

Canvas for Consumer Endings and Off-Boarding. 2.0

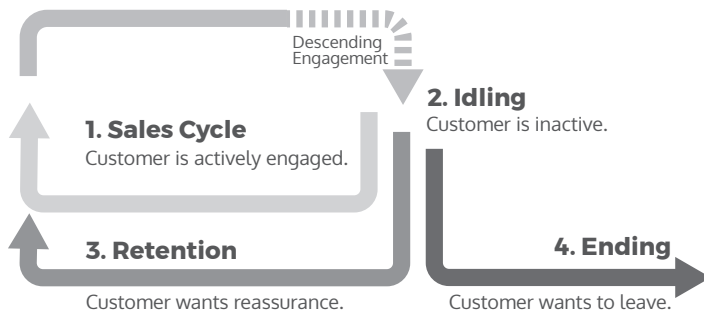
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Where does it end?

Discussions about the end of the consumer experience can become clouded. So it is worth discussing terminology, perceptions and statuses with colleagues early on. To ease this process try to nail down scenarios in to four moments.

Most business will be familiar with 1-3. Try to push discussion to what people perceive as an ending. Discussing and defining these moments helps remove mis-interpretation and align purpose.



Type of ending?

8 types of consumer ending

Type	How	When
Time Out Ex: 2 week holiday, sell by date, 1 yr software subscription		
Exhaustion / Credit Out Ex: Pay as you go, battery flat, no gems in Clash of Clans		
Task / Event Completion Ex: Parcel delivered, used disposable cup, game complete		
Broken / Withdrawal Ex: Break contract, product broken, provider shut down		
Lingering Ex: Unused gym contract, old phones in draws, un-used email accounts		
Proximity Ex: Move outside covered area, items in loft, move from Apple to Android		
Style / Cultural Ex: Writing letters, Kindle, Uncanny Valley		
Competition Ex: Someone else is Bigger, Better, Faster		

How should it feel?

Remembering Self and the end

"The experiencing self is the one that answers the question "Does it hurt now?"
The remembering self is the one that answers the question "How was it on the whole?"

Seize and Freeze

People tend to want to do this in two ways.
• Firstly to seek out closure quickly (the urgency tendency)
• Secondly to maintain that for as long as possible (the permanence tendency)

Reflective / Emotional Design

A powerful aspect of the wider Emotional Design approach especially when used at the off-boarding.
"...the reflective level extends much longer. Through reflection you remember the past and contemplate the future. Reflective design, therefore, is about long-term relations, about the feelings of satisfaction produced by owning, displaying, and using a product."

Role Exit & the Crack of Doubt

Role Exit doubts are often ignited from a change in relationships, organisational changes, personal burnout, or the effect of some event. These start a Crack of Doubt. The doubts are reinforced or weakened by further experiences and the crack opens wider, prompting a re-evaluation of the role.

Mood Memory-Congruence & Dependence

Mood Congruence
"Is a phenomenon in which emotional material is remembered more reliably in moods that match the emotional content of the memories."

Mood Dependence
"Mood dependence on the other hand, is the facilitation of memory when mood at retrieval is matched to mood at encoding."

A good ending should be...

Consciously Connected to the rest of the experience

through Emotional Triggers

that are Actionable by the user

in a Timely manner.

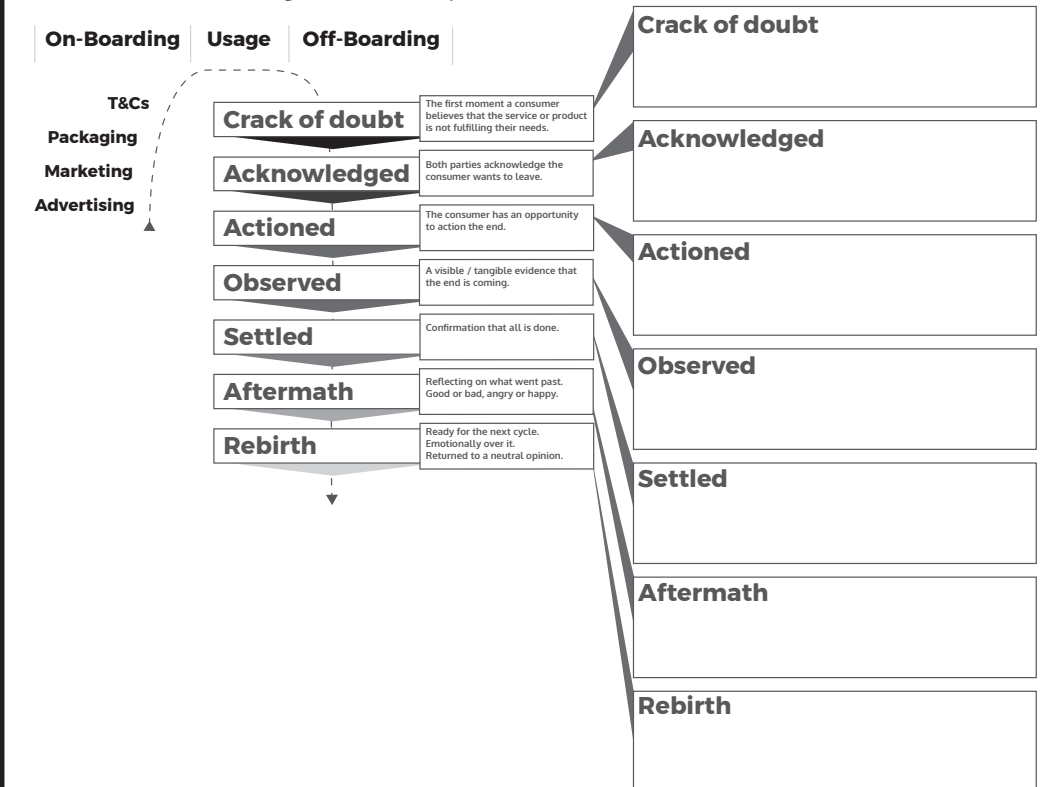
What Legislation?

Over the last decade there has been a considerable amount of legislation introduced around the end of the consumer lifecycle. These new laws empower consumers to have better endings. They improve consumer rights and freedoms around the off-boarding.

Examples:
E-waste. WEEE Directive
Emissions. Scope 3
Digital Rights. GDPR / California Consumer Privacy Act
Banking. Current Account Switch Guarantee
Energy. Energy Switch Guarantee

What's the sequence?

The end does not happen in a moment. It descends through many stages as the consumer moves further away from the provider. This guide helps characterise the stages of that sequence.



How to measure?

You will have specifics, but on a general level we are aiming to monitor a persons success and happiness in leaving a consumer relationship. This is a particularly difficult, as leaving a consumer relationship breaks the tethers that enabled a lot of the measuring. In parallel, some of the techniques businesses use in product development have fundamental opposition to the consumer leaving. OKRs are a good flexible tool to use when measuring endings.

OKRs

Objective	
Key Result 1	
Key Result 2	
Key Result 3	