



**@BRIAN
SOLIS**

Introducing Generation

C

@BrianSolis
Principal Analyst and Futurist,
Altimeter, a Prophet company

**Welcome to a new
era of business
where your brand is
defined by those
who experience it.**

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

Brian Solis





Hello
my name is

Generation-C



Generation-C is not about Millennials, Centennials, or any other demographic.

It is a “connected” Generation united by shared behaviors, interests, expectations and technology.

They challenge the very convention of traditional shopping journeys.



Digital Darwinism

The **evolution** of society and technology and its **impact** on behavior, expectations and customs.

The Growing Endemic of “Out of Touchness”

Executives

Business Outcomes
Costs/Profit
Shareholders/Board
Quarterly Performance
Cost of Innovation

Experience Divide

Stakeholders

Digital-Mobile
Personalization
Lifestyle
Convenience
Immediacy
Objectives

“We don’t see the world as it is, we see the world as we are.”



Everything you look for and all that you perceive has a way of proving whatever you believe.

#LEARN to
#UNLEARN



**Change
begins here
and here
and here**



PERSPECTIVE



THE
NEW

NORMAL

Business “as usual” is an outdated experience. Modern customers are connected and empowered. They want things NOW in the moments that matter in the ways they communicate, discover & connect.

A close-up, profile view of a young woman with long brown hair, looking down at a white smartphone held in her right hand. She is also holding a stack of colorful business cards in her left hand. The background is blurred, showing what appears to be an outdoor setting with a statue and other people.

Meet Generation-C

People look at their phones 1,500x each week.

They spend 177 minutes on their phone per day.

The Law of Accelerated Societal and Selfie Disruption

As technology continues exponential growth, so does its impact on societal norms and cultural beliefs.



YOU HAVE MY ATTENTION



AAAAND IT'S GONE

Best party



EVER

The Four Horsemen of the Modern Apocalypse



#FirstWorldProblems #ModernAnxiety

@briansolis

Shower curtain with pockets for phones and tablets so you can stay connected while wet





The line between reality and virtual reality is blurring. Customers want to feel like digital in physical experiences... it's just how they live life.



Digital Darwinism Has Created a Market of Digital Narcissists

Brands and Agencies Need a Digital Transformation to Compete in the Experience Economy

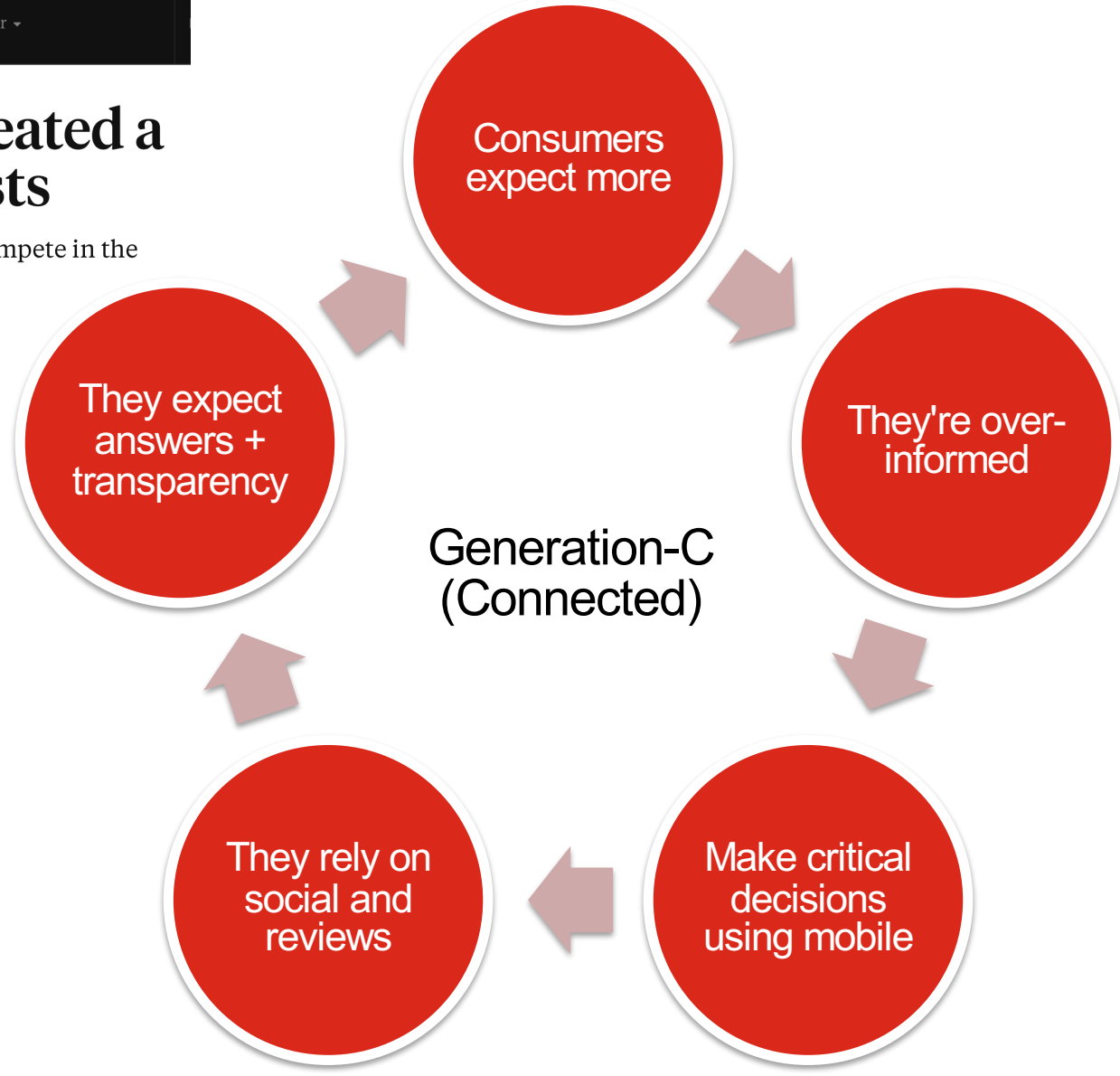
By [Brian Solis](#). Published on April 20, 2016.



Digital Darwinism Has Created a Market of Digital Narcissists

Brands and Agencies Need a Digital Transformation to Compete in the Experience Economy

By [Brian Solis](#). Published on April 20, 2016.



[Center for Humane Technology]



Snapchat **turns conversations into moments**, stripping away depth from interactions that define relationships.



Instagram **glorifies the picture-perfect life** and affects our self-esteem and happiness.



Facebook **is polarizing relationships**, turning communities into echo chambers and isolating relationships.



YouTube **autoplay's and suggests videos within seconds**, robbing you of time.

Technology has hijacked our minds and society.

- Harder to Disconnect
- Increased stress
- More anxiety
- Less sleep
- Lower self-esteem
- Reduced empathy
- Diminished thinking
- Reduced inputs



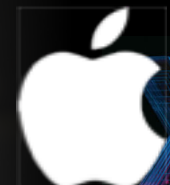
NETFLIX

amazon



TESLA

Once you've felt a truly personalized experience, it becomes the new standard for engagement. You and other customers like you, don't go back. Every business now needs to recognize the Ubers of the world as disruptive competitors in experience design
-@briansolis



X • THE EXPERIENCE WHEN BUSINESS MEETS DESIGN

DESIGNED BY BRIAN SOLIS
© 2015 APPLE INC.
ALL RIGHTS RESERVED.



You are designing CX strategies for people who vomit rainbows. Think about that.




Ladies and gentlemen,
The Cluster Funnel



“I love shopping and visiting product pages that **don't** load fast, **don't** work on my phone, **don't** provide instant information, or **help me** get to my next step...my way!”

- Said no one ever

A photograph of a park path. A person is walking away from the camera on a dirt path. To the right is a paved walkway. In the background, there are trees, a grassy area, and a large brick building. Two white text boxes are overlaid on the image: one on the dirt path and one on the paved walkway.

User experience

Design

YOU HAVE MY ATTENTION



AAAAND IT'S GONE

27 Cats That Immediately Regret Their Decisions

“What was I even thinking?” —these cats



Are you being served?

Why UX is now as or more important than marketing or customer service

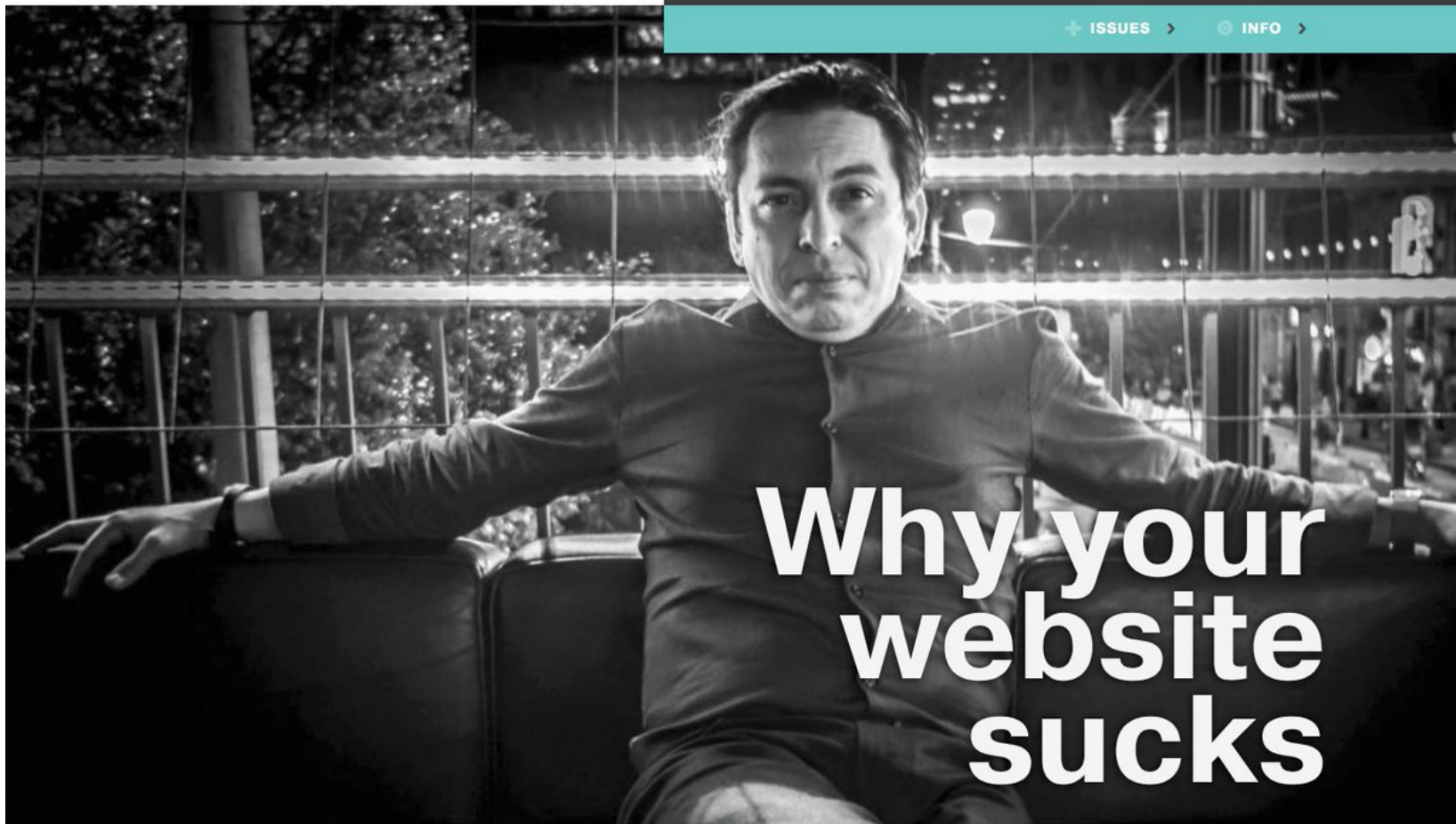


People are 100 times more impatient online. Than they are in physical reality.”



71% of customers say that inconsistent cross-channel messaging negatively affects the experience.

(Forrester)

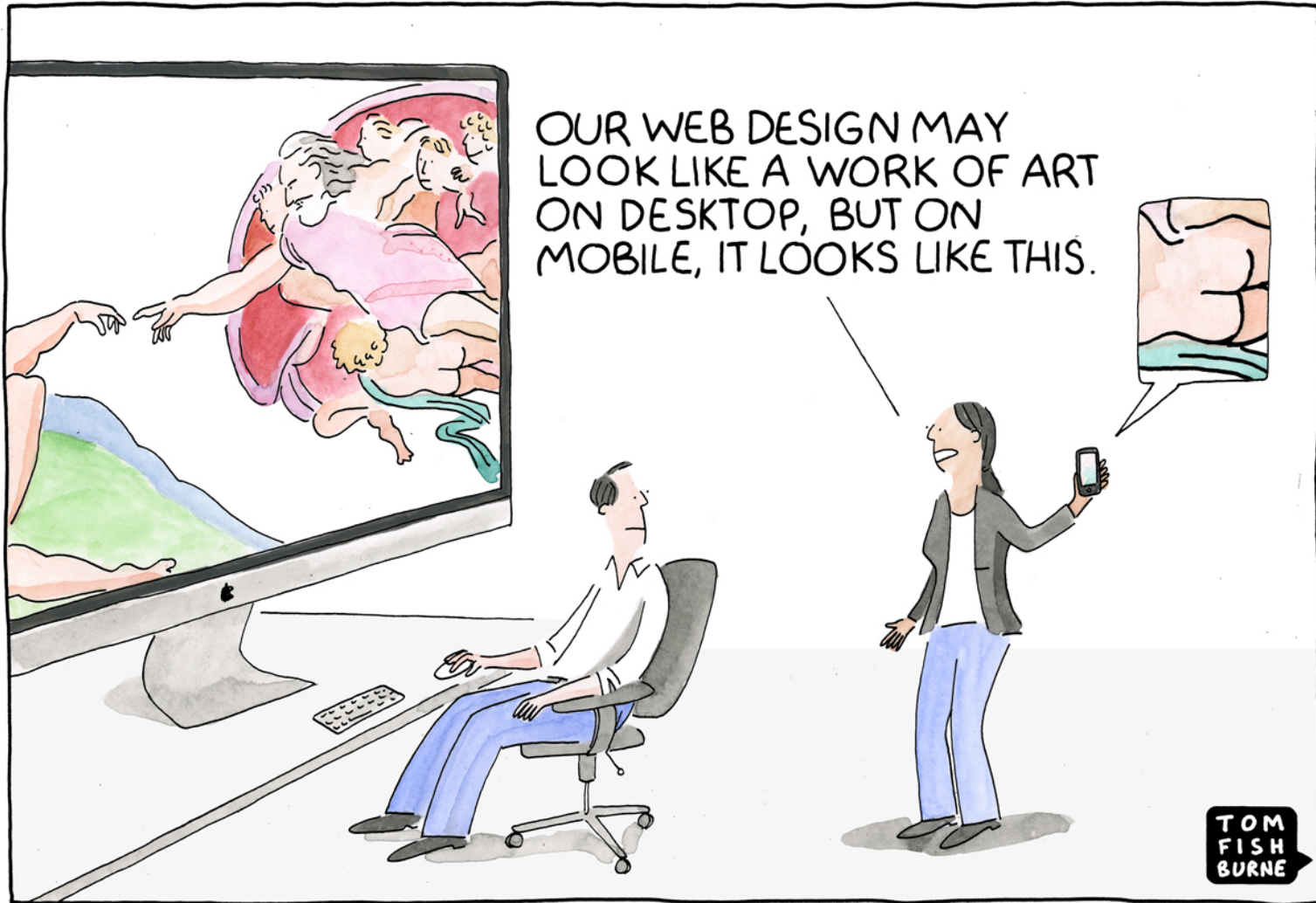


Why your website sucks

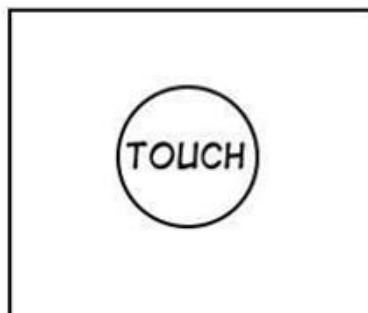
The 90s called...

They want their web back.

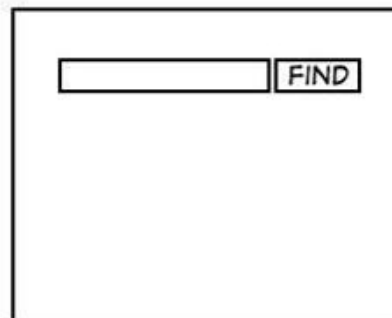
Brian Solis on how to engage with digitally-savvy consumers



TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	4 - K
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/> <input type="checkbox"/>	AA2-
SSN:	<input type="text"/>	VER:	<input type="text"/>	DK9B
ID:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	KKA?
PHONE 1:	<input type="text"/>	CAT CD:	<input type="text"/>	CN3
PHONE 2:	<input type="text"/>	CITY:	<input type="text"/>	AA-9
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	NEW
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/>	DEL
		ORD #:	<input type="radio"/> <input type="radio"/> <input type="radio"/> ? <input type="radio"/>	

OKAY APPLY SAVE UNDO HELP DELETE EDIT

SELECT BROWSE ERRORS

51%

look poorly on brands with
underperforming or difficult mobile sites.

Why people don't convert on mobile devices

1. Loads slowly (51%)
2. Difficult to navigate (50%)
3. Difficult to find what I'm looking for (47%)



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



MINDSET IS EVERYTHING.

Innovation is all the work you do to conform to expectations and aspirations of people as they evolve instead of making them conform to legacy perspectives, assumptions, processes, policies and metrics of success.



cx + ux

User experience is directly linked to customer experience
and they are the keys to engagement and loyalty.



What is **Experience.**



Experience is something you feel, something you sense and interpret...it's measured by how you react.

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



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

The letters 'UX' are rendered in a large, bold, blue sans-serif font. They are positioned on the right side of the image, partially overlapping the white text on the left. The 'U' is a simple, rounded shape, and the 'X' is formed by two intersecting diagonal lines.

Modern Customer Experience Lifecycle

Great Customer Experience Is the Sum of All Interactions



Design experiences that meet the needs of accidental narcissists

Google



The Age of Assistance

The Rise of Advisor Brands

Proprietary + Confidential

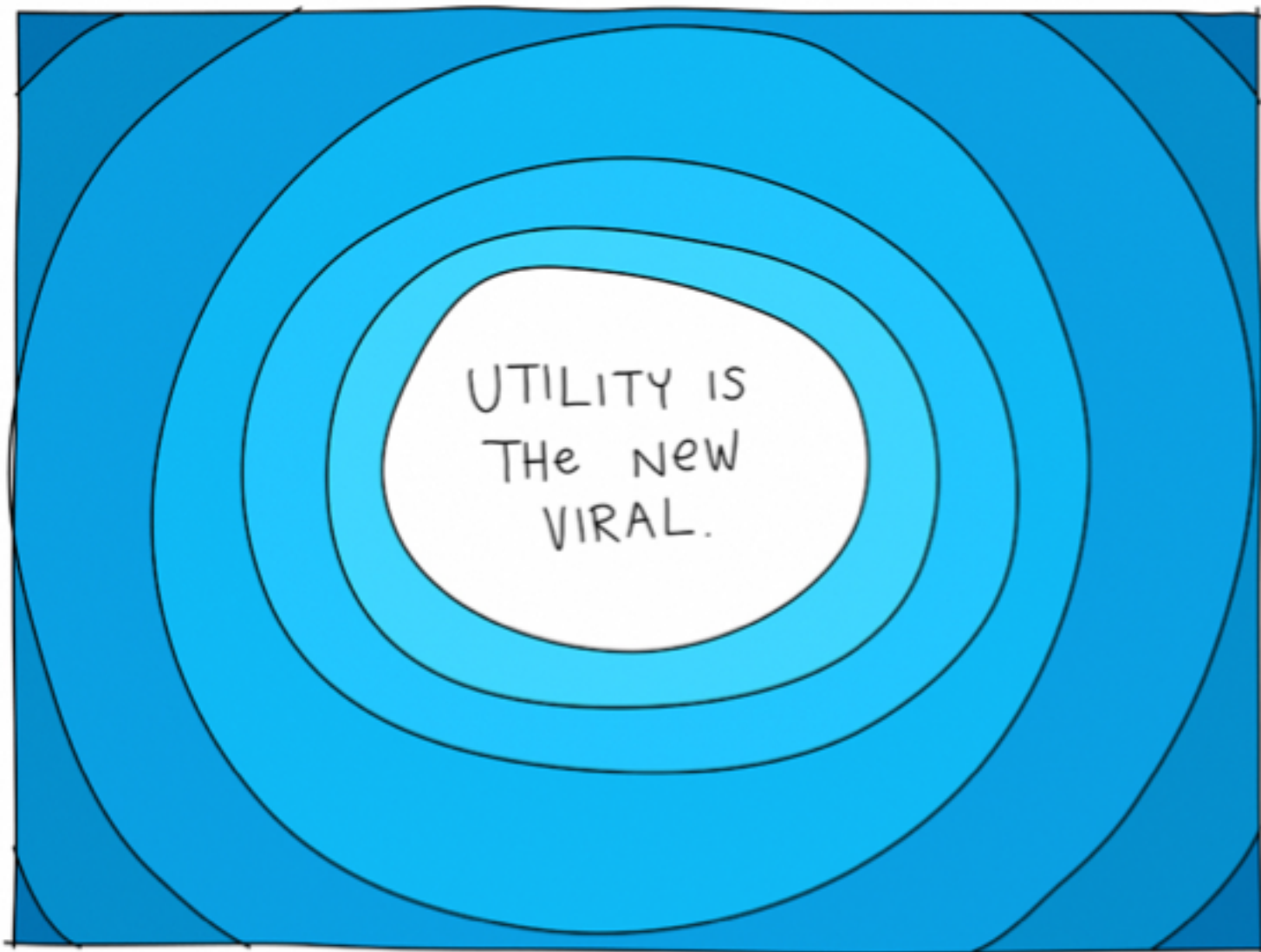


Decision-making is tiring.

We have limited mental energy to make choices.

Decision-making is fraught with biases that cloud judgment.

The most important decision is who you listen to and trust.



@briansolis

@gapingvoid

Trend 1: Every item can be researched.

Trend 2: Consumers have high expectations.

Trend 3: Consumers are impatient.

90%

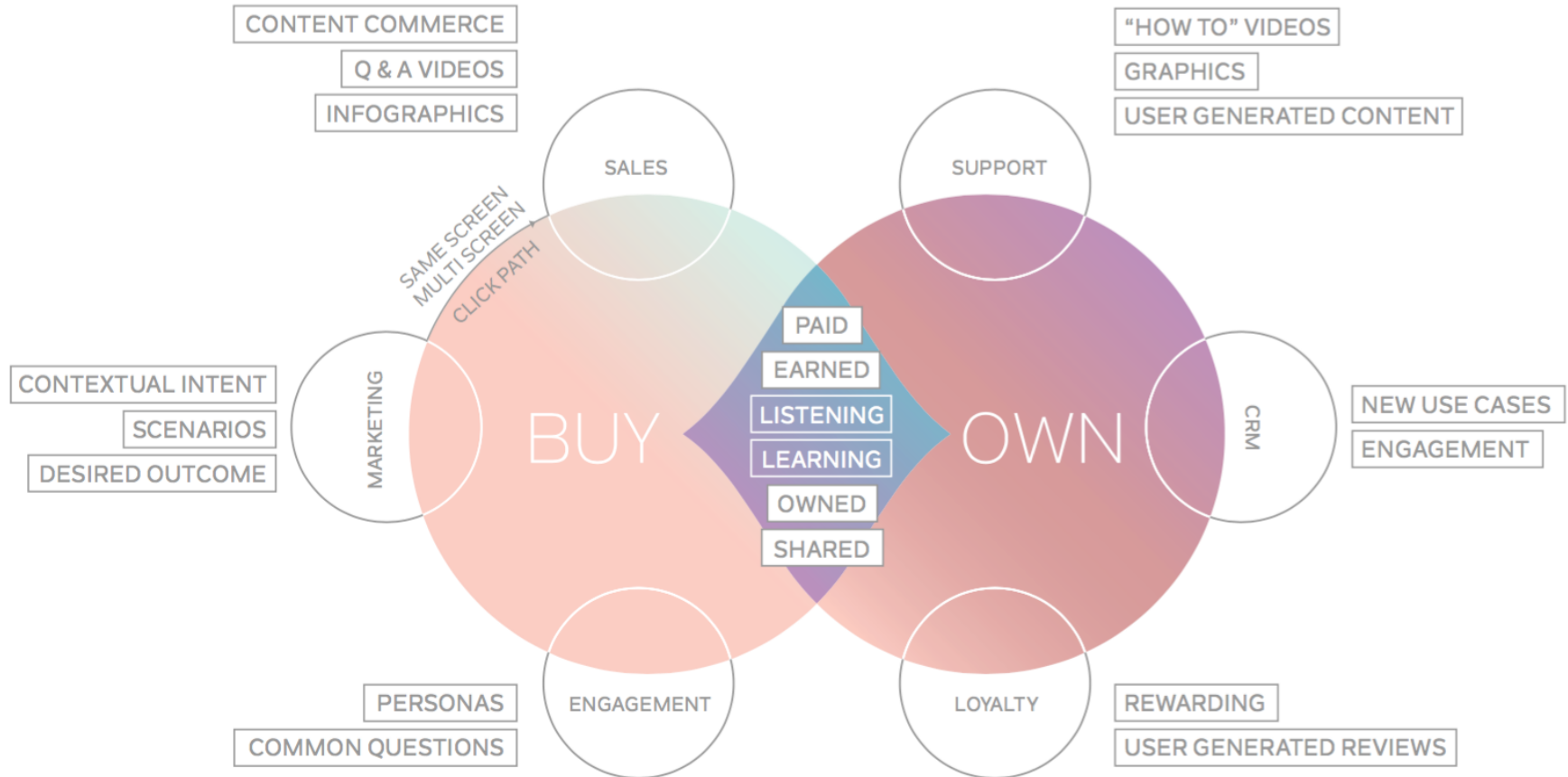
of smartphone users are not absolutely certain of the specific brand they want to buy when they begin looking for information online.

73%

say getting useful information from a business is the most important attribute when selecting a brand.

CONTEXT EXPERIENCE

Re-imagining the customer journey based on customer-centered content, created and distributed by influencers and advocates. @ Brian Solis





DESIGNING THE **PRODUCT**



VS

DESIGNING THE **EXPERIENCE**

design
IS ART
OPTIMIZED
TO MEET
OBJECTIVES.

Before

After

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

← Pay at →
Muni-Meter
 NYC Parking Card Available

For information visit
www.nyc.gov/dot or call 311











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

PARKING SCHEDULE

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

Make Customer Journeys Assistive

Discover what
people **value**

Connect in **key**
moments of truth

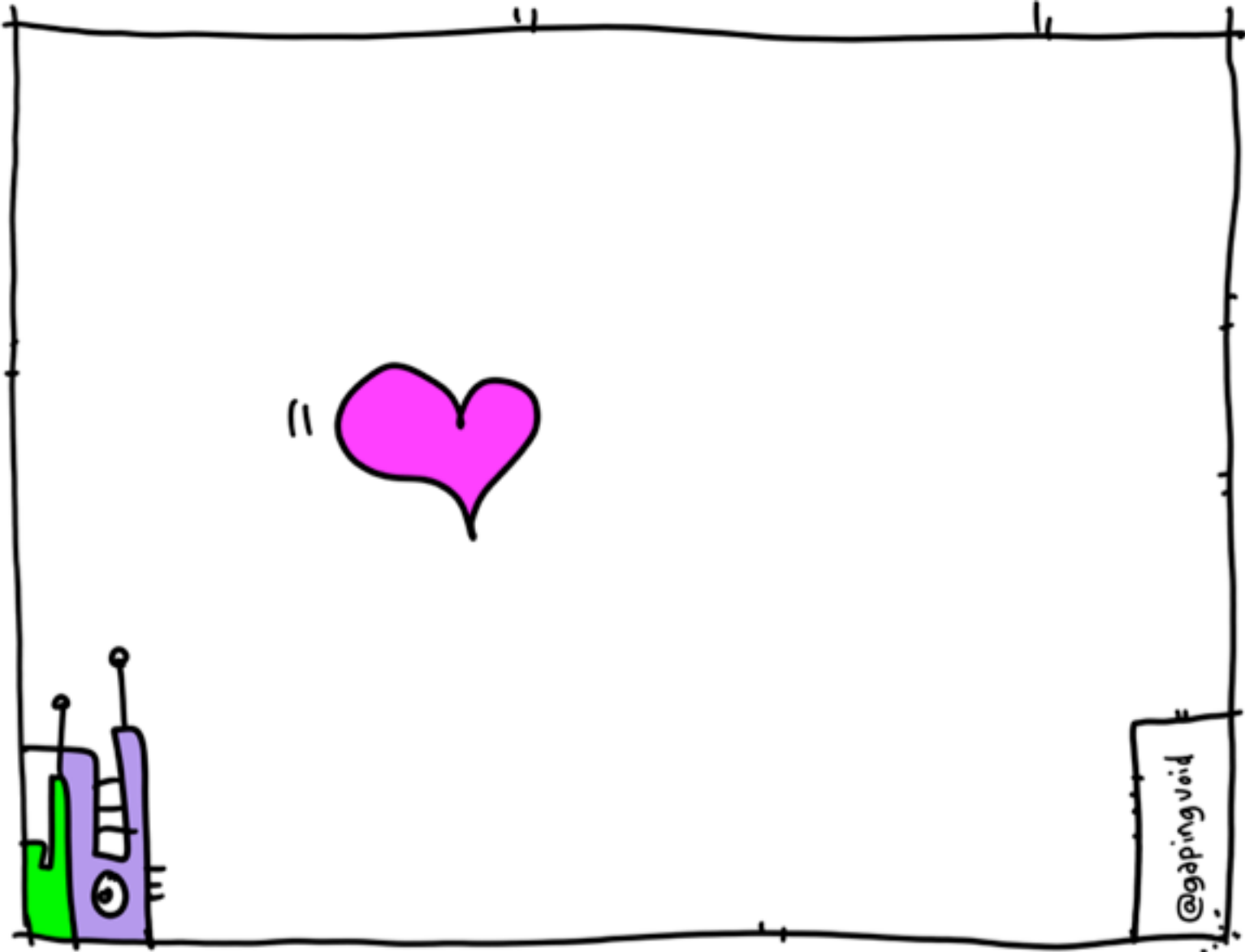
Become **part of the**
extended community –
deliver value



Develop
assistive
content

Connect the **dots**
“their way”

Integrate
“**everywhere**”
commerce as
part of the
experience





Brian Solis

bsolis@prophet.com

Altimeter, the digital research group at Prophet

briansolis.com

[@briansolis](https://twitter.com/briansolis)

[Linkedin.com/influencer/briansolis](https://www.linkedin.com/influencer/briansolis)

[Facebook.com/thebriansolis](https://www.facebook.com/thebriansolis)

