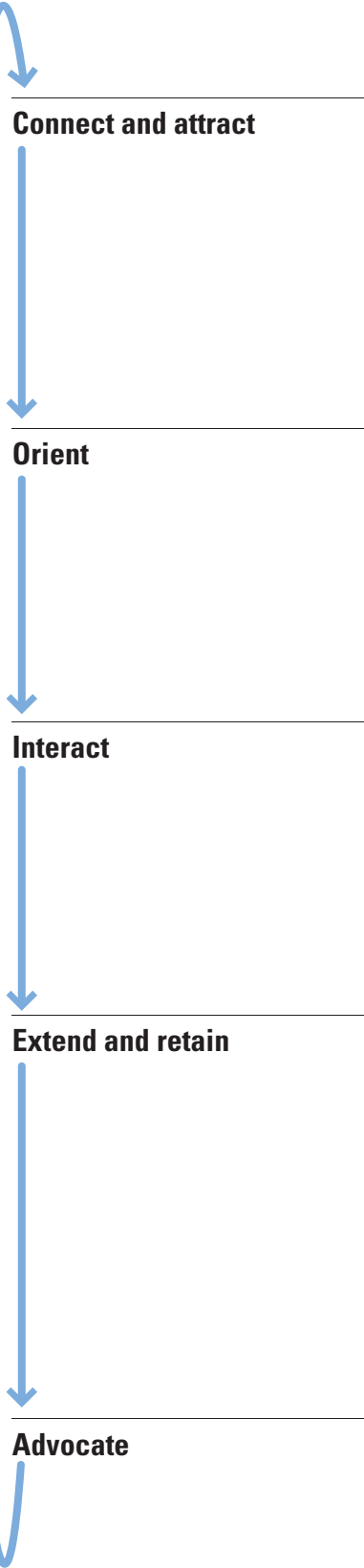


# Experience cycle "in the large" and "in the small"

## Integrated experience across multiple scales:

### Apple as a case study



#### In the large

Multiple touch-points across the life of a product



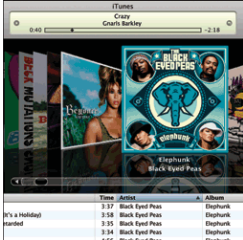
**Advertising**  
iPod advertising. Billboards. TV. A silhouetted figure against a colorful background. The white earbuds and cord identify it from far away.



**Store**  
The giant backlit apple and silver/glass backdrop lets you know you are in a different kind of place... Upon entering you find the iPods among the store's displays.



**Product**  
You listen/watch. You are in your place wherever you are with this product—it creates your surround. (it is about the experience after all.) and everyone knows it by your identifying white cords.



**Software + services**  
iTunes helps with managing music collections, buying songs through the iTunes store, and transferring data onto the iPod. Once I have my stuff in there—I don't want to move to any other platform. I buy the phone that integrates iPod into my communication world, or the Touch that extends my iPod experience to calendars, web browsing, and mail.



**Sharing**  
Buy music for friends. Share playlists on local-area networks, which can be fairly large in libraries or universities. I show off my toys where ever I go. (People smile and often ask about them.) I become an extension of the store.

#### In the middle

Multiple touch-points in the store experience



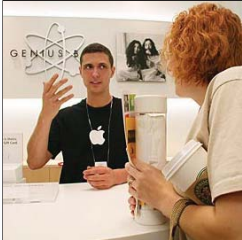
**Busy locations**  
Apple locates flag-ship stores in high-traffic areas like Market Street in SF, Michigan Avenue in Chicago, and 5th Avenue in NY. It also locates mini stores (as narrow as 15 feet) in malls. Both strategies expose Apple products directly to people who wouldn't otherwise see them.



**Simple layout**  
The stores display relatively few products in an open even sparse layout, so that visitors can easily find what they're looking for. A greeter stands at the door and plenty of trained staff are available throughout the store to answer questions.



**Test drive**  
Visitors can test most of Apple's products in the stores. There's even a special area for kids and internet access. Recently, Apple has begun to replace cash registers with mobile check-out devices, an effort to eliminate check-out lines.



**Genius bar + classes**  
The genius bar offers on-site service; walk-in or reserve a time online. The theater offers a range of classes, events, and free workshops. \$99 a year gets you all the classes you want, even one-on-one training; one-on-one shopping appointments are available, too.



**Repeat visitors**  
Apple stores are almost always busy, often late into the evening. (The 5th Avenue store is open 24x7.) Many of those visitors are repeat customers.

#### In the small

Multiple touch-points within the in-store purchase process



**Museum-style staging**  
Because of the sparse layout, it is easy for people to find the product category that they are looking for—differentiation between products is clear—iPods vs. laptops vs. desktops



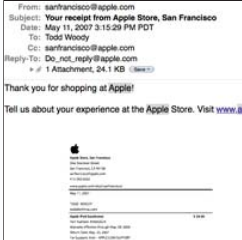
**Informative signs**  
Once at a station the information about the product is displayed—small card display—you know what you're looking at. Information about the products in each station is displayed clearly on a small card—you know what you're looking at.



**Listen to music**  
People can try on the products by playing with them (headsets supplied)—in the ipod section all the colors are displayed—so you can even try them on with your outfit. a staff member sees you playing, asks if you'd like one.



**Choose accessories**  
The staff member gathers the item from stock (located near the rear of the store)—and directs you to accessories, cables, cases, etc., and checks you out right there with a hand-held device.



**Connect by mail**  
Staff offers opportunity to receive the receipt by e-mail—so there is another chance for Apple to touch you via a different channel.