

Customer Experience Checklist

*8 Requirements For All Projects That
Touch Or Impact Customers*



1. There is a clear definition of target customers.

2. The needs of target customers are well understood.

3. There are clear objectives for how the project will impact target customers.

4. The experience is designed for every stage of the customer lifecycle, from initial roll-out to ongoing support.

5. There is a plan for testing the impact on target customers.

6. There are resources and time allotted to iterating on the design to improve customer experience.

7. There is a plan for gathering ongoing feedback to monitor the customer experience over time.

8. There is a clear definition of success, for both the company and for target customers.

Customer Experience Matters

<http://experiencematters.wordpress.com>