

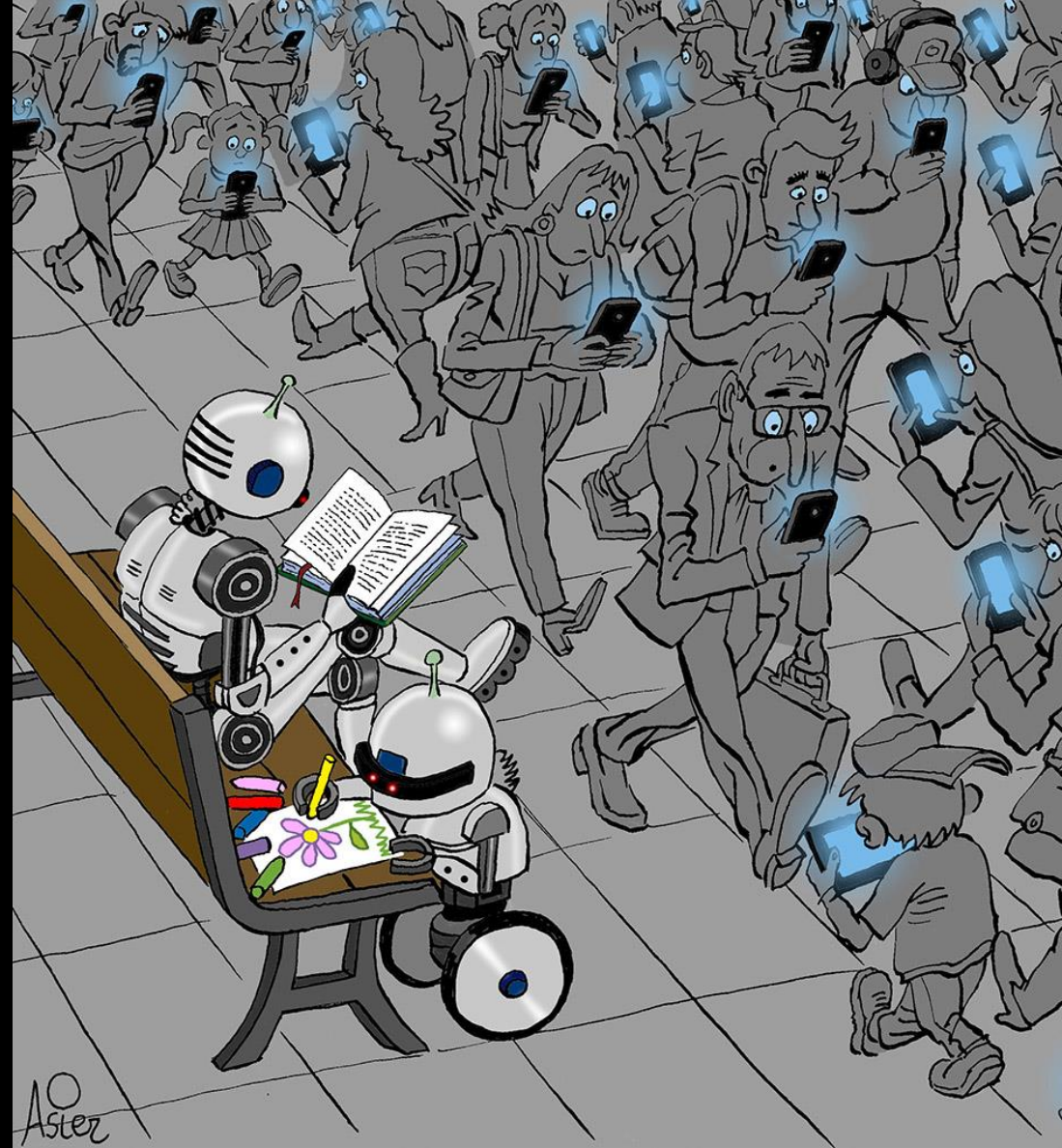
AI Business Transformation: Innovation Starts with Experience Design

Brian Solis, Head of Global Innovation, ServiceNow

9x Best-Selling Author, Futurist, Human



The importance of
creativity...right now





AI

Augmented Intelligence

How AI Has Already Begun to Change These Workers' Jobs

A Boston doctor, a marketing executive and others discover the ways AI is reshaping their workdays

We are not our customers.

**WELCOME TO
A NEW ERA
OF MARKETING
AND SERVICE IN WHICH YOUR BRAND
IS DEFINED
BY THOSE WHO EXPERIENCE IT.
-BRIAN SOLIS**

What is **experience**?

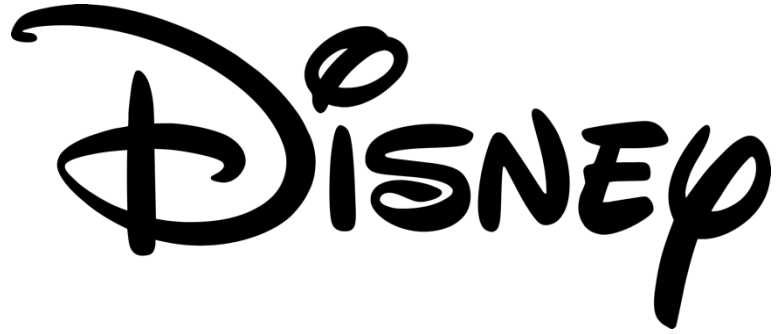


**Experiences
become
memories...
good or bad.**

Brian Solis



What is brand?



What is brand experience?

BX



A large, stylized blue logo consisting of the letters 'C' and 'X' is positioned in the background. The 'C' is a thick, rounded letter, and the 'X' is formed by two thick, intersecting diagonal lines.

What is customer experience?

CX

The sum of all engagements
a customer has with you
during the customer journey.

Pick Up Today

Shoes

Tops and T-Shirts

Shorts

Sports Bras

Hoodies and Pullovers

Pants and Tights

Jackets & Vests

Skirts and Dresses

Socks

Accessories and Equipment

Gender (1)

Kids Age

Sale & Offers

Color

Shop by Price

Just In

Nike 24.7 ImpossiblySoft

Women's Dri-FIT Mid-Rise Loose 4" Shorts

3 Colors

\$70

Sustainable Materials

\$120

Nike Zoom Vomero 5

Women's Shoe

3 Colors

\$160

Men's Running Shoe

Nike Air Max 270

Men's Running Shoe

Nike Air Max 270

https://www.nike.com/t/v2k-run-womens-shoes-ZKMJLX/FD0736-100 in a new tab

Nike Air Max 270



Men's Running Shoe

Nike Air Max 270

Yes 🍌

No 🍌

End Chat

Hi Janet, need help with the Nike Air Max 270s?

Today 09:41pm

I'm looking for some new running shoes today.

Delivered Today 09:41pm

Just a moment, we're searching for the perfect Nike teammate...

Today 09:41pm

Message Us...

Q W E R T Y U I O P

A S D F G H J K L

123 space Go

End Chat

What do you need help on with products?

Today 09:41pm

I'm looking for some new running shoes today.

Delivered Today 09:41pm

Just a moment, we're searching for the perfect Nike teammate...

Today 09:41pm

Message Us...

Q W E R T Y U I O P

A S D F G H J K L

123 space Go



Customer's Experience

The background of the slide features the letters 'UX' in a large, bold, blue sans-serif font. The 'U' is on the left and the 'X' is on the right, both centered vertically.

What is user experience?

UX User's Experience

All aspects of the end-user's interaction with the company, its services, and its products.







TikTok
@jordan_the_stallion8

Before

NO STANDING EXCEPT
COMMERCIAL VEHICLES-
METERED PARKING
3 HOUR LIMIT
7AM - 6PM
MON THRU FRI







6PM - MIDNIGHT
MON THRU FRI
METERED PARKING
6 HOUR LIMIT
↔

8AM - MIDNIGHT
SATURDAY
METERED PARKING
6 HOUR LIMIT
↔

SP-273F DEPT. OF TRANSPORTATION

← Pay at →
Muni-Meter
NYC Parking Card Available
For information visit
www.nyc.gov/dot or call 311
SP-217D DEPT. OF TRANSPORTATION

PARKING SCHEDULE

	M-F	SAT	SUN
-	 FREE	 FREE	 FREE
7am -		 1 HR	
8am -			
8 ³⁰ am -		 1 HR	
4pm -	 1 HR		
7pm -	 FREE	 FREE	
+			

After

3 hour metered parking

COMMERCIAL VEHICLES ONLY
OTHERS NO STANDING
Monday - Friday
7am - 6pm
↔

6 hour metered parking
Monday - Friday
6pm - Midnight
Saturday
8am - Midnight
↔

Dept. of Transportation SP-515E

If you're waiting
for someone to
tell you what to
do, you're on the
wrong side of
innovation.

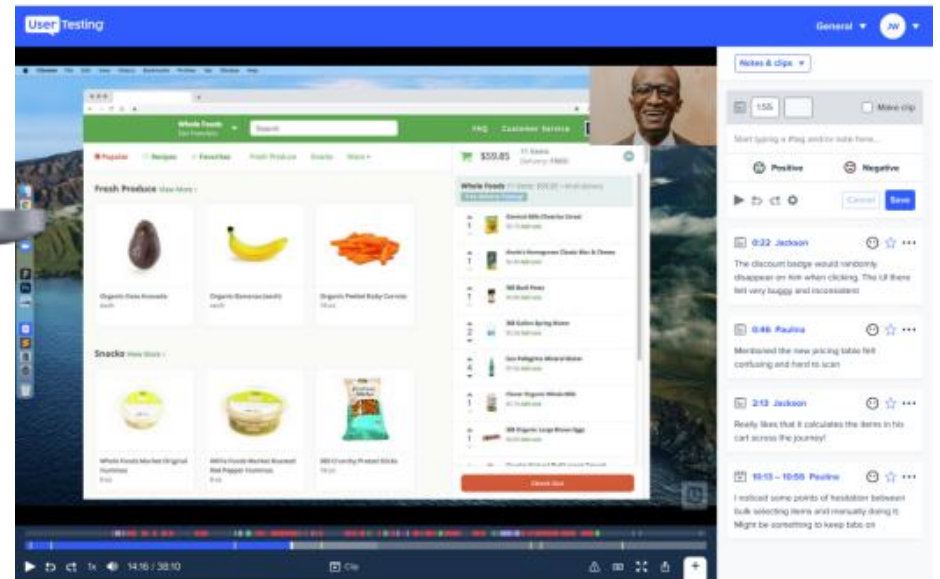


Start with people.

“We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it.”

– Dr. Prabhjot Singh, Director of Systems Design at the Earth Institute





How people interact with you during their journey is a reflection of their user behaviors and standards.

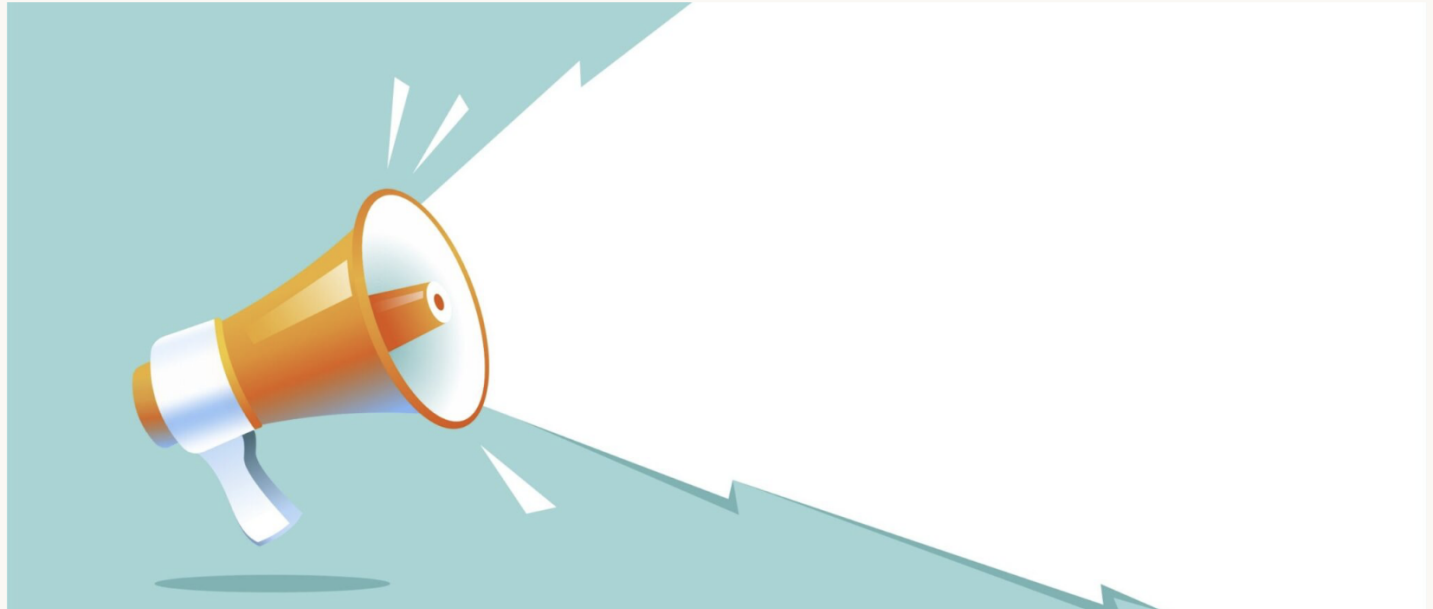
Redefining Consumerism: Introverts, Attention, & AI

Modern consumerism is moving from loud messaging to subtle engagement.

By **Brian Solis** August 27, 2024



This is part two of a two-part series on the Introvert Economy. Check out part one [here](#).



Modern Consumers are Digital Narcissists

To Them, Impatience is a Virtue and Personalization is the MVE



**EVERYTHING
YOU WANT**

Right Now!

1. Relevant
2. Immediate
3. Intuitive
4. End-to-end (Native)
5. Experiential
6. Personalized
7. Predictive
8. Generative
9. Trustworthy

Evolution in Digital Darwinism



1994

Apple Store



2003



2004



2006



2007



2008



2009



2010



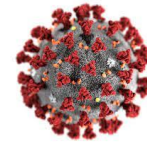
2016



2017



2018



2020

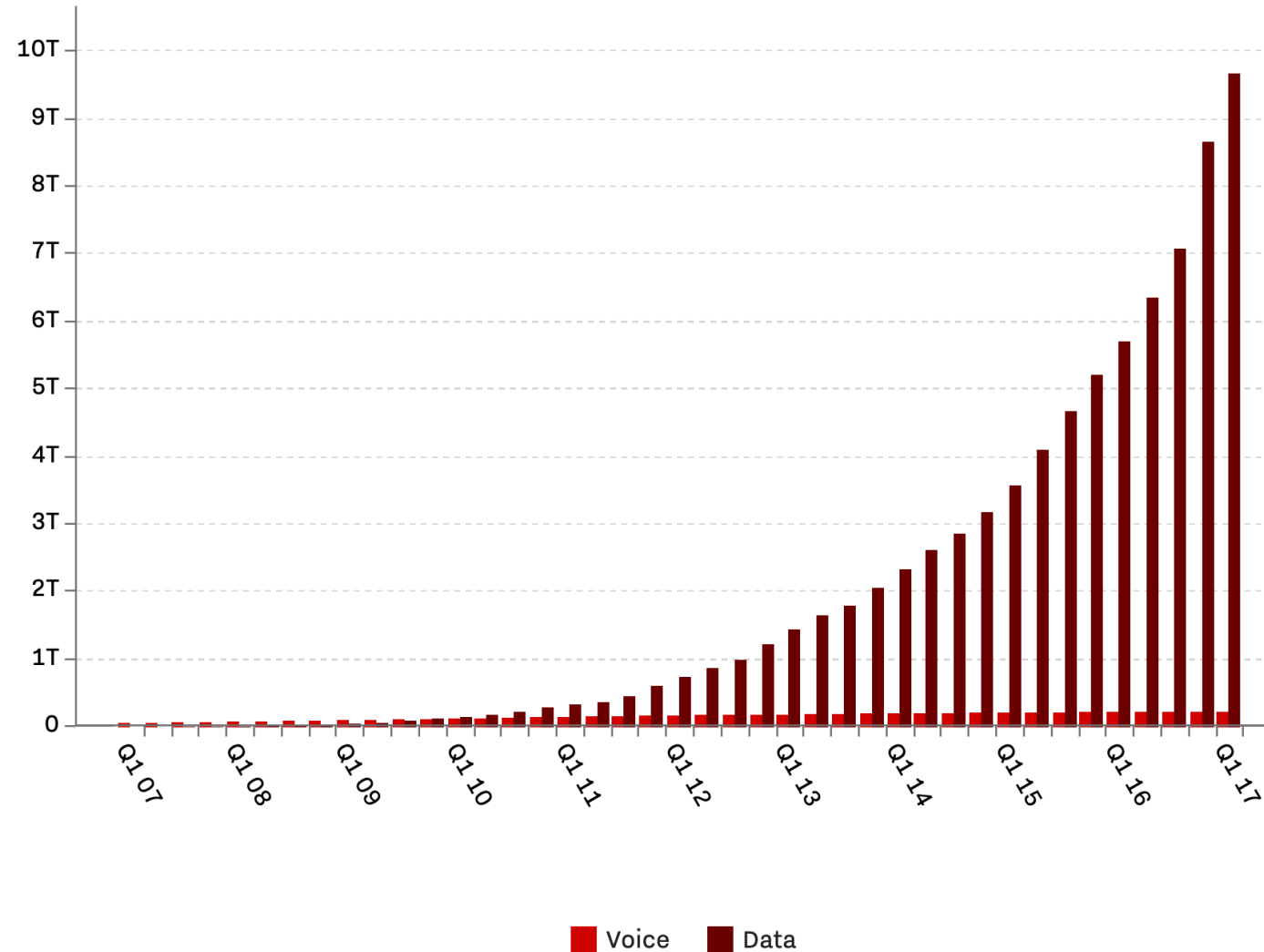


2022

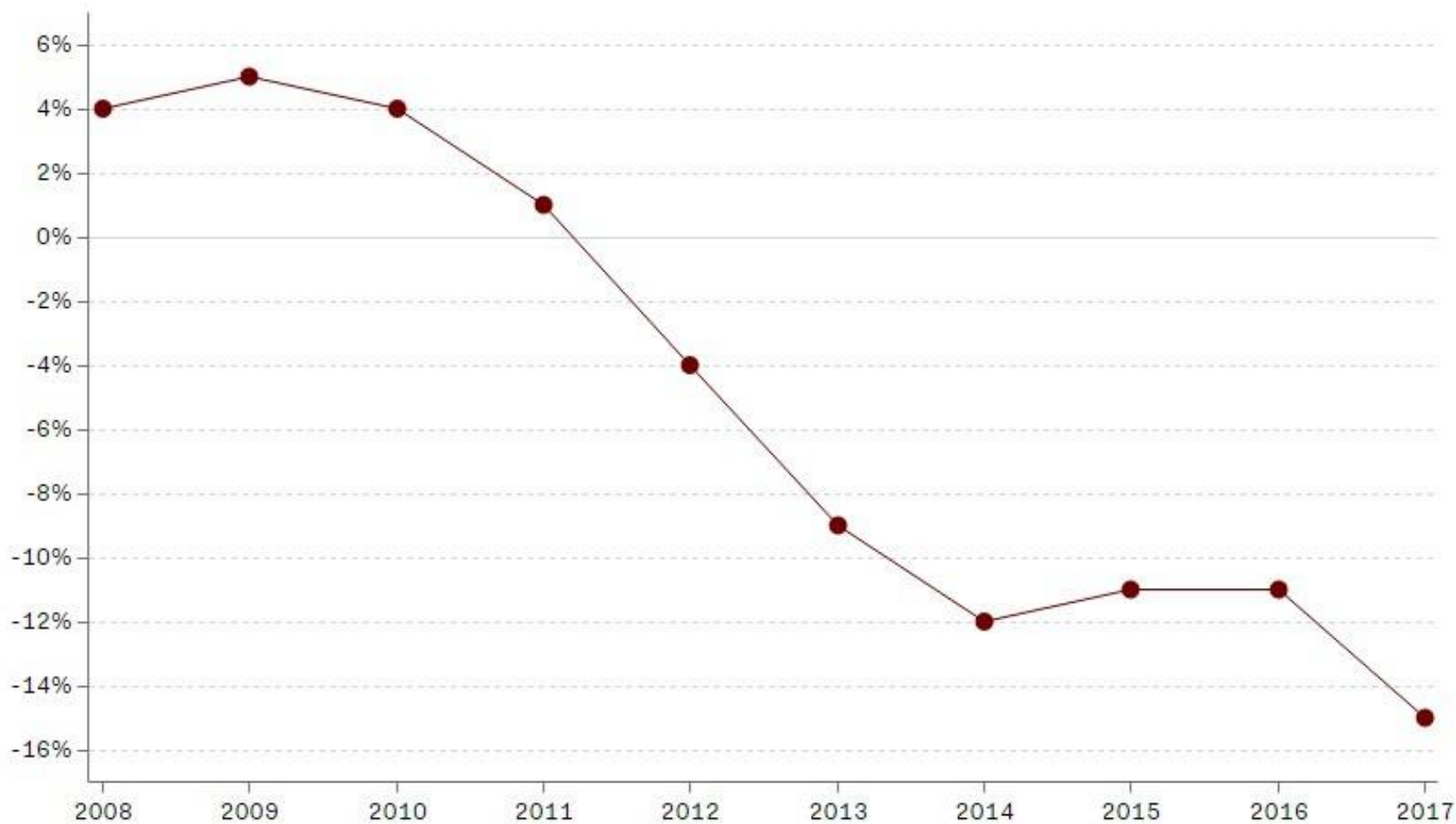


2023

Voice versus data traffic in monthly bytes



Cumulative change in U.S. gum sales since the iPhone came out





Brian Solis  @briansolis · Jan 7

Which podcast listener are you? 

1.0 - Regular Speed

52.1%

1.2

21.9%

1.5

21.9%

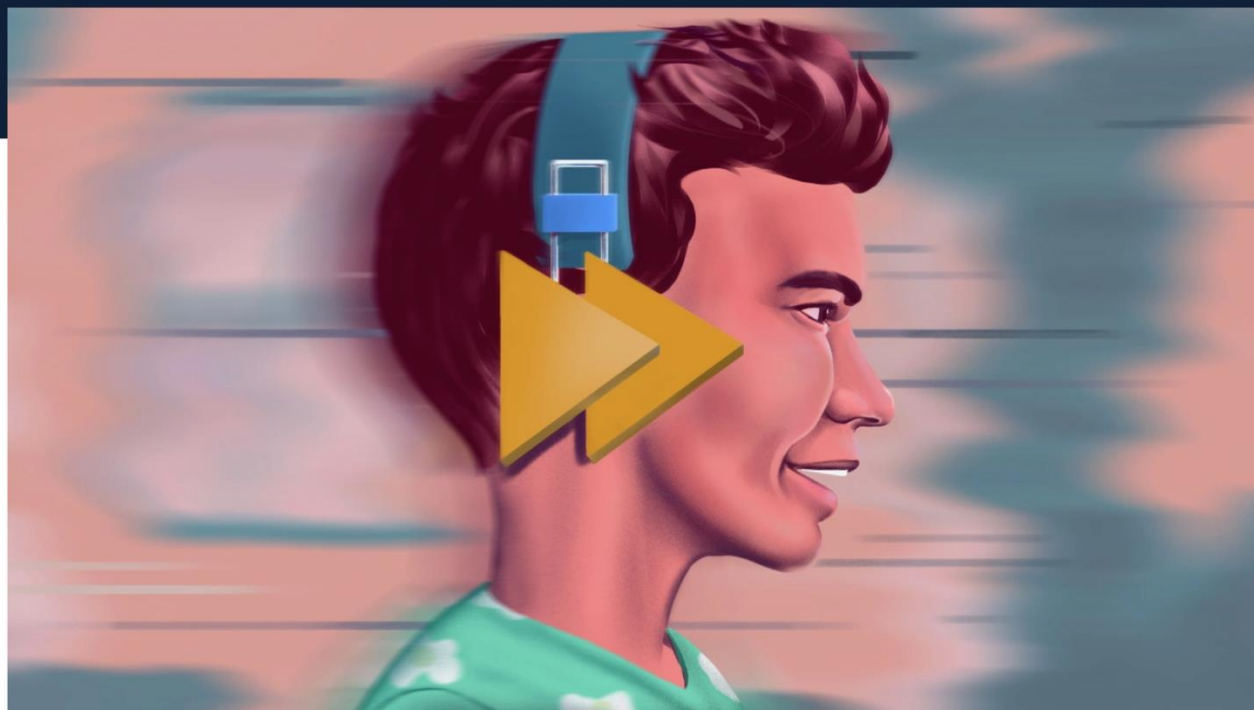
1.75

4.1%

CULTURE & TRENDS

TikTok users are demanding that their favorite musicians release sped-up songs

Fast songs allow users to fit more of their favorite tunes in their TikTok videos.



Uber

Current
pick-up
time from
here is

3 mins

See you soon

Real time pick-up Posters

The outdoor campaign that lets people know exactly how far away an Uber ride is.



412 unique
nationwide
placements



In the world of ridesharing, pick-up times matter a lot.

So we created a smart outdoor campaign showing Aussies that no matter where they are, an Uber ride is always only a few minutes away. An Uber API was fed into 412 unique digital panels nationwide, allowing us to showcase the real pick-up time at each exact spot.

We chose areas where minutes were most precious, including airports, train stations, office elevators and more.

Part utility, part awareness campaign, the ads led to a 5.7 point increase in Uber's reliability association, even despite a sudden rise in new competitors who were heavily discounting in the Australian market.



TikTok
@thespacegal



How the Introvert Economy Is Shifting Consumer Behaviors

Since 2020, consumers have become more conscious of their values, time, and social networks—demanding empathetic and human-centered business transformations.

By **Brian Solis** March 14, 2024



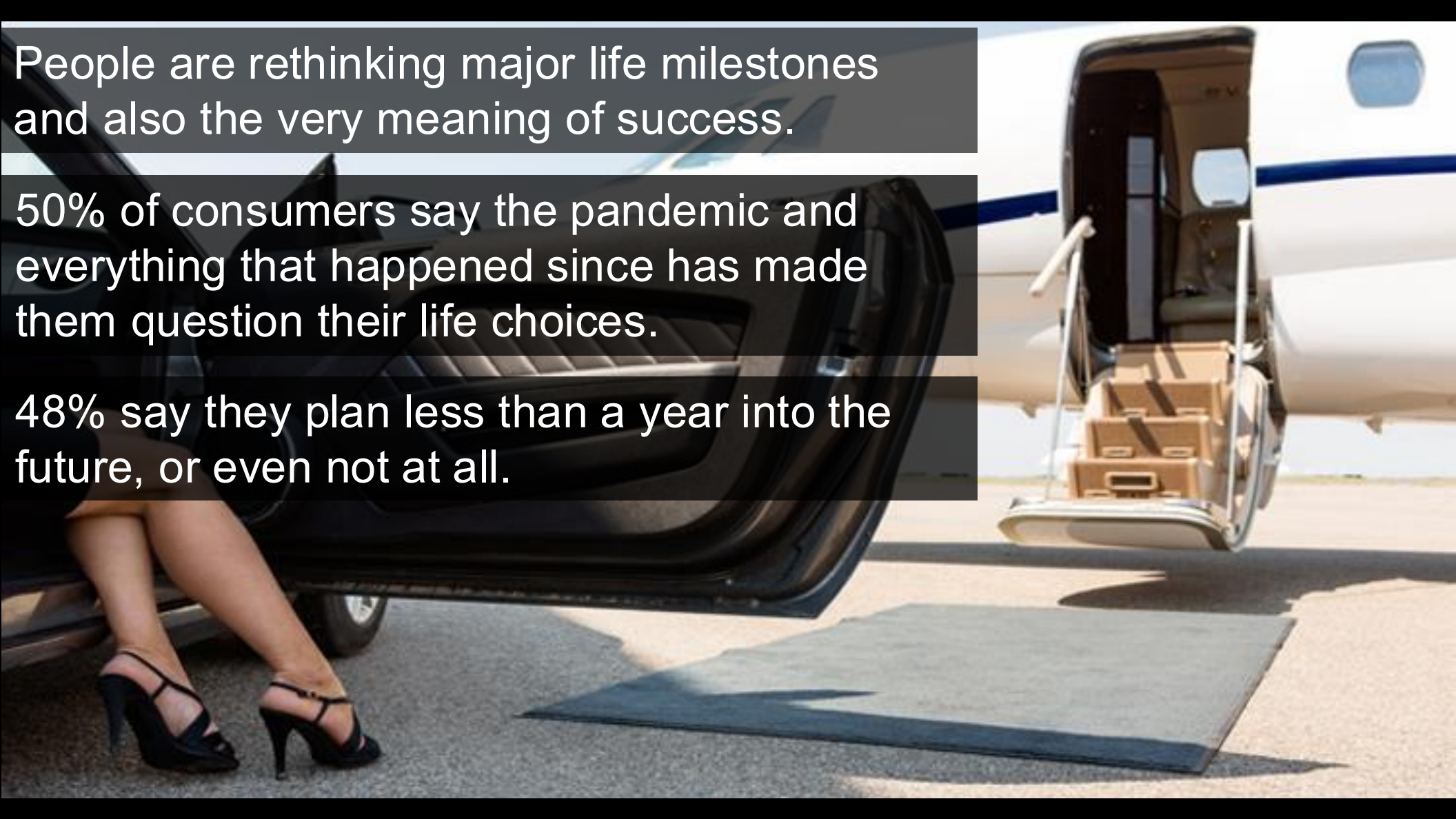
“My future planning horizon has shrunk; I now focus on the next one to three years.”

Jiangfeng / aged 22-29, China / Accenture Life Trends survey, August 2023

People are rethinking major life milestones and also the very meaning of success.

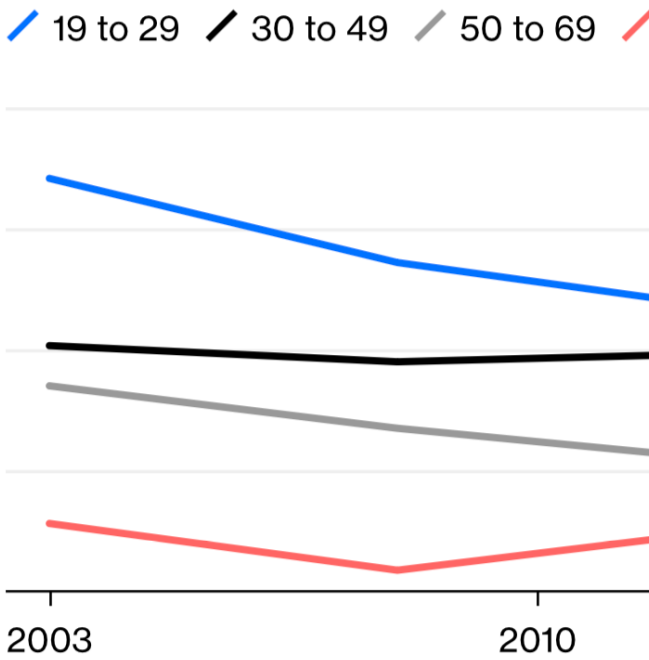
50% of consumers say the pandemic and everything that happened since has made them question their life choices.

48% say they plan less than a year into the future, or even not at all.



What's Tonight's Early Bird

On average, even younger Americans are going to bed earlier than 7 p.m.

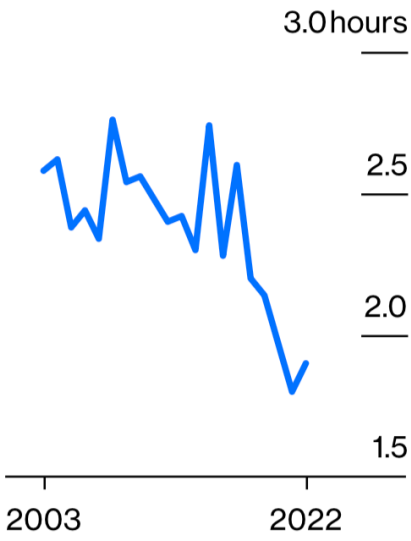


Source: IPUMS using data from American Time Use Survey
Note: Time on y-axis is a 24-hour clock expressed in hours

Big Plans for the Weekend? Not Really

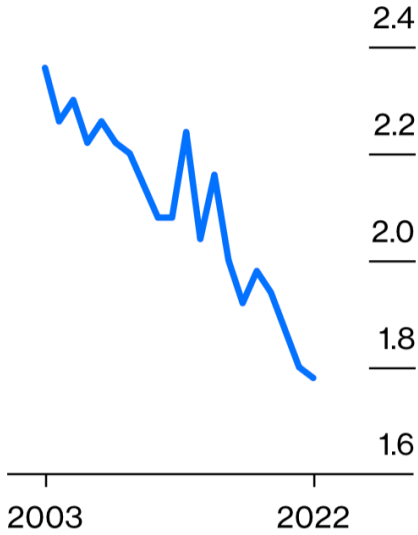
Americans are spending less time with each other and more time with their screens

Socializing on weekends, ages 25 to 34

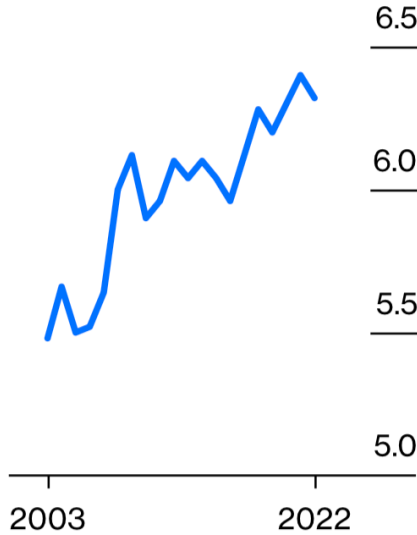


Source: American Time Use Survey, US Bureau of Labor Statistics

Socializing on weekends, ages 18+



Watching TV or playing video games, ages 18+



Gen Z has lived their entire lives online. Some are fed up.

41%

of frequent tech users say that technology has complicated their lives just as much as it has simplified it.

37%

say it's more important than ever to apply critical thinking regarding what technology they use and how.

Technology feels like it's happening to people rather than for them—is a shift beginning, where they regain agency over its influence on daily life?

The 6 Online Dating Issues People Complain About Most In Therapy

Therapists say dating app angst is high for many singles.

By Brittany Wong

1. Being on dating apps feels like a part-time job.
2. We started chatting and then there was radio silence.
3. I'm matching with the wrong type of person.
4. First dates feel like interviews, and no one lives up to their profile (or my expectations).
5. Online dating feels too superficial.
6. I'm totally out of decent matches.

Experience Design: The Next Evolution Of Brand Development



BRIAN SOLIS — OCT 5

**Do You Have
An Experience
Style Guide?**



**What is the experience your
customers feel in each
moment of truth?**

**We don't remember days,
we remember moments.**

– Cesare Pavese



A photograph of a vinyl record, a pair of headphones, and a smartphone on a wooden surface. The vinyl record is orange and partially visible in the top left. The headphones are black with a coiled cable and the brand name 'Sennheiser HD 380 pro' is visible on the ear cup. The smartphone is in the bottom center, displaying a video of a person playing a guitar. A black text box with white text is overlaid on the image.

We Need More Digital Warmth

Gifts

Acts of Service

Words of Affirmation

Quality Time

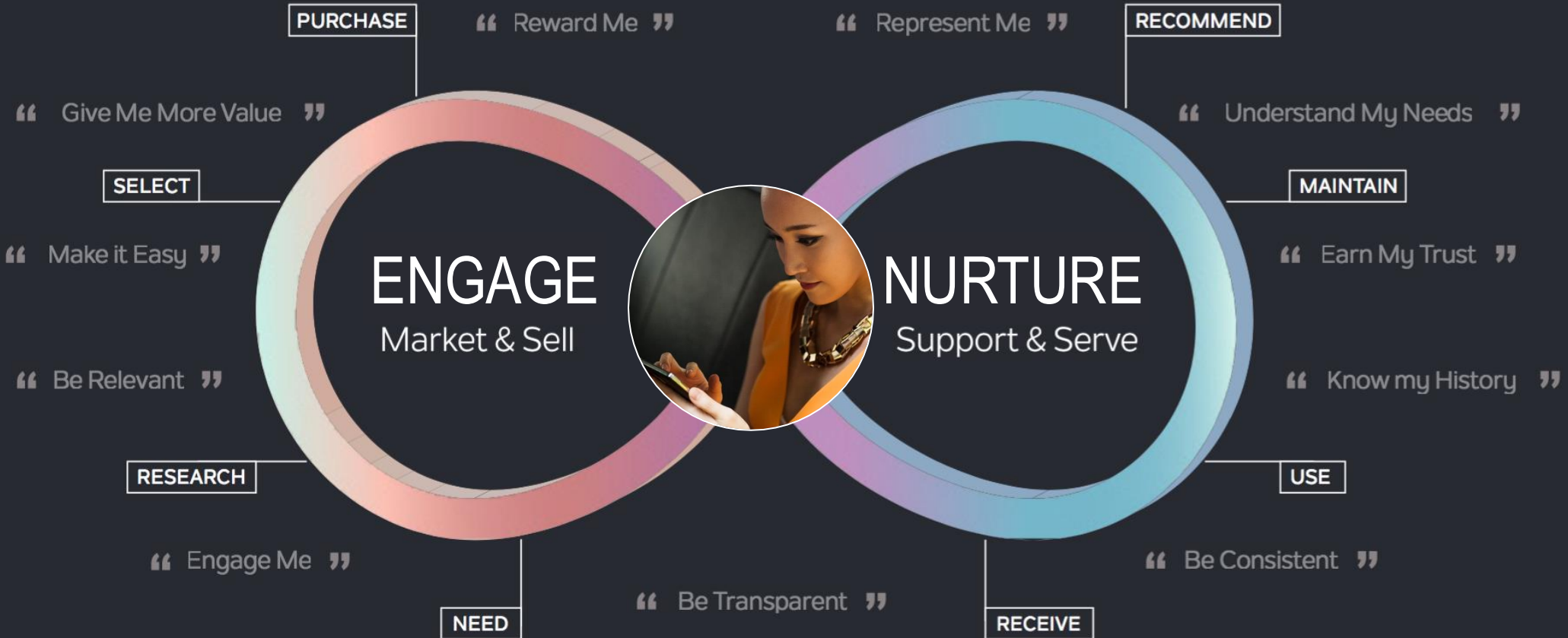
Physical Touch

Digital Empathy

from *The Five Love Languages* by Gary Chapman

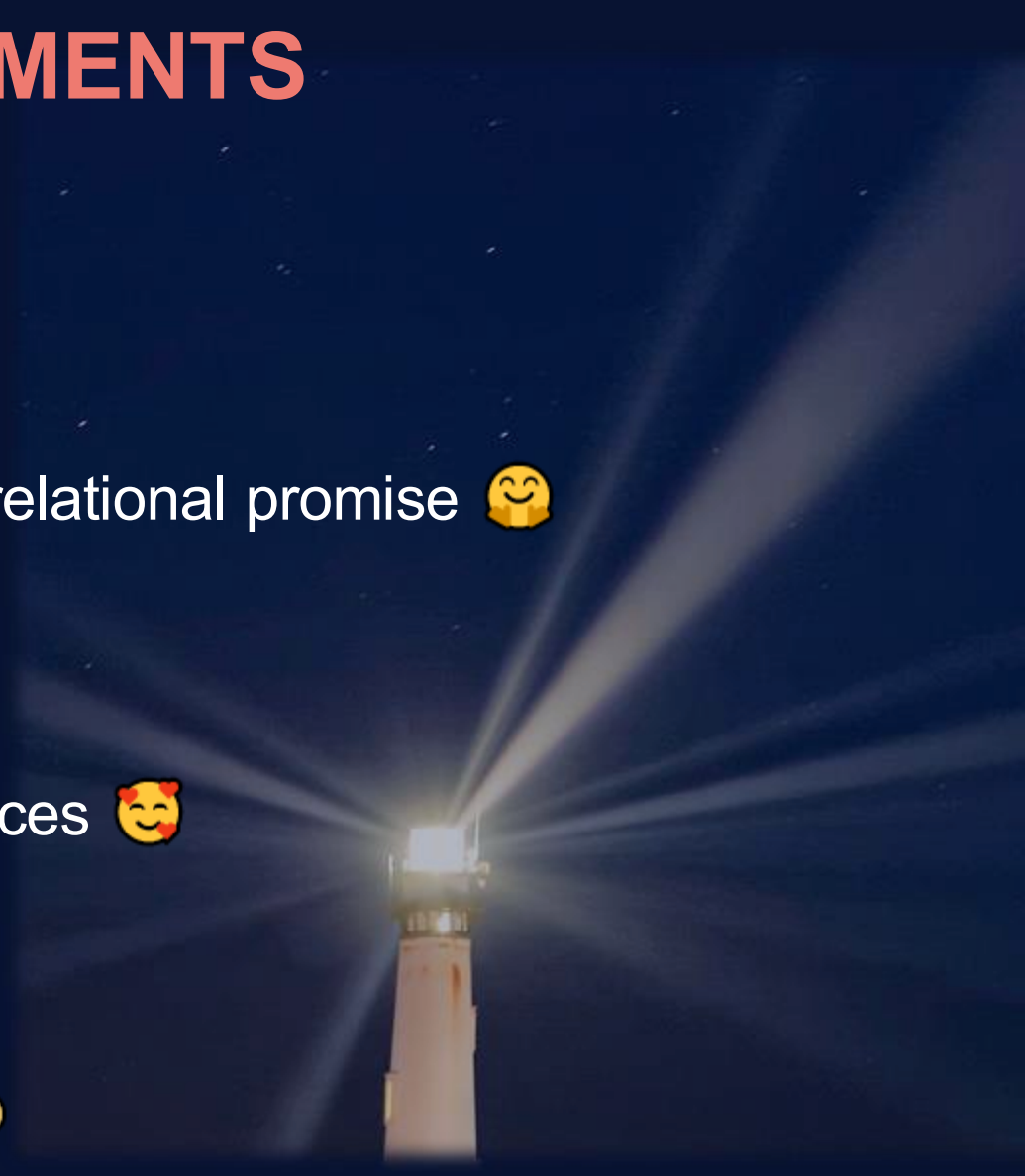
Reimagine the Customer's Journey

Re-imagine the Customer's Experience to Foster Meaningful Relationships and Drive Growth



Design for IGNITE MOMENTS

1. Be thoughtful. ❤️
2. Be the light 🔊
3. Convey empathy ☐
4. Deliver on your experiential and relational promise 😊
5. Exceed expectations 🚀
6. Deliver WOW! 🤩
7. Design native, personal experiences 😊
8. Add magic ✨
9. Build trust ❤️
10. Imagine, Reimagine, Innovate! 💡

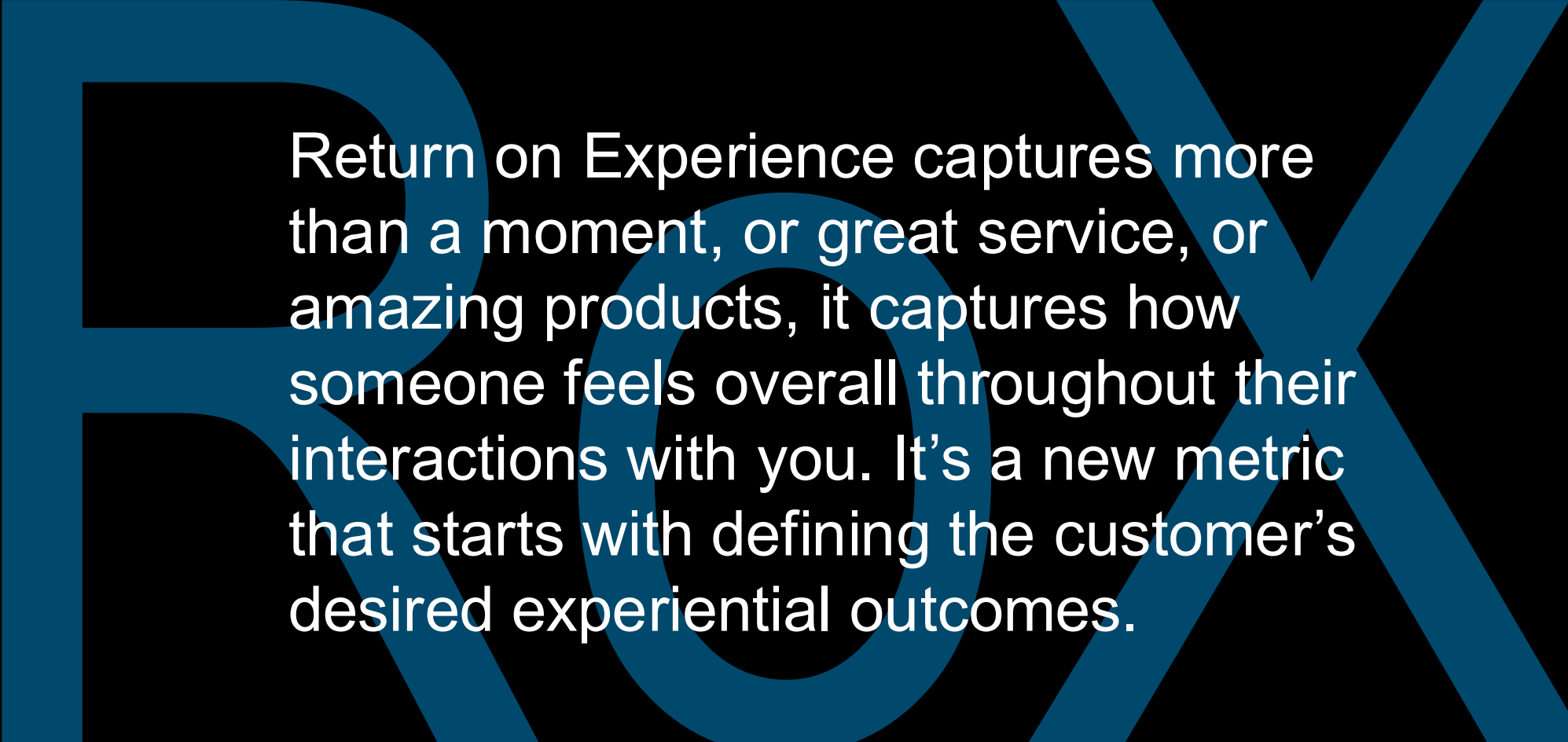


Generation-N Psychographic Persona Development:

Sample Questions

- What are their digital daily habits and behaviors?
- What are their favorite apps and why?
- What digital services do they use and why?
- How are they feeling about the present and their opportunities?
- How are they feeling about the future?
- What are the things that help someone feel relieve?
- What are the things that help someone feel special?
- What are the things that clients avoid in brand/business relationships?
- What do they value in brand/business relationships?
- How do they define happiness?
- How do they define success?
- How important is sustainability vs. price vs. benefits?
- What does good, premium and luxury mean to them now?
- What is their perception of their worth, status, aspirations?

**Measure for experiences 
and outcomes **



Return on Experience captures more than a moment, or great service, or amazing products, it captures how someone feels overall throughout their interactions with you. It's a new metric that starts with defining the customer's desired experiential outcomes.

Growth

Context

“The rise of the Growth Designer role—a

Intent

designer who is focused on acquiring

new customers and bringing in

immediate revenue—shows that

Discovery optimization

companies are being more pragmatic

Conversation optimization

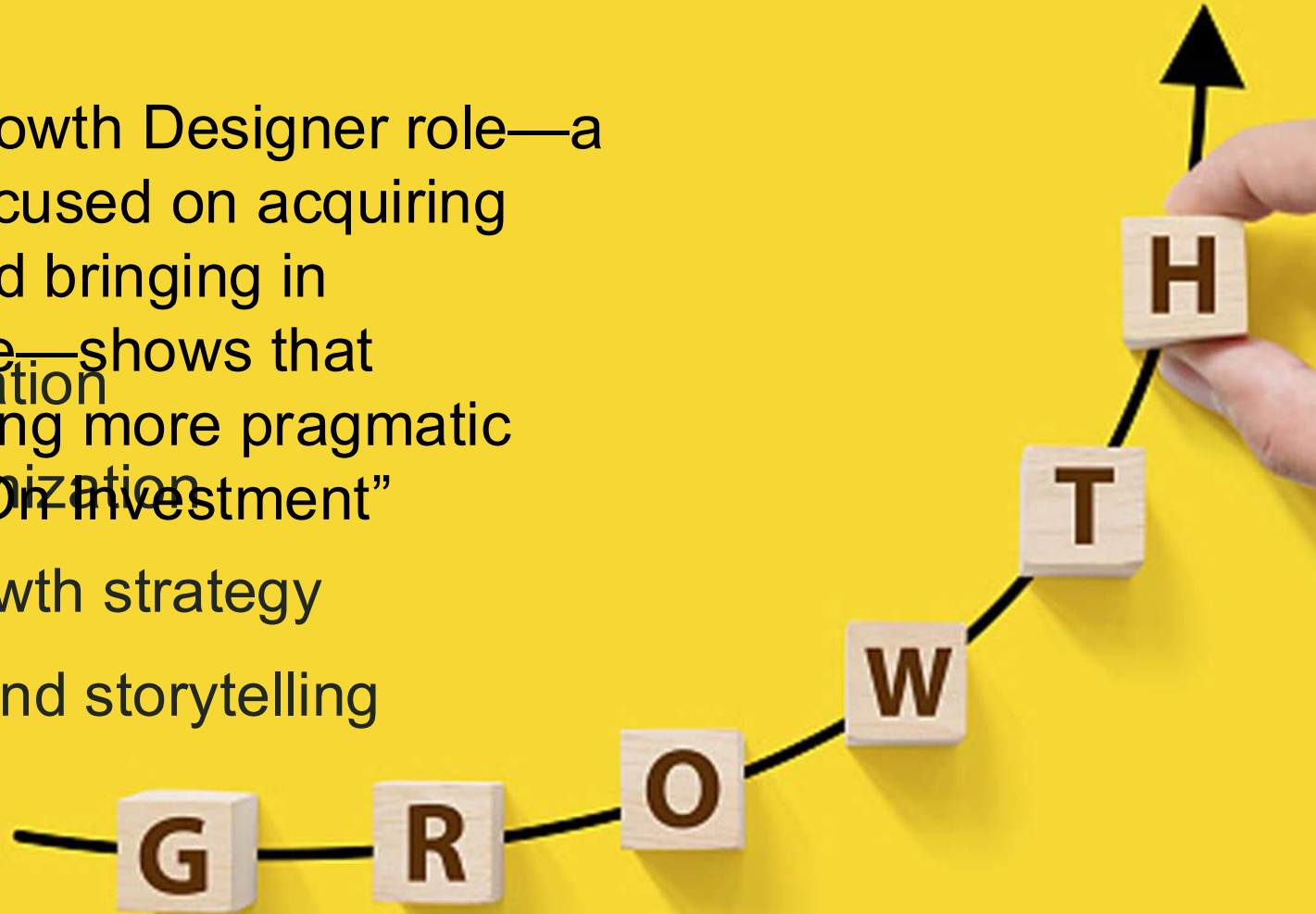
about the Return On Investment”

Marketing and growth strategy

User psychology and storytelling

User testing

Outcomes



Change the Narrative:
How to elevate
experience to
the C-Suite

Humanize the customer

Speak the language of business

Think like a VC and Investment Banker

Articulate the economics of UX & CX

Align investments with **business**
acceleration and **growth**

“People will forget
what you said,
people will forget
what you did, but
people will never
forget how you
made them feel.”

– Maya Angelou

