



Quand j'avais des cheveux

CUSTOMER OBSESSION

@thierrycrx

NTT DATA

**JOYEUSE SAINT
VALENTIN**

IS NETFLIX A VALENTINE?



2009

Web designer

2022

User experience designer
User interface designer
Customer experience engineer
Interaction designer
User research
ui/ux designer
Unicorn heuristic evaluator
User-centered prototype rockstar
Full-stack user happiness architect
Go fuck yourself!

C'EST QUOI L'EXPERIENCE UTILISATEUR ?



LE DESIGN, CE N'EST PAS
SEULEMENT CE À QUOI ÇA
RESSEMBLE, C'EST AUSSI
COMMENT ÇA MARCHE

- le petit Steve Jobs

ON A UNE IDÉE



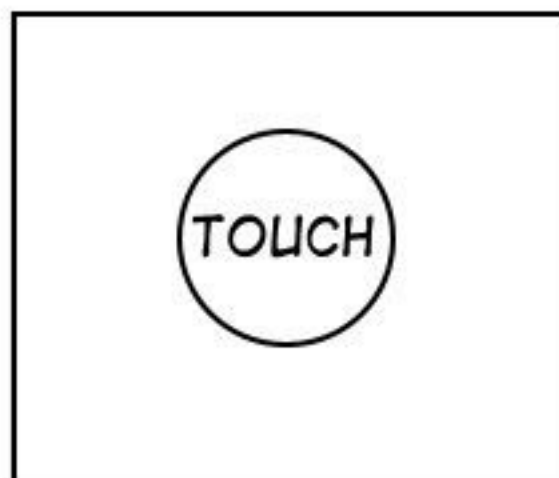
THE A TEAM



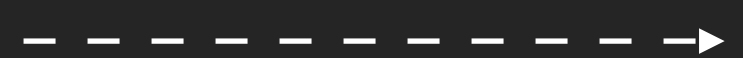
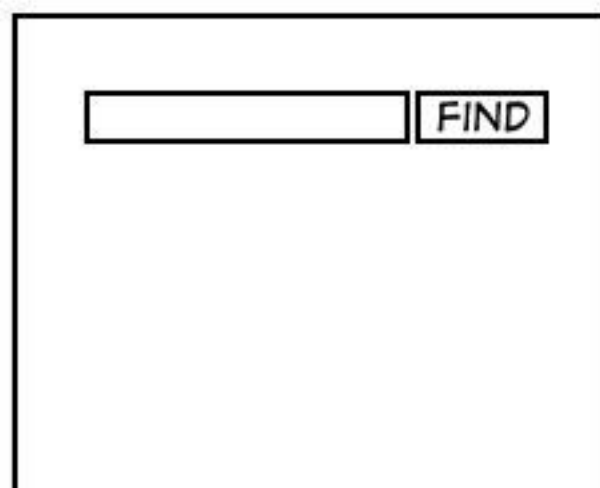


LES OUTILS ET LES PROCESS

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME: TYPE CD:
LAST NAME: TQP STAT:
SSN: FT/PT: VER:
ID: CAT CD:
PHONE 1: CITY:
PHONE 2: STATE:
ADDR 1: ZIP:
ACCT #: ORD #:

4 - K
AA2-
DK9B
KKA?
CN3
AA-9

NEW
DEL

OKAY APPLY SAVE UNDO HELP DELETE EDIT
SELECT BROWSE ERRORS

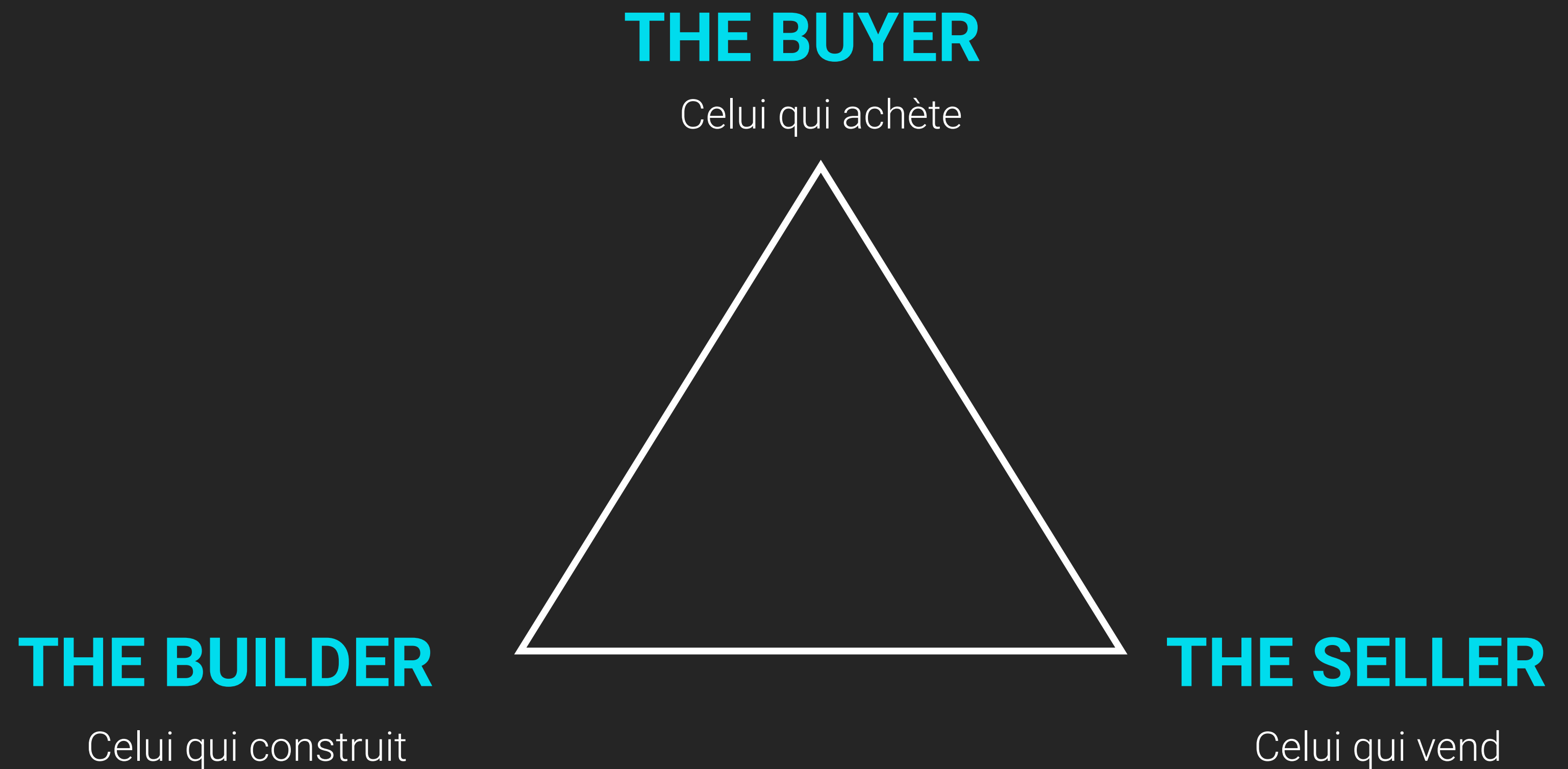


**FINALEMENT,
ON S'HABITUE**




NOUS SOMMES
USER CENTRIC

THE USER TRIANGLE



WALK THE TALK

Walk a mile in your customer shoes

The word "Disney" is written in a white, stylized, handwritten font. The letter 'D' is large and features a prominent, sweeping flourish that extends upwards and to the left. The remaining letters 'ISNEY' are smaller and more compact, with a slightly irregular, hand-drawn appearance.

PRIORITIES OF A CUSTOMER- OBSESSED BUSINESS

CUSTOMER ENGAGEMENT

Feedback
Customer Focus
Empathy

EMPLOYEE ENGAGEMENT

Excellent training
Management, coaching and mentoring
Career development
Recognition
Compassionate QA team
Opportunities to participate in change
management efforts



LES INGRÉDIENTS

EMPATHIE

RESPECT

SIMPLICITÉ

COMMUNICATION

LES 4 GRANDS PRINCIPES

LEADERSHIP INSPIRANT

Ça part toujours d'en haut

LA BONNE ÉQUIPE

Recrutement
Onboarding
Management

LES BONS OUTILS

Vos collaborateurs
sont vos premiers
clients

INNOVATION ET ITÉRATION

Data
Feedback
Oser se planter

MAIS QUI QUI DONC ?

HR

MANAGEMENT

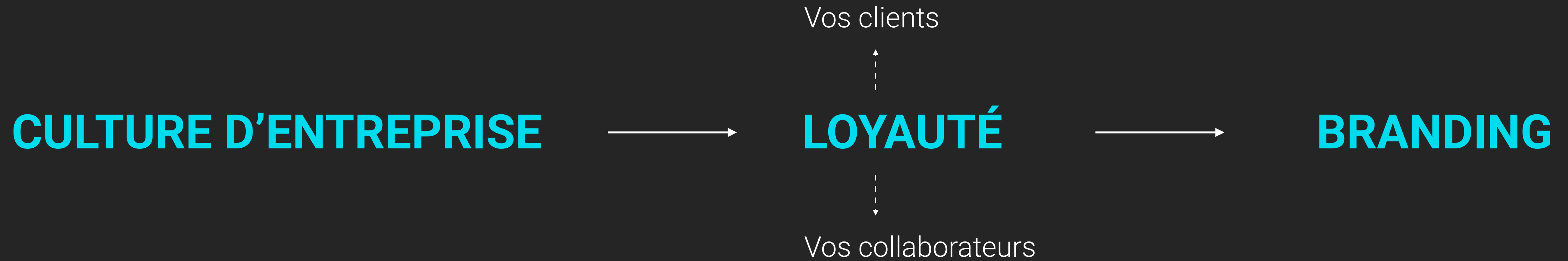
FINANCE

COMMERCIAL

DEV TEAM

SUPPORT TEAM

MAIS POURQUOI ?



**LE CHANGEMENT, CE
N'EST PAS SALE ?**



AU PLUS QUE TU PÉDALES **MOINS**
VITE, AU MOINS QUE TU VAS
PLUS LOIN...

- *Un mec qui aime le vélo*