

# CONTENTS

<b>Acknowledgments</b> .....	<b>vii</b>
<b>About the Web Page</b> .....	<b>ix</b>
<b>Foreword, by David Armano</b> .....	<b>xi</b>
<b>Introduction</b> .....	<b>xv</b>
<b>Chapter 1: Welcome to the Experience Economy</b> .....	<b>1</b>
Silver Dollar City .....	2
Buying an Apple .....	3
What Is Experience? .....	4
Digital Experience .....	6
What Experience Does for Customers .....	6
Ultimate Goal .....	8

## PART 1: STRUCTURAL FOCUS

<b>Chapter 2: What Is Structural Focus?</b> .....	<b>11</b>
Planning Before Building .....	12
Choosing the Building Material .....	12
The Infrastructure .....	13
The Experience .....	14
The Icing on the Cake .....	15
Structure Is Experience .....	16

<b>Chapter 3: Elements of Digital Experience Design</b> .....	19
Jesse James Garrett's <i>Elements of User Experience</i> .....	20
David Armano's <i>Experience Map</i> .....	26
37signals' <i>Getting Real</i> .....	29
<b>Chapter 4: Information Architecture and Usability:</b>	
<b>Experience-Focused Design</b> .....	37
Experience Elements of Information Architecture .....	38
Usability and Experience Design .....	44
Information Architecture, Usability, and Experience ...	46

## PART 2: COMMUNITY FOCUS

<b>Chapter 5: What Is Community Focus?</b> .....	51
Example from a Public Library .....	52
Digital Interaction .....	53
Tagging Starts Conversation .....	55
Mashing Up Digital Conversations .....	56
Amazon.com's Community-Focused Experience .....	57
Participation .....	59
Twitter and Community .....	62
Digital Experience .....	63
<b>Chapter 6: Emerging Tools for the Digital Community</b> .....	67
Blogs .....	70
Wikis .....	72
Flickr .....	72
Videocasting .....	73
<b>Chapter 7: Community Building Through Invitation</b> .....	77
Invitation and Participation in Digital Spaces .....	78
Invitations in Blogs .....	81
Invitations in Wikis .....	84
Invitations in Social Networking Tools .....	85

Asking via Focus Groups, Surveys, and Analytics . . . . .	87
<b>Chapter 8: Community Building Through</b>	
<b>Social Networking</b> . . . . .	<b>91</b>
Experience and Community . . . . .	92
Flickr . . . . .	94
MySpace . . . . .	95
YouTube . . . . .	97
Facebook . . . . .	98
Twitter . . . . .	99
What Next? . . . . .	101
<b>PART 3: CUSTOMER FOCUS</b>	
<b>Chapter 9: What Is Customer Focus?</b> . . . . .	<b>107</b>
Customer-Focused Experience . . . . .	110
Digital Customer Experience . . . . .	113
<b>Chapter 10: Staging and Theming Digital Experiences</b> . . . . .	<b>117</b>
Home Depot . . . . .	118
Build-A-Bear Workshop . . . . .	119
Webkinz . . . . .	121
PBS Kids . . . . .	123
Starbucks . . . . .	123
Commonalities . . . . .	124
<b>Chapter 11: Customer Journey Mapping and Personas</b> . . . . .	<b>129</b>
Customer Journey Mapping . . . . .	129
Personas . . . . .	138
<b>Chapter 12: Customer Focus Ideas</b> . . . . .	<b>145</b>
Improving the Ordinary . . . . .	145
Updating Dinosaurs . . . . .	149
Merit Badging . . . . .	151

<b>Chapter 13: The Next Step</b> .....	<b>155</b>
Work on Those Websites .....	157
Create Some Experience Stages .....	157
Work on Conversation .....	158
Work on Organizational Change .....	159
<b>Resources and Recommended Reading</b> .....	<b>161</b>
<b>Glossary</b> .....	<b>165</b>
<b>About the Author</b> .....	<b>171</b>
<b>Index</b> .....	<b>173</b>