

# Digital Consumer Experience

Cihangir Eryıldız  
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# Digital Consumer Experience

## Mode Of Delivery

- Face to face Lecture
- Class Discussions
- Workshops

## Language of Instruction

- English

## Rationale

Late capitalism is increasingly finding ways to address the body, the senses and experiences. With inducement of technology, experiences becoming the next step in what we call *The progression of Economic Value*, today we're observing a major shift from Service Economy to Experience Economy and this is emerging in marketing, branding and advertising. As this new economic model emerges, it will eventually transform how we communicate with customers both in digital and physical worlds.

## Course Description and Objectives

The main objective of this course is to prepare students for the new paradigm shift in economy and teach them how to effectively observe, analyse, communicate and advertise using consumer/user-centric design methodologies.

This course also aims;

- *Teaching key concepts of Experience Economy and understanding the relationships among them.*
- *Teaching new business model approaches blurring the lines between the digital and physical worlds.*
- *Analyzing digital customers in emotional, psychological and behavioural viewpoints.*
- *Teaching key concepts of Digital Consumer Experience and Experience Design methodologies.*
- *Defining roles of advertisers and marketers in new experience economy.*
- *Teaching how to effectively use experience design methodologies for customer-centric advertising through Class Discussion, Workshops and Projects.*
- *Teaching how to effectively advertise without interrupting user/customer experience and developing strategies aligned with experience design.*
- *Teaching emerging technologies which will shape the future of human computer interaction and the way we advertise.*

## Rating

Attendance %10

Project % 40

Final %50

## **Week 1**

### A Brief History of Humankind

*Introduction to the course and establishing its necessity in the light of past and present events and future projections.*

- The Cognitive Revolution.
- The Agricultural Revolution.
- The Scientific Revolution.
- The Digital Revolution.
- A Major Shift in Economic Models
- Human - Computer Interaction.
- Who am I? / Who is in Control? / Who Will We Be?
- A Future Projection of Consumption.

## **Week 2**

### Experience Economy

*Understanding the dynamics of new and emerging economic models. Defining key concepts of Experience Economy and understanding the relationships among them.*

- The New Human Agenda.
- Imagined Orders and Realities.
- Service Economy vs. Experience Economy.
- The New Value Paradigm.
- Passive Consumption to Active Participation.
- Internet of Things and The Data Religion.
- Transformation Economy

## **Week 3**

### Digital Businesses, Products and Services

*Overview of new business model approaches blurring the lines between the digital and physical worlds. Defining key concepts of Digital Business Ecosystems and understanding the relationships among them.*

- A Bridge Between Online and Offline
- Physical Ecosystems vs. Digital Ecosystems.
- Digital Strategy
- Digital Entities, Services & Products.
- User/Customer-Centricity
- Consumer Experience, Digital Consumer Experience, User Experience (CX/DCX/UX)
- Omni-Channel Customer/User Experiences.

## **Week 4**

### Class Discussion:

*Seeing theory in action with case studies. Analysing well known digital consumer experiences in an interactive discussion.*

- Uber
- Migros
- Instagram
- Hepsiburada
- Garanti
- Microsoft

## **Week 5**

### Meet Today's Digital Consumers/Users

*Analyzing digital consumers in emotional, psychological and behavioural viewpoints to understand the digital consumer behaviours and motivations in rapidly changing mediums.*

- Physical Consumers vs. Digital Consumers.
- Every consumer is a Digital Consumer.
- The New Social Norms.
- The Rise of Egocentricity and Storytelling.
- A Fine-Grained Look at How Digital Consumers Behave
- Access vs Ownerships
- Digital Habits.
- Consumer/User Experience and Loyalty.
- Machine Learning, Artificial Intelligence, Big Data.
- How Technology Induces Behavioural Change

## **Week 6**

### Consumer Experience Design

*Defining key concepts of customer experience ecosystem and understanding Experience Design methodologies.*

- Consumer Experience
- The Digital Transformation
- The Digital Touchpoints
- Digital Consumer Experience
- User Experience
- Consumer/User Experience Design
- Design Thinking
- Experience Design Methodologies
- Experience Design Deliverables

## **Week 7**

### Workshop : Experience Design in Action I

*Dissecting experience design process to understand how to effectively use experience design methodologies.*

## **Week 8**

### Workshop : Experience Design in Action II

*Dissecting experience design process to understand how to effectively use experience design methodologies.*

## **Week 9**

### Advertisers Guide to Experience Economy I : The Basics

*Understanding advertisers role and new marketing paradigms in Experience Economy.*

- How Technology Induces Behavioural Changes?
- How Behavioural Changes Effects Information Flow and Communication?
- New Decision Funnels.
- Timeless importance of Branding.
- The Consumer Journey.
- New Decision Funnels = New Focus.
- Information Phase.
- Changing Advertising into Information with Context.

## **Week 10**

### Advertisers Guide to Experience Economy II : Stop Yelling Start Helping

*Understanding advertisers role and new marketing paradigms in Experience Economy.*

- The Age of Context.
- Spam, Advertising and Information.
- Content Marketing.
- Use Phase
- Building Triggers
- Re-emergence of Word of Mouth.
- Fogg Behavior Model
- The Digital Consumer Journey
- Awareness / Appreciation / Advocacy / Action
- Owned / Paid / Earned

## **Week 11**

### Saving Your Marketing Strategy with Experience Design

*Understanding re-definition of Digital Advertising and developing strategies aligned with Experience Design. Learn how to effectively advertise without interrupting digital consumer experience.*

- Mass Marketing vs. Digital Consumer Experience
- Digital Advertising with Purpose
- The importance of Reviews and Ratings
- Content Marketing
- Web vs. Mobile
- Dos and Donts.
- Case Studies.

## **Week 12**

### Workshop : Designing an Omni Channel Campaign

*See everything in action. Learning how to effectively design Omni Channel Campaigns aligned with Experience Design.*

## **Week 13**

### A Brief History of Future

*Understanding emerging technologies and key economic concepts of the future.*

- The Big Data
- Internet of Things
- Artificial Intelligence
- The Data Religion
- Future of Advertising

## **Week 14**

### Summary

*Reviewing the course*