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Digital

The next frontier of products and experiences

How to organize for speed, growth, and impact in an increasingly complex digital marketplace

In today's marketplace, a seamless, unique, and memorable digital experience is essential to winning–and keeping—customers. Yet **83% of executives face potential revenue and market share risks due to underperforming digital experiences.**[1] It's not enough to meet customer expectations—in a competitive market, customers expect highly personalized experiences that engage, surprise, and delight them.

Businesses are racing to capture value in a world of increasing digital complexity and decreasing customer satisfaction. Organizations often find it challenging to adapt to changes in the market fast enough, and they are being asked to solve problems that they've never had to solve. Multiple customer journeys across channels, markets, and needs must be connected to a cohesive brand experience.

Organizations need to reimagine how customers experience and consume their products. However, inside many companies, there's a lack of clarity about who owns the direction of the business across strategy, marketing, digital, and IT, often leading to poor and inconsistent experiences. Projects are managed in silos, with budgets prioritized over outcomes. These companies are challenged by the return of value on their investments, organizational alignment, speed of innovation, and overall impact on customers.

These challenges are often tied to how companies are organized, as product management, design and engineering teams are disjointed without a clear north star. As a result, companies begin to lose sight of the customer, theirz impact, and potential growth. Organizations need to rebuild the right foundation and align these functions into a collaborative, cohesive team with a focus on creating highly effective and impactful products and experiences.

With the right focus and alignment, companies can quickly move forward and scale by taking ownership of their customer, partner, and employee experiences to be more competitive, create new markets, and drive future growth.

PRODUCT MANAGEMENT

DESIGN

ENGINEERING

PRODUCTS & EXPERIENCES
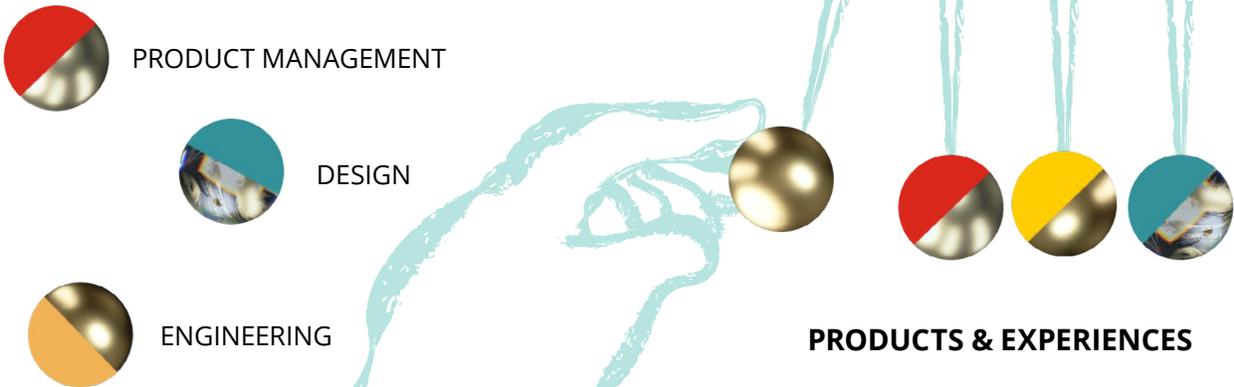
Elevate products and experiences to exceptional

To accelerate innovation and growth, product management, design, and engineering departments must connect and operate as an integrated team. Creating impactful experiences goes deeper than improving these roles—it requires identifying the depth and breadth of strategy, mindset, and the approach necessary to meet and exceed your customers' expectations. Focus on a vision that empowers your organization to define the product and experience, design powered by standards and impact, and deliver the best experience.

With this approach to digital products and experiences, organizations gain:

AGILITY AND INNOVATION

Speed up time to market and see changes in just a few months by moving from significant transformations that take several years and big budgets to rapid evolution. This approach doesn't have to be expensive—companies can go from idea to delivery and realize tangible results faster.

CONFIDENCE IN BUSINESS VALUE AND IMPACT

By delivering products and experiences that are streamlined, executable, and consistent, organizations quickly realize a return on their investment. Improving experiences can generate tens of millions of dollars in revenue by reducing customer churn and increasing spend.[2] Achieving tangible results helps drive further transformation and new capabilities.

ORGANIZATIONAL TRANSFORMATION

Transform how business gets done and reimagine culture from the top down by establishing the right organizational structure, roles, and accountability. Removing silos and operating as one organization can help brands to drive differentiation and thrive.

Quickly define, design, and deliver seamless products and experiences to exceed customer needs and expectations while delivering lasting value.

Defining the experience

Like any successful journey, delivering an exceptional customer experience begins by zeroing in on a destination and determining how to get there. It takes research, analysis, and planning to determine the viability of the customer experience, and how it supports business goals and addresses market needs. That's why the product management function is critical to creating the right customer experiences.

Once a strategy and roadmap are determined, brands can drive value and impact by aligning the business to customer experiences. As the connective tissue of the business, product managers are accountable for keeping the organization experience-minded throughout implementation and delivery. They must continuously re-evaluate and ensure that teams implement the product vision throughout the entire process and in the details.

Key issues, such as market complexities or technical constraints, must be addressed early in the product development lifecycle. The product management team should focus on breaking down business problems and solving by outcomes, simplifying customer experiences in a way that does not reflect any internal complexities or operational bottlenecks. In addition to determining how to deliver, product management needs to identify capability gaps, plan for them, and ensure that they are managed throughout development and delivery. A well-designed domain architecture defines the capabilities used to build exceptional experiences.

Designing the experience

Great ideas for digital experiences come to life by taking a new approach to creativity, design thinking, and technology integration. Experience designers offer a holistic view of the digital product, focusing on the entire experience and its desirability to the end user, not just the user interface. Their work is driven by vision, data, design systems, and impact.

A human-centered design approach puts the customer at the center of the experience design. It requires keen listening skills, empathy, finding the unarticulated need, creative problem-solving with a human lens, and building solid relationships.

Using design systems and pattern libraries as tools, the product design team understands how to bridge the connection between what is needed and how it is pulled together. In this human-centric approach, designers consider how to solve problems from a fresh—and often unexpected—perspective and help the entire brand team implement innovative solutions and experiences.

Delivering the experience

The "engine" of the customer experience follows product management strategy and executes the product design vision to deliver satisfying, streamlined experiences. Experience engineering is more than just writing code. It is delivering on the feasibility of the solution, bringing experiences to life with the right expertise and specialization to drive business and marketing goals through technology. That's how working with the right team can help turn theory into reality.

Challenges in experience engineering are often overlooked and can result in direct revenue loss. Hidden issues related to engineering can lead to failed conversions and liability/risk due to accessibility, performance, and data ownership. Engineers need to think about the experience they are delivering, not just build what they are tasked to build.

Delivering exceptional products and experiences requires understanding how humans interact with technology, then bringing together the platforms and tools necessary to produce a seamless, satisfying experience. Focusing on patterns and the developer experience helps drive highly effective, high-performing teams and quality results.

Questions to consider

Are your products and experiences aligned with your organization's strategic business and marketing goals?

Are you effectively integrating strategy, design, and technology to surprise and delight customers?

Are you delivering memorable and streamlined digital experiences to your customers?

Is the experience you would like to deliver to end users trapped in organizational silos with a lack of vision, focus, and ability to execute?

Are you struggling to connect the product management, design, and engineering teams in your organization to develop an executable plan?

Ready to elevate your digital experience?

Learn more about aligning your organization to deliver faster and more impactful outcomes. Explore additional resources on how to define, design, and deliver exceptional experiences for your brand, and then contact us to take the next step.

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