Citizen experience

Hamilton Coimbra Carvalho
José Afonso Mazzon
1. There is growing interest (and production of research) in **consumer experience** in marketing and consumer behavior literatures.

2. There has been also research on **experience** in other literatures.
We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better. (Jeff Bezos, 2004)

We are designing the experience—but, maybe even more important, we also design the memory of experience. (...) We memorize our experiences as stories and what defines stories are changes, significant moments and endings. (Simon Lind, designer, 2016)

**Consumer experience**: Tier 1 Marketing Science Institute’s research priority for 2014-2016.
3. The consumer identity is only a **subset** of all possible identities and socially relevant roles a citizen can enact.

4. There is scarce reference to **experience** in the social marketing literature. Citizen orientation: There are several kinds of experiences to be improved.
5. **Goal**: from several streams of research and literatures, develop an integrative framework for citizen experience to assist in the design of optimal experiences.
CITIZEN EXPERIENCE

Human experience: Objective and subjective aspects

Consumer experience: Brand, retail and journey

Citizen experience
1. SAMPLE OF IDEAS ABOUT CONSUMER EXPERIENCE

2. SAMPLE OF FRAMEWORKS OF CONSUMER EXPERIENCE

3. OTHER CONCEPTS ABOUT HUMAN EXPERIENCE

4. A FRAMEWORK FOR CITIZEN EXPERIENCE
CONSUMER EXPERIENCE

• Hollbrook (1987): value is experience when a goal is met
• Berry, Carbone and Haeckel (2002): consumer journey
• Prahalad and Ramaswamy (2004): need for co-creation
• Dahl and Moreau (2007): Why people search experiences?
• Joshi (2014): points of contact
CONSUMER EXPERIENCE

Classification:

- Frequent vs. one-in-a-lifetime
- Terrible vs. average vs. remarkable
- Fake vs. engineered x authentic
- Predictable vs. unpredictable
- Objective vs. subjective
FRAMEWORK: HOLBROOK AND HIRSCHMANN (1982)

Environmental inputs
- Products and services: features and benefits
- Stimulus properties
- Communication content

Consumer inputs
- Resources
- Task definition
- Type of involvement
- Search activity
- Individual differences

Intervening response system (information processing and experiential systems):
- Cognition
- Affect
- Behavior

Criteria
Learning
Output consequences
CONSUMER EXPERIENCE

The progression of economic value (Pine & Gilmore, 1999)

- **Differentiated**
  - Competitive position
  - Make goods
  - Deliver services
  - Stage experiences

- **Undifferentiated**
  - Extract commodities

<table>
<thead>
<tr>
<th>Market</th>
<th>Pricing</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevant to</td>
<td>Needs of customers</td>
<td>Irrelevant to</td>
</tr>
</tbody>
</table>
CONSUMER EXPERIENCE

The 4 realms of experience (Pine & Gilmore, 1999)

Absorption

Entertainment

Educational

Aesthetic

Escapist

Passive participation

Active participation

Immersion
## FRAMEWORK: SCHMITT EXPERIENTIAL GRID (1999)

<table>
<thead>
<tr>
<th>SEM – strategic experiential modules</th>
<th>Providers of experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Sense</em> – sensorial stimuli</td>
<td>Communication</td>
</tr>
<tr>
<td><em>Feel</em> – emotional stimuli</td>
<td>Identity</td>
</tr>
<tr>
<td><em>Think</em> – stimuli that evoke</td>
<td>Products</td>
</tr>
<tr>
<td>cognition, problem-solving and</td>
<td>Co-branding</td>
</tr>
<tr>
<td>creativity</td>
<td>Place</td>
</tr>
<tr>
<td><em>Act</em> – stimuli to action</td>
<td>Websites</td>
</tr>
<tr>
<td><em>Relate</em> – stimuli evoking</td>
<td>People</td>
</tr>
<tr>
<td>relationships and aspirational</td>
<td></td>
</tr>
<tr>
<td>groups</td>
<td></td>
</tr>
</tbody>
</table>
Customer experience: management strategy

Social environment
Service interface
Retail atmosphere
Assortment
Price
Customer experience in alternative channels
Retail brand
Customer experience (t-1)

Situation moderators

Customer experience: cognitive, affective, social, physical

Consumer moderators

FRAMEWORK: VERHOEFE ET AL (2009)
1. SAMPLE OF IDEAS ABOUT CONSUMER EXPERIENCE

2. SAMPLE OF FRAMEWORKS OF CONSUMER EXPERIENCE

3. OTHER CONCEPTS ABOUT HUMAN EXPERIENCE

4. A FRAMEWORK FOR CITIZEN EXPERIENCE
HUMAN EXPERIENCE

Experiencing self x Remembering self
Peak-end rule
Preference for increments
Role of interruptions
Duration neglect
Design thinking
Well-being
Channel factors
Emotions
Flow
Gamification
Organizational justice
1. SAMPLE OF IDEAS ABOUT CONSUMER EXPERIENCE

2. SAMPLE OF FRAMEWORKS OF CONSUMER EXPERIENCE

3. OTHER CONCEPTS ABOUT HUMAN EXPERIENCE

4. A FRAMEWORK FOR CITIZEN EXPERIENCE
Environmental macro factors: economy, culture, demography, technology, politics, norms and laws

1. Citizens (consumers)
   - Have:
     - Needs (universal and contextual needs)
     - Limited resources (attention, energy, self-regulation)
     - Desires
     - Values
     - Goals
     - Expectations
     - Attitudes
     - Identities
     - Other referents
   - Actively look for
   - Passively participate
   - Co-create

2. Journeys and resonance points
   - Have:
     - Points of contact and encounters
     - Points of pain
   - Providers:
     - People
     - Brands
     - Products and services
     - Process of purchase/decision
     - Relationship
     - Discard
     - Promotion
     - Place and physical evidence
     - Physical/cultural infrastructure
   - Points of leverage:
     - Sensations, emotions, cognition (beliefs), hedonic profiles, drivers of well-being
   - Additional points of attention:
     - Citizen's metagoals
     - Habituation

3. Organizations
   - Design and manage
     - Passively design
     - Capture the voice of citizens and their perceptions of experiences
   - Have:
     - Capabilities
     - Resources
     - Marketing philosophy
     - Strategic goals

4. Citizen experience
   - Utilities: functional, cognitive, affective, symbolic, relational
   - Positive consequences: satisfaction and loyalty
CITIZEN EXPERIENCE

Environmental macro factors

Citizens
- Goals
- Needs
- Limited resources
- Identities
- Desires
- Attitudes
- Moral referents
- Etc.

Journeys and points of resonance
- Points of contact
- Infrastructure
- Points of pain
- Providers
- Points of leverage
- Points of attention

Organizations
- Resources
- Capabilities
- Marketing philosophy
- Strategic goals

Citizen experience: Utilities and consequences
**CITIZEN EXPERIENCE: A COMPLEX, DYNAMICAL PHENOMENON**

- **Journeys and points of resonance**
  - Providers
  - Points of pain
  - Infrastructure

- **Points of leverage**
  - Fostering positive and meaningful experiences:
    - Hedonic profiles
    - Drivers of well-being
    - Cognition, emotions, sensations

- **Points of attention**
  - Creating frictionless interactions:
    - Citizen’s metagoals
    - Habituation
    - Drivers of organizational justice: distributive, procedural, interactional
Citizen experience

Hamilton Coimbra Carvalho
José Afonso Mazzon