

# Designing a Great Digital Experience

**Martin Jukes**



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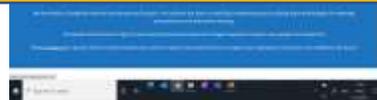
Lots of Smoke and Mirrors?



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# What are we transforming?



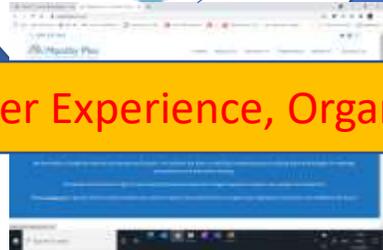
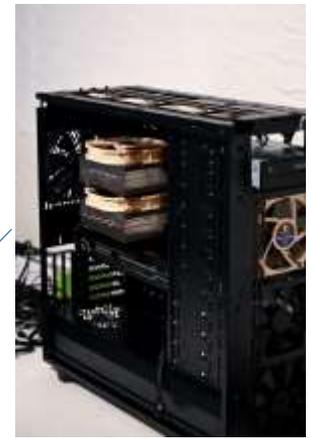
Customer Experience, Organisation Development, Culture, Values,



# What are we transforming?



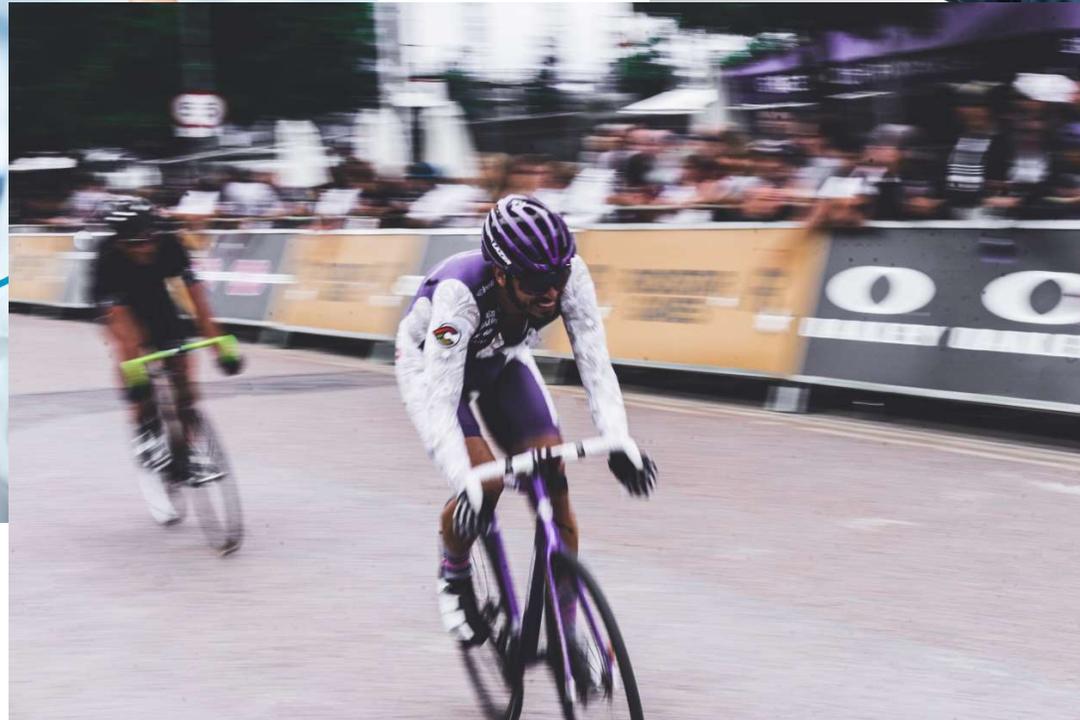
Design around the desired outcomes  
What are we trying to do?  
What are the objectives?

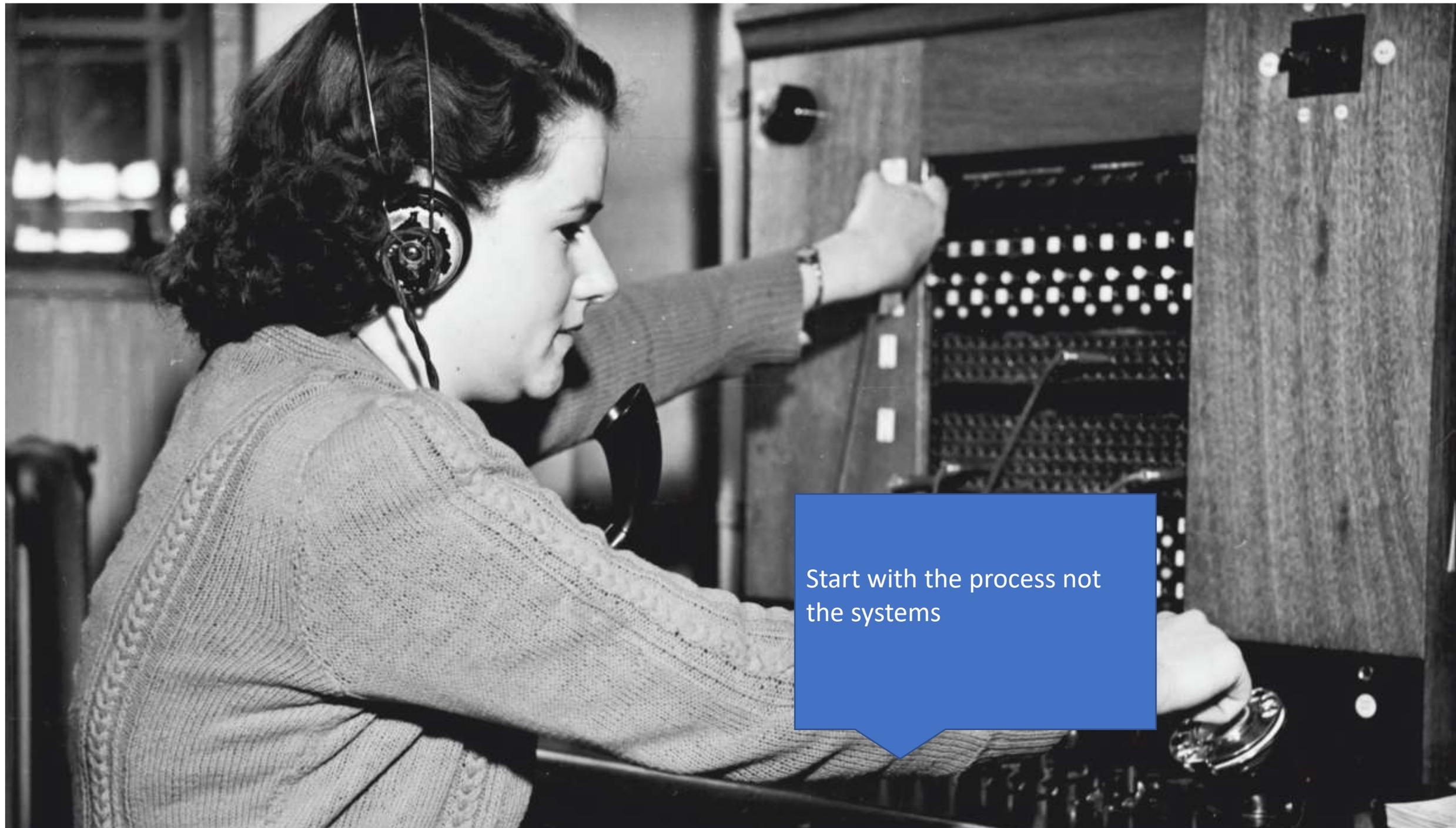


Customer Experience, Organisation Development, Culture, Values,



# Drivers of Digital Transformation





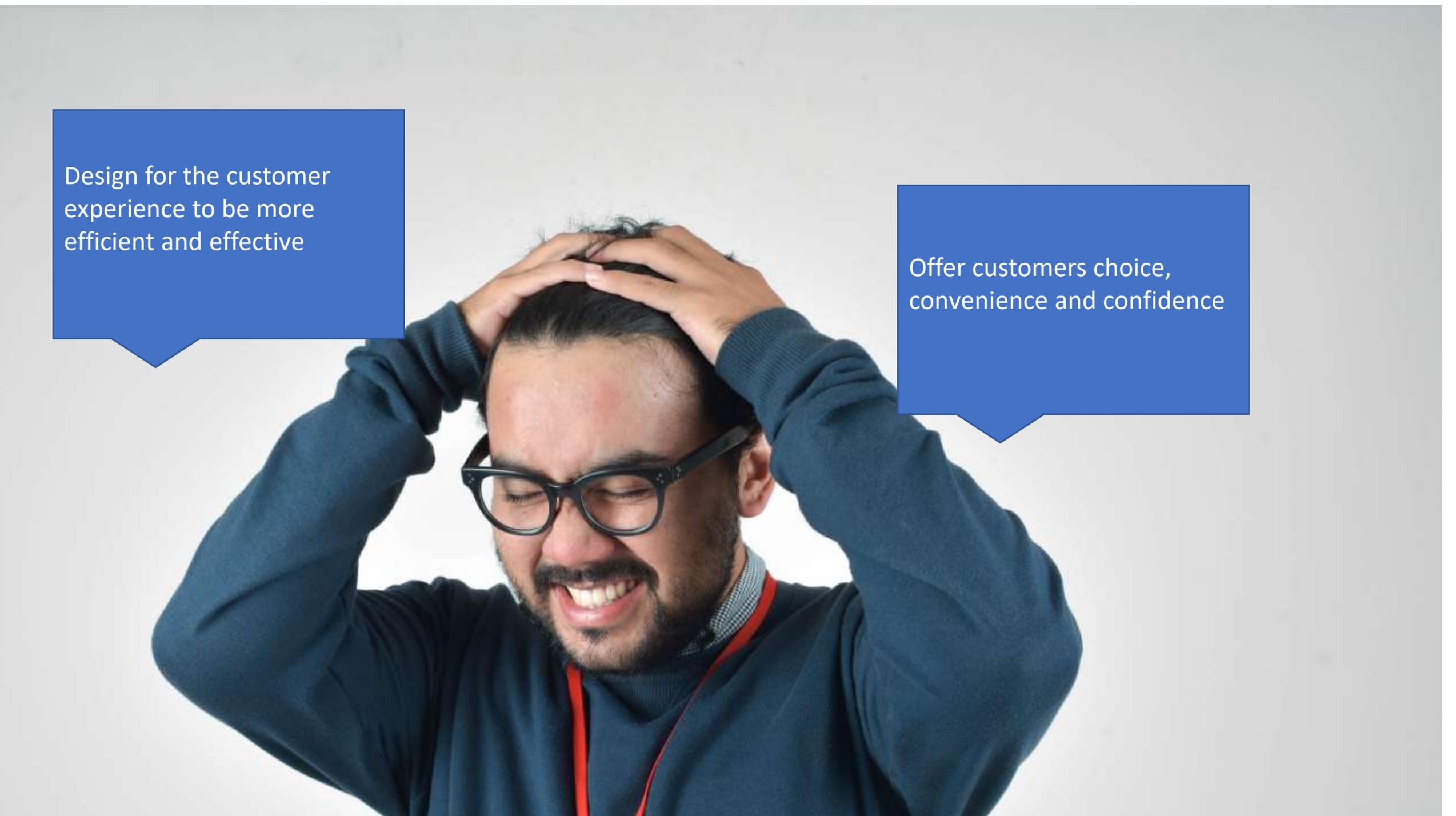
Start with the process not  
the systems

Think about the *implications* of the changes – what will the impact of change be and is it an improvement?

performance

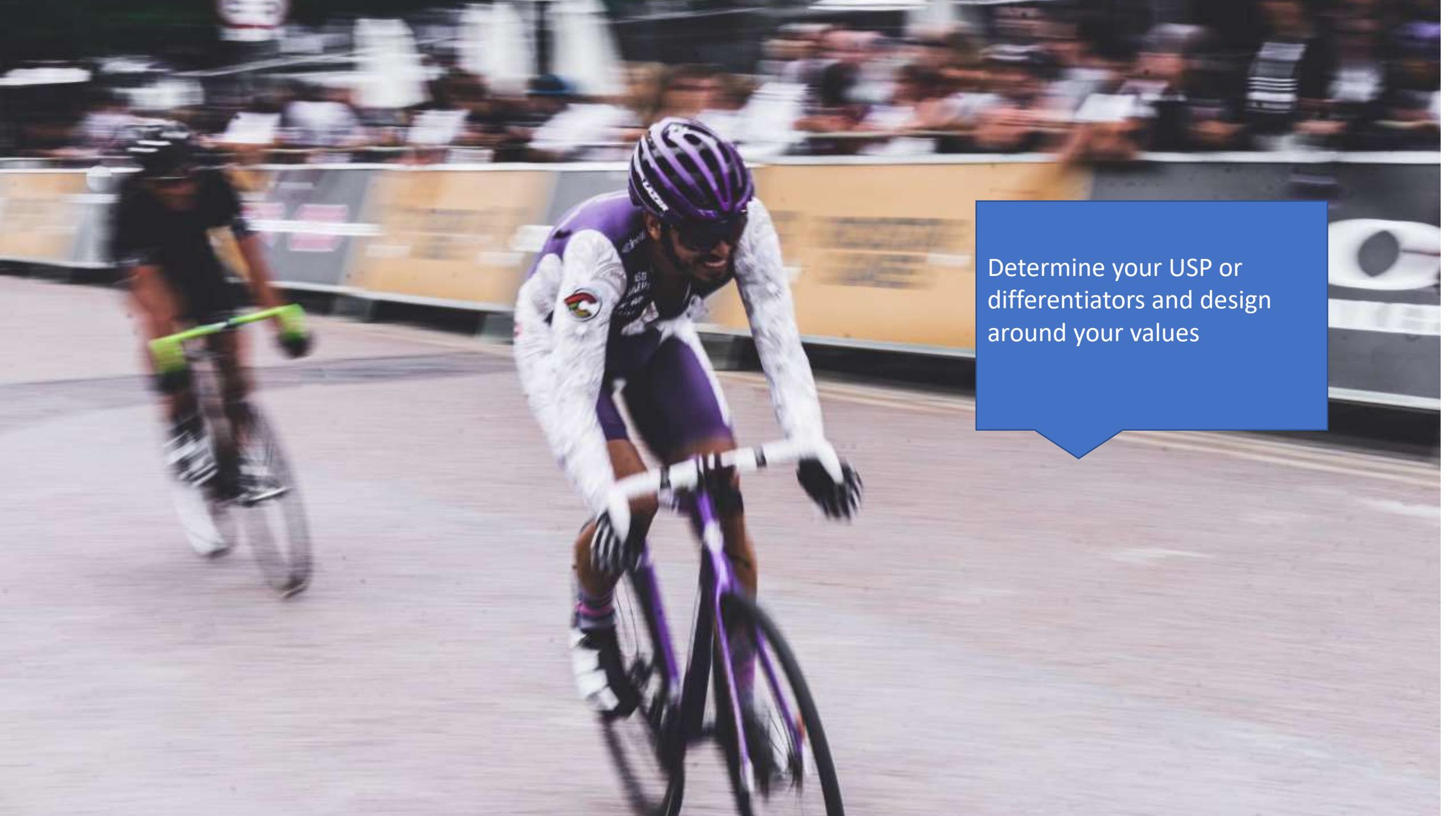


Don't forget the Agent, they will still be needed and need additional tools/skills



Design for the customer experience to be more efficient and effective

Offer customers choice, convenience and confidence



Determine your USP or differentiators and design around your values

A microscopic view of plant cells, showing a dense arrangement of hexagonal cells with thick, light-colored cell walls. The cells are filled with a yellowish-orange substance, likely chloroplasts or other organelles. The overall appearance is that of a honeycomb or brickwork pattern.

**A structured  
approach to  
creativity**