

## Abstract

In saturated markets, emotional product differentiation plays an increasingly important role (Knackfuß, 2010). The amount of instrumental product qualities is not the only important factor of a product, non-instrumental qualities such as emotions and aesthetics play a major role as well (Thüring & Mahlke, 2007). The difficulty when shifting from a product and service design based on instrumental qualities towards a design taking non-instrumental qualities into account, emphasizes the importance of a user centered design process. Products and services, designed to trigger positive emotions and satisfy basic needs, can help to increase the overall customers' experience (Hassenzahl, 2010). Thus such designed products and services might have the potential to delight customers and to stay competitive in today's markets.

The cause of this thesis was the authors' motivation of starting a new business selling whisky tasting sample boxes through an online store. Their goal in this thesis was the development of a prototype of that e-commerce platform by the means of current user experience theories in the fields of human computer interaction, combined with theories on customer experience commonly used in the fields of marketing, focusing on an overall positive experience.

Within the user centered design process in respect to the theoretical background, personas were created based on a conducted online survey and interviews, leading to the creation of every persona's individual customer journey and touchpoints through a customer journey workshop. Thereafter relevant requirements were collected and prioritized using Kano's model for prioritization. Based on these requirements and touchpoints a service design was created, a first prototype was designed and iteratively tested and further developed afterwards, using the RITE-method. Each method and the achieved results were discussed accordingly and with respect to the present case.

By applying the methods the authors were able to create a service model that takes user generated requirements and critical touchpoints into account and sets the foundation of an online e-commerce-platform with a potentially high user and customer experience.

*Key words: Human-Computer Interaction, User Experience, Customer Experience, Customer Journey Workshop, Usability, User-Centered-Design, Needs, RITE-Method*