

- △ When to use it:** We complete one of these worksheets for most stages of the customer experience, whether it's improving something that already exists or designing it from scratch. This one goes hand-in-hand with another worksheet – **How many errors can you prevent?** You might find that one useful too.
- ★ The benefit:** Great customer experiences are stress-free. This worksheet helps identify what might cause stress during a given stage of the customer experience.
- ✓ You've got it right when:** You are confident that you have identified possible causes of stress for this customer and come up with ways to reduce them.

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

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

Observations

Ideas

1. Competence

What is the customer's level of competence/expertise at this step? How can the design of this interaction better suit the customer's capabilities? Is the experience appropriate for the customer's level of competence?

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2. Are choices manageable?

Is the amount of choice at this point likely to overwhelm the customer? What can be done to make it more manageable?

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3. Are options distinctive?

Are the differences between options clear?

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4. Goal clarity / Task purpose

Is the reason why the customer should or must perform this task clearly communicated? How can this be improved?

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5. Feedback

Is the customer kept well-informed of their progress towards their goal? Are they given adequate feedback that they have successfully completed a task? Is this feedback provided promptly?

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6. Distractions

What distractions might the customer face when performing this task? How can you bear this in mind when designing this interaction?

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→ What next? If we haven't already done so, after completing this we get to work on error-proofing the stage using the worksheet **How many errors can you prevent?** 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.