ULTRABOOK CONSUMER JOURNEY

HEURISTIC AUDIT

PCCG
UX QUALITY

DISCOVER

ULTRA?

THE ULTRABOOK COMMERCIALS ARE REACHING PEOPLE, BUT THE MESSAGE ISN'T CONNECTING. SELLING SPECS VS.EXPERIENCE? "ULTRACONFUSION"

EXPLORE

VS.

IT'S DIFFICULT FOR CONSUMERS TO UNDERSTAND WHAT THE DIFFERENCE IS BETWEEN THE BRANDS OF ULTRABOOKS

SHOP

100+

ULTRABOOK DESIGNS OVERWHELM THE CONSUMER, AND OFFER TOO MANY DILUTED OPTIONS, FAILING TO DELIVER ON SPECIFIC USES

PURCHASE POINT

THERE IS NO UNIQUE "ULTRA-BOOK PURCHASING EXPERIENCE" THAT COMES WITH THE ULTRABOOK PURCHASE

intel

OOBE

WASTE

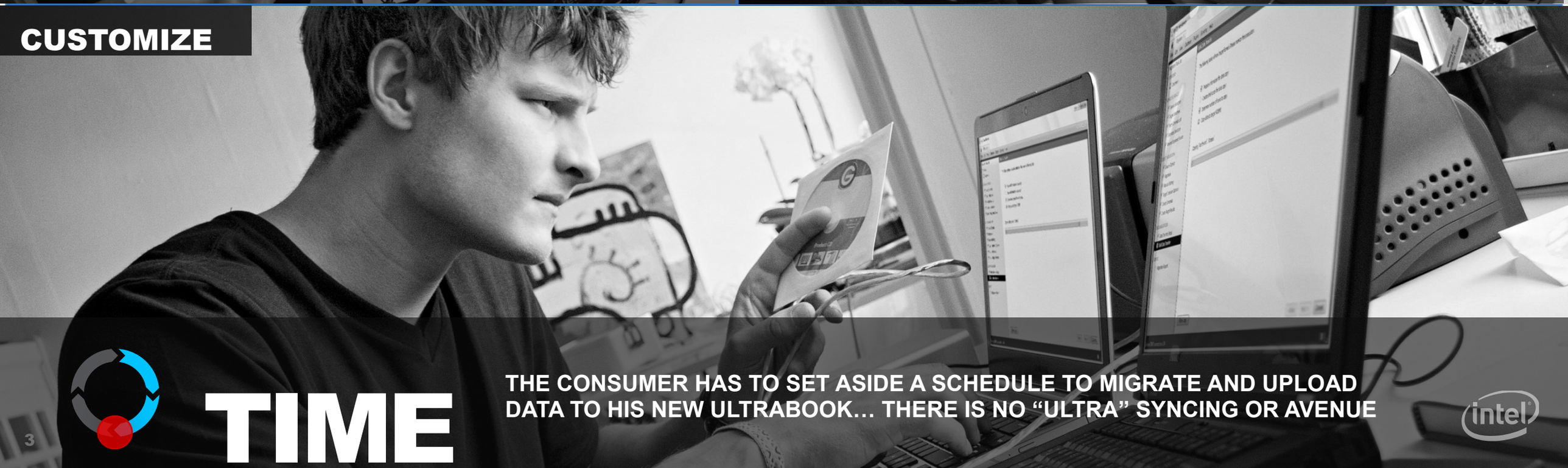
ULTRABOOK PACKAGING IS POORLY DESIGNED, DOES NOT VALIDATE PURCHASE, AND IS IMMEDIATELY PERCIEVED AS GARBAGE TO THE CONSUMER

SETUP

READ

CONSUMERS HAVE TO SCAN THROUGH THE PROVIDED BOOKLET IF THEY WANT TO SEE WHAT FEATURES THE ULTRABOOK OFFERS THEM, INSTEAD OF A TUTORIAL ON THE COMPUTER

CUSTOMIZE



TIME

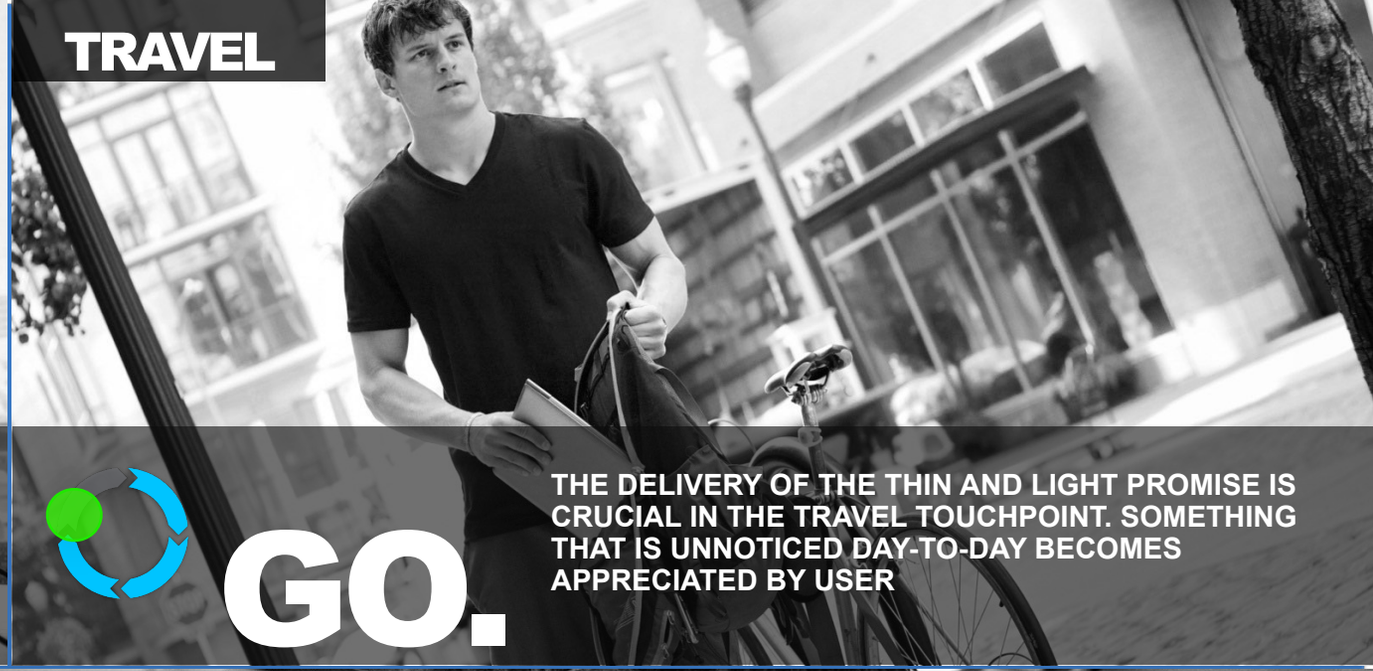
THE CONSUMER HAS TO SET ASIDE A SCHEDULE TO MIGRATE AND UPLOAD DATA TO HIS NEW ULTRABOOK… THERE IS NO “ULTRA” SYNCING OR AVENUE

CONSUME / CREATE

TECH

COMPONENTS AND DESIGN FUNDAMENTALS ARE OVERLOOKED, EVEN THOUGH THEY ARE HIGHEST INTERACTION

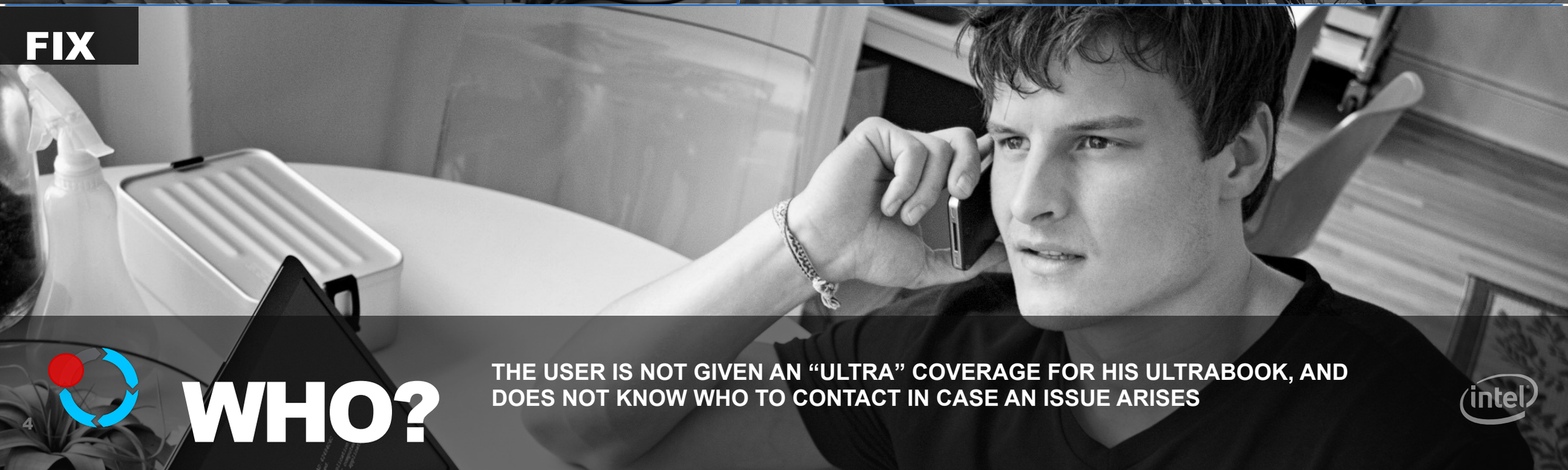
TRAVEL



GO.

THE DELIVERY OF THE THIN AND LIGHT PROMISE IS CRUCIAL IN THE TRAVEL TOUCHPOINT. SOMETHING THAT IS UNNOTICED DAY-TO-DAY BECOMES APPRECIATED BY USER

FIX



WHO?

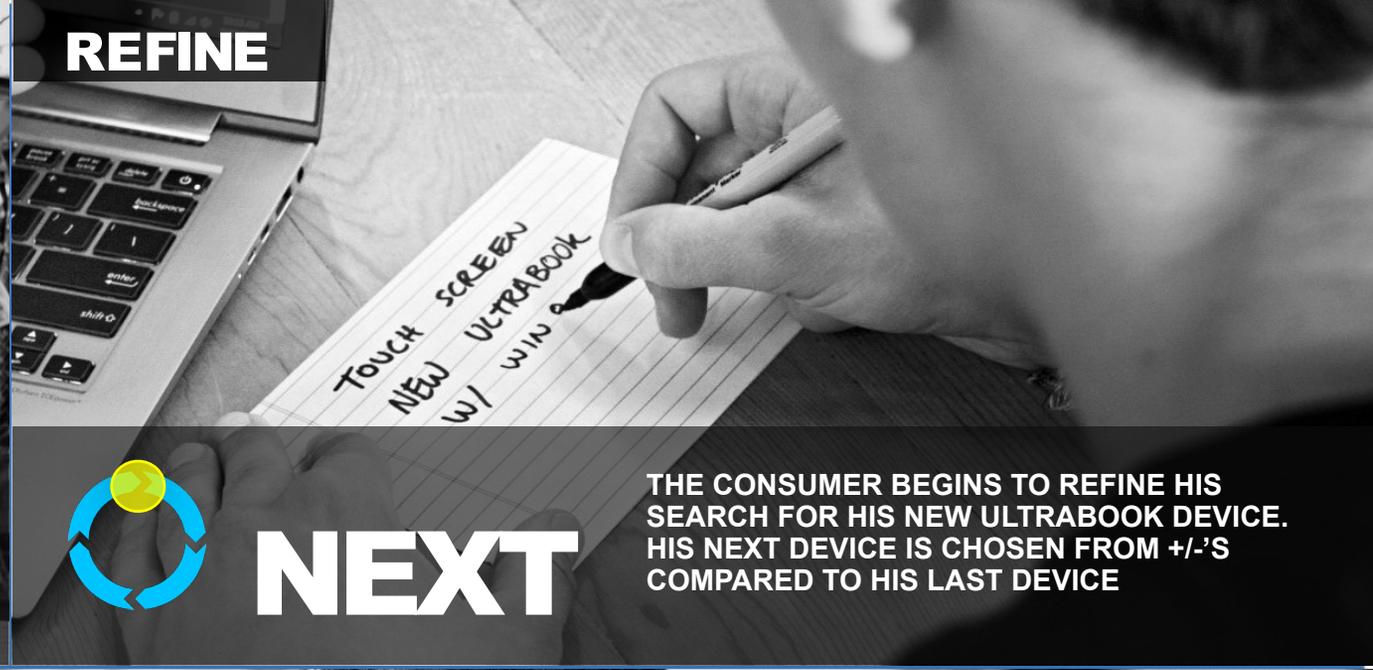
THE USER IS NOT GIVEN AN “ULTRA” COVERAGE FOR HIS ULTRABOOK, AND DOES NOT KNOW WHO TO CONTACT IN CASE AN ISSUE ARISES

TIPPING POINT

NEW

TECHNOLOGY THAT FITS THE USERS LIFE IS SEEN AS A “NEED” NOW THAT HE HAS BEEN EXPOSED TO POSSIBILITIES

REFINE



NEXT

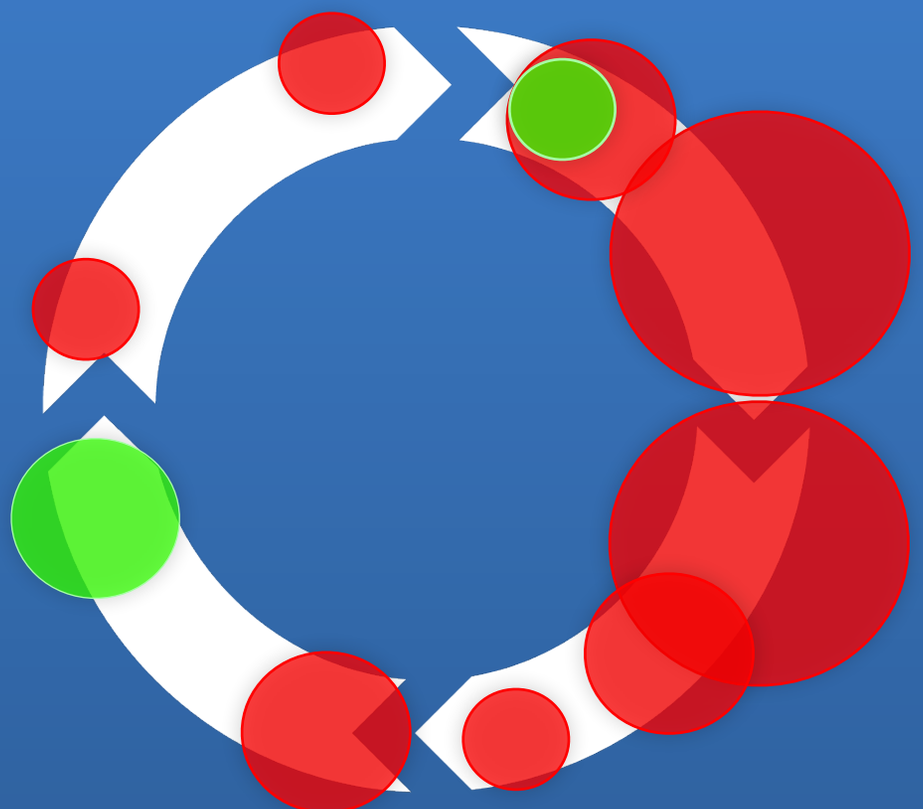
THE CONSUMER BEGINS TO REFINE HIS SEARCH FOR HIS NEW ULTRABOOK DEVICE. HIS NEXT DEVICE IS CHOSEN FROM +/-’S COMPARED TO HIS LAST DEVICE

SEND OFF

LIFE

THE CONSUMER NEEDS TO FIND SOMEONE, OR SOMEWHERE TO “SEND OFF” HIS ULTRABOOK, THERE ARE NO UB PROGRAMS

CONCLUSION:

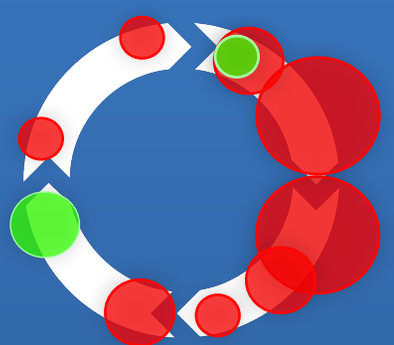


THE FULL UX HAS SOME BRIGHT SPOTS, BUT IS OVERALL POOR

MOST CRITICAL UX MOMENTS AROUND PURCHASE PERFORM POOREST

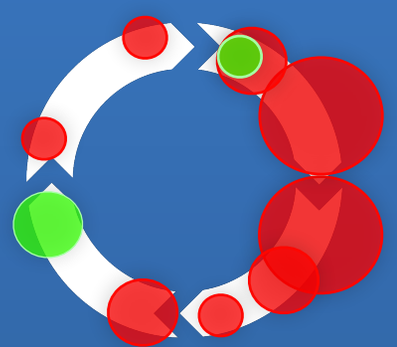
CRITICAL UX RIGHT BEFORE AND AFTER PURCHASE IS MOST HANDICAPPED

THE RESULT:



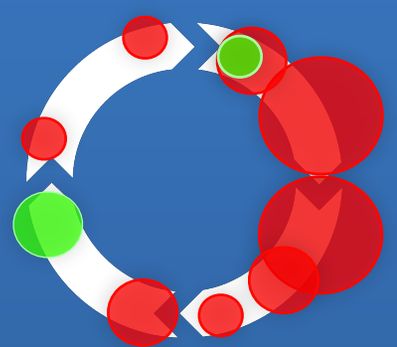
USERS ARE NOT WILLING TO PAY.

THE RESULT:



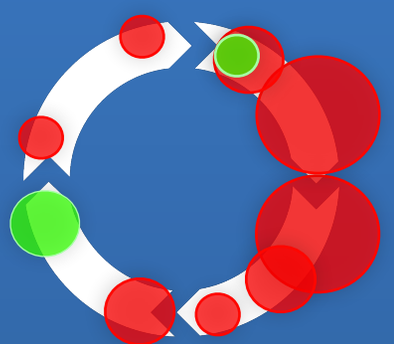
MANY USERS HAVE NOT HEARD ABOUT ULTRABOOKS OR KNOW WHAT THEY ARE SUPPOSED TO BE.

THE RESULT:



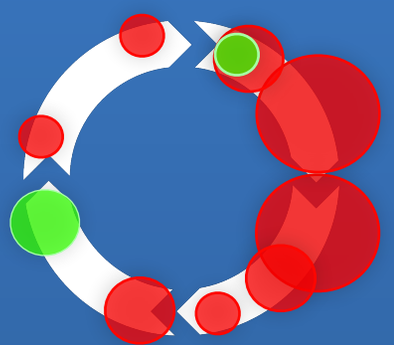
ULTRABOOKS DON'T OFFER EXCITEMENT AND ENOUGH VALUE FOR THE MONEY TO MOTIVATE THE SWITCH.

THE RESULT:



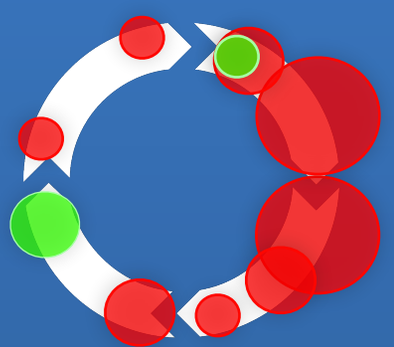
USERS DON'T GET THE DIFFERENCE BETWEEN LAPTOPS AND ULTRABOOKS.

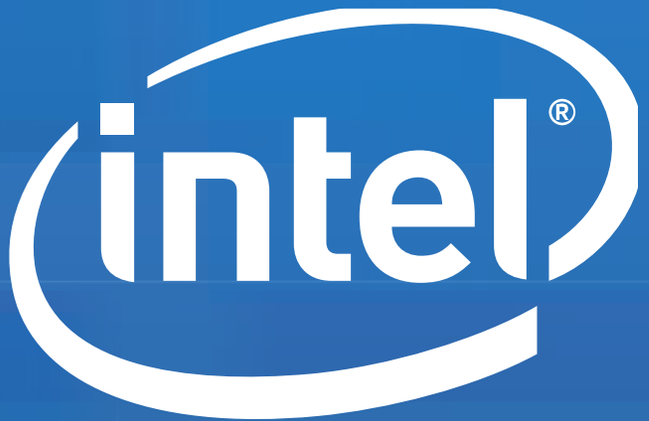
THE RESULT:



THE MESSAGING AND SALES ENVIRONMENT FOR ULTRABOOKS ARE MESSY.

THE RESULT:



ULTRABOOK SALES FORECAST SLASHED IN HALF FOR 2012.

THANK YOU