

publicis  
sapient

**Experiences are like recipes.**

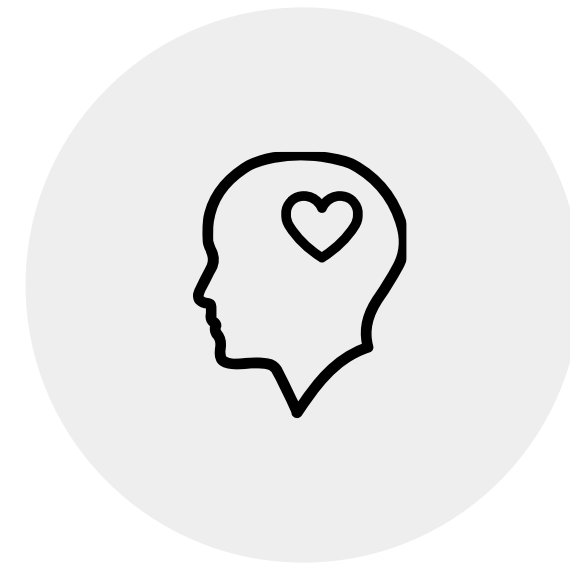
# LEAD Foundational ingredients of a great experience



## LIGHT

Light experiences are immediate. They are defined by their speed, timeliness and responsiveness to the intent and context of their audiences

Lean UX + Agile  
Atomic design  
DesignOps



## ETHICAL

Ethical experiences are truthful. They are unbiased, open and honest. They understand the context of an audiences' values.

Audience specific  
Personalised (without being too personal)  
Transparent



## ACCESSIBLE

Accessible experience are frictionless. They are inclusive, embrace diversity and are consistent across all touchpoints.

W3C/WCAG 2.1 A11Y compliant  
Journey driven  
Radically human-centric



## DATAFUL

Dataful experiences are defined by their intelligence. They personalise interactions and anticipate the audiences' situation and needs.

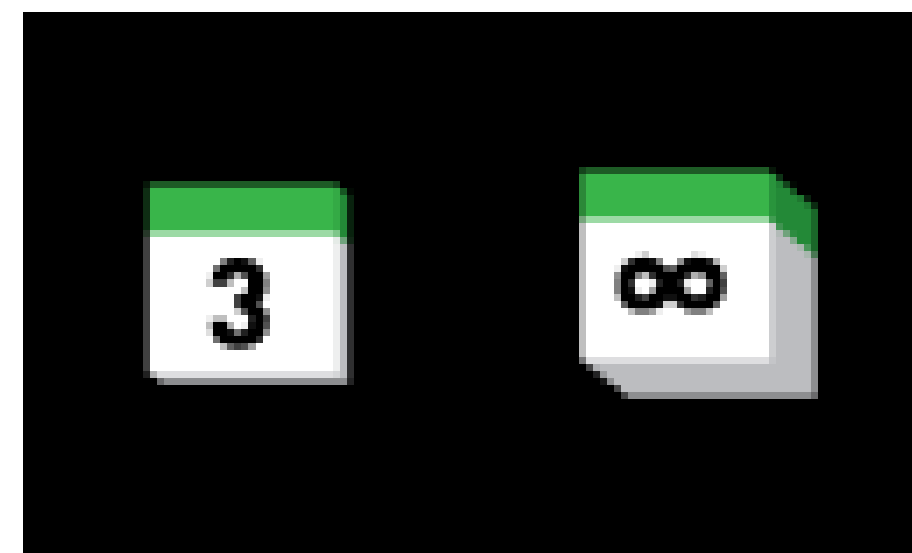
Data-infused decisioning  
Qualitative = need and intent  
Quantitative = action and consequence



## Light

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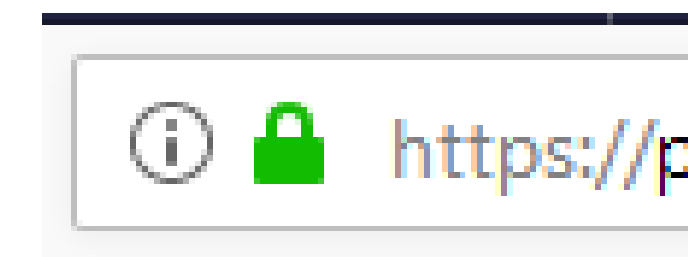
### Example – Privacy Icons



Retention Period



3<sup>rd</sup> party use



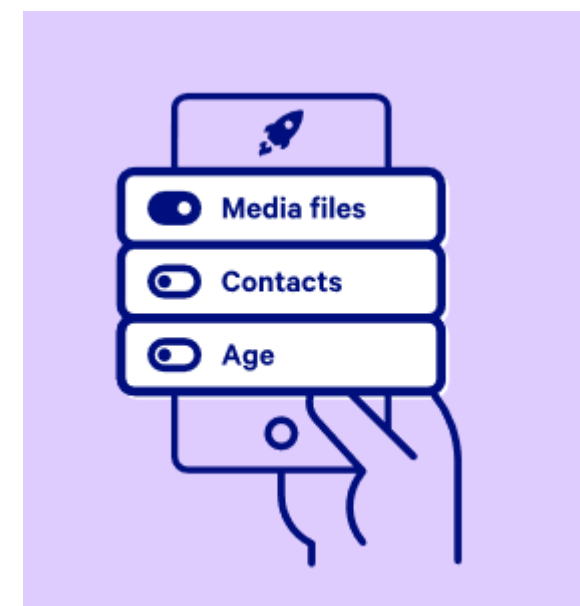
https



# Ethical

Ethical experiences are truthful. They are open, honest and transparent. They understand the context of an audiences' values.

## Example – Upfront consent



Google Play Store: before installing an app, a dialogue lays out the types of data and the phone features the app can access



## Accessible

Accessible experiences are frictionless. They are inclusive, embrace diversity and are consistent across all touchpoints.

## Example – Federated global privacy model



Using Foursquare as a case study, researchers developed a machine learning model that could be used to protect people's privacy. The model learns **why** a user wants to share their location on Foursquare. Based on the **reason** for location sharing, the model automatically obfuscates, or hides, the location from third parties requesting access to this information. The obfuscation level provides the highest degree of privacy that still allows the app to function as the user wants.



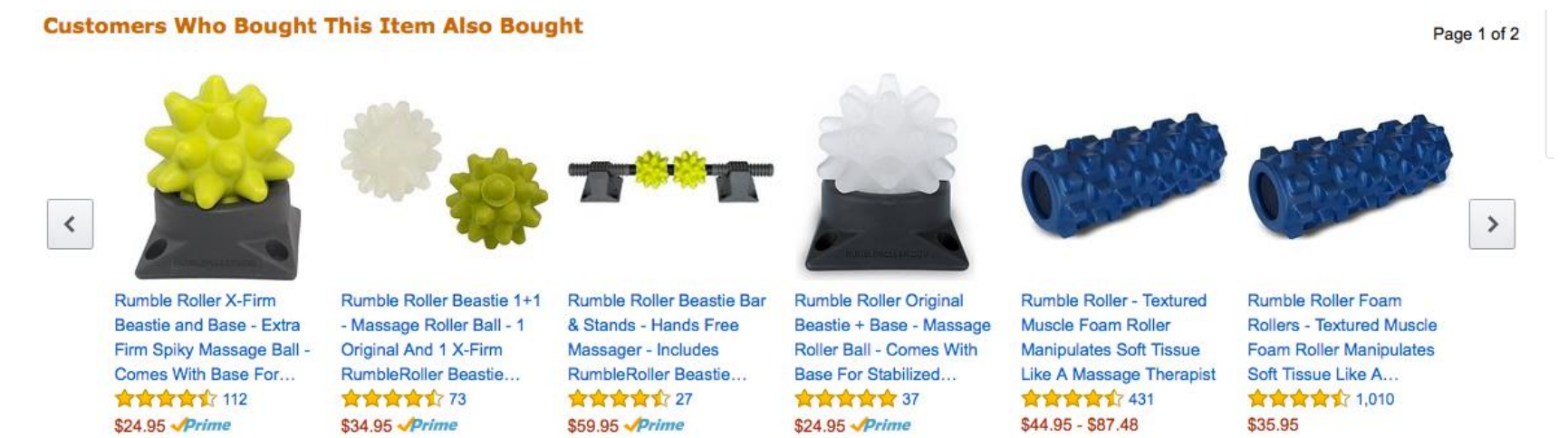
# Dataful

Dataful experiences are defined by their intelligence. They personalize interactions and anticipate the audiences' situation and needs

## Example – Recommendation Engine



Netflix



Amazon

**What's the right recipe for CDR?**



thank you

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