



Can you make it effortless?

- △ **When to use it:** We complete one of these for every stage of the experience, whether it's improving something that already exists or designing it from scratch. It's much easier to complete if you know every task that is required to complete the stage successfully, so we usually complete the sheet **What does this stage involve?** first.
- ★ **The benefit:** Great customer experiences are effortless. This worksheet helps identify how you can reduce the effort required from the customer.
- ✓ **You've got it right when:** You are confident that you have identified where the greatest effort is required from the customer and come up with ideas to reduce it.

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

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

Observations

Ideas

1. Time on task

How can you reduce the amount of time it takes the customer to complete this stage? Can tasks be removed, automated or combined? Can any of these tasks be done on behalf of the customer?

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2. Wait times

Can wait times be removed, reduced or made less boring during this stage?

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3. Convenience

Can the customer complete this stage when and where it suits them?

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4. Features

What features can be removed? Does the design of the product or service reflect the customer's priorities or frequency of use?

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5. Language

Are you using language the customer understands? How can you communicate more clearly?

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➔ **What next?** When we complete this one we note our ideas down – whether they are content that needs to be written or new features – on the scratchpad so they are all in one place. After this sheet we typically look at what might cause the customer stress, or the errors they might make.