

- △ When to use it:** This worksheet is often the least used on a project, especially if you are working on a service rather than a product. When it is used, not all questions will apply to every situation, since we don't use all our senses in every interaction. When it does apply, though, delighting a customer's senses can make all the difference!
- ★ The benefit:** Great customer experiences indulge the senses. This worksheet will help you identify ways to make the sensual experience the best it can be.
- ✓ You've got it right when:** You know which senses are involved and how to use them most effectively.

AUTHOR: _____ **DATE:** _____ **PROJECT:** _____

CUSTOMER(S): _____ **STAGE NAME:** _____

Observations

Ideas

1. Deprivation

What senses can't be used in this stage of the experience? How can you compensate for this?

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2. Accessibility

How can you make this stage of the experience work well for those with a sensory impairment?

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3. Vision

What qualities of the brand, product or service must be conveyed through its appearance? Hint: Refer back to the **What makes your brand appealing?** worksheet.

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4. Touch

What does the customer touch? What product qualities must be communicated through touch? If important, how can you seduce the customer into touching the product?

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5. Scent

Could you incorporate a scent into the experience?

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6. Hearing

How might you use sound to convey the qualities of your product? Might communicating using sound reduce the effort required from the customer?

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7. Taste

Food and drink can add a social dimension, token of appreciation or convey a welcome as part of an experience. Is there a place for taste in this stage of the experience?

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→ What next? As ever, when we complete this one we note our ideas down on the scratchpad for the stage so they are all in one place. You may find the social pleasure and emotion worksheets useful too.