



KÄNSLOBASERAD DESIGN

Claremont Xperience Design



Tommy Marshall
UX Designer

A close-up photograph of a whisky bottle and a snifter glass. The bottle is on the left, partially filled with dark liquid, and the glass is on the right, also containing whisky. The background is a warm, out-of-focus orange glow, possibly from a fire or a lamp. The text "WHISKY UPPELEVELSEN" is overlaid in the center in a bold, white, sans-serif font.

WHISKY UPPELEVELSEN

LJUD





FÄRG

A person stands on the edge of a jagged, layered rock formation on the left side of the frame. They are looking out over a deep, wide mountain valley. The valley floor is covered in dense evergreen forests, with patches of green meadows and small clusters of buildings visible in the distance. The surrounding mountains are steep and rocky, with some areas covered in forest. The sky is bright and slightly hazy. The word "DOFT" is written in large, white, sans-serif capital letters across the middle of the image, partially overlapping the rock formation and the valley.

DOFT

LEN





RÖKIG

AVSKY





”When you wax a car, it drives better doesn’t it? Or at least feels like it does.”

Don Norman, UX Guru & creator of ”Emotional design”

SEB



The background consists of several overlapping white rectangular cards. Each card features a large, colorful smiley face sticker. The stickers are in various colors: purple, blue, green, red, and yellow. The cards are arranged in a way that creates a sense of depth, with some cards appearing to be on top of others. The word "PERSONAS" is centered in the middle of the image, overlaid on the cards.

PERSONAS

A map of Europe is shown with a network of thin, light-brown string and small, dark, circular pins. The pins are placed at various locations across the map, and the string is stretched between them, creating a web of connections. The map is in a light beige color, and the string and pins are in a darker, brownish-grey color. The word "KUNDRESA" is written in white, bold, sans-serif capital letters in the bottom-left corner.

KUNDRESA



**PAIN
POINTS**



INGEN KONTROLL

OSÄKER



LÄSKIGT



1. Vad är en mardröm för våra kunder när det kommer till sparande med fonder?

• Långsamt
• Svårt att förstå
• Långsamt
• Svårt att förstå
• Långsamt
• Svårt att förstå
• Långsamt
• Svårt att förstå

3. Vad ska våra kunder känna när de sparar i fonder. Skriv 5 ord.

- 1 Wow - jag klarade! Jag fick
- 2 Kontroll - gör nytta för unig
- 3 Trygghet, jag vet
- 4 Gädje, inspiration, motivation
- 5 Jag har råd! ☺

4. Vad skulle ge våra kunder en WOW-upplevelse? Vad skulle göra att de vill spara?

• Gärna en liten
• Gärna en liten
• Gärna en liten
• Gärna en liten
• Gärna en liten
• Gärna en liten
• Gärna en liten
• Gärna en liten

5. Vad är det som måste fungera & finnas? Vad ska vi ha?

- Skulle gärna ha en liten
• Skulle gärna ha en liten
• Skulle gärna ha en liten
• Skulle gärna ha en liten
• Skulle gärna ha en liten
• Skulle gärna ha en liten
• Skulle gärna ha en liten
• Skulle gärna ha en liten

FUTURE STATE

TILLIT



A cinematic shot from the back of a cockpit showing two pilots, a blonde woman on the left and a brown-haired woman on the right, both wearing large black headsets. They are looking out over a vast, hazy mountain range. The cockpit's interior, including the instrument panel and a red 'EXIT' sign, is visible in the foreground and background.

KONTROLL



ROLIGT



KONCEPT

[illegible]

A perspective view of a hallway with a polished wooden floor and a wall covered in ornate, repeating damask wallpaper. Seven doors are set into the wall. Six of the doors are white with black frames and handles. The third door from the left is a vibrant yellow, also with a black frame and handle. The floor reflects the light from the doors and the wall.

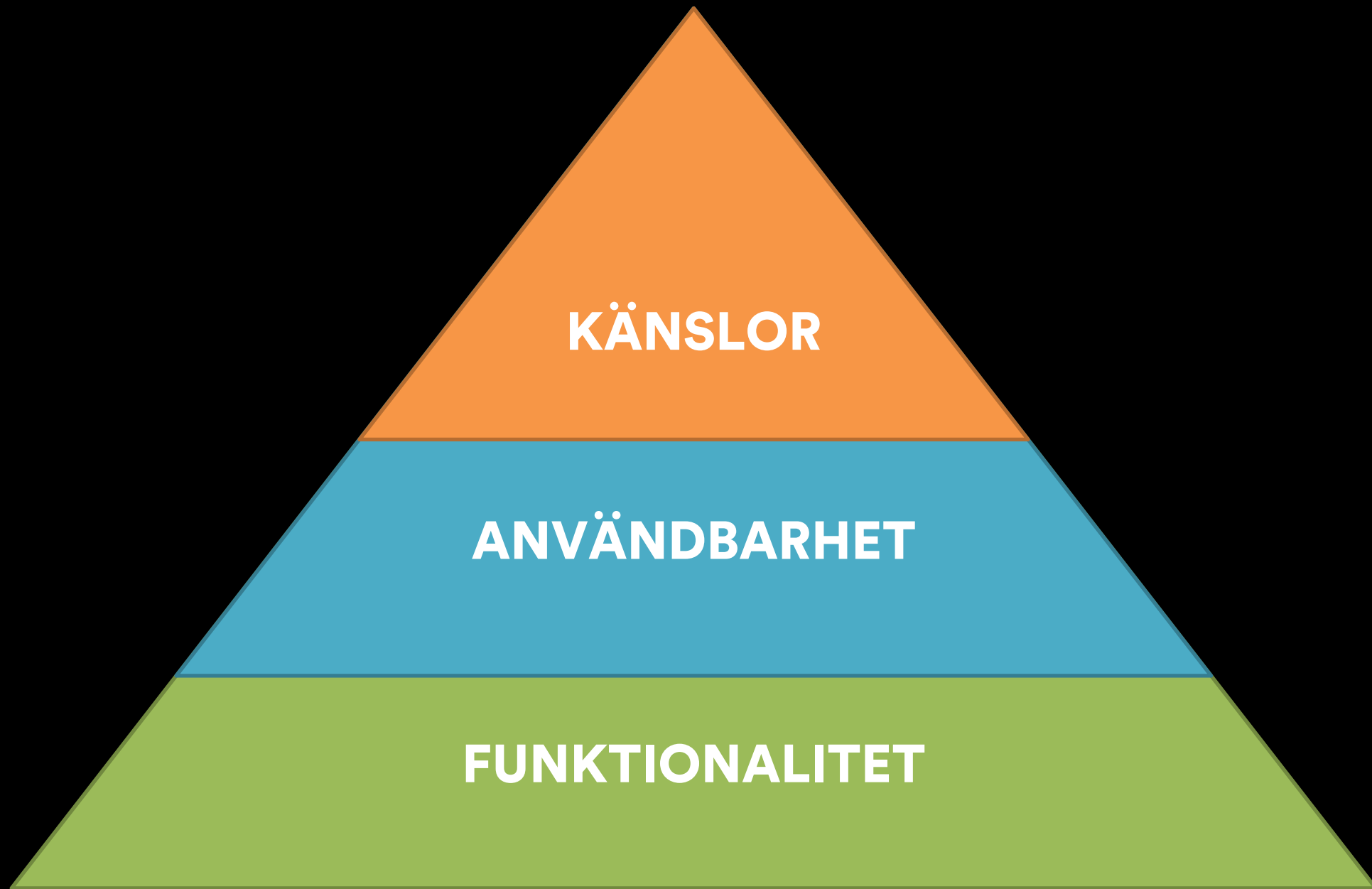
VARJE BESLUT



DESIGNPRINCIPER

A close-up, low-angle shot of a sandy beach. A series of dark, irregular footprints are visible, receding from the foreground into the distance. The sand is a warm, golden-brown color, and the lighting creates soft shadows, emphasizing the texture of the sand and the depth of the prints. The overall mood is contemplative and evocative.

UPPFÖLJNING



Patrick Jordan, Hierarchy of consumer needs



**FÖR
VEM**

A close-up photograph of a whisky bottle and a snifter glass. The bottle is on the left, partially filled with a golden-brown liquid. The snifter glass is on the right, also containing the same liquid. The background is a warm, out-of-focus orange and yellow glow, possibly from a fire or a lamp. The text "VILKA KÄNSLOR DESIGNAR DU?" is overlaid in white, bold, sans-serif font on the left side of the image.

**VILKA KÄNSLOR
DESIGNAR DU?**