIENCE MAP (POST GROUPON)



#### EXISTING USER

- Excitement** – I Love Yoga, happy to be going to class – 90 Minutes of "Me Time"
- Aggravation** – Wow, the studio is overwhelmingly crowded, so many people
- Frustration** – Can't find a good spot, I'm going to be on top of someone else. Not happy.
- Content**– People stop moving around, class begins.
- Challenging** – Instructor is taking no mercy on us today. Painful but rewarding
- Survived** – Made it through the toughest part!
- Resting** – Pigeon Pose and Happy Laughing Baby – What a restful treat!
- Accomplished** – Resting in Savasanna – just finished a tough 90 minute workout. Feeling good!

## BRAND vs. EXPERIENCE

Yoga Source focuses on creating a home for yoga practice that encourages personal growth. It claims to strive to preserve the purity and simplicity of the discipline despite yoga's growing commercialism.

Offering a Groupon deal, drastically conflicts with YS's brand image. As a result of the dramatic increase in customers, new users may not have a positive, welcoming experience that will encourage them to continue to practice. Existing users face the frustration of a deluge of new clients which consume additional space and instructor attention. Prior to the Groupon deal, one client said, "It can get too crowded. It makes it difficult to focus on your pose, when you're simply trying to avoid touching someone else's' butt with your head." While existing users still have a relatively positive experience, the frustration of overcrowded classes could discourage continued use.

## INTERVENTION

Getting new clients is important but keeping existing client's happy is critical. YS should evaluate the effectiveness of comprising it's brand to obtain new users. Long Term – YS should try marketing strategies that encourage existing users to invite friends so as to keep a "community feel."

**NEW & EXISTING USERS** – The studio needs to immediately improve it's infrastructure to handle the drastic increases in volume. To improve the second interaction (2), YS should encourage new users to register online before class. To improve the third interaction (3), YS should create a floor plan of the studio online and allow users to select their spaces before class. Consider adding an assistant that can help new and existing users with their poses.

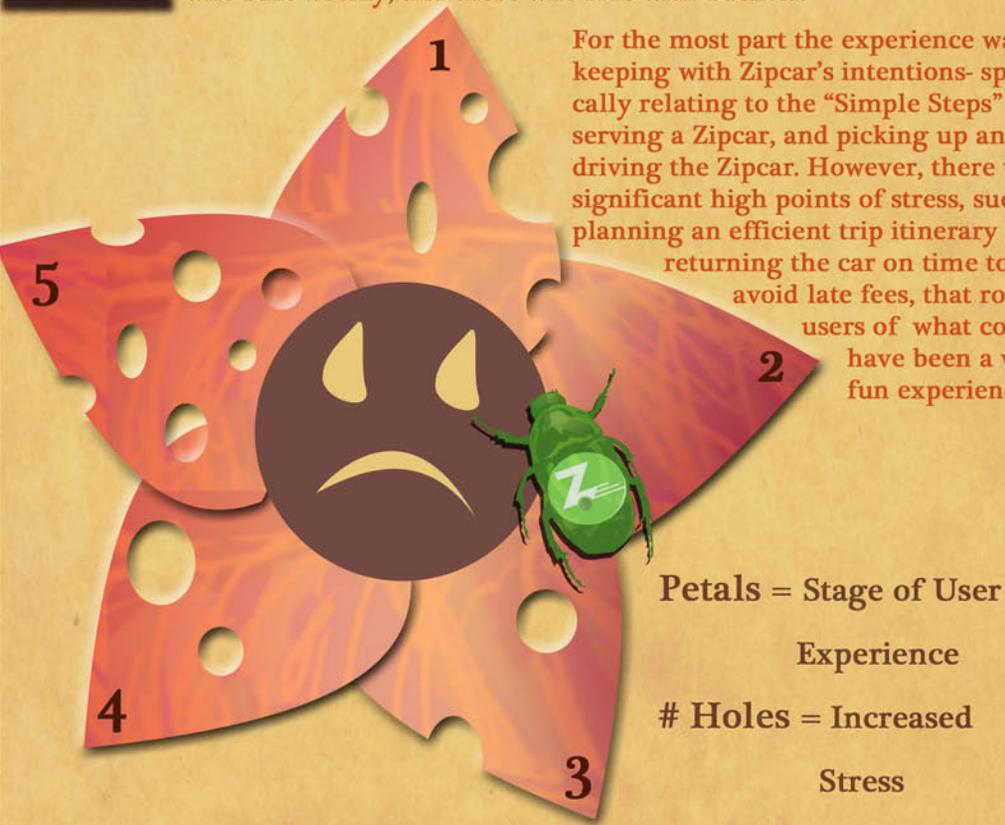
**NEW USERS** – Experiences 7, 9, 10 & 11 can be improved to cultivate a more inviting atmosphere that encourages repeat use. Establish the relationship before class. When new users sign up, send a welcome email that outlines typical classes, what to bring & descriptions of poses. Provide new users with a token or card that easily (and inconspicuously) allows users to signal for help. To address experience (11), follow up with users after class to address concerns and provide encouragement.

**EXISTING USERS**- Reward loyal customers. With so many daily deals flying around, the switching costs of changing studios have dissolved. Reward most loyal customers with free classes or workshops.

# Zipcar User Experience Map.

Zipcar focuses on providing a convenient, affordable, fun, and sustainable car rental experience. Users range includes new renters, those who rent weekly, and those who ride with a renter.

For the most part the experience was in keeping with Zipcar's intentions- specifically relating to the "Simple Steps" to reserving a Zipcar, and picking up and driving the Zipcar. However, there were significant high points of stress, such as planning an efficient trip itinerary and returning the car on time to avoid late fees, that robbed users of what could have been a very fun experience.



## 1 // Planning the Trip

Confusion + Stress when thinking of how to plan the most efficient route and trying to est. time.



## 2 // Reserving the Car

Easy as Advertised



## 3 // Picking Up the Car

Get in and go for the most part. Sometimes the person before is late.



## 4 // Driving the Car

Easy as Advertised, but could be more enjoyable.



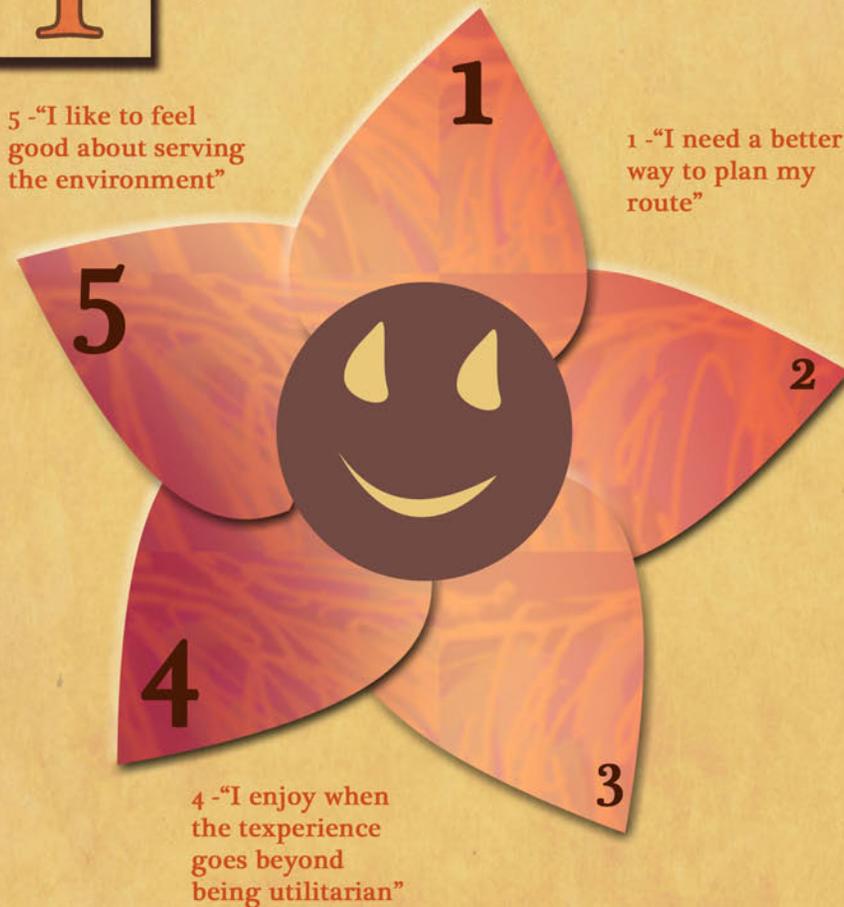
## 5 // Returning the Car

Confusion and stress when trying to return the car without getting charged a late fee. How to maximize use of rental time while decreasing stress and anxiety?



# Intervention Points.

Zip to the Future Sceneography



## 1 // Planning the Trip Intervention

Setting the stage for a more efficient trip could include: a computer, phone, or gps system that allows users to enter destinations and calculates the fastest route with real-time traffic updates, a program that allows users to generate a to-do list based on priority and/or location, creating memos

## 4 // Driving the Car Intervention

Setting the stage for a more enjoyable driving experience could include: CDs made by previous drivers, fun souvenirs, decorative items like a flower or seat covers, scented oil diffusers, a wifi camera/video you can turn on to capture fun moments with friends, a program that lets you meet zipsters.

## 5 // Returning the Car Intervention

Setting the stage for a stress-free car return include: audio reminders, a handwritten thank you note that empowers the driver for being eco-friendly, a "rollover" minutes option that serves as a buffer that lets users accrue minutes if they turn in the car earlier and subtracts them if they are late