

Creating moments that matter

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02/24/2019



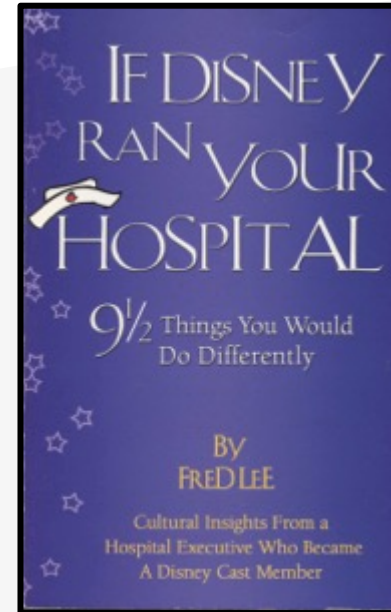


The Power of Moments

Chip and Dan Heath

Our lives are measured in moments, and defining moments are the ones that endure in our memories.

“Experiences are mostly forgettable and occasionally remarkable.”



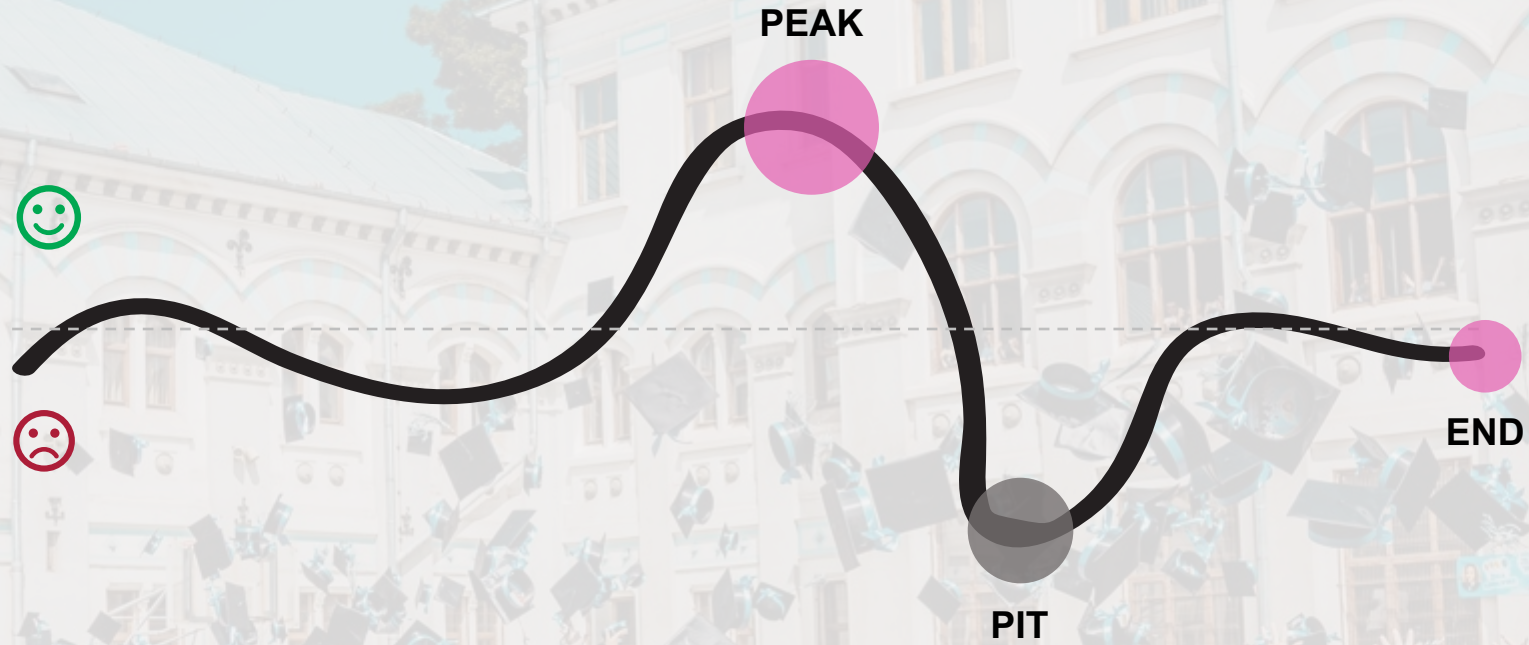
If Disney ran your Hospital

Fred lee

Companies stage an experience whenever they engage customers, connecting with them in a personal, memorable way.

“Satisfaction is fools gold.”

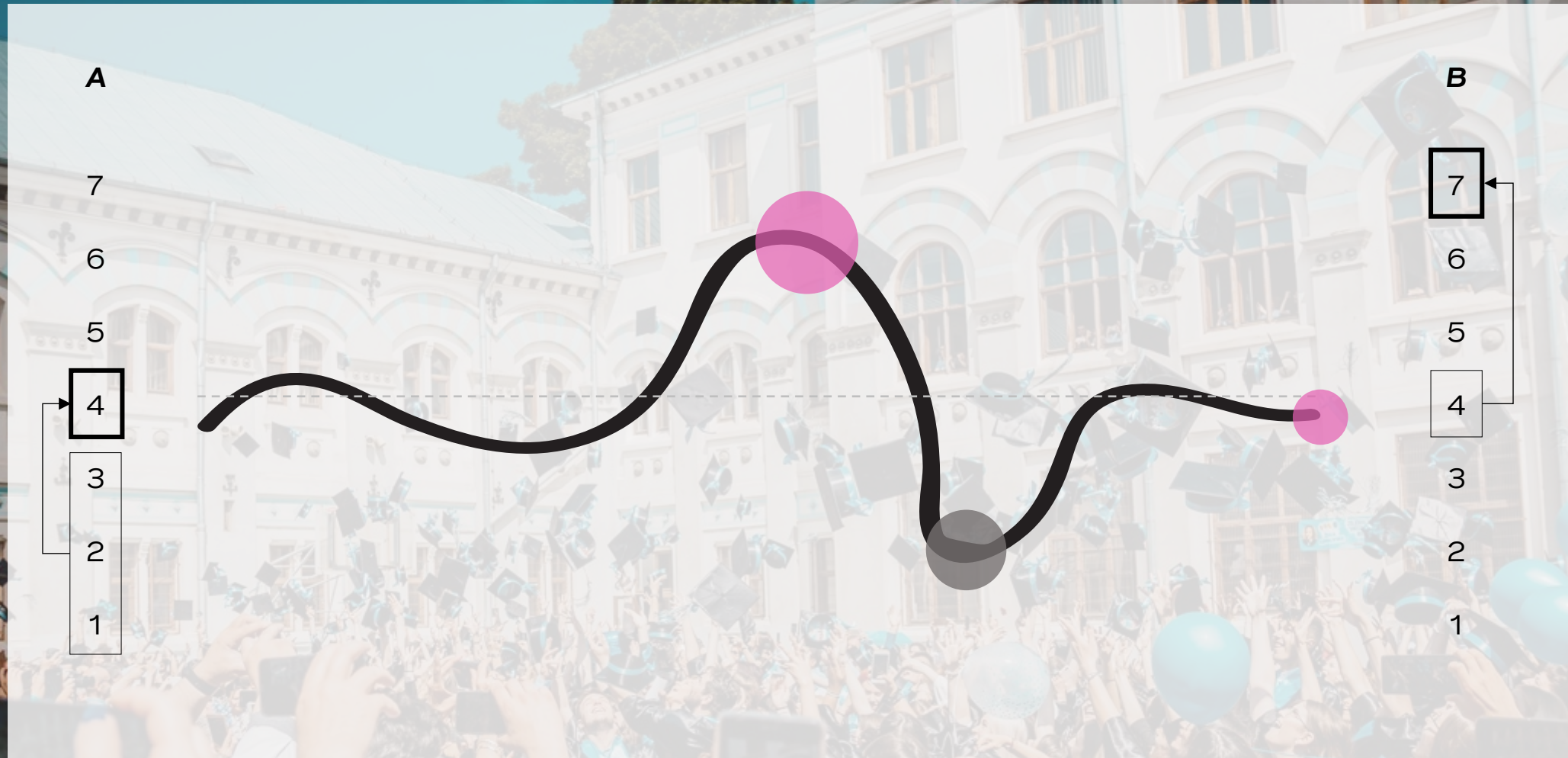
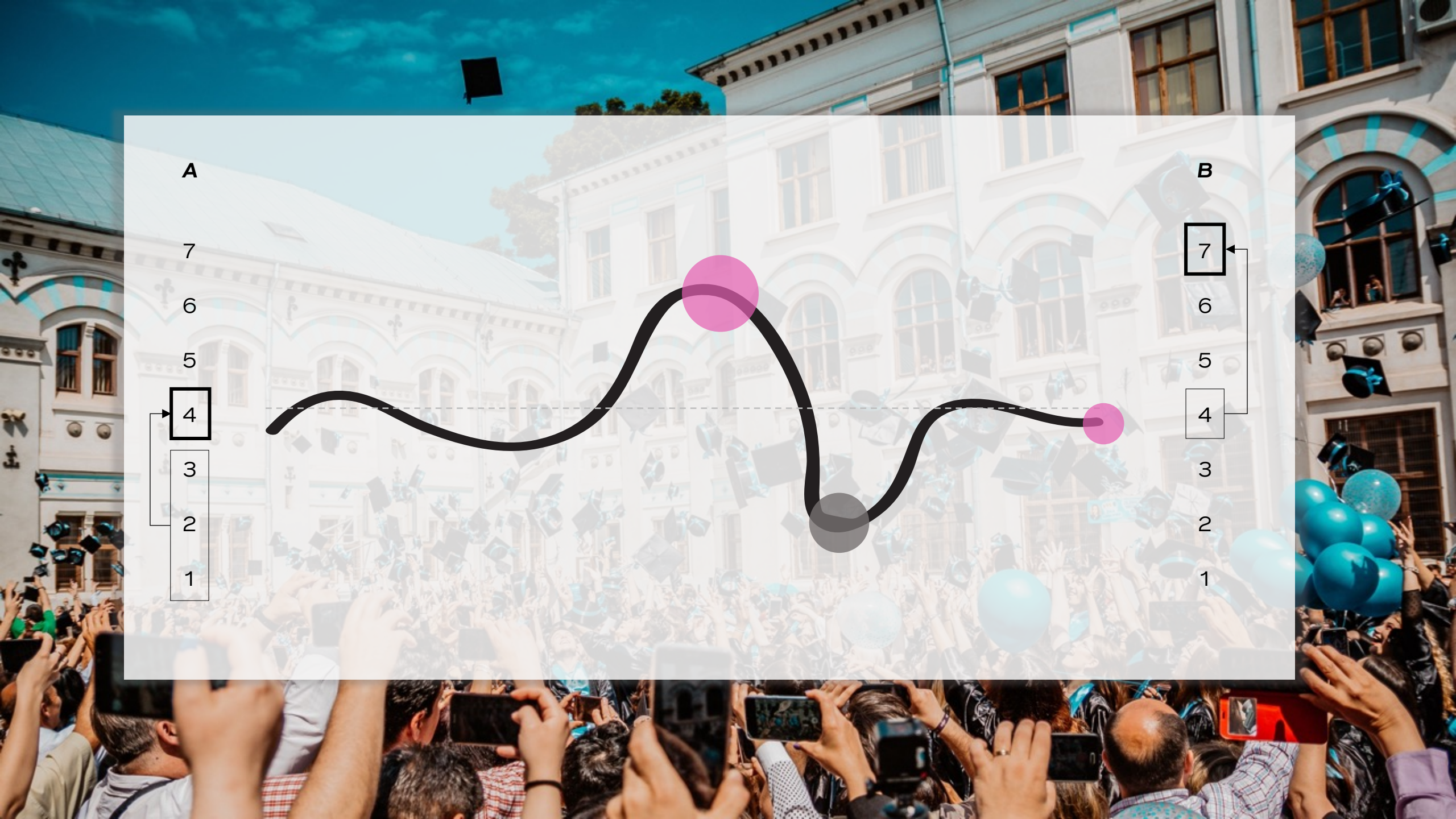
Fredrickson & Kahneman, Peak-end rule

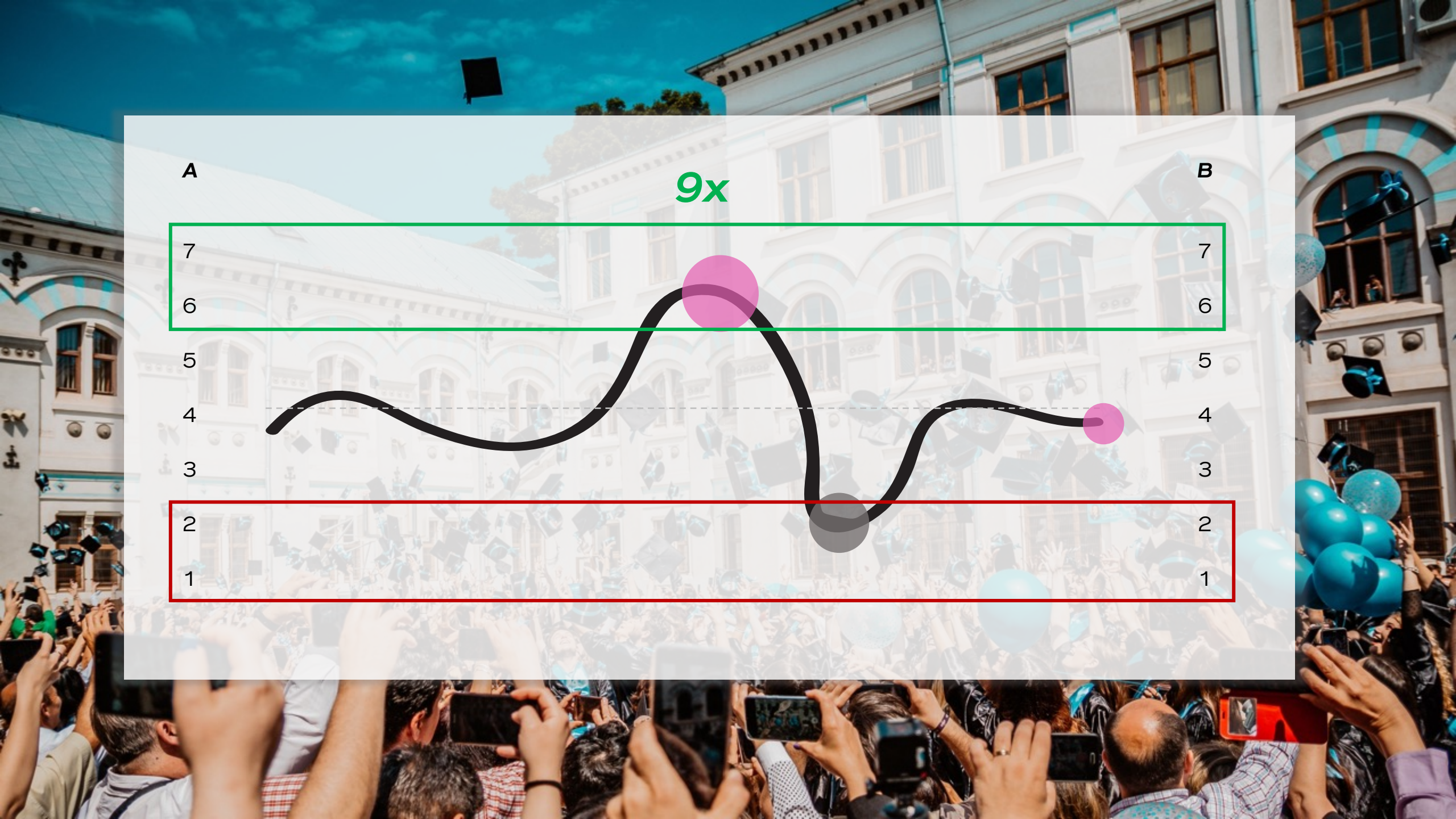


Our memory of an event is shaped by the highest or lowest moment, and the end

When people assess an experience,
they tend to forget or ignore its length.

This is called “Duration Neglect”

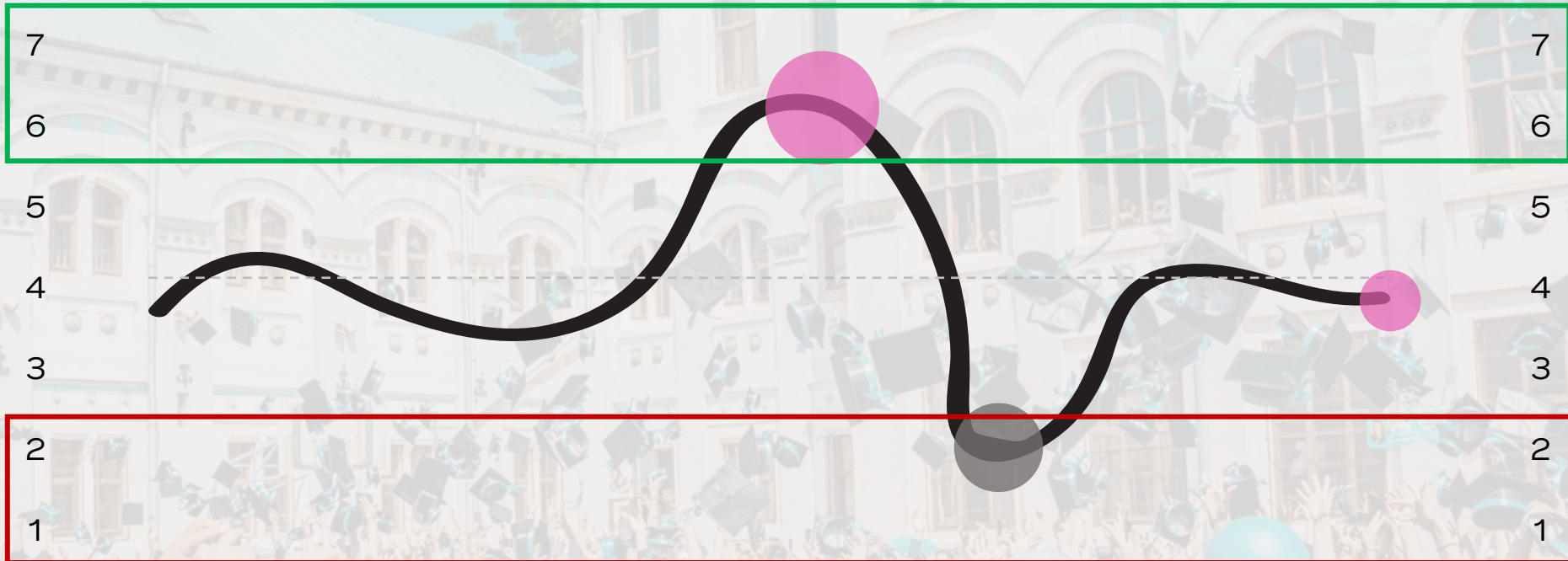




A

B

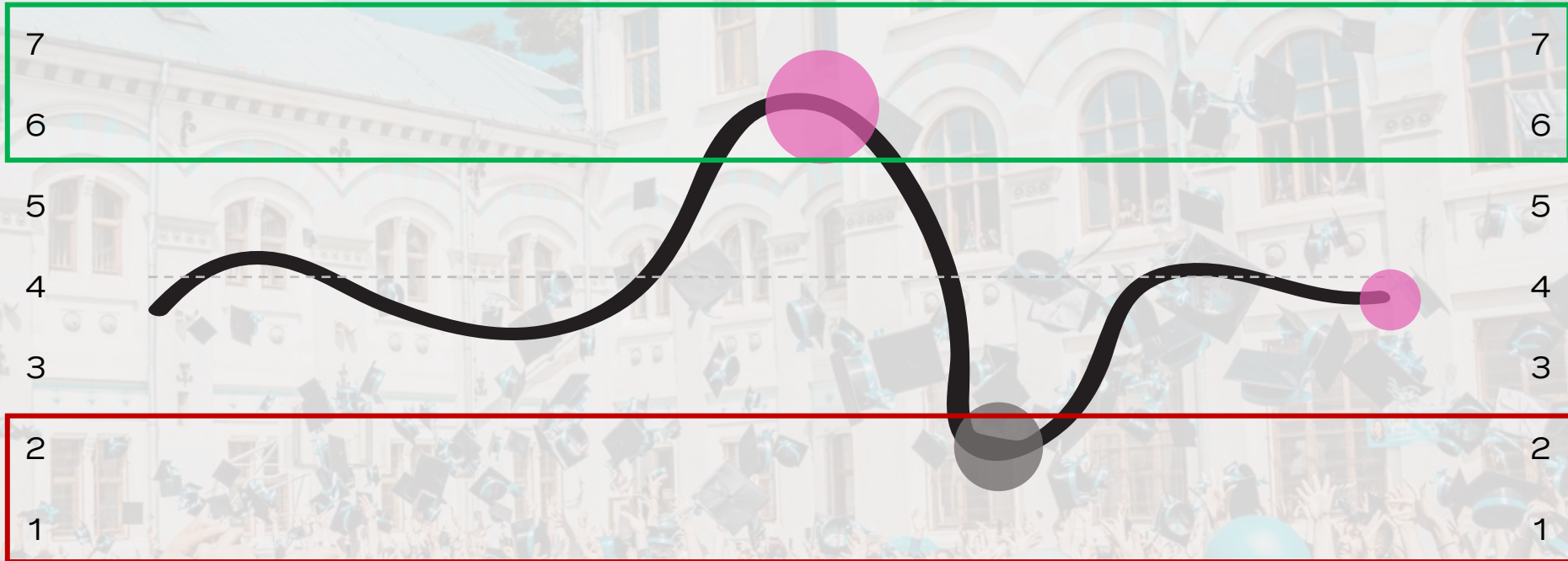
9x



A

15 mins

B



1 hour

HOW SATISFIED WERE YOU WITH YOUR EXPERIENCE?

1

Very
dissatisfied

2

Dissatisfied

3

Neutral

4

Satisfied

5

Very
satisfied

6X MORE LIKELY TO DEFECT THEN SOMEONE WHO MARKED FIVE

1

Very
dissatisfied

2

Dissatisfied

3

Neutral

4

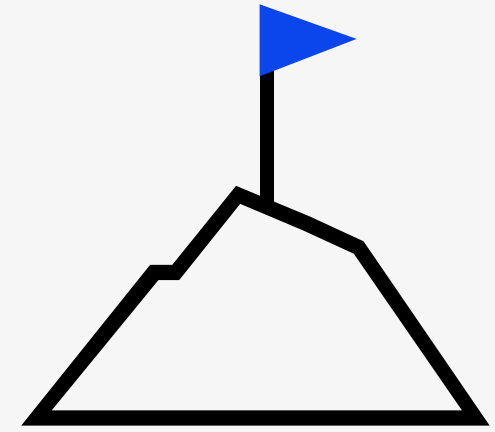
Satisfied

5

Very
satisfied

PEAK MOMENTS MATTER

We are not trained to build peaks.
We are trained to fix problems.

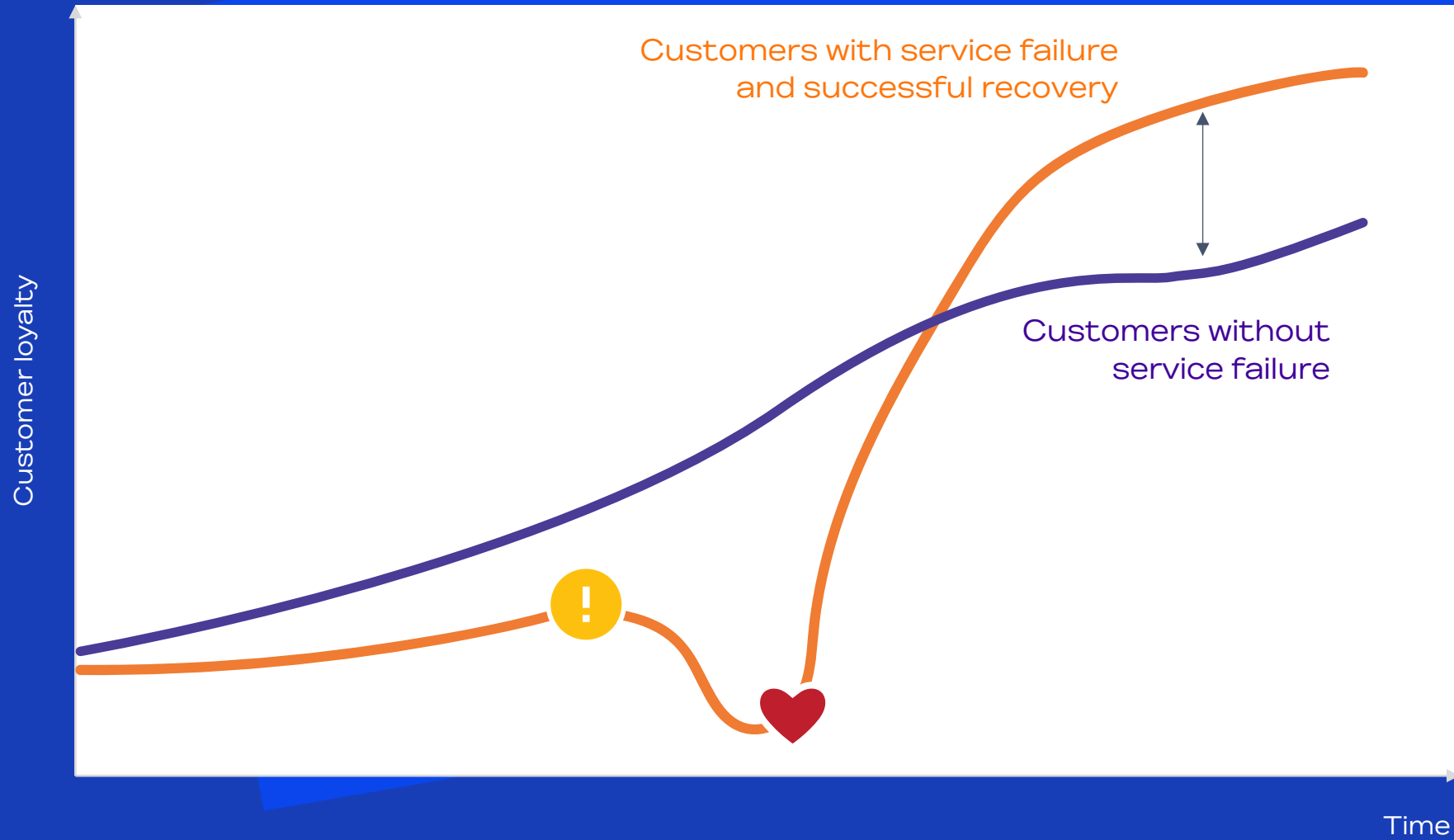




Accepting peaks and pits
A story from General Electric

Every great service company is
great at **service recovery.**

The Service Recovery Paradox



Memorable moments
can be created
using the following
four principles:

1

Elevation

2

Insight

3

Pride

4

Connection

1

Moments of Elevation

Defining moments rise above the everyday routine. They provoke not just transient happiness, like laughing at a friend's joke, but memorable delight.

Three ways to create moments of elevation

1. Boost sensory appeal
2. Raise the stakes
3. Break the script



Boost sensory Appeal

A story from Mastery Charter Schools



Raise the Stakes

A story from Hillsdale High School



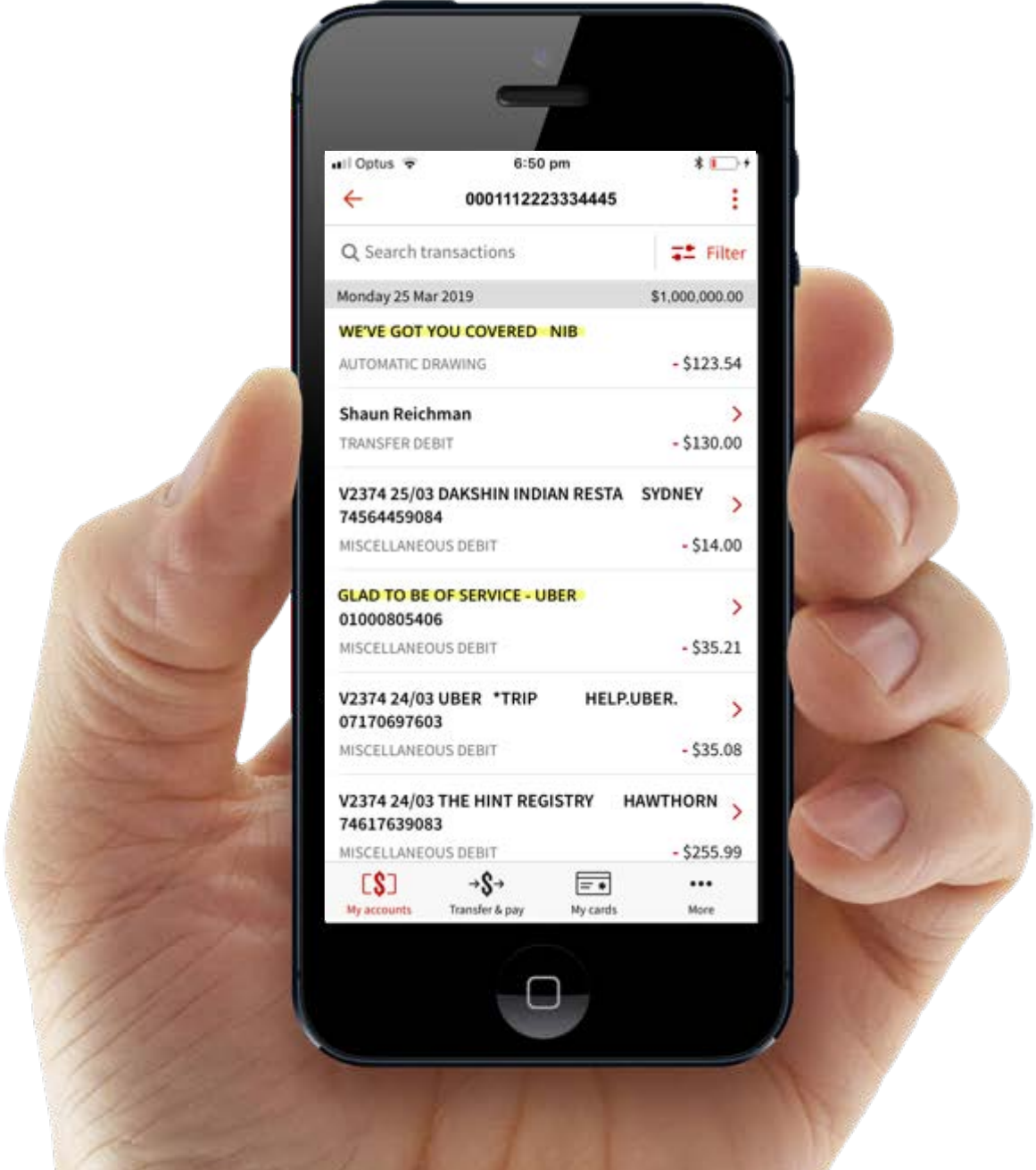
Break the Script

A story from Southwest Airlines

Breaking up the everyday commute



Opening new channels of communication



Activity

You are working for me thinking about the restaurant experience for a new mid-range Australian restaurant. How could you:

1. Boost sensory appeal
2. Raise the stakes
3. Break the script

Two mins to produce 2-3 ideas and post in the chat.

Boost sensory appeal

What if patrons, like first-class airline passengers, were presented before their meals with steaming hot towels, scented with eucalyptus oil?

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There is one dish per day that is a special only for that day, you can only get it once a year. No one else will try it for the rest of the year. Love the dish and that is something to talk about...

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Break the script

Fancy restaurants will often serve every guest an amuse-bouche, a bite-size appetizer provided for free.

What if we served kangaroo tartare with toasted bread or another Australian delicacy before the meal?

2

Moments of Insight

These are defining moments that rewire our understanding of ourselves or the world. In a few seconds or minutes, we realize something that might influence our lives for decades.



Trip over the Truth

A story from Microsoft Azure



A bag of popcorn contains
30 grams of fat



A bucket of popcorn
contains more fat than:

a bacon-and-eggs breakfast,
a Big Mac and fries for lunch and
a steak dinner with all the trimmings

Combined.

Spotify

The music that defined your decade.

Year	Top Song	Top Artist
2015	Two Weeks	Kacey Musgraves
2016	Best to You	Rihanna
2017	Bank Account	Post Malone
2018	Sicko Mode	Shawn Mendes
2019	you should see me in a crown	Lil Nas X

Relive and discover the artists, music, and podcasts you've loved the most.

LOG IN SIGN UP



Moments of Insight

A story from Spotify

How can we **springboard** people to come to realizations on their own?

Activity

How can we add **insight** into our Australian restaurant experience?

Two mins to produce 2-3 ideas and post in the chat.

Activity

The restaurant could have featured dishes and as new dishes are brought out, they could tell you the history of the dish, where it comes from in Australia and the reason the dish was invented.

At a table where patrons are drinking alcohol, a waiter could offer to share a few rules of Australian drinking etiquette or a drinking song.

3

Moments of Pride

Defining moments capture us at our best.

They are moments of achievement, moments of courage.

MIKA'S STORY

Mika needs Intragam, made from plasma, every few weeks for his blood disorder. He calls it his 'super powers' because after his treatment he's strong enough to walk.



Moments of Pride

A story from the Red Cross



Life insurer

Dear Jodie,

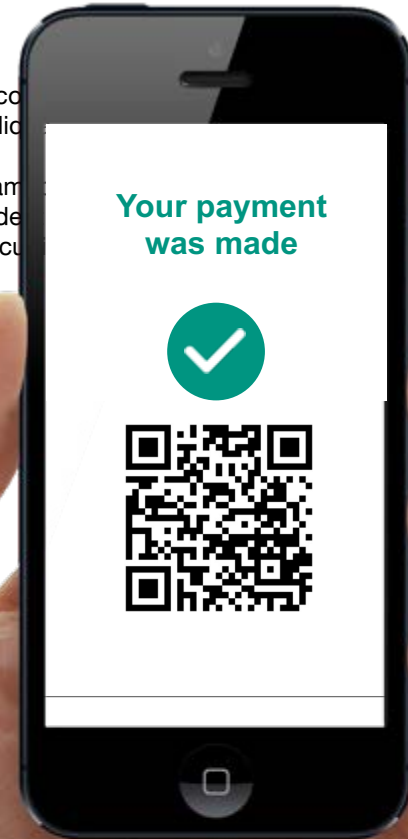
We are sorry for your loss, lorem ipsum dolor sit amet, con
eiusmod tempor incididunt ut labore et dolore magna alio

Ut enim ad minim veniam, quis nostrud exercitation ullam
commodo consequat. Duis aute irure dolor in reprehende
dolore eu fugiat nulla pariatur. Excepteur sint occaecat cu
qui officia deserunt mollit anim id est laborum.

Your benefit

\$450,000

Sign here



Moments of Pride

A story from a life insurer

Activity

How can we add **pride** into our Australian restaurant experience?

Two mins to produce 2-3 ideas and post in the chat.

Activity

Eleven Madison Park in New York City, one of the world's most acclaimed restaurants, once challenged diners to take a quiz in which they tasted a variety of chocolates and tried to identify which animal's milk they were made from (cow, goat, sheep, or buffalo).

What if our restaurant adapted the idea, offering a small sampler of foods from four different regions of Australia - or using four native ingredients - and challenged diners to do the matching? Anyone who nailed all four matches would have their image put on the wall or gets a coupon to take some friends out for a free meal in the future.

4

Moments of Connection

Defining moments are social: weddings, graduations, baptisms, vacations, work triumphs, speeches, sporting events.



Creating Shared Meaning

A story from Sharp Healthcare



Enabling Connection

A story from Google Maps

Activity

How can we add **connection** into our Australian restaurant experience?

Two mins to produce 2-3 ideas and post in the chat.

Activity

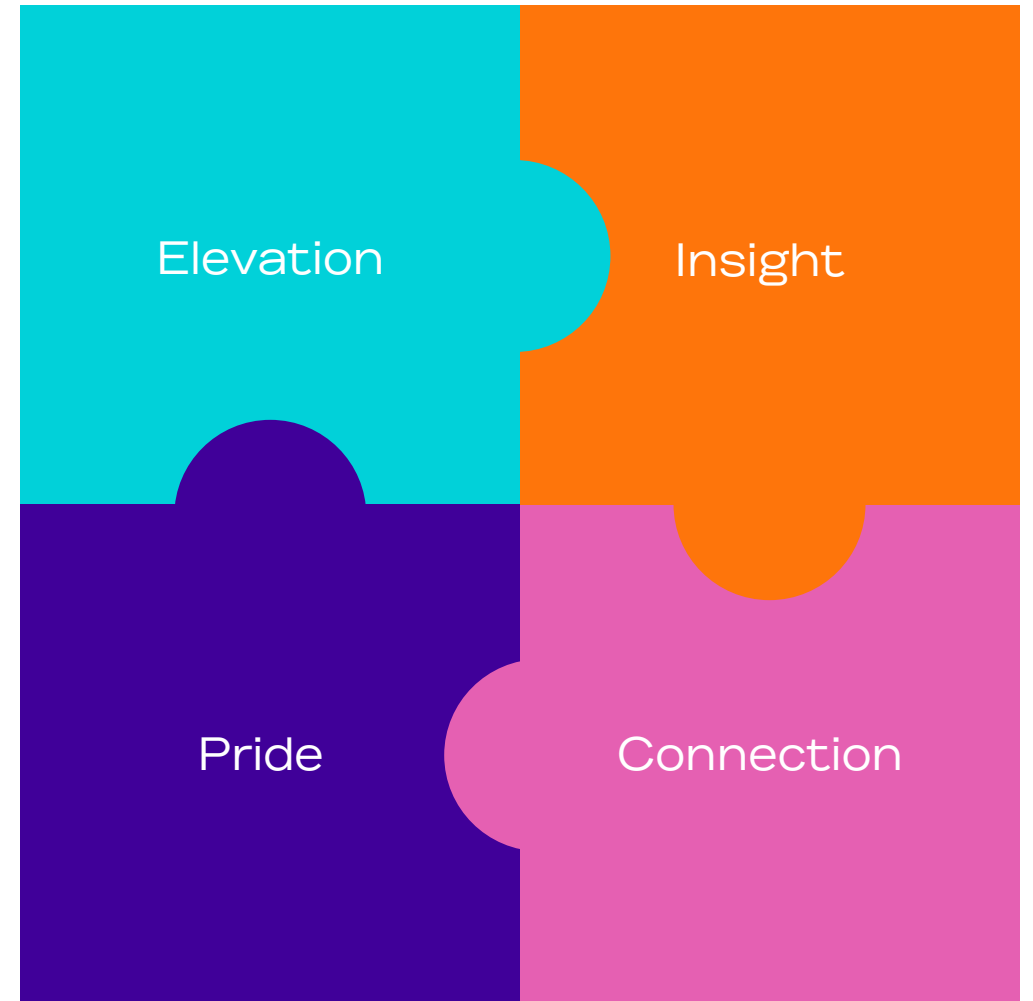
What if our restaurant rebranded “fortune cookies” as “friendship cookies” and included provocative questions inside, intended to spark conversation at the table? You might break open your cookie to find:

“When did you last sing to yourself? To someone else?” or “If you could wake up tomorrow having gained any one quality or ability, what would it be?”

Coming Together

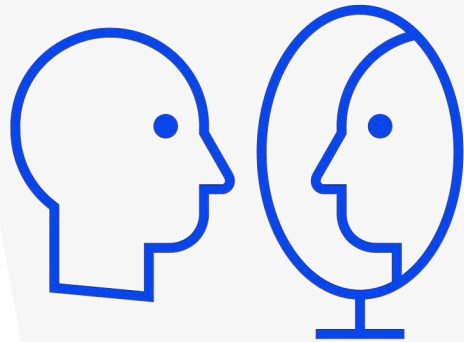


As service designers,
we can't do it alone

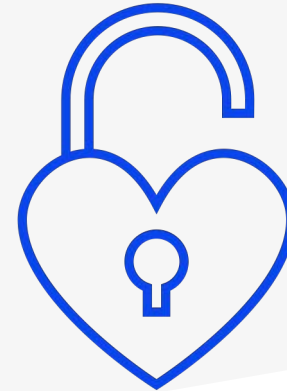


What's more important in encouraging teamwork?

Purpose

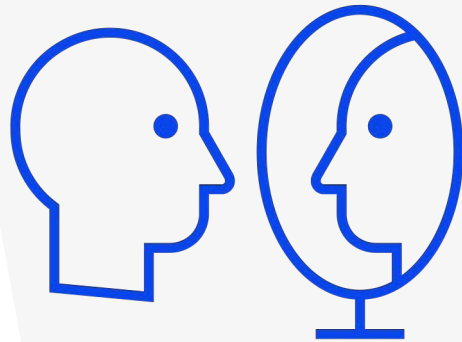


Passion



What's more important in encouraging teamwork?

Purpose



Purpose is something people can share.

It knits groups together.

Decentralize service excellence



Don't be afraid of autonomy

A story from Nordstrom

“A moment of shared meaning instills not the pride of an individual accomplishment, but the profound sense of connection that comes from subordinating ourselves to a greater mission.”

Chip and Dan Heath

Challenge

How can you deliver experiences that are as memorable as sign-up day, the trial of human nature or breaking your shoe in Nordstrom?

It is not about green fields, blue sky or going so far outside the box that you forget there even was a box.

These principles give you **the tools to create memorable experiences without having to break the status quo.**

Ask yourself:

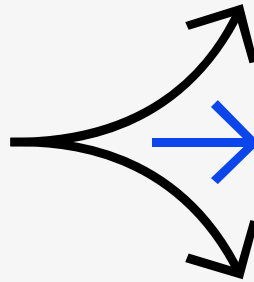
1

What does your
experience
naturally afford?



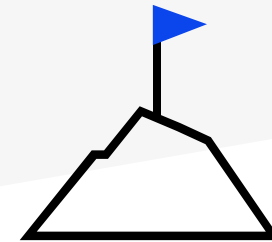
2

What principles
could be applied?



3

How can you create
a peak moment?



Target a specific moment and
raise it from good to great.

Thank you

Q&A