



GRAND INSPIRATION

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TARA LITCHFIELD

Director of Experience Design
Catalyst



ABOUT THE SPEAKER

As Catalyst's director of experience design, Tara Litchfield develops engaging and effective experiences for Catalyst's clients' customers. She leads research initiatives to uncover new insights, then translates those insights into optimized customer experiences.

Litchfield's toolkit includes personas, journey maps and touchpoint analyses that help clients understand their customers in new ways, leading to new opportunities. She is an experienced UX designer who creates information architecture, workflow diagrams, detailed wireframes, interactive prototypes, user experience documentation, content strategy and heuristic evaluations to define and detail customer-focused creative solutions. Litchfield also conducts in-depth usability studies to validate and measure a solution's effectiveness.

She has partnered with a variety of Fortune 500 clients, including American Express, Honeywell, Kaspersky Lab, Paychex, Sears, Anthropologie, Carpet One, Reebok, Verizon and Campbell's Soup, among others.

Litchfield earned bachelor's degree in psychology from the University at Albany, SUNY, and her master's degree in visual media arts from Emerson College.

PRESENTATION SUMMARY

Finding the Gaps in Your Customer Experience

Businesses are constantly seeking ways to more accurately predict customer behavior and attitudes. Analytical models and market research offer robust information, but you may be overlooking an innovative approach that can tell you what your customers are thinking, feeling and doing. This research methodology, called Customer Experience Mapping, maps customer emotions and attitudes through the learn, buy, enjoy and advocate stages of the customer lifecycle.

During this breakout session, we will walk through the process of creating a customer experience map, as well as give real-world examples of how companies are able to use their map to identify gaps in their customer communications and processes. This session will provide you with many valuable takeaways:

- Understanding and being able to communicate to your organization the importance of creating a customer experience map.
- Knowing the necessary steps to create your own customer experience map.
- Recognizing what your customers are thinking, feeling and doing at critical points in the customer lifecycle, to enhance your communications for greater customer retention and loyalty.