The Role of Memory, Emotion and Simplicity in Creating Digital Retail Experiences

Jay Miller
Chief Engagement Officer
MentorMate

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Background: MentorMate

We Plan, Design, Develop and Staff Memorable Digital Experiences.

www.mentormate.com

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

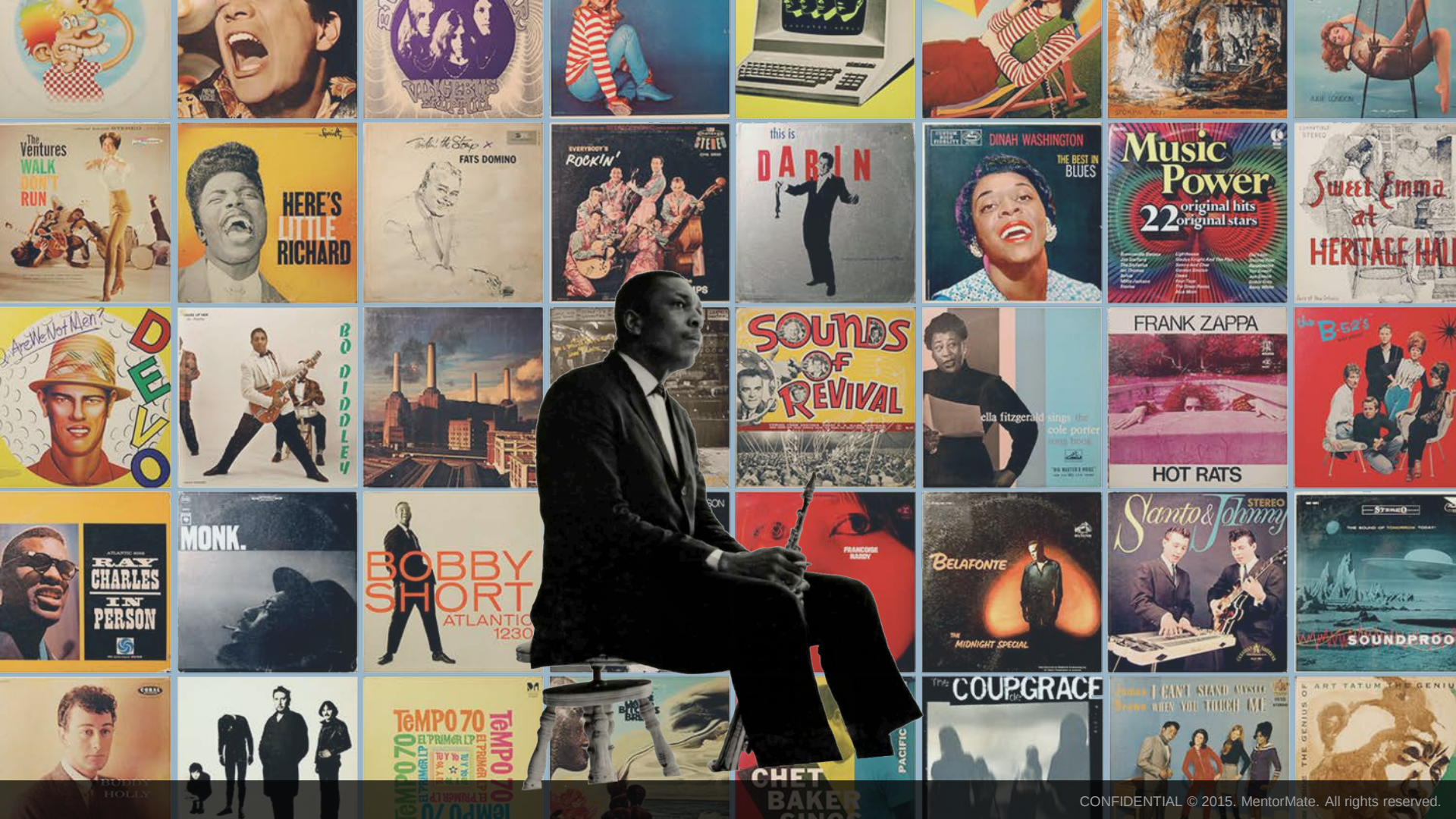
Background: Me

Solving business needs from a user’s perspective for 20+ years.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

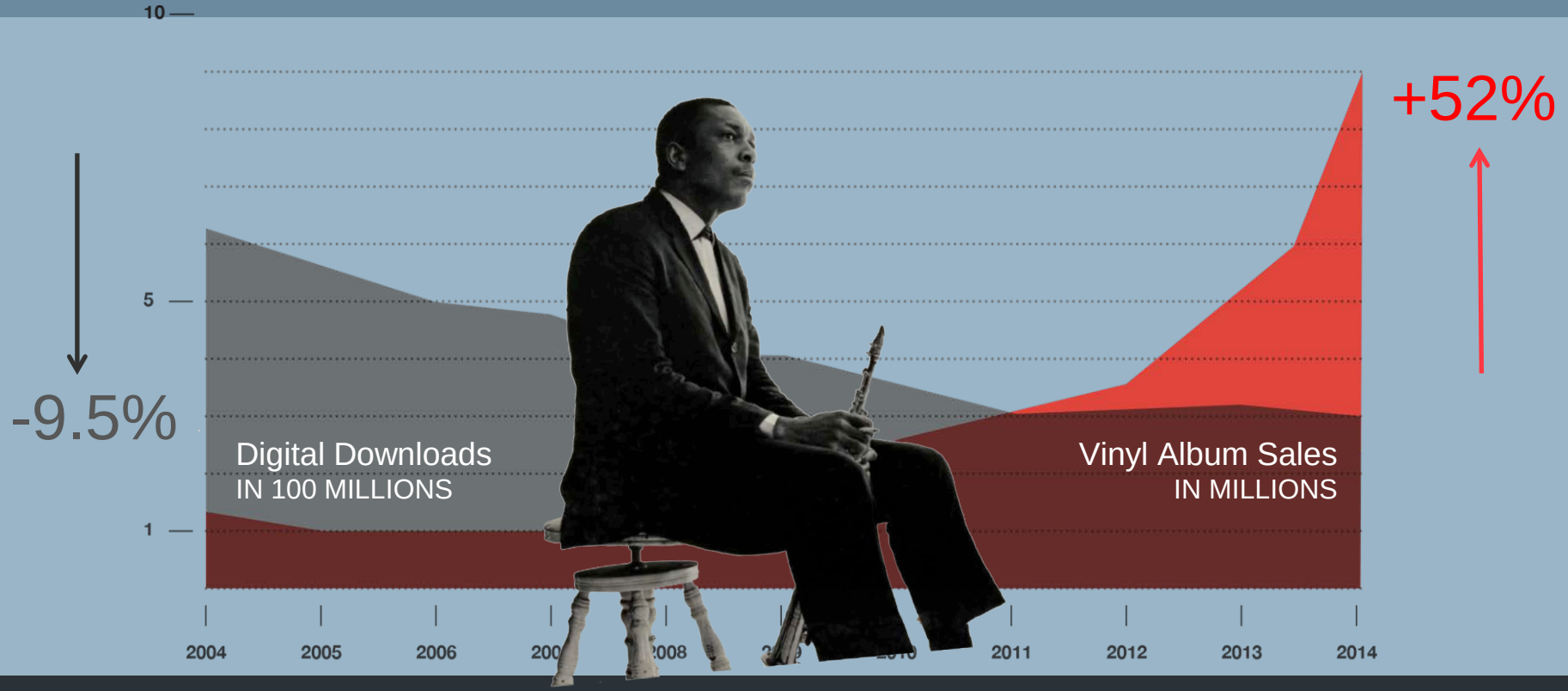
John Coltrane

CONFIDENTIAL © 2015. MentorMate. All rights reserved.



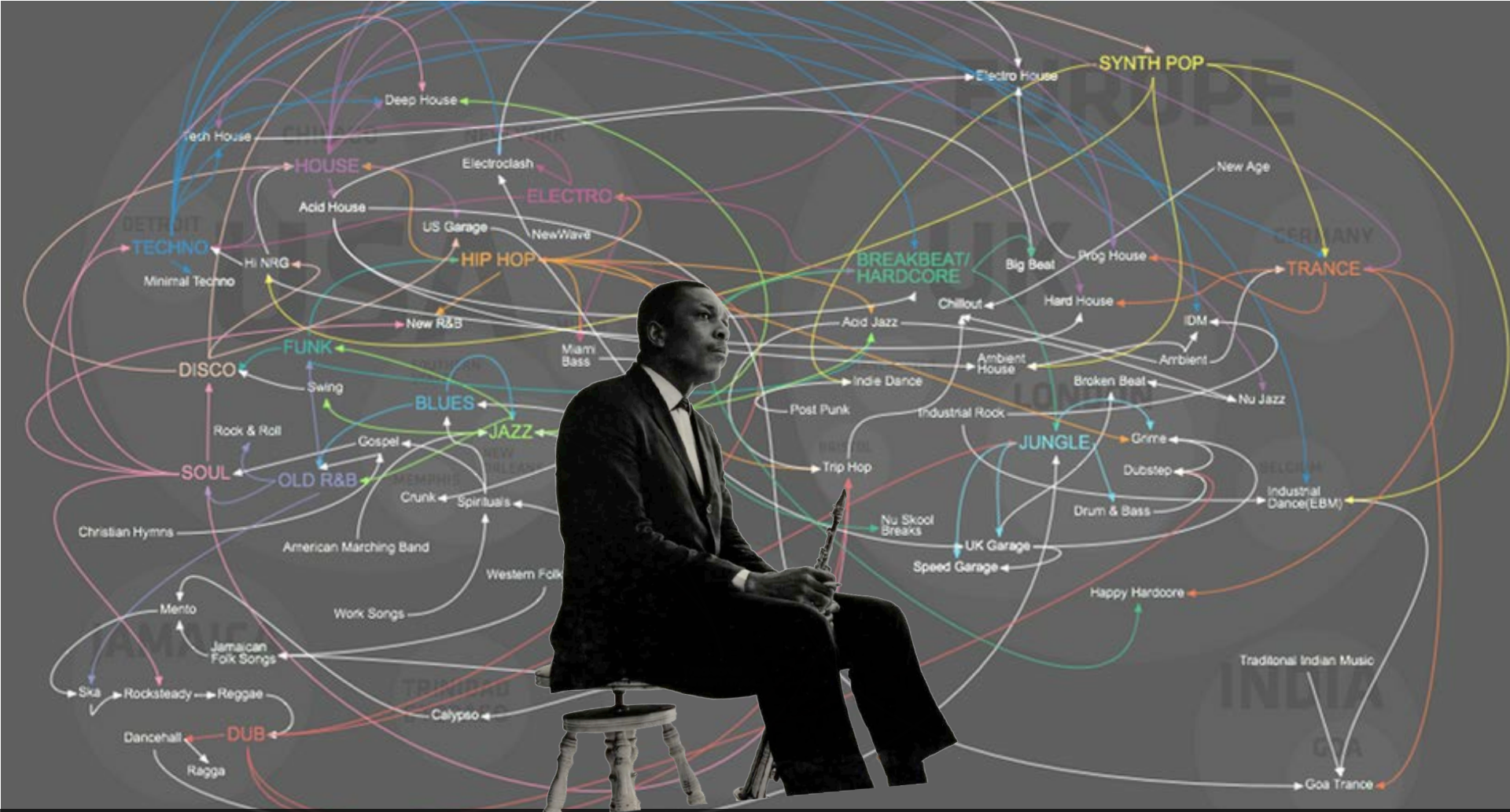
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

10 Years of Explosive Vinyl Growth



Source: Billboard, March 2015

CONFIDENTIAL © 2015. MentorMate. All rights reserved.



CONFIDENTIAL © 2015. MentorMate. All rights reserved.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Search Library
Songs
All (295 Artists)
Compilations
The Accents
Ad-Libs
Album by Artist
Rating
Rushm
Various Arti
Working Class Hero…
5
John Lennon
Rock
Ascension
John Coltrane
impulse!
A-95
monaural

What does this have to do with Retail?

When presented with simple experiences that combine usability, trust, and emotion, a memorable connection is made.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Customers will pay more for simpler experiences.

up to 3.1% more

Social media
Banks/Retail
Shipping/Mail
Media
Retail/General
Utilities
General insurance

3.2–3.5% more

Travel/Car rental
Travel/Booking
Appliances
Travel/Air
Internet retail
Automotive
Telecom/Cell phone

3.6–3.9% more

Travel/Train
Travel/Hotels
Health insurance
Telecom/Cable
Fitness

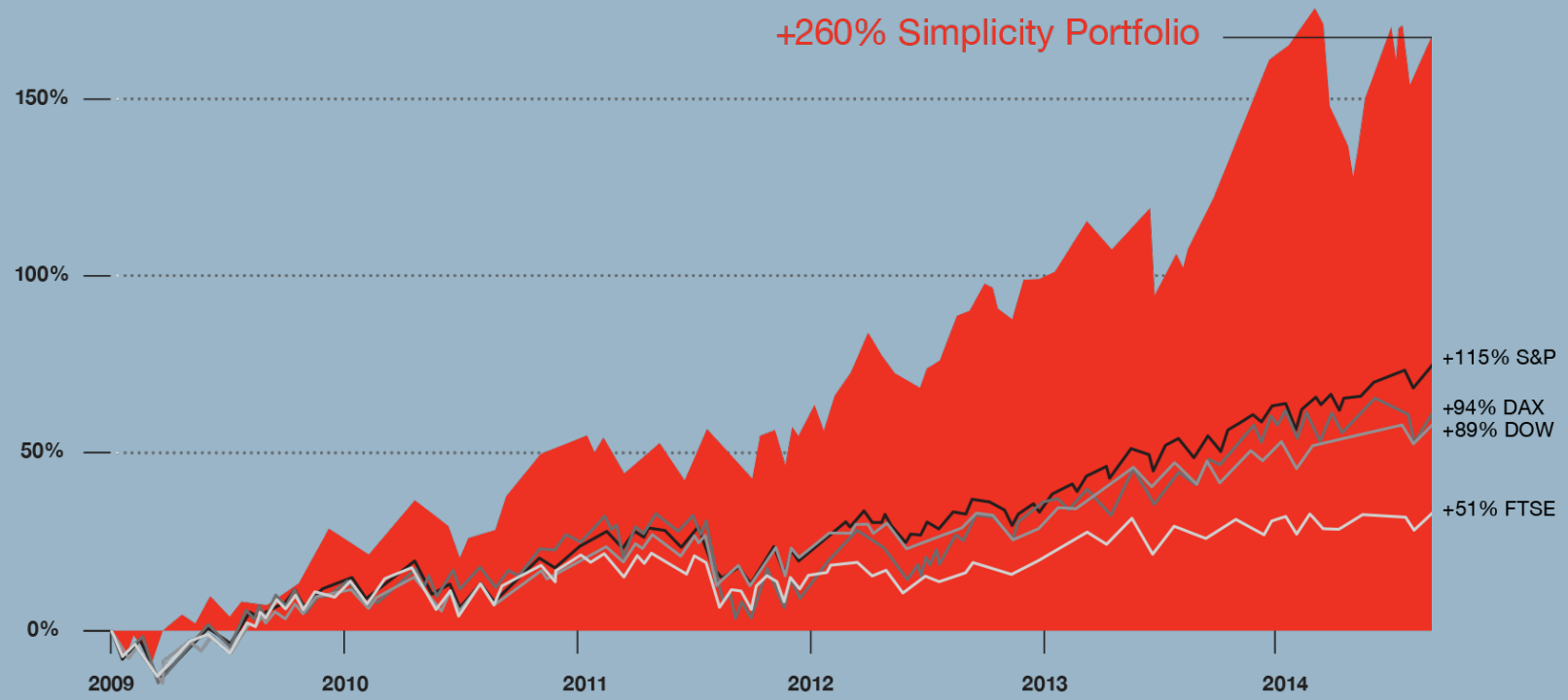
4% and more

Retail/Health and beauty
Retail/Grocery
Electronics
Restaurants
Internet search
Retail/Fashion

Source: 2014 Siegel+Gale Global Brand Simplicity Index

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Percentage of Growth of Index/Portfolio



Source: 2014 Siegel+Gale Global Brand Simplicity Index

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Process: Facilitating Deeper Connections
Examples: Creating Emotional Triggers
Structure: Institutionalizing Innovation

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Process: Facilitating Deeper Connections

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Facilitating Deeper Connections

Within the digital experience, how do we build deeper connections while balancing return with investment?

Source: Humantific

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

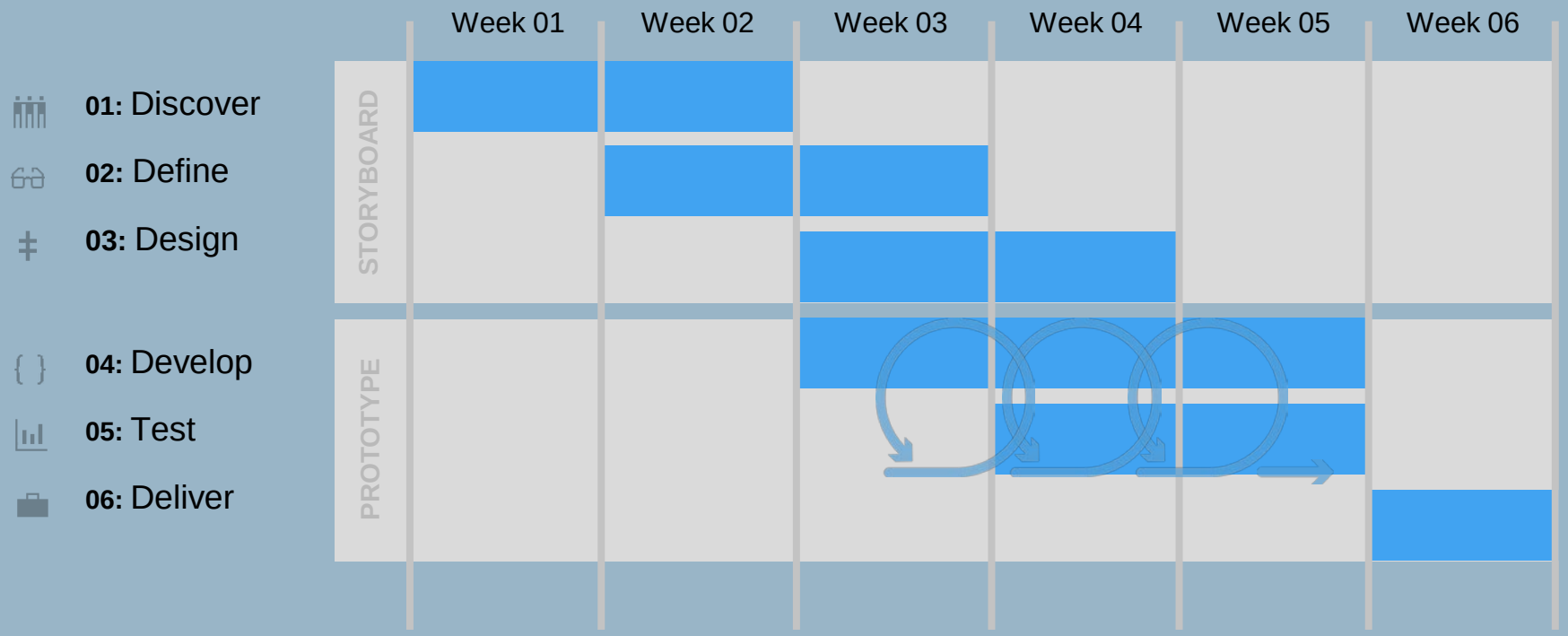
Facilitating Deeper Connections

“We know the experience is bad, but our users don’t have a choice. And any time we spend making it better comes right out of our bottom line.”

– Anonymous Client Quote

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Minimum Viable Product



Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Minimum Viable Product

Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Minimum Viable Product

Functional

Source: Courtesy of Aaron Walter

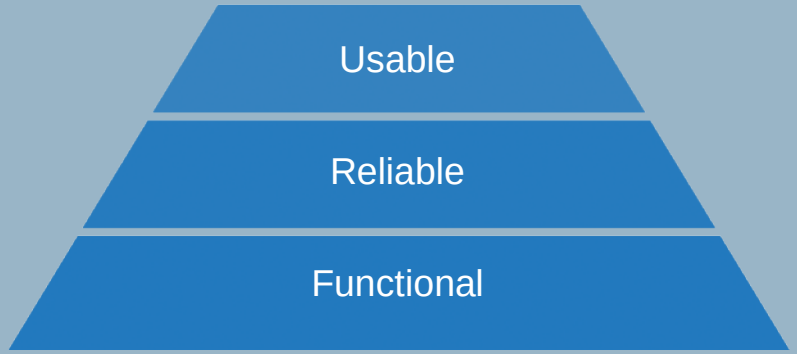
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Minimum Viable Product

Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

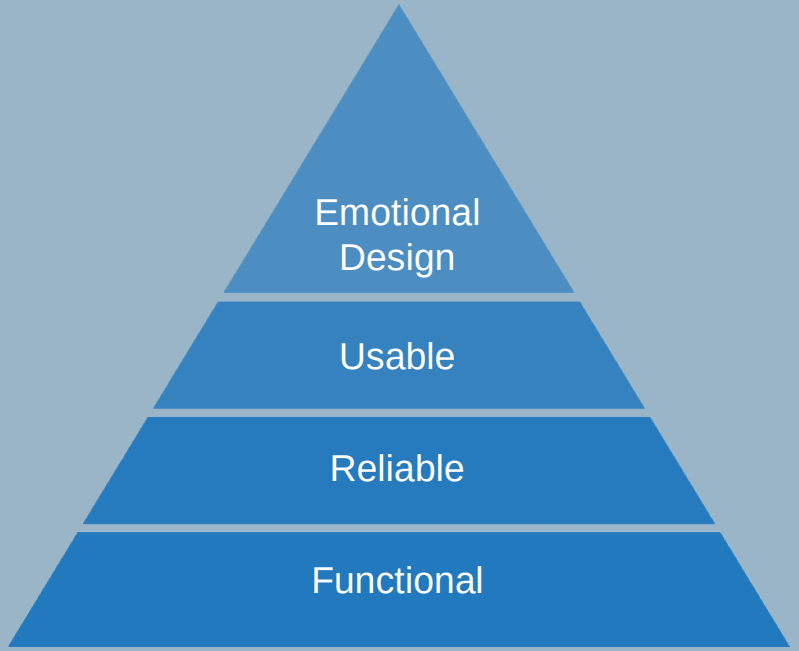
Minimum Viable Product



Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

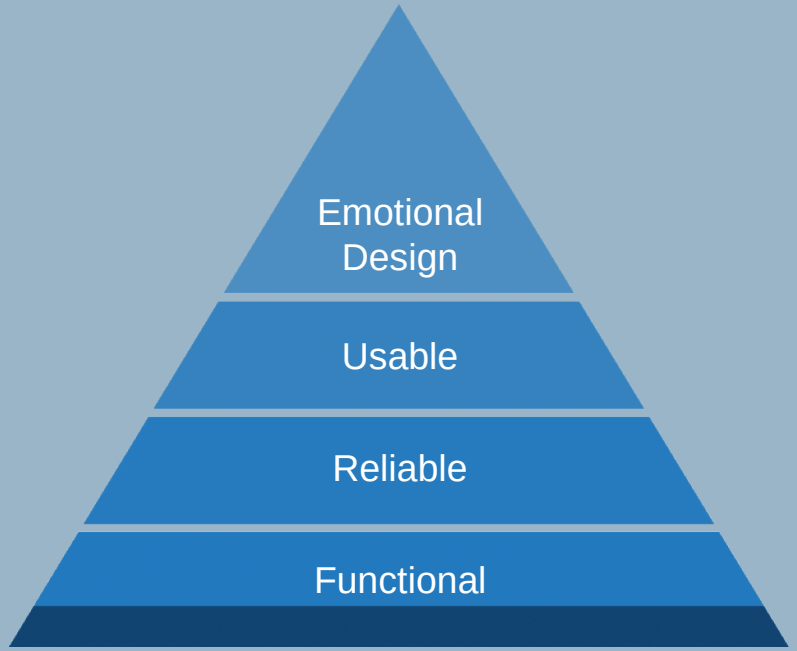
Minimum Viable Product



Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

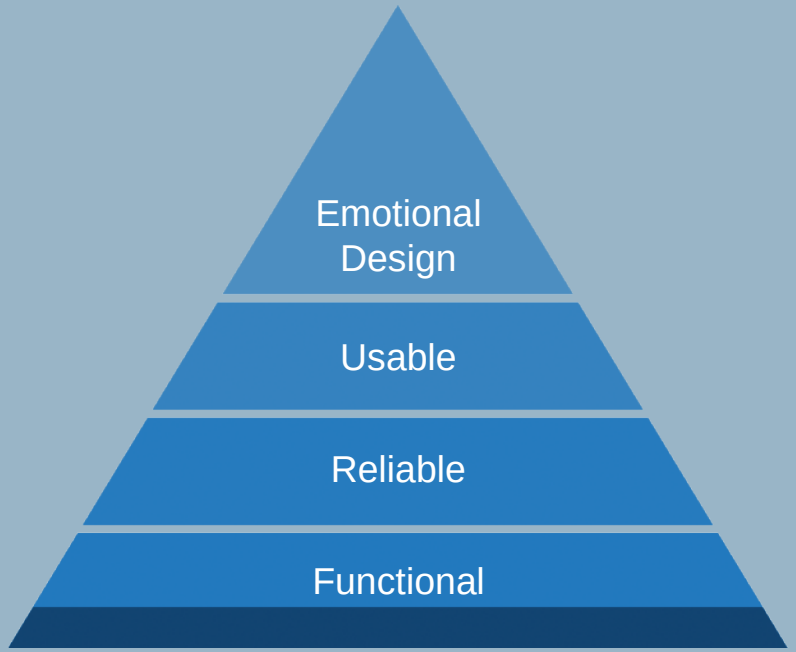
Minimum Viable Product

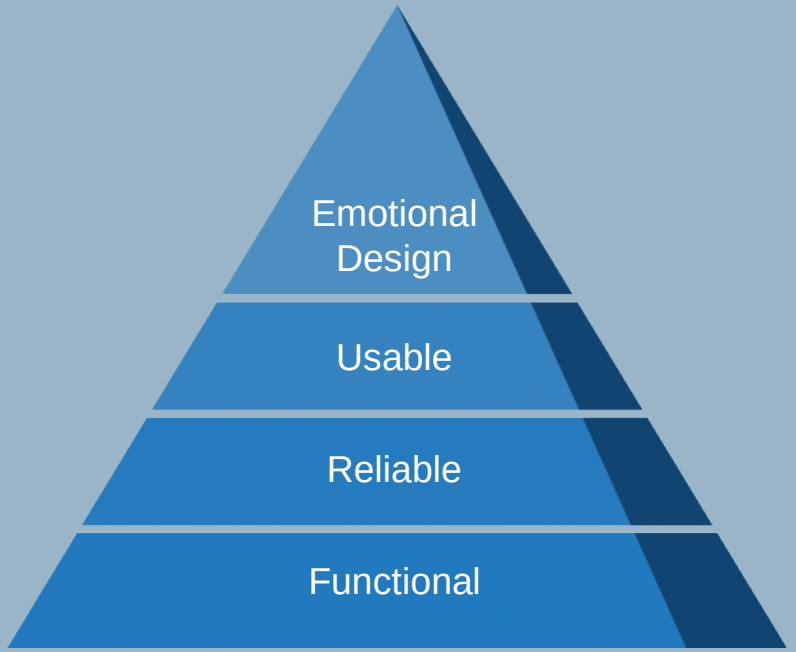


Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Minimum Viable Product

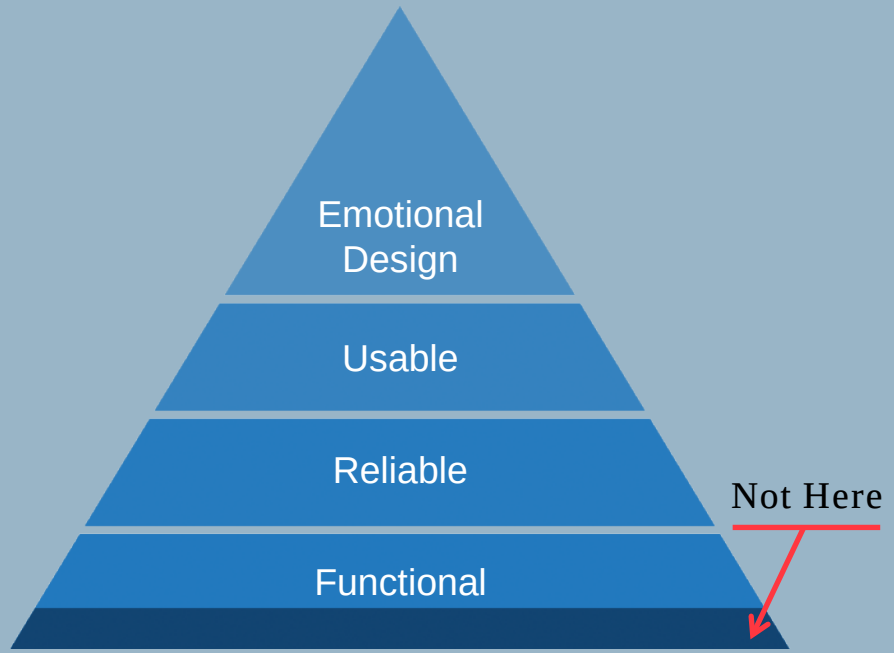


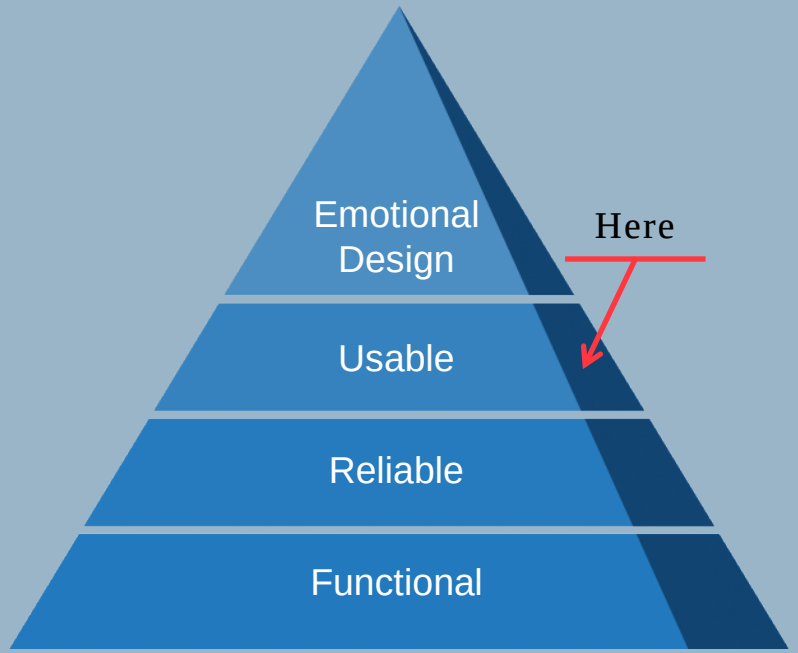


Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Minimum Viable Product





Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Examples: Creating Emotional Triggers

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

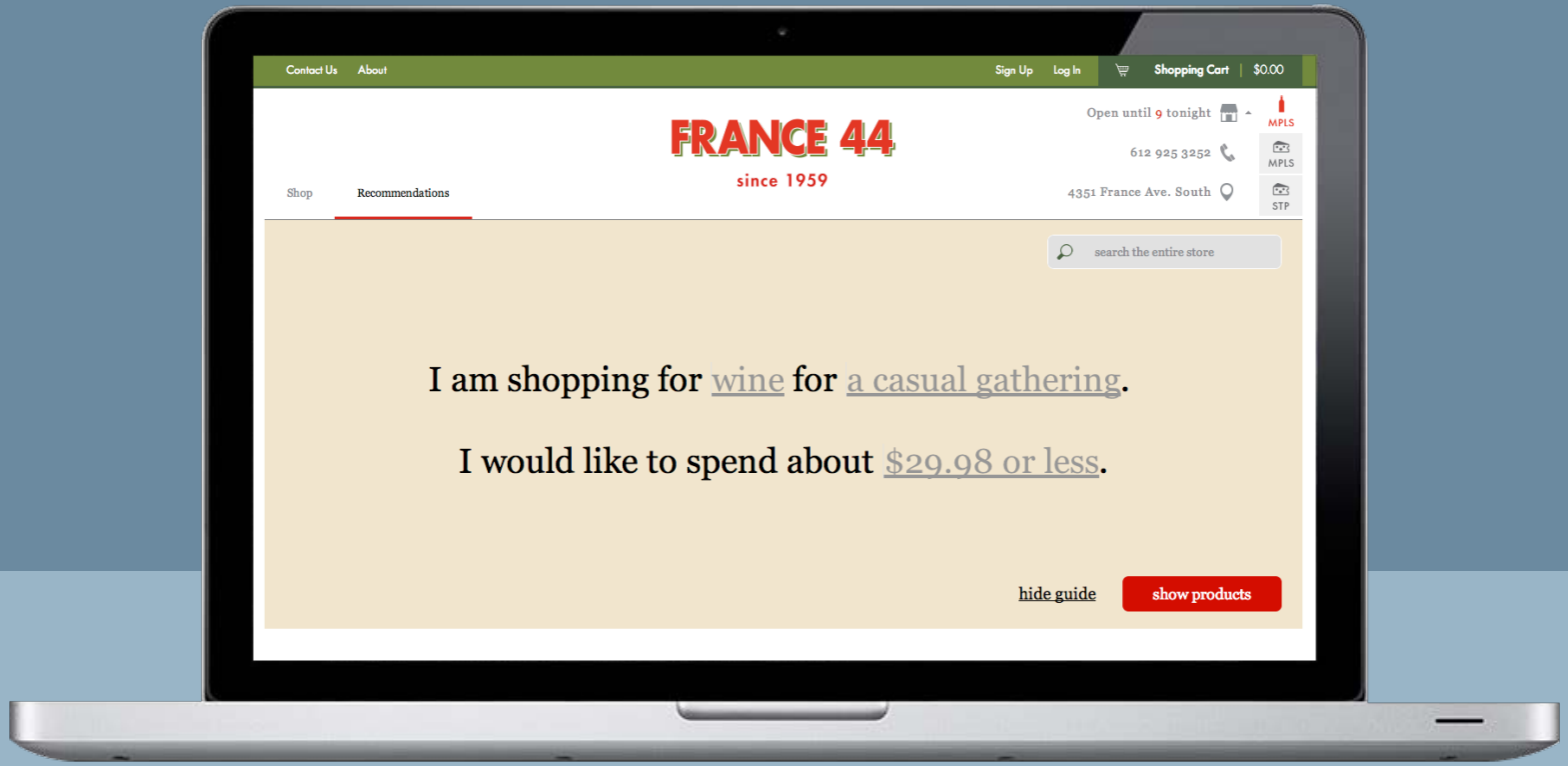
The Importance of Emotional Triggers

When presented with simple experiences that combine usability, trust, and emotion, a memorable connection is made.

Source: Courtesy of Aaron Walter

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Context



CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Contact Us About Sign Up Log In Shopping Cart | $0.00

FRANCE 44

since 1959

Open until 9 tonight

612 925 3252

4351 France Ave. South

MPLS

MPLS

STP

Shop Recommendations

search the entire store

I am shopping for beer for bar-b-que or outdoor grilling.

I would like to spend about $20.00 and up.

hide guide

show products

Contact Us About Sign Up Log In Shopping Cart | $0.00

FRANCE 44

since 1959

Open until 9 tonight

612 925 3252

4351 France Ave. South

MPLS

MPLS

STP

Shop Recommendations

search the entire store

I am shopping for wine for a casual gathering.

I would like to spend about $29.98 or less.

hide guide show products

Shop Recommendations

FRANCE 44

hide guide show products

90

Bedrock Shebang Red Cuvee VI

$14.99 / ML 750

Lagaria Pinot Grigio 2012

SALE $10.99 / ML 750

Kendall - Jackson VR Chardonnay 2012

$14.99 / ML 750

Inama Soave Classico 2012

SALE $15.99 / ML 750

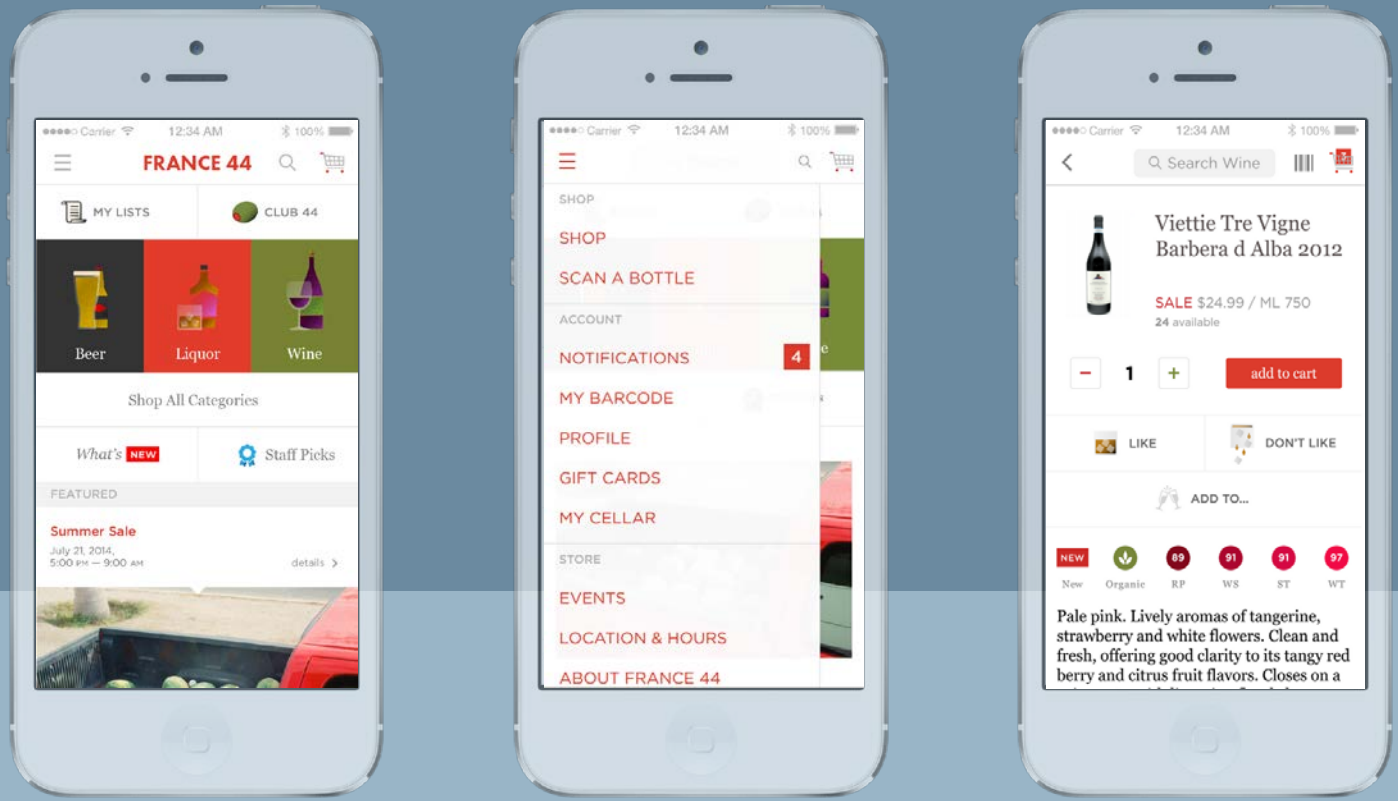
Viridiana Ribera del Duero 2012

Shepherd's Cottage Red 2012

Bodegas Niel Santofima Garnacha/Merlot 2012

Filon Old Vine Garnacha 2012

Emotional Trigger: Context

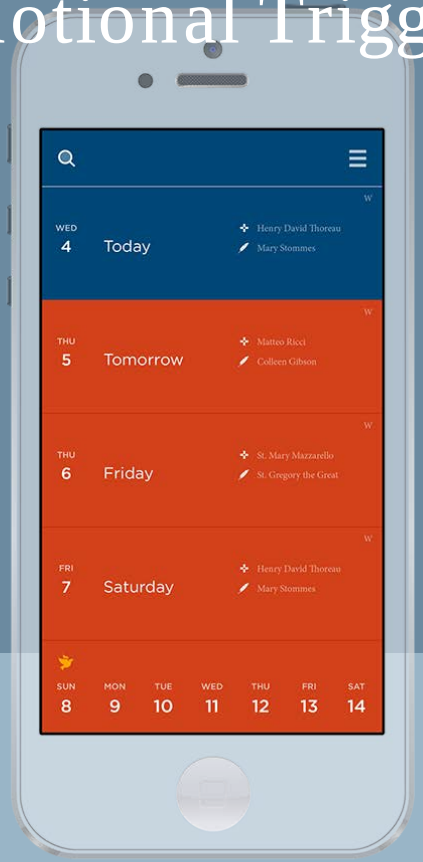


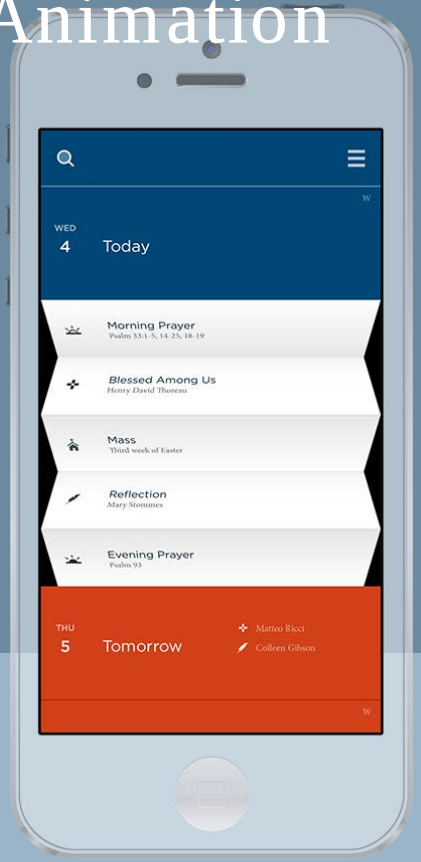
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

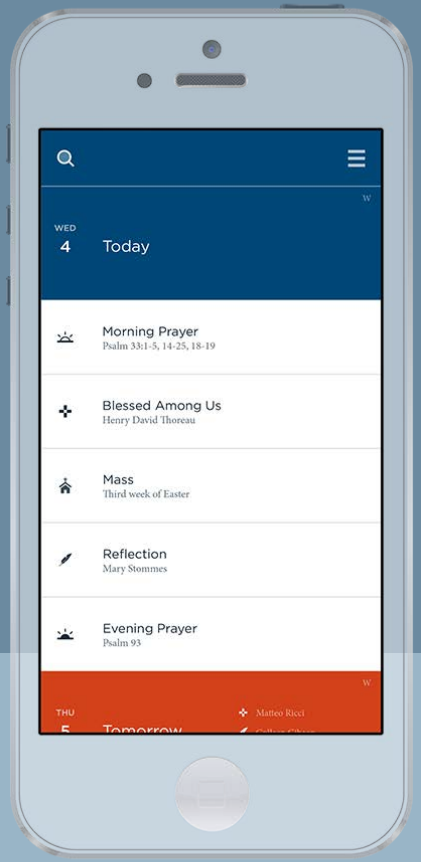
Emotional Trigger: Context

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Animation

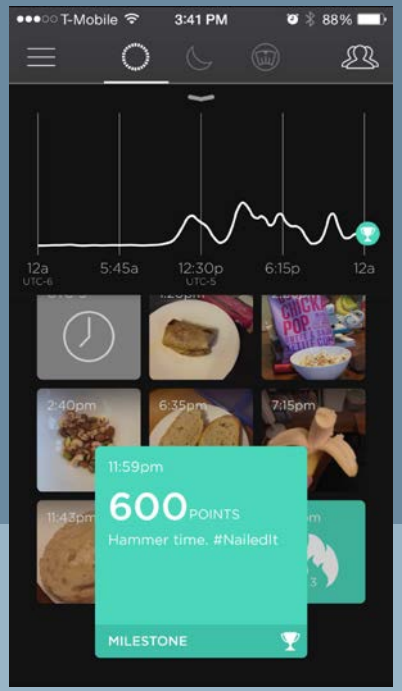


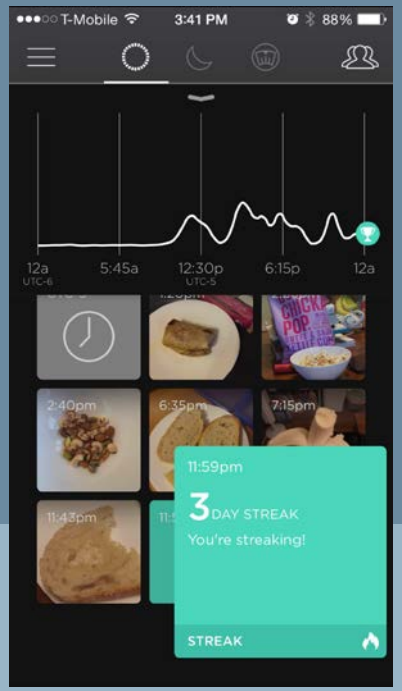


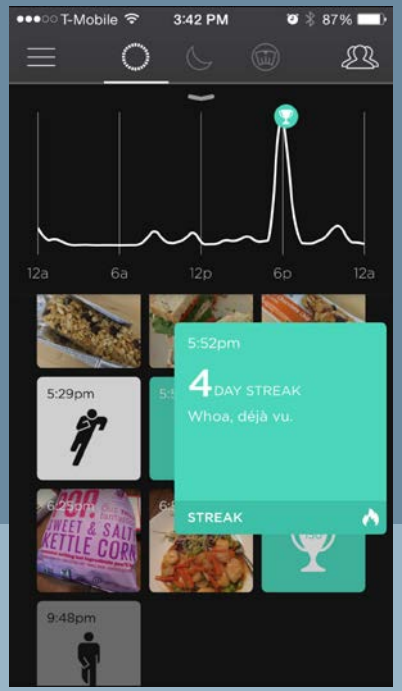


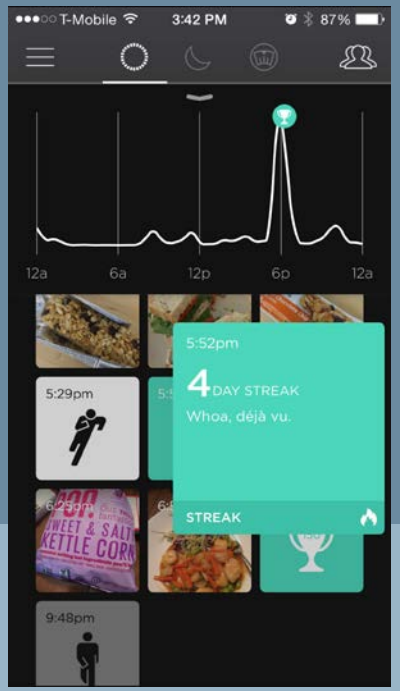
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Voice









CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Gamification

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Preparation
Last Visited: September 12

60 pts

Introduce Yourself

One of the most important skills needed to be successful in sales is the ability to introduce yourself. It is where first impressions are created, and it sets the tone for each encounter.

15pts
Level 1:
Know Yourself

Expert Video Oct 30, 2013

15 pts
Level 1:
Why You Are There

Expert Video Feb 2, 2013

5 pts
Level 1:
Managing Time

Expert Video Mar 12, 2013

15 pts
Level 1:
Gain Agreement

Expert Video Apr 11, 2013

15 pts
Level 2:

5 pts
Level 2:

15 pts
Level 2:

15 pts
Level 2:

Verizon 9:43 PM 100%

All Foundation Skills

Introduce Yourself

Profile

Prepara

Last Visited:

Intro

One of

ability

it sets

60 pts

Level 1:

Know Yourself

Expert Video Oct 30, 20

15 pts

Level 1:

Gain Agreement

Expert Video Apr 11, 2013

Level 2:

Level 2:

Level 2:

Level 2:

Learning Community Dashboard

3 pts

Level 1: Know Yourself

The first part of an effective introduction starts with an explanation of who you are and what is your role in the organization. Remember to describe your role in a way that is relevant to your customer.

Expert Video Mar 12, 2013

Objectives

Instructions

Make New Attempt

Attempts

Share Attempt

10:22 • Posted Apr 2013

Share Attempt

10:22 • Posted Apr 2013

Share Attempt

Verizon 9:43 PM 100%

All Foundation Skills

Introduce Yourself

Profile

3 pts

Level 1: Know Yourself

The first part of an effective introduction starts with an explanation of who you are and what is your role in the organization. Remember to describe your role in a way that is relevant to your customer.

Expert Video Mar 12, 2013

Objectives

Instructions

Make New Attempt

Attempts

Share Attempt

12:15 • Posted Mar 2013 ★ ★ ★

Share Attempt

10:22 • Posted Apr 2013 ★ ★

Share Attempt

Level 1:
Know Yourself

Sep 22, 2013 ★

Hello. Please take a look at my video!

Share video with:

My Manager

My Trust Circle

My Team

Create/edit group

Share

Level 1
Know Yo

Expert Video

15 pts

Apr 11, 2013

Level 2:

Level 2:

Level 2:

Level 2:

15 pts

Learning Community Dashboard

●●●●○ Verizon 9:43 PM 100%

Community Stream

Feedback | All | Requests

Author	Status	Date ▼	Activity	Preview	Feedback
	•••	Today	Introduce Yourself		Feedback Requested
	✓	Oct 7	Be Relevant		★ ★ ★
	•••	Oct 6	Know the Process		Provide Feedback
	✓	Oct 4	Gain Agreement		★ ★
	✓	Oct 1	Know the Process		★ ★
	•••	Sep 26	Know the Process		Feedback Requested

Learning | Community | Portfolio | Profile

Verizon 9:43 PM 100%

Dashboard

Profile

Skill Area	Skill	Level	Last Visited	Status
Foundation	Introduce Yourself	Level 2	Mar 11, 2013	✓ ✓ ✓ ...
Communication	Manage Influencers	Level 1	Mar 11, 2013	✓ ... ...
Wound Care	Know Yourself	Level 2	Mar 10, 2013	✓ ...
Presentation	Propose Solution	Level 1	Mar 9, 2013	...
Surgical Products	Maintainence	Level 1	Mar 2, 2013	

Most Recent Awards

Warm Up
Profile Completed
10 pt Bonus

Milestone
5th Share

Foundations
Skill Area Completed
500 pt Bonus

Sarah Watson

Total Earned **10,500** pts

Leaderboard

Last 30 Days

1	Sheila Smith	4,503 pts
2	Andy Peterson	4,255 pts
3	David Smith	3,503 pts
4	Roman Palomar	3,345 pts
5	Alan McDonough	3,003 pts

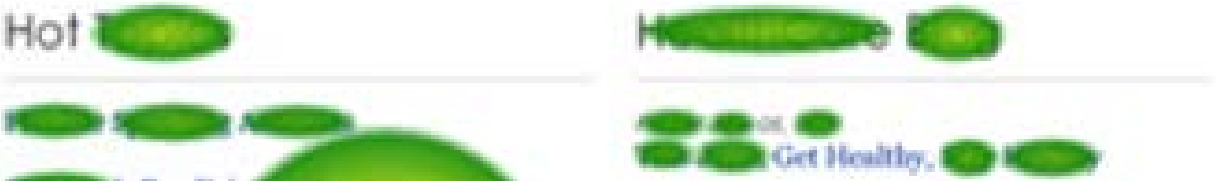
Learning Community Dashboard

Emotional Trigger: Photography

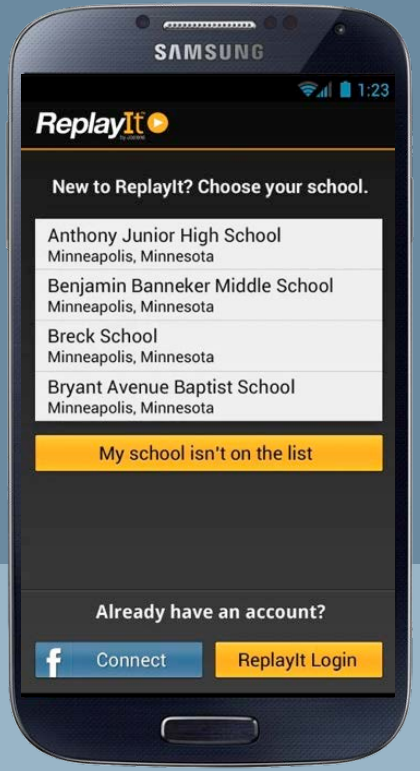
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

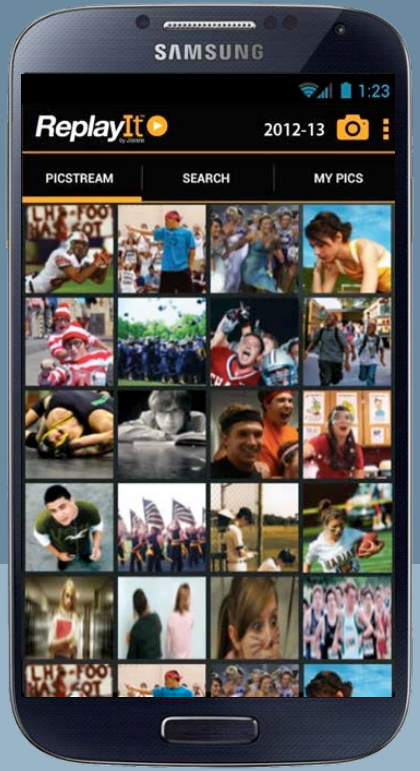
Emotional Trigger: Photography

Find out which private insurance plans, public programs and community
are available to you.
State
Go
Your Health
Have you
for insurance?
Learn More
out how the reform is
stay healthy.
Learn about prevention and wellness services that may be covered at
preventive services for Medicare beneficiaries
are right for your age and gender


Hot
Get Healthy.

Emotional Trigger: Relevance



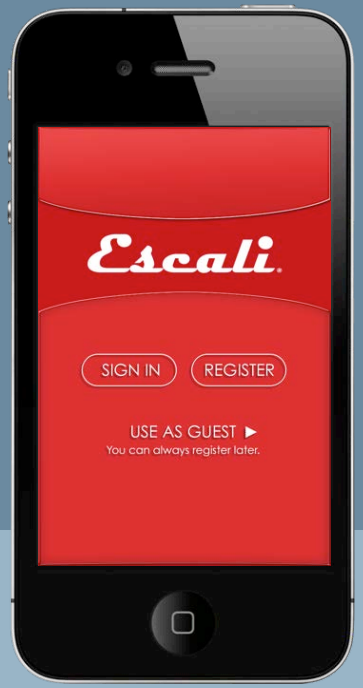


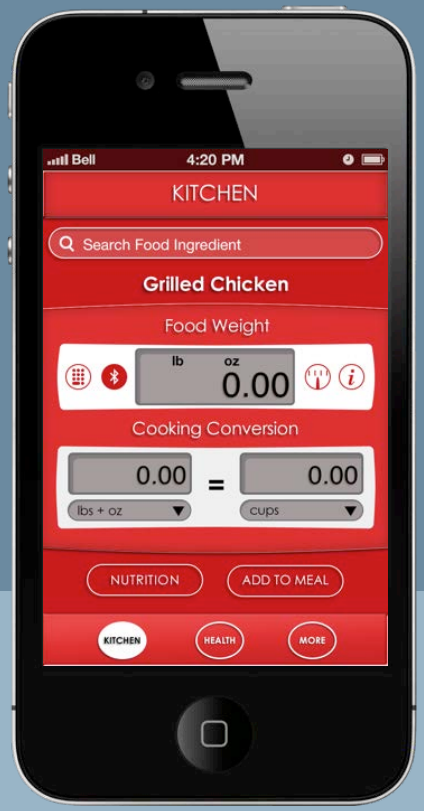
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Relevance

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

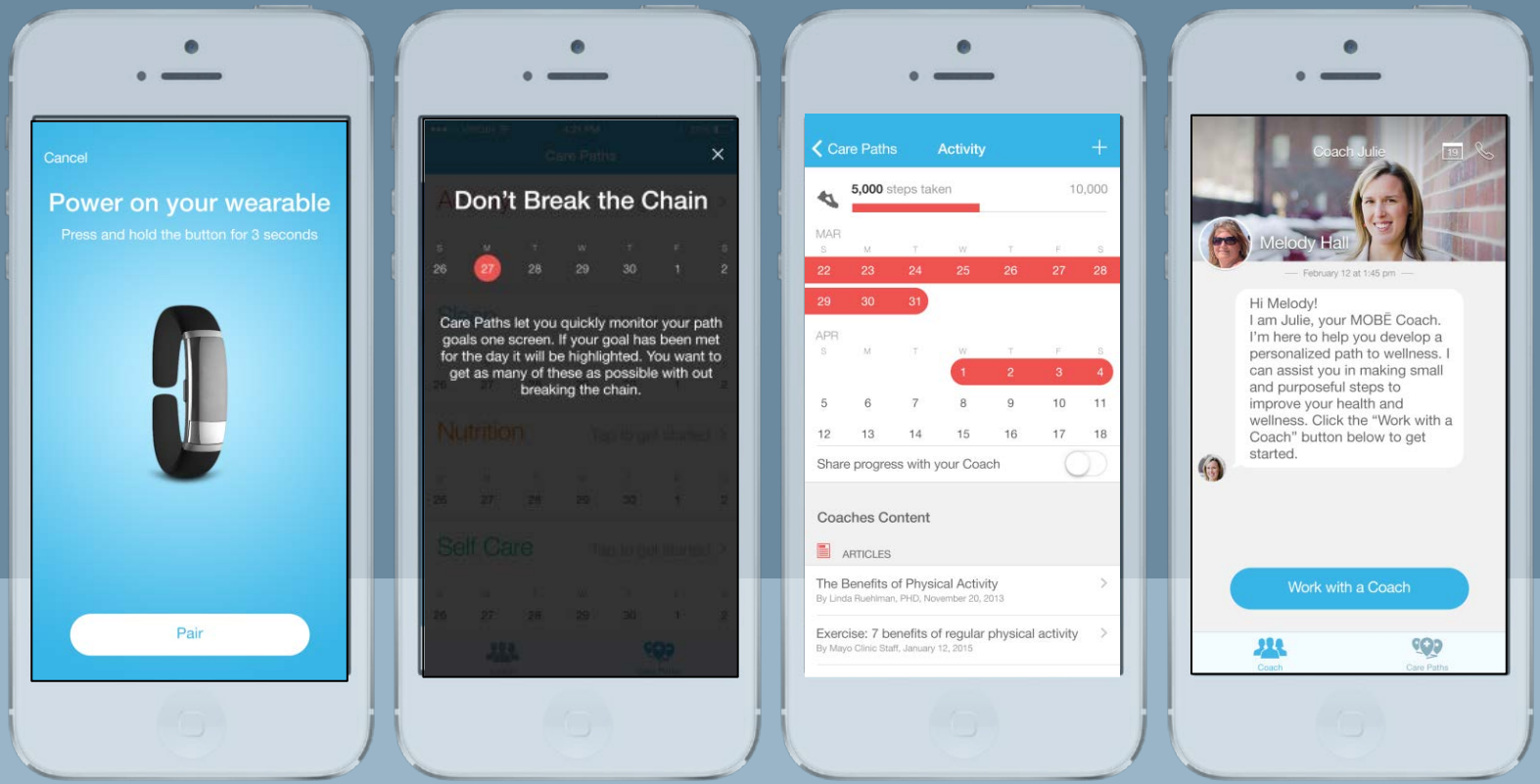
Emotional Trigger: Connection





CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Encouragement



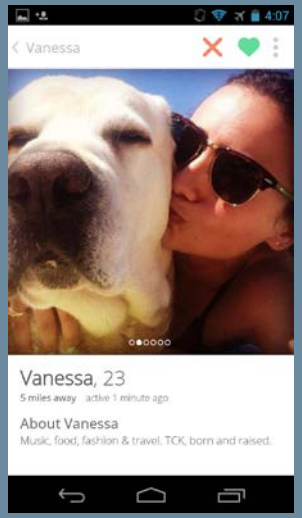
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

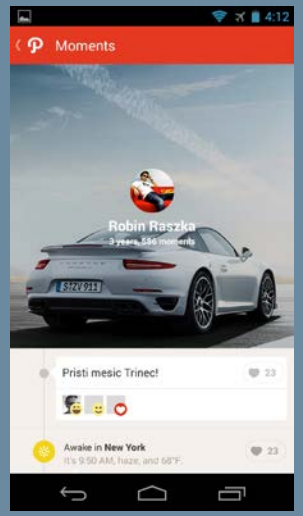
Emotional Trigger: Color

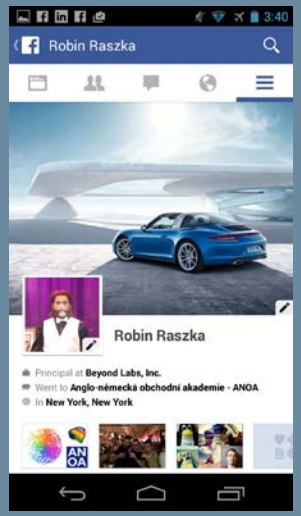
Source: Courtesy of Vera Kamin

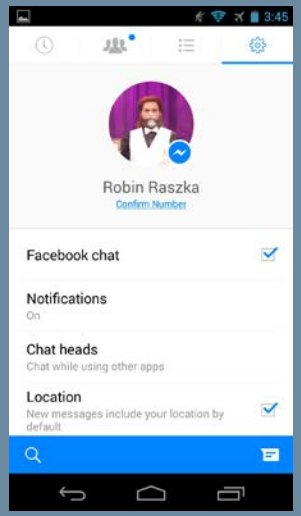
CONFIDENTIAL © 2015. MentorMate. All rights reserved.

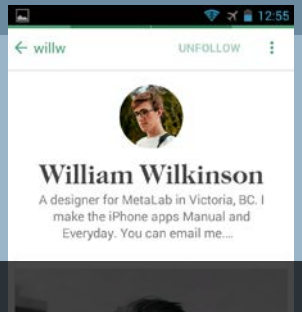
Emotional Trigger: Familiarity

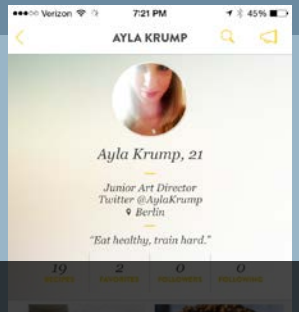


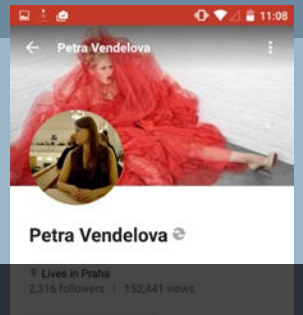


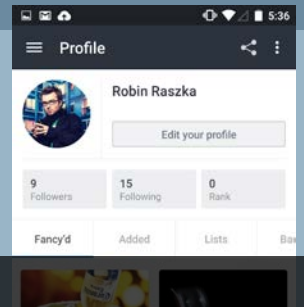


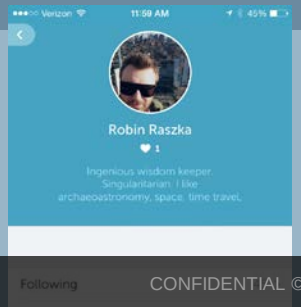


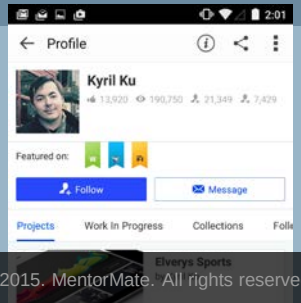










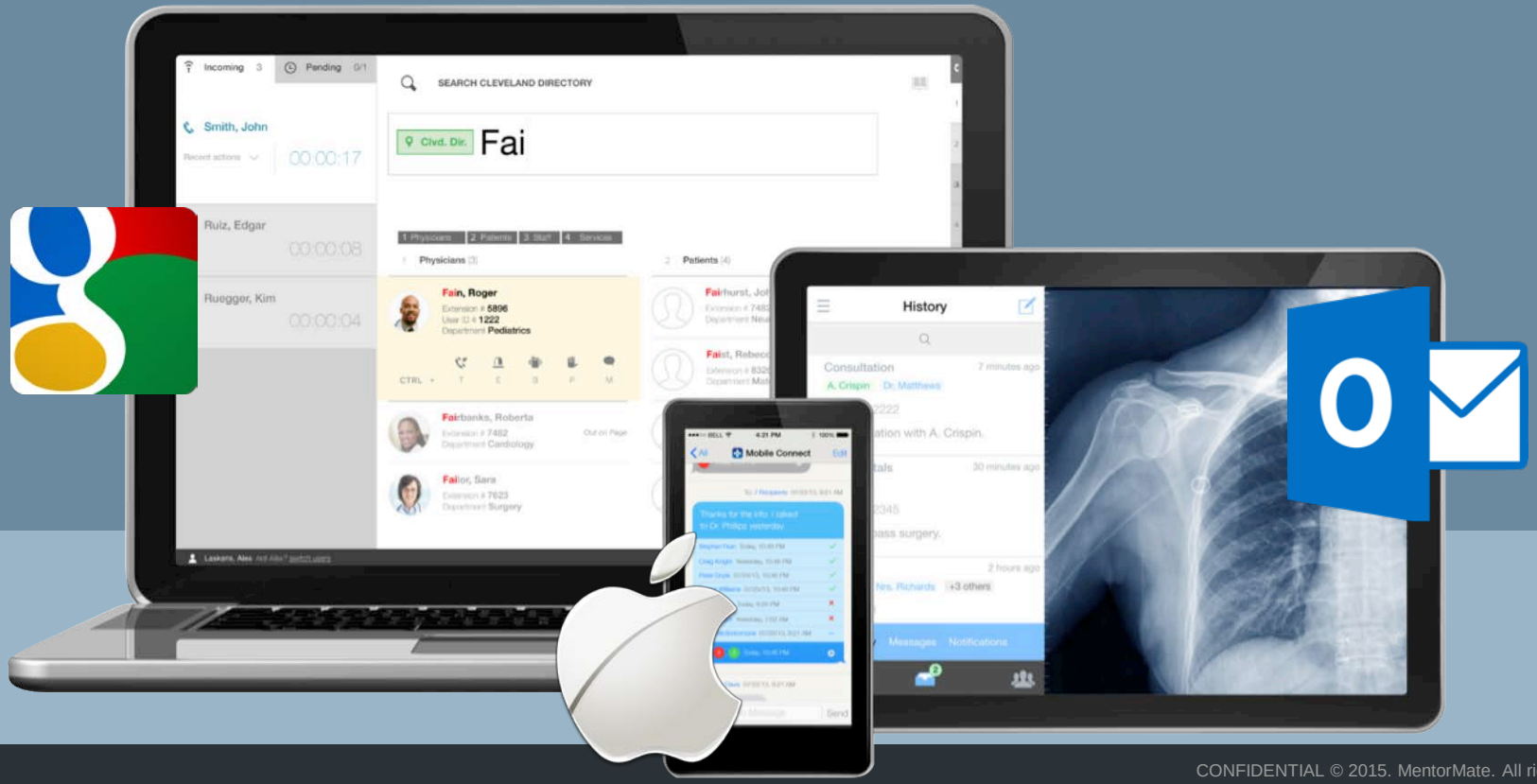


CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Familiarity

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Emotional Trigger: Familiarity



CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Incoming 0 | Pending 0/2

No incoming operations

SEARCH CLEVELAND DIRECTORY

Clvd. Dir.

Incoming 1 | Pending 0/1

Smith, John

Recent actions

00:00:09

SEARCH CLEVELAND DIRECTORY

Clvd. Dir. F

1 Physicians | 2 Patients | 3 Staff | 4 Services | 7 Department

1 Physicians (9)

Fain, Roger
Extension # 5896
User ID # 1222
Department Pediatrics

CTRL + T E B P M

Fairbanks, Roberta
Extension # 7482
Department Cardiology
Out on Page

Failor, Sara
Extension # 7623
Department Surgery

Foley, Jeremy

2 Patients (29)

Fabel, Anna
User ID # 1951
Department: Surgery

Facteau, Amy
Extension # 9332
Department Surgery

Fadel, Ron
Extension # 9328
Department Cardiology

Faes, Nick
Extension # 7517
Department ICU

Fairhurst, John

3

1 2 4 5 6 7 8 9 10 11 12

Laskaris, Alex not Alex? switch users

Incoming 3 | Pending 0/1

Smith, John

Recent actions

00:00:21

Ruiz, Edgar

00:00:12

Ruegger, Kim

00:00:08

SEARCH CLEVELAND DIRECTORY

Clvd. Dir.

Fair

1 Physicians | 2 Patients | 4 Services

1 Physicians (1)

Fairbanks, Roberta

Extension # **7482**
User ID # **0019**
Department **Cardiology**

CTRL + T E B P M

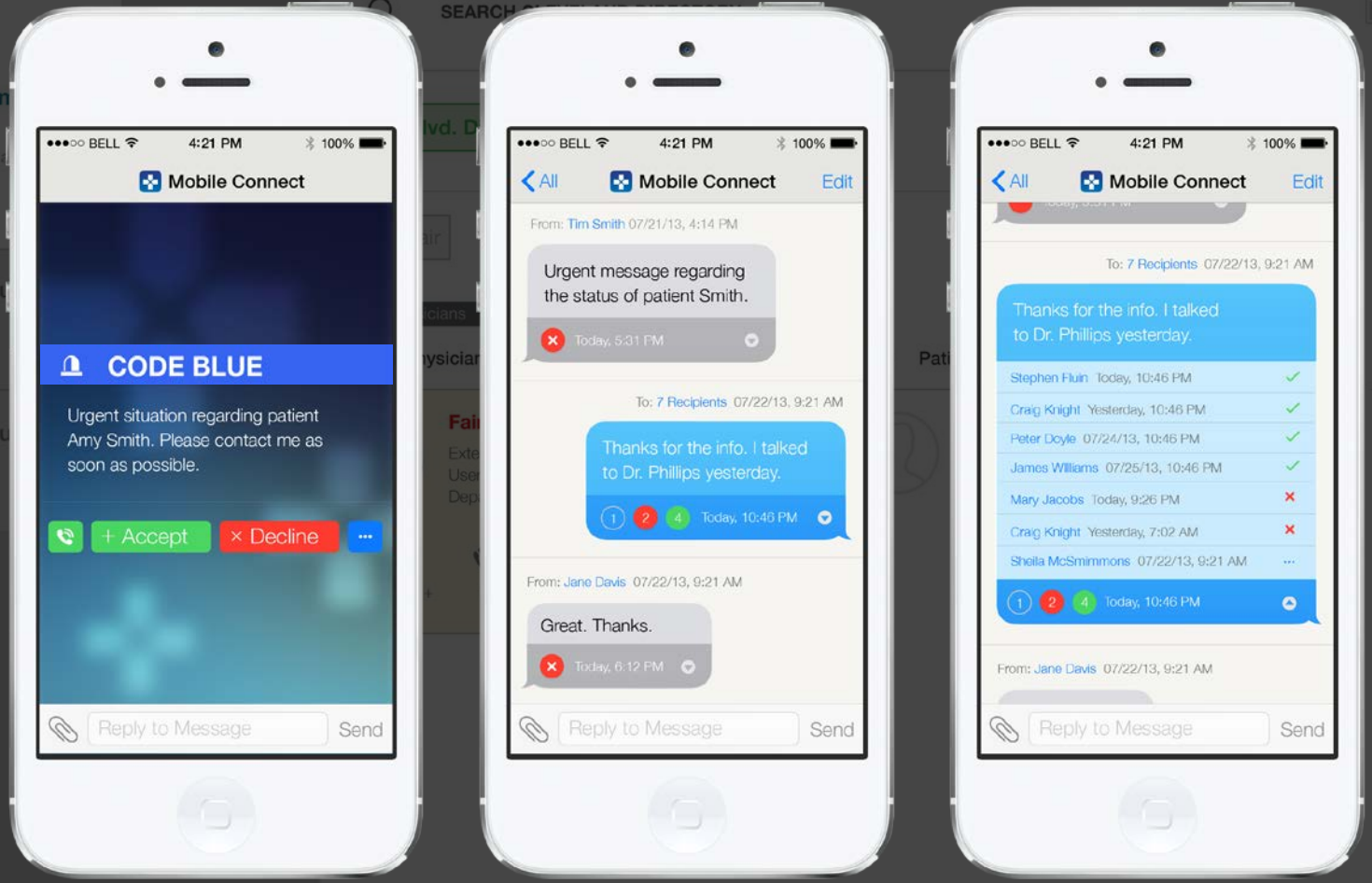
2 Patients (1)

Fairhurst, John

Extension # 7482
Department **Neurology**

4

Laskaris, Alex *not Alex? switch users*


BELL 4:21 PM 100%
Mobile Connect
CODE BLUE
Urgent situation regarding patient Amy Smith. Please contact me as soon as possible.
+ Accept
× Decline
Reply to Message
Send
All
Mobile Connect
Edit
From: Tim Smith 07/21/13, 4:14 PM
Urgent message regarding the status of patient Smith.
Today, 5:31 PM
To: 7 Recipients 07/22/13, 9:21 AM
Thanks for the info. I talked to Dr. Phillips yesterday.
Today, 10:46 PM
From: Jane Davis 07/22/13, 9:21 AM
Great. Thanks.
Today, 6:12 PM
To: 7 Recipients 07/22/13, 9:21 AM
Thanks for the info. I talked to Dr. Phillips yesterday.
Stephen Fluin Today, 10:46 PM
Craig Knight Yesterday, 10:46 PM
Peter Doyle 07/24/13, 10:46 PM
James Williams 07/25/13, 10:46 PM
Mary Jacobs Today, 9:26 PM
Craig Knight Yesterday, 7:02 AM
Sheila McSmimmons 07/22/13, 9:21 AM
Today, 10:46 PM
From: Jane Davis 07/22/13, 9:21 AM

Structure: Institutionalizing Innovation

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

2000: Brand

Brand involves a person's behaviors, attitudes, and emotions about using a particular product, system or service.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

2010: User Experience

UX involves a person's behaviors, attitudes, and emotions about using a particular product, system or service.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Organizational Structure

CMO

Sales
Marketing
Design

vs
vs
vs

CTO

Delivery
Technology
UX

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Chief Digital Officer

CMO

CDO

CTO

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

8 Key Roles & Responsibilities

01:	Maintain an easy-to-explain story For the corporate digital strategy.
02:	Earn company-wide commitment For the digital strategy.
03:	Embrace data-based Experimentation.
04:	Connect with digital experts in within the broader industry.
05:	Speak multiple business languages (IT, Marketing, Strategy, Finance)
06:	Strive for tangible and Measurable results.
07:	Keep the strategy fresh with the latest innovations and trends.
08:	Maintain commitment to executing the strategy over multiple years.

Source: Joe McKendrick, ZDNet

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Chief Digital Officer

The Emergence of the Chief Digital Officer

- CDOs Worldwide in 2012: 225
- CDOs Worldwide in 2013: 448
- CDOs Worldwide in 2014: 1000+

Source: The CDO Club

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Chief Digital Officer

On Tuesday, March 24, 2015, President Barack Obama named Silicon valley veteran Jason Goldman as the White House’s first-ever Chief Digital Officer.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Chief Digital Officer

Chief Digital Officers guide the digital experience through the accumulated details of every touchpoint and interaction.

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

People will forget what you said, and what you did, but they will never forget the way
you made them feel.

– Maya Angelou

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

People will forget what you said, and what you did, but they will never forget the way you made them feel.

– Maya Angelou

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Owning the Digital Retail Experience

70% of buying experiences are based on how the customer <u>feels</u> they are being treated.

Source: 2014 McKinsey

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Owning the Digital Retail Experience

70% of consumers are more likely to recommend a brand because it provides simpler experiences and communications.

Source: 2014 UX Magazine

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Owning the Digital Retail Experience

By 2020, customer experience will overtake price and product as the key brand differentiator.

Source: Customers 2020 Report, Walker

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Owning the Digital Retail Experience

So whether you are a small start up or a large organization, whether you are a retailer, investor, technologist, designer, or marketer, ask yourself…

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Owning the Digital Retail Experience

Can you facilitate deeper connections?
Are you creating emotional triggers
Will you institutionalize innovation?

CONFIDENTIAL © 2015. MentorMate. All rights reserved.

Thank you.

Jay Miller
Chief Engagement Officer
MentorMate

CONFIDENTIAL © 2015. MentorMate. All rights reserved.