

disruptive
digital
education

digital customer experience

workshop

Lisbon

international workshop digital customer experience

ABOUT WORKSHOP

The Digital Customer Experience Workshop is crafted through a series of methods, tools, and metrics sets, to enable us designing sound and frictionless solutions to customers when facing a product or service provider.

Digital today is the new normal, but it needs to cohabit with offline interactions and routines which, by nature, are still disconnected from our hyper-digitised world.

Taking for granted that Offline won't disappear, the workshop will focus on how from Digital we can actually design holistic and inclusive experiences for any customer segment, anytime, and anywhere. By the end of the workshop, you will have learned how Products and Services intertwine with each other in order to leverage memorable and sustainable experiences to your customers.

TARGET AUDIENCE

This course is crafted for Start-up owners, Marketing, Innovation or Research students and professionals that want to have a better understanding of what Customer Experience is all about, and discover how to benefit from it in terms of actionable insights.

Knowledge of Design Thinking and Digital Design, even at a basic level, is crucial to understand the context and maximise the experience.

The workshop will require participants co-creating in groups through several methods and frameworks, leaving them feeling more confident and ready to implement every insight from the very next day.

total duration 16h Theoretical / Practical classes + Project

cost 185€

notes Limited registrations

REQUIREMENTS

Basic knowledge of Service Design, Design Thinking or UX Design; work/academic experience in the digital field is recommended. English language knowledge - workshop taught in English.

GOAL

Understanding of Customer Experience
Service Design frameworks
Learning to measure anything
Co-creative thinking and doing

COURSE PLAN

1. What is Customer Experience.

- › Principles of CX
- › The role of Service Design in CX
- › Examples of good and bad CX

2. How to design Customer Experience.

- › Customer Persona
- › CX Ecosystem Maps
- › Customer Journey Mapping
- › Service Blueprinting

3. How to execute Customer Experience.

- › Metrics
- › Measuring what matters
- › Tools

4. Incremental Customer Experience.

- › Improving what matters first
- › Iterative design and implementation
- › Value Proposition Design

5. Defending your Customer Experience Design.

- › Ideas matter
- › But “Selling” matters most
- › Pitching your project

MATERIAL

iMac 21"i5 (1 per student); HD
Projector; Documentation in digital
format.

CERTIFICATION

Includes: Total workshop duration, thematic,
DGERT certification, stamped and signed by the
pedagogical coordination of the school in digital
format.

NOTES

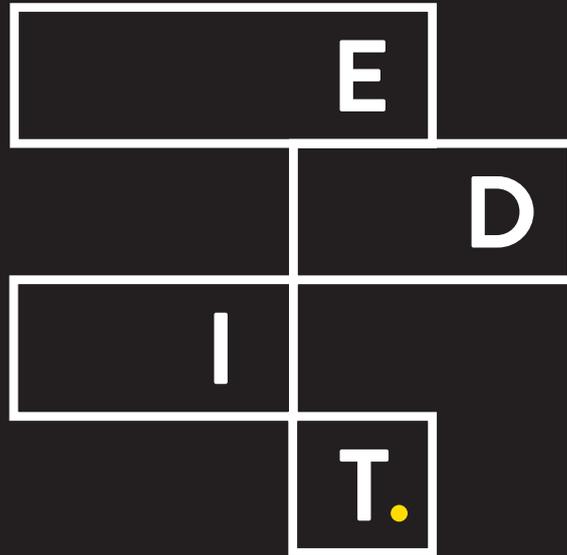
In case of cancellation of the workshop by EDIT, the amount paid by the participant in advance will be refunded in its entirety. If the cancellation is made by the student, a fine (penal clause) of 10% (ten percent) of the amount paid will be due. The registration fee will not be refunded after the workshop.

EDIT., free from any encumbrances to the student, may use his / her image and voice sound for the purpose of advertising the workshop and its activities, and may, for this purpose, reproduce or disseminate it, in your communication channels..

EDIT. reserves the right to change dates, times, locations or even cancel workshops according to a minimum number of interested parties. In this case, all registrants will be notified in advance, not later than 24 hours before the start of the workshop

They shall be at EDIT's discretion. the cancellations of the Workshops for other reasons that were not informed here.

Other amounts spent by the student will not be refundable, such as amounts spent on accommodation, hotel, passage of any kind and travel.



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