



Customer Experience Pyramid

The exercise aims to help you think about your individual customers' expectations and what constitutes different experiences for them – from useful to enjoyable. Reflect on one of the experiences you create for your 'customers', these could be an internal colleague, a business partner or an external customer. Think about what will be useful to them, what will be easy and what will be enjoyable. Repeat the exercise for today and in 5 years. Let your creativity flow!

**Experience I create
for my customer(s):**

Current

In 5 Years

Enjoyable

Emotionally
engaging

Easy

Simple & smooth

Useful

Addresses
customer needs

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