How many errors can you prevent?

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 – **Can you make it stress-free?** You might find that one useful too.

The benefit: Error-proofing the customer experience has two benefits – it reduces the amount of effort required from the customer caused by re-doing things, and it reduces stress.

You've got it right when: You have identified as many errors as possible, and come up with prevention and detection strategies for all of them.

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

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

Error What mistakes might the customer make?	Prevention How might this error be prevented?	Detection How might this error be detected and recovered from?

What next? By now you should have looked at expectations, effort, stress and errors for this stage. Hopefully you will have discovered some interesting opportunities. As ever, we note our ideas on the scratchpad to keep them in one place. You may find social pleasure, emotion, and sensory pleasure worksheets useful too.

This worksheet accompanies the book The Ten Principles Behind Great Customer Experiences.
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