framna

Shape your next-generation channel strategy

1

Team up and pick a product

Pick a product* or service to work with

*One you work with, or one you're familiar with

Instructions

- Introduce yourself to the group

- What do you work with?

- Where does your company or product sit on the scale below?

- What made you choose that level?

- Choose one product or service for the next step

"We haven't started"   *"We consider AI in every decision"*

How AI mature is your product today?

Map a user journey

Create a sequence of steps that users take to achieve a specific goal.

Inspiration

- Which user journeys exist today?
  - Awareness → Engagement → Retention
- Where does the user start?
- What are they trying to achieve?
- Is AI already influencing user behaviour?

Orders a drink in the app

The user checks their electricity consumption for the previous month

Gets a recommendation on other clothing items that go well with the selected item

User sees flight search results and compares prices

Searches for gluten-free recipes

Saves the healthcare clinic to their favourites for easy access

AI enhanced user journey

Refine the user journey with AI to enhance the user experience, helping the user reach their goal.

Rewrite the user journey

- Where can AI remove friction?
- Where can it add intelligence or prediction?
- How will a future customer interact with AI?
- Can it create a more personalised user experience?
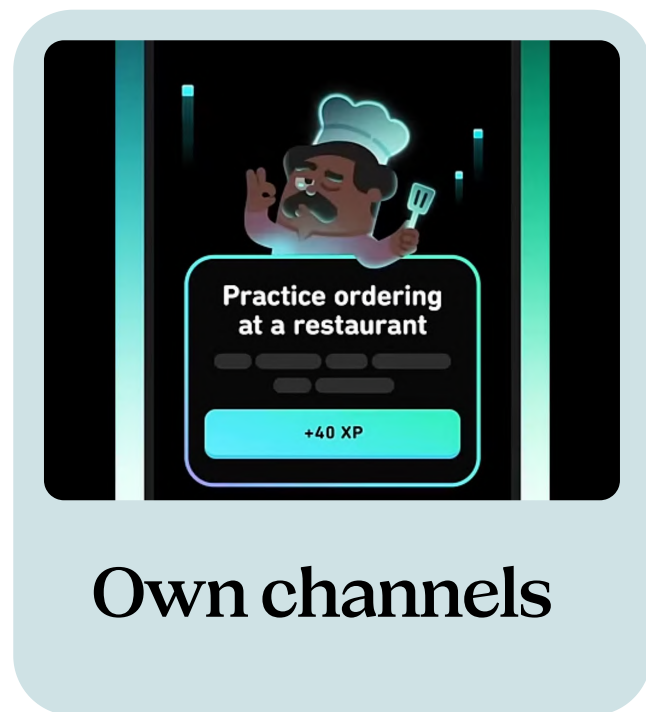- Highlight key touchpoints

Discuss

- What approach makes sense to use?
  - Own channel
  - External channel
  - Hybrid
- What data or signals power this?
- How does it affect users trust and control?
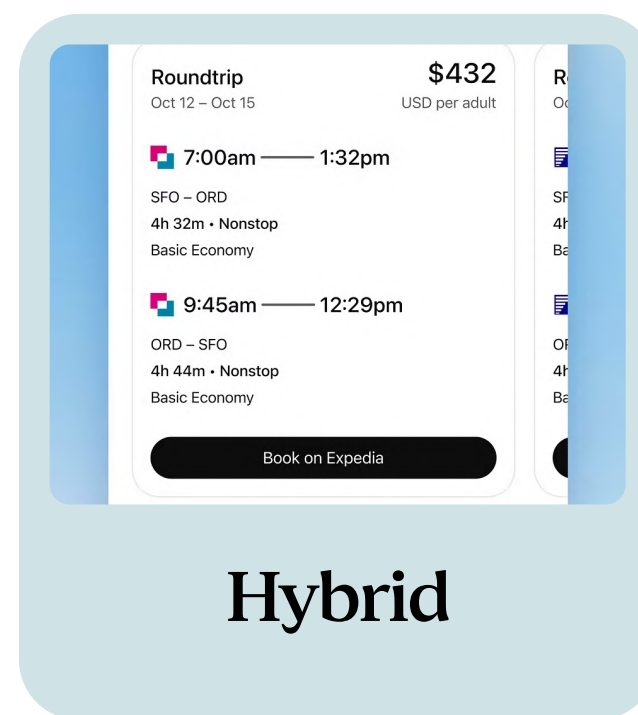
Guiding principles in applying AI

- AI supports, it doesn't take over
- Continuity builds confidence
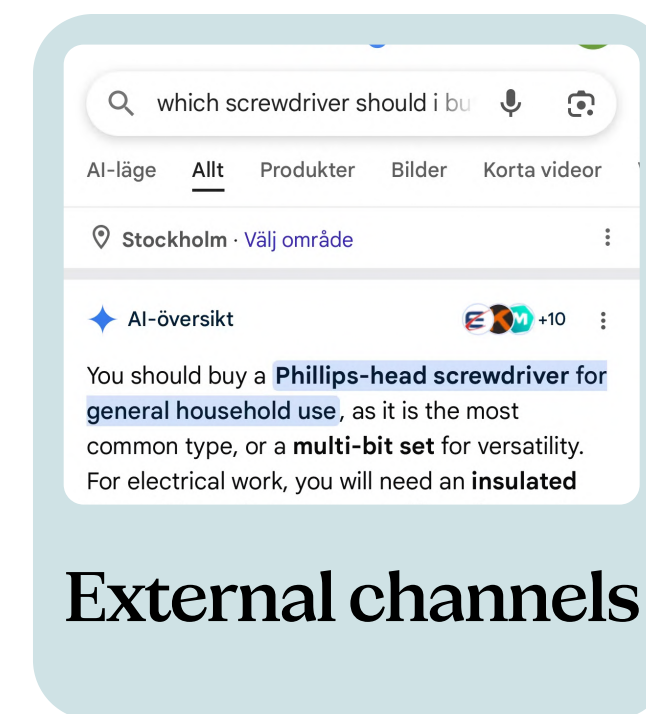- Assist, don't decide

Control the customer experience, interface and data

Own channels

Hybrid

Roundtrip $432
Oct 12 – Oct 15 USD per adult

7:00am ——— 1:32pm
SFO – ORD
4h 32m · Nonstop
Basic Economy

9:45am ——— 12:29pm
ORD – SFO
4h 44m · Nonstop
Basic Economy

Book on Expedia

External channels

which screwdriver should i bu

AI-läge **Allt** Produkter Bilder Korta videor

Stockholm · Välj område

AI-översikt   +10

You should buy a **Phillips-head screwdriver for general household use**, as it is the most common type, or a **multi-bit set** for versatility. For electrical work, you will need an **insulated**

Reach

Access to customers through the channels, platforms and moments where they already seek information or make decisions

Experiment canvas

Timeline *How long will you run the experiment*

Rhythm & Check-Ins *How will progress be tracked?*

Problem / Potential to be addressed *What specific tension or opportunity are you addressing?*

Team & Roles *Who's involved, and what are their responsibilities?*

Hypothesis *What do you believe will make an impact?*

Safeguards *How will you prevent unintended harm?*
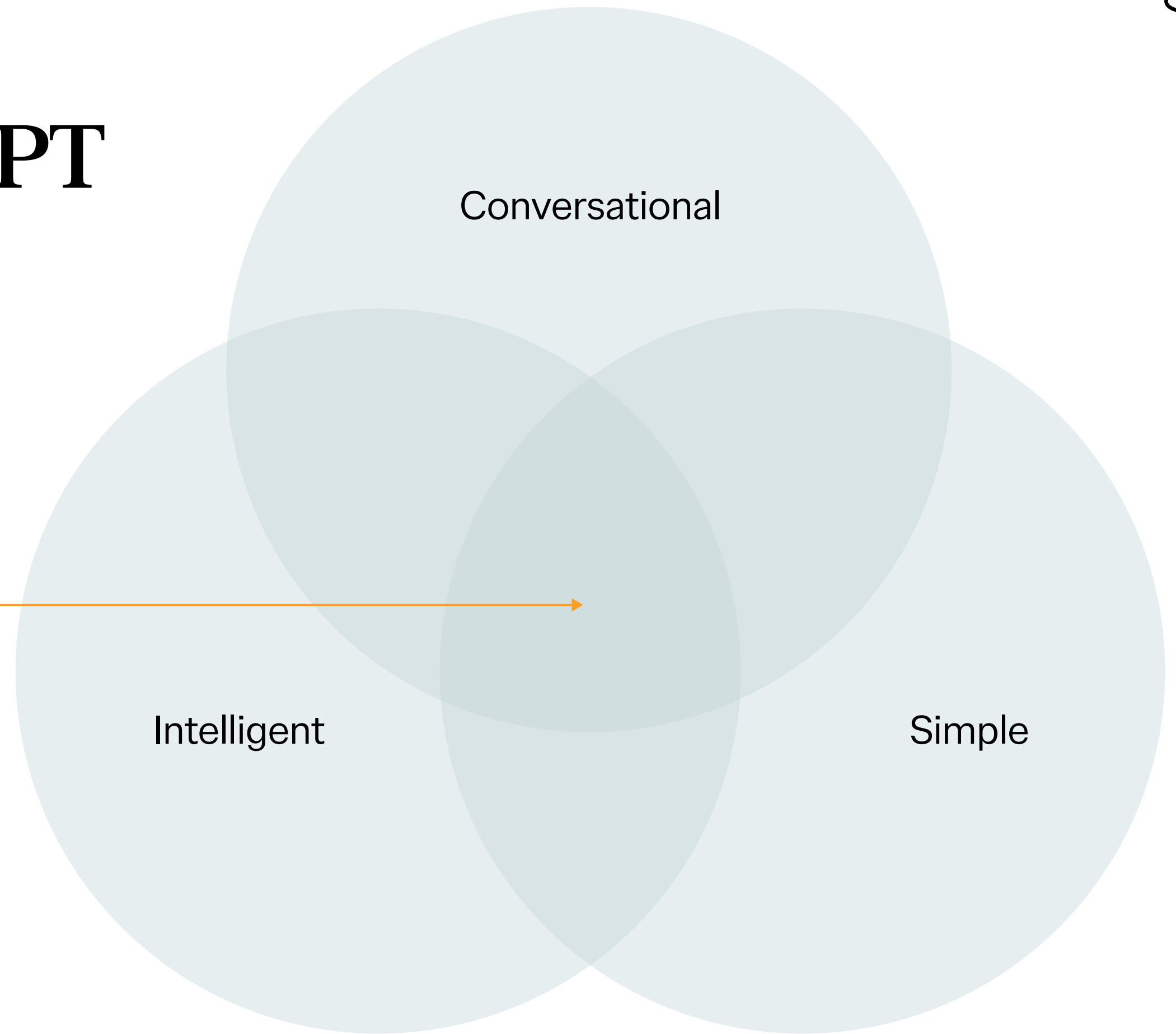
Experiment Plan *What exactly will you do to test your hypothesis?*

Success Criteria *What will determine if the experiment worked?*

Identify suitable use cases for ChatGPT

Focusing on the experience will be crucial to build trust, attract users, and position the brand as an important partner in the ChatGPT ecosystem.
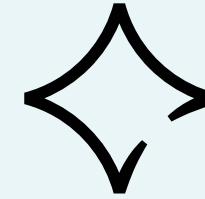
Conversational

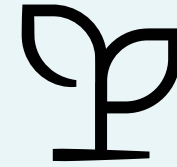Intelligent

Simple

Share & reflect

Share & reflect

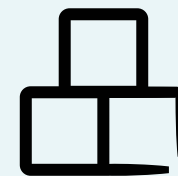**Goal:** Gather your thoughts from today's exercise and hear what went on in the other teams.

3 min

What does your AI enhanced user journey look like?

Where does AI help the user?

Which approach did you take? Own, external, hybrid

What learnings or discussions did your group have?