Welcome!

Beall Student Design and Butterworth Product Development Competitions

Workshop #5
Designing Experiences
February 16, 2022

Butterworth Competition

The Beall Competition
Competition Summary

- Promote excellence in product design and development among Engineering, ICS, and UCI Students
- Open to all UCI students (Graduate and Undergraduate)
  - Butterworth: Must have 1 ICS student
  - Beall: Must have 1 Engineering student
  - Teams must be entirely comprised of matriculated UCI students

Competition Summary

- Each competition will award a 1st, 2nd, and 3rd place prize.
- Specialty prizes will be announced in Winter 2022 that may include:
  - Best prototype
  - Best UX/UI
  - Best Customer Feedback
- $40,000+ total in Cash Awards!
- The top team will get preferred application to Wayfinder for the summer 2022 cohort.

Competition Due Dates

1. Intent to Enter (ASAP)
   - https://tinyurl.com/bbcompintent22
2. Concept Paper & Product Specifications (March 6, 2022)
   - Template will be on the website
4. Final Product & Business Case Due (May 15, 2022)
   - Template is on the website
5. Demo Day (May 20, 2022)
6. Awards Night! (May 25, 2022)

Schedule (part 1)

<table>
<thead>
<tr>
<th>Qtr. &amp; Week</th>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>F8</td>
<td>Monday</td>
<td>11/15/21</td>
<td>5:30-7 pm BB Comp Kick-Off</td>
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<tr>
<td>W2</td>
<td>Wednesday</td>
<td>01/12/22</td>
<td>6-7:30 pm BB Workshop #1</td>
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<tr>
<td>W4</td>
<td>Wednesday</td>
<td>01/26/22</td>
<td>6-7:30 pm BB Workshop #2</td>
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<td>W5</td>
<td>Wednesday</td>
<td>02/02/22</td>
<td>6-7:30 pm BB Workshop #3</td>
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<td>W6</td>
<td>Wednesday</td>
<td>02/09/22</td>
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<td>Wednesday</td>
<td>02/16/22</td>
<td>6-7:30 pm BB Workshop #5</td>
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<td>W9</td>
<td>Wednesday</td>
<td>03/02/22</td>
<td>6-7:30 pm BB Workshop #6</td>
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<tr>
<td>W9</td>
<td>Sunday</td>
<td>03/06/22</td>
<td>11:59 pm Concept Papers &amp; Product Spec Due</td>
</tr>
</tbody>
</table>
### Tony Crisp

In a world where consumers are being trained to buy products as if they were commodities, Tony Crisp is a marketing consultant who is helping businesses to fight commoditization to increase the sales of their own branded products.

In addition to being the Founder and Chief Strategist at CRISP, an award-winning, data-driven, creative agency, Crisp is a speaker at the Paul Merage School of Business at the University of California at Irvine and at the UCLA Anderson School of Business, where he is an Alumni. Crisp also sits on the Advisory Board of the Emerging Media and Design Program for the Trevor Clair School of Arts at UC Irvine and serves on the Board of Directors of the Tech Coast Venture Network. He is also a judge at the UC Irvine Beall & Butterworth Tech Product Development Competition.

### Schedule (part 2)

<table>
<thead>
<tr>
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<th>Date</th>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>S2</td>
<td>Friday</td>
<td>04/08/2022</td>
<td>8:00 am-5:00 pm</td>
<td>BB Midpoint Review</td>
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<tr>
<td>S3</td>
<td>Wednesday</td>
<td>04/13/2022</td>
<td>6-7:30 pm</td>
<td>BB Coaching Session #1 - Orientation</td>
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<tr>
<td>S5</td>
<td>Wednesday</td>
<td>04/19/2022</td>
<td>6-7:30 pm</td>
<td>BB Coaching Session #2</td>
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<tr>
<td>S7</td>
<td>Wednesday</td>
<td>04/26/2022</td>
<td>6-7:30 pm</td>
<td>BB Coaching Session #3</td>
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<tr>
<td>S7</td>
<td>Sunday</td>
<td>05/15/2022</td>
<td>11:59 pm</td>
<td>Final Product &amp; Business Case Due</td>
</tr>
<tr>
<td>S8</td>
<td>Wednesday</td>
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<td>6-7:30 pm</td>
<td>BB Coaching Session #4</td>
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<tr>
<td>S8</td>
<td>Friday</td>
<td>05/20/2022</td>
<td>8:00 am-5:00 pm</td>
<td>BB Demos &amp; Final Presentations</td>
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<tr>
<td>S9</td>
<td>Wednesday</td>
<td>05/25/2022</td>
<td>5:30-7:30 pm</td>
<td>BB Awards Ceremony</td>
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</table>

### Resources

- ANTrepreneur Center
- Beall Applied Innovation
- Beall Center at Merage Business School
- Wayfinder
- Library
  - [https://guides.lib.uci.edu/entrepreneurship](https://guides.lib.uci.edu/entrepreneurship)

### New Venture Competition '22

[merage.uci.edu/nvc](merage.uci.edu/nvc)

$100,000
Next Steps

• Intent to Enter:
  – https://tinyurl.com/bbcompintent22

• Workshop #5 on March 2 at 6:00 PM (IN PERSON at ISEB 1010)
  – https://bbcomp22workshop5.eventbrite.com

• Share with your friends and fellow students

• Stay up to date at https://bbcomp.tech.uci.edu

• Concept Papers & Product Specifications are due on March 6, 2022

• Schedule office hours for help (bbcomp@uci.edu)

• Get started!!!

• Also, check out https://merage.uci.edu/nvc to find out more about the NVC.

Thank you!

bbcomp@uci.edu
tech.uci.edu/competitions
CUSTOMER EXPERIENCE
D.O.S.E.™ METHOD

LIVE

UCI - Beall + Butterworth Competition
Professor David Ochi

D.O.S.E.™ Get your customers addicted to your brand
A simple process for creating a great customer experience
Tony Crisp, CEO CRISPx and vCMO at SYBER

February 16, 2022
It’s Friday 11:00 am, what should you be doing.
EMOTION > LOGIC
ENTREPRENEUR
TECHNOLOGY
Since 1992, the CRISPx team has been guiding clients through a customer experience process to help their businesses grow.
Clients across many industries
ENTREPRENEURS
ANGEL INVESTOR

Y-COMBINATOR

KICKSTARTER

INDIEGOGO Top 1%

Lexi
Smart Home
POLL

LOGIC vs EMOTION
TIMEX

same spec + lower price

ROLEX
replica + lower price
WHAT ARE WE GOING TO DO TODAY?

1. Customer experience (CX) overview
2. Client case study: SYBER™ gaming PC brand
3. Customer experience framework
WHAT GAME DID YOU LAST PLAY?

FIVE YEARS OF GAMING
Brand experience #bx
Customer experience
#cx
CX stats to know:

1. 81% of consumers will pay more for better CX
2. 70% have stopped buying from a company with bad CX
3. 64% have switched to a competitor after poor CX

Source: Forbes, Oracle, and Qualtrics
POLL

WHAT IS SOMETHING YOU NEED TO BUILD A GREAT CUSTOMER EXPERIENCE?
EMPATHY
Who wants what and why?
How to create a simple CX framework

1. Select market segment
2. Create customer persona
3. Create empathy map
4. Create journey map
5. Repeat
How to create a simple CX framework

1. **Select market segment**
2. Create customer persona
3. Create empathy map
4. Create journey map
5. Repeat
THE ULTIMATE GAMER
"Gaming is in my DNA! There are few things I love more. I spend my free time and money on games."

THE ALL-ROUND ENTHUSIAST
"I am interested in all forms of gaming, from playing to watching and everything in between."

THE CLOUD GAMER
"I enjoy playing high-quality games, preferably free-to-play or discounted titles. I will only spend on hardware when necessary."

THE CONVENTIONAL PLAYER
"I do not watch other people play games much. I own plenty of hardware, so I would rather be playing myself."

THE HARDWARE ENTHUSIAST
"I am always following the latest hardware news and trends. Whether it’s for work or play, I want an optimized experience."

THE POPCORN GAMER
"Playing video games may not be my favorite hobby, but I definitely enjoy watching others play."

THE BACKSEAT VIEWER
"I used to game a lot. Whenever I watch a big esports event and watch others playing games, that passion is reignited."

THE TIME FILLER
"I only game when I have time to spare or at social events. Mobile games are my go-to."
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How to create a simple CX framework

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PERSONA

Grown Gamer Gary

SUMMARY OF CORE VALUES

Gary is a 26 year old male who works in account management and holds a bachelor’s degree. Gary spends his free time playing PC games with his friends online and regularly watches Twitch streams and eSports tournaments. Gary spends a great deal of his free time online. He spends at least 2-3 hours gaming every day but does not play competitively. Gary is well-versed in technology and has built his own gaming rig from scratch. He researches several popular sites like tomshardware before deciding to order parts online from Fry’s, Newegg or Amazon. Gary primarily spends his disposable income on games and computer parts.

AGE 26
JOB TITLE Account Manager
MARRITAL STATUS In a relationship
LOCATION Pasadena, CA
ANNUAL SALARY $80,704
PERSONALITY Introverted, Analytical, Busy, Organized, Independent, Tech-Focused

FAVORITE BRANDS

Google
Amazon
Razer
Twitch
Venmo
Slack
Uber
Nest
Oculus
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How to create a simple CX framework

1. Select market segment
2. Create customer persona
3. **Create empathy map**
4. Create journey map
5. Repeat
Create the key persona empathy map

I have a need.

THINKING & FEELING

what really counts
major preoccupations
worries & aspirations

HEARING

what friends say
what boss says
what influencers say

SEENING

environment
friends
what the market offers

SAYING

attitude in public
behaviour towards others
measures of success

customer's name
A NEW GAMING PC

EMPATHY MAP
At moment of need
Grown Gamer Gary

THINK AND FEEL
- "I wonder if my current gaming PC is outdated?"
- "How much should I spend on a new PC?"
- "Should I buy a prebuilt system or build my own?"
- "What are the Pro's using?"

SEE
- Online review articles about pre-built gaming PC vs. building from scratch
- Online price comparison tools, e.g. pcpartpicker, choosampec, etc.
- Prebuilt systems online with the specific component models he is interested in.

HEAR
- "You can get a decent pre-built gaming PC but the trade-off is not getting to pick each component individually."
- "It's probably cheaper to replace individual components."

SAY AND DO
- "I wish I had more time to game and connect with my friends."
- Researches the pros and cons to building your own gaming PC vs. buying pre-built.
- Asks other gaming friends for recommendations on both pre-built options and components.

PAIN POINTS
- Staying knowledgeable about new products requires time and effort.
- It takes time to research compare parts and prices and his free time is limited.

GOALS
- Build a gaming rig that is decent to great performance without going over budget.
- Connect with friends through gaming.

WHY
How to create a simple CX framework

1. Select market segment
2. Create customer persona
3. Create empathy map
4. Create journey map
5. Repeat
FIGURE 1:
Today’s customer journey map
This illustration represents the complex journey customers may take during the sales process.
Modern customers expect more from every brand.
Modern customers expect more from every brand.
“We are talking monkeys, on a organic spaceship, flying through the universe.”

- Joe Rogan
WHAT MOTIVATES THE MONKEY MIND?

POLL
3 Brains

Paul Donald MacLean, Neuroscientist, Triune Brain Theory
3 Brains

HUMAN
Rational or Thinking Brain

MONKEY
Emotional or Feeling Brain

Paul Donald MacLean, Neuroscientist, Triune Brain Theory
3 Brains

HUMAN
Rational or Thinking Brain

MONKEY
Emotional or Feeling Brain

REPTILE
Instinctual or Dinosaur Brain

Paul Donald MacLean, Neuroscientist, Triune Brain Theory
Emotions

- Negative feelings: Burnout, Tired, Sad
- Positive feelings: Content, Related, Calm, Thoughtful, Smiling, Loving, Thankful, Appreciated
- Emotions in high arousal: Stress, Anxious, Irritated, Enraged
- Emotions in low arousal: Excited, Happy, Relaxed, Content, Calm, Thoughtful

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Emotions

undesired emotions

Negative feelings

Stress

Angry

Anxious

Sad

Burnout

Irritated

Furious

Envious

Hateful

Apprehensive

Insecure

Worried

Afraid

Guilty

Embarrassed

Ashamed

Miserable

Burnt out

Helpless

Lethargic

Bored
Emotions

undesired emotions

Negative feelings

stress

Anxious

Angry

Irritated

Hateful

Envious

Furious

Stressed

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Ashamed

Miserable

Burnt out

Helpless

Lethargic

Bored

Burnout

cortisol
Emotions
Emotions

desired emotions
Emotions

4 desired emotions triggered by 4 neurotransmitters
- Dopamine = Thrill
- Oxytocin = Safety
- Serotonin = Dominant
- Endorphins = Relief

Loretta Breuning, PhD, Inner Mammal Institute
Emotions

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Emotions

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9-step customer journey map

I have a need.
9-step customer journey map

I have a need.

- NEED
- SEEK
- CHOOSE
- GIVE
- GET
- USE
- FIX
- LOVE
- LEAVE

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We can influence the most during these 4 steps
I CAN DO IT!
I TRUST YOU

Thrill Safety Dominant Relief

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WINNING ISN’T EVERYTHING.
IT’S THE ONLY THING.

syber
Official Sponsor of EvilGeniuses
<table>
<thead>
<tr>
<th>Place</th>
<th>Team</th>
<th>Prize money</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Evil Geniuses</td>
<td>$6,616,014</td>
</tr>
</tbody>
</table>
I CAN DO IT!

I TRUST YOU

Thrill Safety Dominant

Relief

NEED GIVE GET USE FIX LOVE LEAVE

©CRISPx Proprietary and Confidential
Where All Athletes Belong.
VR READY.
GAMERS FIRST.

At Syber, we take pride in building computer to the customer's specifications. Every machine is tested for quality and benchmarked before leaving the factory. From the ground up, we ensure every computer is built with quality in mind and don't cut corners. If our customers ever have problems with the machines we build, there's a support line open to call and every computer is backed with a limited warranty. We don't want to take attention away from the game.

SUBSCRIBE TO NEWSLETTER

Join the Syber Family today and receive a special welcome promo code, news about product releases, invitations to events, and more.
I CAN DO IT!
I TRUST YOU

Thrill  Safety  Dominant

NEED  GIVE  GET  LOVE  LEAVE

Relief

©CRISPx Proprietary and Confidential
I CAN DO IT!
I TRUST YOU

Thrill Safety

Dominant

Relief

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HOW THE
RITZ-CARLTON
Delivers Exceptional Customer Service
ALL ABOUT CUSTOMER SERVICE

- Drastically reduce call wait times (3-5 Minutes Max)
- Improve response time to emails and live chat
- New and improved self-help knowledge base
- AI and Automation
- More detailed guides
### CUSTOMER JOURNEY MAP

**SCENARIO**

Grown Gamer Gary is looking to upgrade his Gaming PC which is now 5 years old and starting to show signs of struggling to keep up with the demands of new video games. Gary has previously built his Gaming PC from scratch but is looking into prebuilt options that might be decent enough for his gaming needs to save on the time and labor.

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>TOUCHPOINTS</th>
<th>EMOTION: D.O.S.E.</th>
<th>OPPORTUNITIES</th>
</tr>
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</table>
| 1. SEEK | ● Ask friends for recommendations  
● Internet searches for pre-built vs. build your own GAMING PC  
● See what the eSport Pros use | ● Organic search results on Google, Bing  
● Paid search results on Google, Facebook, Instagram  
● Twitch streamers  
● eSports teams | ● Establish the brand as a thought leader and domain authority, with relevant, educational content, based on Google SEO strategies and engaging advertising  
● Sponsor pro’s  
● Sponsor influencers |
| 2. CHOOSE | ● Reads online reviews  
● Watches YouTube reviews and unboxings  
● Visits retail stores | ● Brand website.COM  
● Branded + user generated content on Facebook, Instagram, and Twitch  
● Influencer messaging on YouTube and Twitch | ● Invest in branded content  
● Encourage product YouTube reviews  
● Encourage performance and comparison reviews |
| 3. USE | ● Buys the product  
● Receives the product  
● Use the product  
● Leaves product review  
● Recommends brand to friends  
● Or has an issue (FIX) | ● Product pages on.COM  
● A+ content on retailer pages like Amazon, Walmart, BestBuy  
● Packaging experience  
● Set up experience  
● Reviews and social sites | ● Ensure A+ product pages are beautiful and informative  
● Create a delightful instructive open box experience  
● Maintain product support pages online  
● Incentivise registration, subscription, reviews  
● Encourage social posts with #campaign |
| 4. FIX | ● Problems  
● Contact support  
● Buyers remorse  
● Cancel order  
● Returns product | ● 3rd party support teams  
● Social media engagement  
● Post purchase emails  
● Support experience | ● Pain free warranty and support experience  
● Increase FAQ  
● Increase "how-to" educational content  
● Train 3rd party  
● Exceed expectations with support!! |

**COMPANY NAME / LOGO**

Grown Gamer Gary

**PERSONA NAME**

Syber

Grown Gamer Gary

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Customer experience (CX) is the new marketing battlefront.

More than two-thirds of marketers responsible say their companies compete mostly on the basis of CX, according to the Gartner Customer Experience in Marketing Survey.

And by this year, 81% say they expect to be competing mostly on the basis of customer experience.
THRILL  SAFETY  GIVE  GET  DOMINANT  RELIEF  LOVE  LEAVE
I CAN DO IT!

I TRUST YOU

I AM TOP DOG

DO

GIVE

GET

NEED

LOVE

LEAVE

©CRISPx Proprietary and Confidential
D.O.S.E. your customers with the desired emotion during each step of the customer journey, and it will help your business to win on this new battlefront by getting customers addicted to your brand.
Helping tech companies market for sales growth.

Learn more:
#customercentric
#customerexperience
#personas
#journeymap
#cx
#DOSEmethod

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@crispagency

FACEBOOK
/crispagency

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Tell me your thoughts on the DOSE method.
Tell me what was most memorable?
Tell me what needs more clarification?
Tell me what you can implement immediately?
Instagram’s IGTV copies TikTok’s AI, Snapchat’s design