

Stop asking for a seat: Let's build our own table



The
ExperienceBuilt
Group | AT **MMR**

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Hi, I'm Tricia.

**I solve business
problems by closing
experience gaps.**





*Business
Management*



*Experiential
Marketing*



*Market
Research*



*Market
Research*



*Market
Research*





*Business
Management*



*Experiential
Marketing*



*Market
Research*



*Market
Research*



*Market
Research*



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**Looking too far for innovative
ideas or the next big thing**





**Worried about getting a seat
at the wrong table**

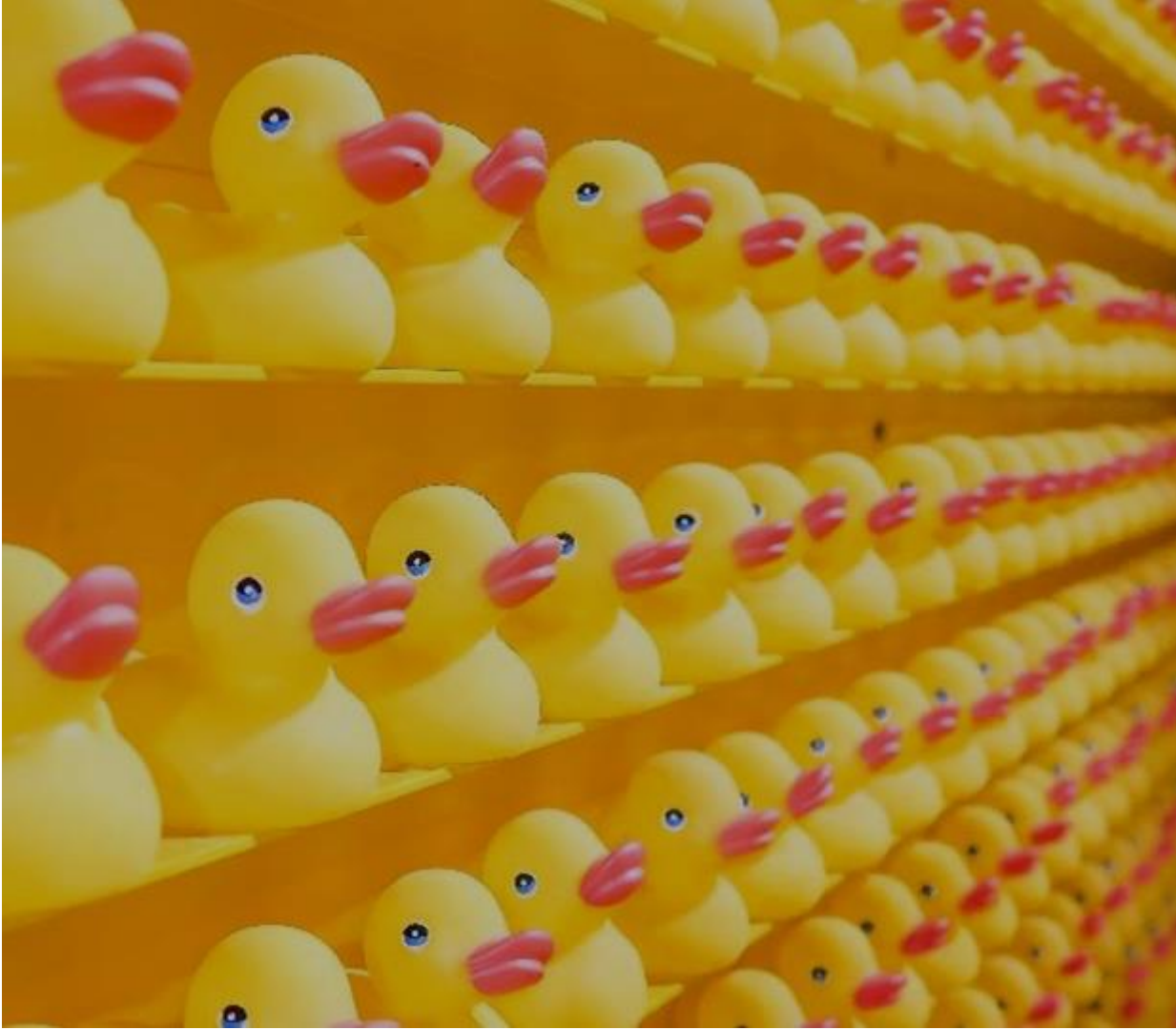
Another way (not the only way) to drive business action: **SOLVE FOR ONE TO HELP MANY**

To innovate and influence differently, let's:

- ✓ Adopt a new mindset
- ✓ Rethink our research focus
- ✓ Start small to go big



**To innovate and
influence differently,
change your mindset.**



"When you do things right, people won't be sure you've done anything at all."

-*Futurama*

Closing Experience Gaps







Lobby



Room



Experience isn't a
department,
it's a mindset



Separate methods from disciplines.

Start with the end-in-mind to create RESEARCH IMPACT.

**UX/
Design**

**User & Design
Research**

Uncover/solve
problems

MRX

**Market
Research**

Opinions at
scale

CX/EX

**Customer
Experience**

Monitor an
audience



**To innovate and
influence differently,
rethink your research.**

**NO MORE
GRAYSCALE
SUVS**





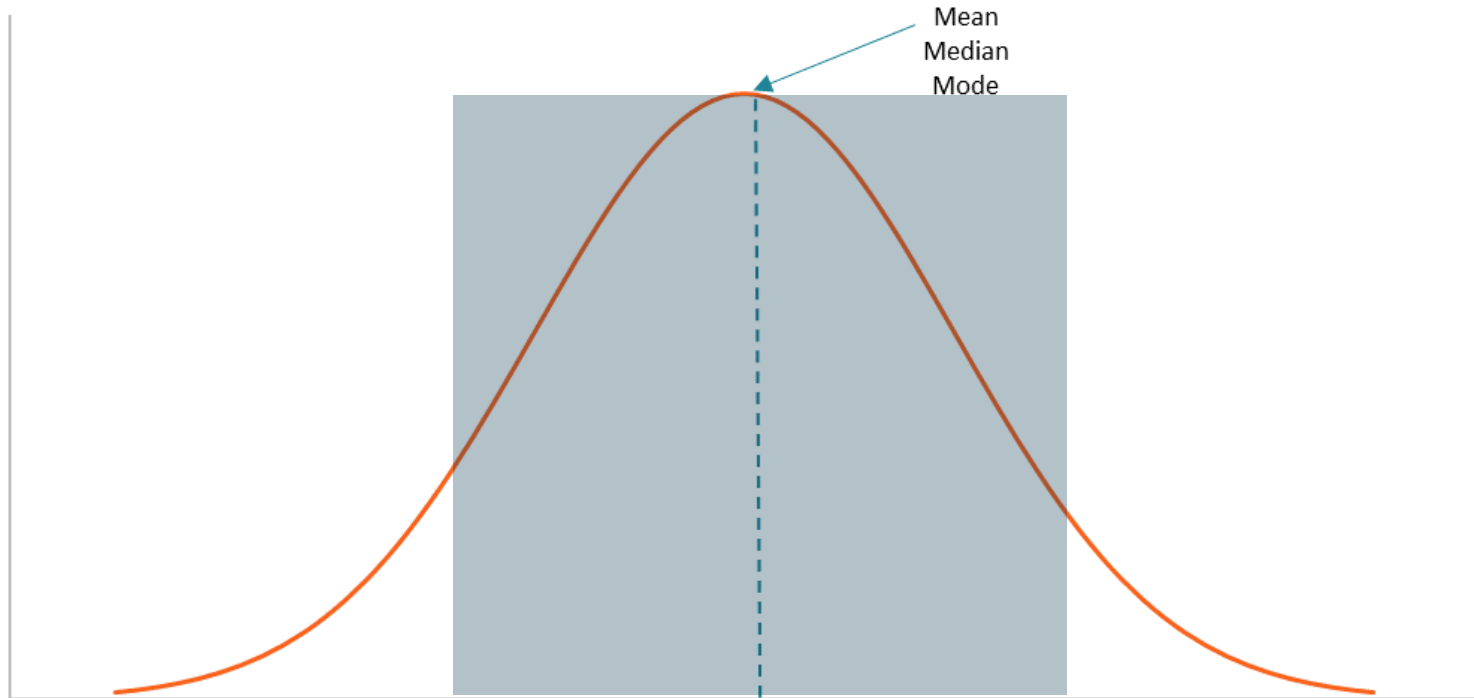




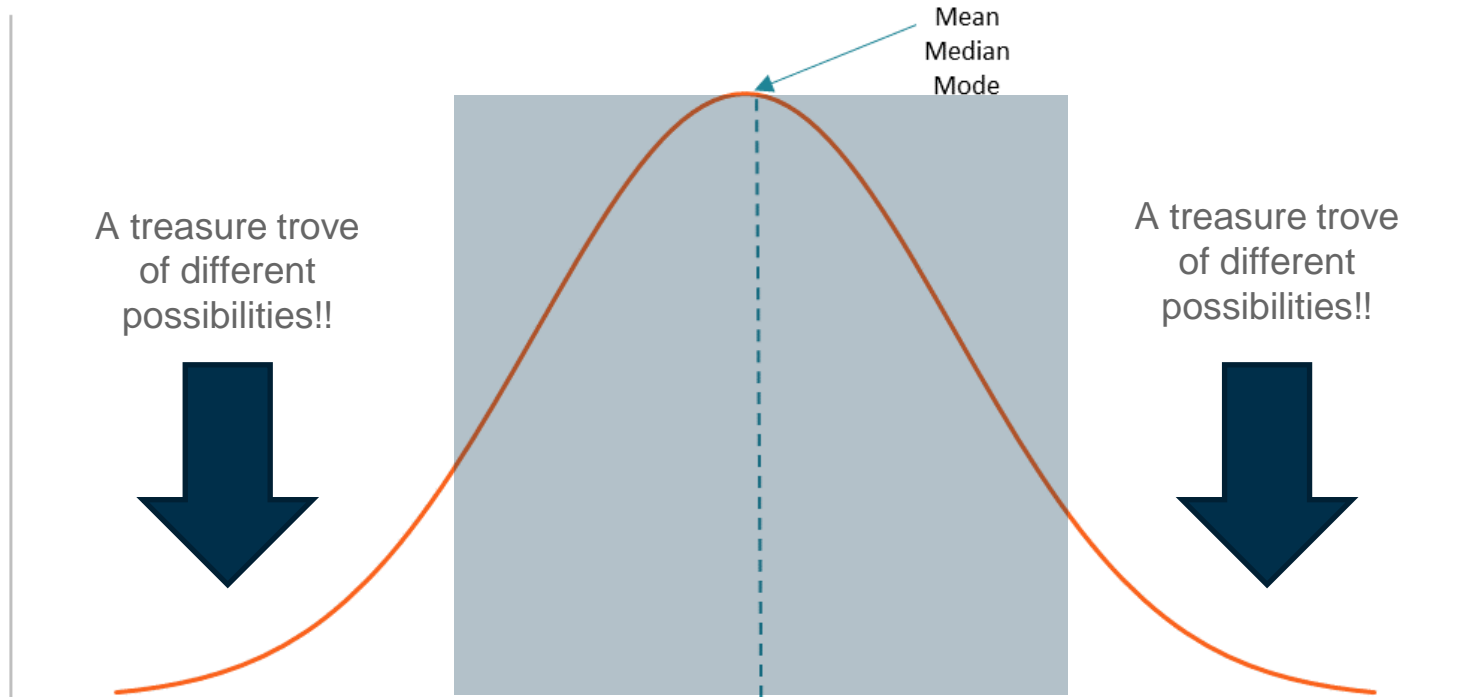


<https://www.autoblog.com/2021/04/17/best-small-suv/>

If you only research or design to your majority... we get a bunch of the same.



If you only research or design to your majority... we get a bunch of the same.



Small sample examples:

SOLVE FOR ONE TO HELP MANY

A range of opportunities exist:

- ✓ Hidden in plain sight
- ✓ Niche spin-off
- ✓ Strategic Bets



SMALL SAMPLE OPPORTUNITIES

1

Hidden in
plain sight

- ✓ Low Risk
- ✓ Not Disruptive to the Majority



SMALL SAMPLE OPPORTUNITIES

1

Hidden in
plain sight

- ✓ Low Risk
- ✓ Not Disruptive to the Majority

Added to the Men's restroom based on a Dad's open end comment at a sports arena...



SMALL SAMPLE OPPORTUNITIES

2

Niche spinoff

✓ Repurpose a specialty solutions

✓ Widen your “T”

sumer/home/recreation



'y' Captures



ttle



'Reflecting' on Life's Daily Challenges



Space-Age Water Purification
Anywhere on Earth



NASA Research Launches a New
Generation of Indoor Farming

NASA SPINOFF

NASA TECHNOLOGY
TRANSFER PROGRAM

Keeping Warmer in the
Great Outdoors



Space Pens, Pencils, and
How NASA Takes Notes
in Space



From Spacesuits to
Racing Suits



Space-Age Water
Conservation



Hot Water on Demand



SMALL SAMPLE OPPORTUNITIES

3

Strategic Bets

- ✓ Calculated Risk
- ✓ Create a new “majority” for your business



adaptive

Inclusion • Function • Fashion • Community



Read the origin story: <https://www.zappos.com/e/adaptive/the-zappos-adaptive-puma-origin>

Watch the video: <https://www.youtube.com/watch?v=Eqir87XvzeY&list=TLGGEQYiu0mHzq4wMzA1MjAyMg>

SERVICES are time well saved.

EXPERIENCES are time well spent.



**NO MORE
GRAYSCALE
SUVS**

**SOLVE FOR
ONE TO
HELP MANY**



**To innovate and
influence differently,
start small to go big.**

U.S. Enters World War I



32
USA



WILLIAM STOUT
I WANT YOU

1998

Start by putting a fresh lens on what you already have or can do easily

- ✓ Existing Open Ends
- ✓ Past brainstorming, what was in the parking lot?
- ✓ Encourage stakeholders to talk to their audiences, have casual conversations
- ✓ Be your own customer, or recruit friends to do the same



**What does this mean
for my organization?**



**SOLVE FOR
ONE TO
HELP MANY**

1

Start a catalog

- **“Orphan insights” or “What if” list**
- **Non time-bound issues**
- **Make the list shareable internally**



SOLVE FOR
ONE TO
HELP MANY

2

Start a new routing system

- Create an accountability loop?
- Identify functional area champions



**SOLVE FOR
ONE TO
HELP MANY**

3

Create an insights Council

- **Define a charter**
- **Recruit a cross-functional team**
- **Leverage existing frameworks**

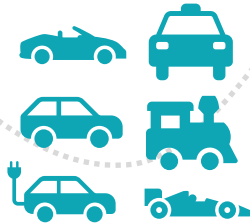


There's power in a single comment if you start small to go big.



Identify the key

Check the margins



Find a fitting car

Share with a possible champion



Drive around the lot

Test and learn in low fidelity



Then the city...

Share more broadly to build and pressure test a business case



And then maybe a long road trip.

Pilot test then mitigate risk as needed – launch, revise, or scrap it



101 MINDSET & METHODS

To Help Spark
Improvement

Audit your customer experience.
Close experience gaps.

23rd June 2022

11:00 am - 1:00pm EST



The
ExperienceBuilt
Group

AT **MMR**
RESEARCH ASSOCIATES



xmarksthespot