

Designing long-lasting customer relationships for Dopper

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ABSTRACT

This report presents the proposal of team 4, addressing the ESSENCE challenge, for the company of Dopper, establishing sustainable customer long lasting sustainable relations. The proposal aligns with Dopper's sustainability goals by enhancing user experience and reinforcing the brand's identity. The purpose of this report is to firstly present the challenge of Dopper and proposal of team 4 and compare it with the other proposals. Secondly present and critique other proposals for other challenges and thirdly generally and specifically reflect on other challenges and the one from ESSENCE. All the above will be analysed with the theories and tools of RDD and UX design in mind.

1. INTRODUCTION

The challenge presented by ESSENCE outlines the need of Dopper to build a long-term sustainable relationship with their customers and foster brand loyalty. This new customer relationship should focus on extending the interaction with customers and growth of the company as well as align with Dopper's values (Janssen et al., 2024). The purpose of this challenge is to enhance participants' understanding of User Experience (hereafter: UX) principles and practices by applying theory in real-world contexts and provide accurate representation of UX design cases, allowing participants to engage in hands-on learning experiences within the field of UX design and Research Design and Development track.

The proposed solution aligns with Dopper's commitment to sustainability and reducing single-use plastic. It not only enhances the user experience but also reinforces Dopper's brand identity as an eco-conscious and socially responsible company. The proposal follows three stages in the design implementation. Firstly, understanding Dopper's identity, missions, and values by enhancing customers' awareness in retail stores. Secondly, establishing a continuous and sustainable relationship between Dopper and its customers. This

involves designing interactions and touchpoints that keep consumers engaged with the brand over time, fostering loyalty and advocacy that benefits both parties, by providing meaningful services that increase trust and reliability. Thirdly, implementing a new system that allows Dopper to leverage the knowledge and insights gained from customer feedback to create sustainable growth. Moreover, the proposal builds upon Dopper's existing market strategy, proposing small adjustments rather than radical changes. This approach ensures easier adaptation within the company in comparison with the other proposals for this challenge.

In this report the approach for the challenge will be explained in detail, touching on the underlying UX theory, personal view of the business aspect and the value proposition. For this challenge three other proposals were made, which will be discussed further and compared with this new recycling policy to comprehend the pros and cons in each scenario. Furthermore, two other challenges and their proposals are discussed and reflected upon. Lastly, the obtained insights on UX are reflected upon through reflecting on the undertaken activities.

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2. ESSENCE CHALLENGE

The study began with a thorough analysis of the current customer journey and product range (Dopper, n.d.). This analysis focused on applying the empathic design approach (Smeenk, 2019), entailing the identification of the brand values, mapping stakeholders, analysing the impact of the brand message on users and finding opportunities to emphasise these values through a more engaging user journey. Upon identifying values, the psychological needs of the users were identified, which aligns with 'Maslow's hierarchy of needs' (Maslow, 1943).

Dopper's mission primarily highlights the brand's commitment to sustainable material usage and its contributions to impact initiatives. However, there is an absence of evident information regarding these impact initiatives while casually viewing the website content (Dopper, n.d.). While the website interface is engaging, a brief explanation of the brand's identity is missing. Through general inquiry, numerous users confirmed limited awareness of the brand's sustainability values, particularly when purchasing Dopper bottles from third-party retail stores, which lacked adequate information about Dopper's identity.

Furthermore, the inquiry revealed that the usage and return policies were also overlooked by existing Dopper users. Notably, Dopper offers free partial or full replacement of damaged parts, under normal usage conditions, for up to five years (Returns and Warranty, n.d.). This indicates that Dopper intends to extend beyond a mere one-time product purchase, providing an opportunity to enhance the user's experience and sustainably extend the relationship between the brand and its customers.

The observed disparities in user awareness brought on the need for strategic interventions to enhance user awareness and retention of relevant information to

facilitate changes in the consumption behaviour. The approach aims to communicate the brand's values and policies effectively. Thereby fostering a more meaningful, continuous and transparent relationship between the brand and users.

To fulfil this objective, the opportunity to integrate the current actions and systems of Dopper into a retail environment was explored. The proposal aims to explore Dopper's presence within retail environments while enhancing clear communication with the customer, by implementing a 'Shop-in-shop' within department stores.

The proposed solution involves a wall segment showcasing various Dopper products along with relevant information (See fig. 1). Retail shops serve as an interactive connection between Dopper and shoppers by creating a distinct environment for users to experience Dopper products and effectively engaging with the brand ethos. Research has shown that such visual merchandising increases footfall of stores and positively influences engagement and purchasing behaviour (Soomro et al., 2017).

The wall segment extends to incorporate a service desk manned by a Dopper employee knowledgeable in plastics. This desk provides three services: First the incentivised recycling initiative, where users are encouraged to recycle used Dopper bottles and similar materials, incentivised with coupons for Dopper products or other partnered sustainable brands. This service not only promotes environmental sustainability but also fosters brand loyalty (Nextdoor Editorial Team, n.d.). Secondly, the replacement services where a section of the wall segment is dedicated to showcasing the product's modular and replaceable nature. This encourages users to opt for part replacements instead of acquiring new bottles, thereby reducing unnecessary waste. Lastly, the service desk incorporates a feedback

monitor regarding the product's quality, clarity of Dopper's mission, and customer satisfaction. This feedback loop enables Dopper to gain insights into the user preferences and satisfaction levels, facilitating continuous improvement efforts and strengthening customer-brand engagement. These strategic touchpoints leverage existing services provided by the brand while enhancing user engagement to foster long-lasting relationships with Dopper.



Figure 1: Shop-in-shop wall segment

2.1 RELATION TO THEORY

“Experience is considered a vehicle for marketing, but not understood as the very product that is sold.” (Hassenzahl, 2011). Realistically, bottles often do not go beyond the expectations of the product's primary purpose. However, the experience that a product creates could have a greater impact on the consumer, right from the episodic exposure to the brand until repeated usage of the product and services.

Dopper, with its product experience and missions, aims to fulfil three psychological needs: feeling impactful, having autonomy, and being inspired (Kerlin, 2019). Recognizing the values of the brand through their identity and vision, by applying the empathic design approach, allowed the fulfilment of these needs by creating meaningful interventions to promote awareness and lengthen the relationship between the brand and its users (Montano et al, 2008)

Empathy is crucial for understanding the needs, preferences, and pain points of users (Smeenk, 2019). By creating scenarios depicting potential user experiences, empathy enables the identification of areas for improvement, anticipation of user responses, and design of products or services that resonate with users on an emotional level (Ozcelik, 2013). The brand also aims to instill their sustainable message within their experience by reducing consumption, and instead, using their services, which helps in changing attitudes (Ozcelik, 2013, Montano, 2008) by rewarding (incentivizing sustainably through coupons) and reinforcing behaviours (utilizing the replacement and recycling services) (Hagger et al, 2020).

2.2 CUSTOMER JOURNEY

Within the current customer journey, as provided by Essence (Fig. 2) (Janssen et al., 2024), Dopper does not have any direct touchpoints with their customer, as they are handled by the retailer selling the Doppers.



Figure 2: Current customer journey

As stated before, this is also the case for the current return policy of Dopper. Despite advocating the correct recycling of materials (How Do I Recycle My Dopper Bottle?, n.d.), as well as mentioning their current return policy (FAQ Dopper Take-back Program, n.d.), it does not seem like Dopper is doing its best to ensure reuse and recycling of their bottles.

With the approach these changes. The new customer journey can be seen in Fig 3. As can be seen, there are multiple user scenarios, such as returning a Dopper bottle part, an entire Dopper bottle, or another bottle with similar materials. The type of return also influences the incentive that is handed out. This way, unnecessary purchase of bottles is discouraged, further reinforcing Dopper's sustainable standpoint.

Through this approach Dopper has three additional touchpoints with their customers, through which the customer becomes aware of Dopper as a company with values, goals and morals. When these values resonate with the values of the customer, there is a higher probability of the customer remembering the company through these values.

2.3 STAKEHOLDERS

In fig 4 it can be seen that the primary stakeholders are the customers, the Dopper employees and the retail stores Dopper is partners and their employees. These stakeholders are the most affected by the implementation of the approach: firstly, the customers

get a much deeper understanding of the values and goals of Dopper. Secondly, the Dopper employees should be trained in material recycling and employed at the return desks at the retail stores. Lastly, Dopper's stand and return desk should be placed in the retail stores, which will most likely lead to an increase in revenue of Dopper as well as its partners.

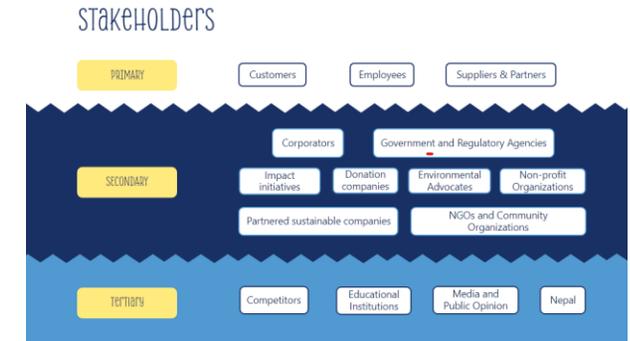


Figure 4: Stakeholder map

The secondary stakeholders include the partnered companies of which Dopper gives out coupons, as these companies can therefore see an increase in sales. Environmental advocates, initiatives, and other corporators might also see an increase in support for their causes due to this proposal.

Lastly, media and public opinion can be positively affected as Dopper spreads the word on sustainability. Moreover, Dopper's increase in revenue will support their cause to provide clean drinking water in Nepal, actively making Nepal a stakeholder in their mission as well.

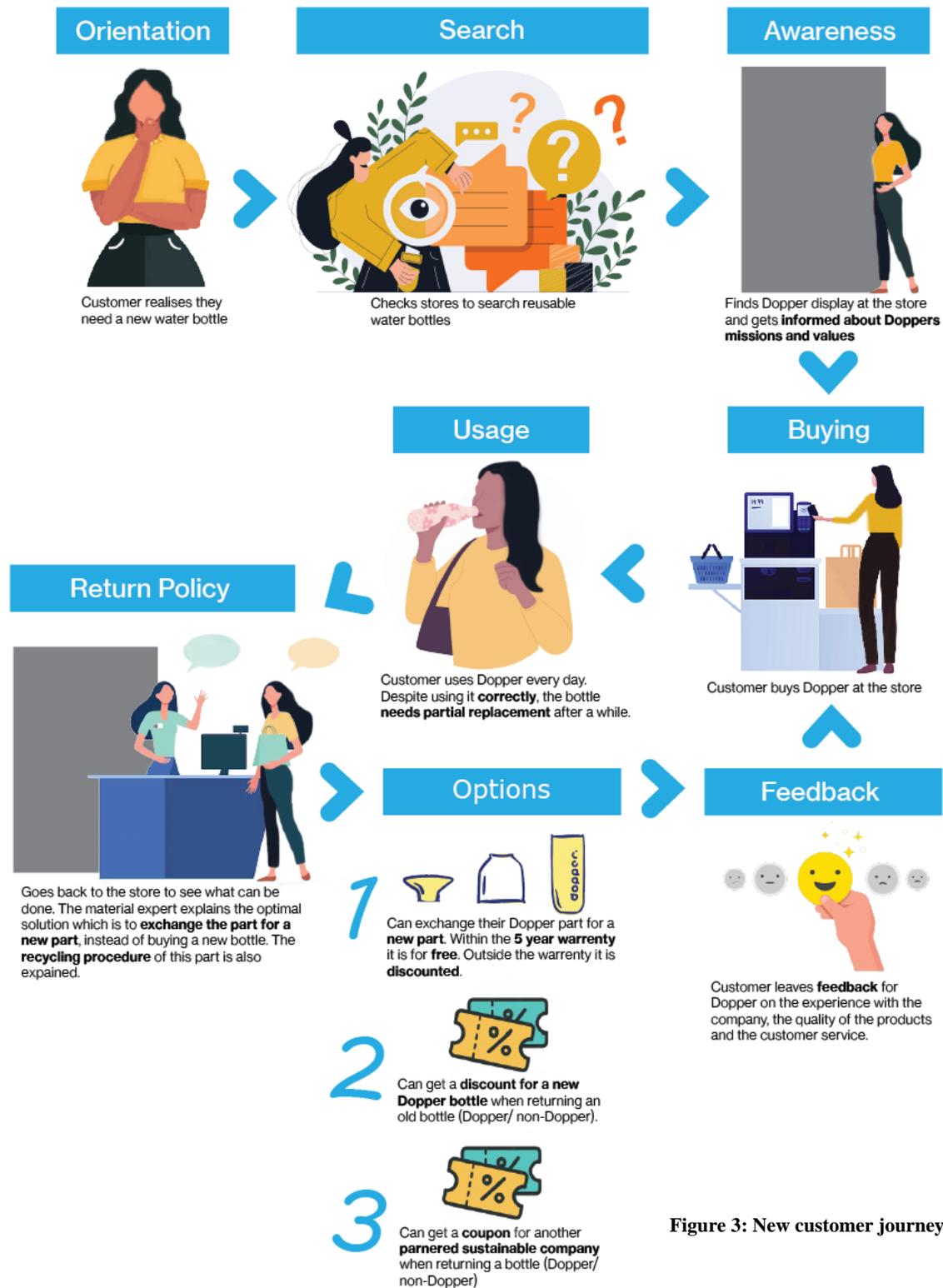


Figure 3: New customer journey

2.4 VALUE PROPOSITION

Through the proposed commitment to a circular customer journey, we aim to create lasting positive impact while developing a long-lasting relationship with Dopper and other collaborative companies with a coherent mission.

To implement this concept, Dopper must make some changes and investments. These include the manufacturing and distribution of the store stands and return desks, the training of employees to become material experts, and their salaries. However, as can be seen in the value proposition (fig. 5), Dopper benefits from these investments through an improved brand image, long lasting customer relationships and an increase in revenue. In fig. 6 can be seen that the customer also benefits from the concept through ease of recycling and incentives.

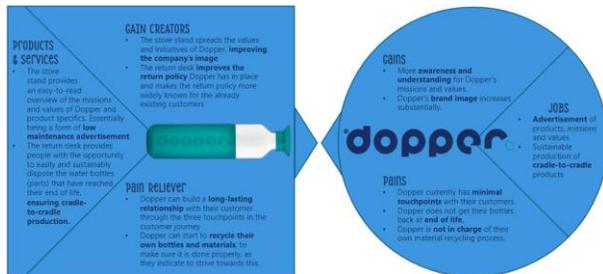


Figure 5: Value proposition Dopper

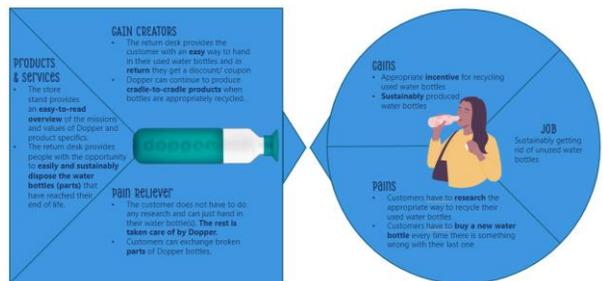


Figure 6: Value proposition customer

2.5 SELF-ASSESSMENT

All teams allocated to the Dopper case had vastly different approaches to the challenge, but not all applied Dopper's ethos or included their entire target audience.

This is, however, where this proposal is strongest. This proposal builds upon Dopper's existing systems, knowledge and morals rather than building it from scratch. It is based on raising awareness for Dopper's current missions and values, making the information accessible and introducing recycling on a larger scale, as well as implementing it in an open-ended way.

Team 1 focussed on the "Pick You Cause Initiative" (Afenkhena et al., 2023) in which they propose each Dopper bottle to be related to a sustainable cause of choice. Dopper also receives information about their customers and can keep customers updated about the causes through a social platform, provided the incorporated NFC-tags are scanned by the user. The sustainable initiatives of Dopper are well represented and the challenge to get Dopper to develop long-lasting relationships with their customers is met. However, this approach requires a complete redesign of the bottles, which is a large undertaking and the NFC-tags will most likely shorten the life of Dopper bottles.

Team 2 designed the "Dopper Top-Up" (Bayrak et al., 2024); a vending machine for drinks in which you use your Dopper bottle. You can also buy a Dopper or get your Dopper cleaned. Through the system, Dopper gets information about customer behaviour and preferences. This concept ensures that Dopper has more engagement with their customers and can collect data. However, the vending machine promotes misuse of the Dopper bottles, as Dopper indicates to only use it for water (Can I Put Other Drinks Into My Dopper Bottle?, n.d.). Furthermore, other than the Dopper branding, this concept is not exclusive to Dopper users and does not support their initiatives and goals.

Lastly, team 3 designed for "Dopper's Festival Journey" (Henstra et al., 2023), aimed at getting people to reuse their unused Doppers. To achieve this goal, a special festival tap was designed which can be activated through scanning the cap of your Dopper. What stands out in this concept is the use of the Dopper tap. (Dopper Water Tap ~ Dopper, n.d.) This concept also originates from user interviews thus applying empathy in their design process. However, people are excluded from getting water from the Dopper tap, which goes against Dopper's values. Moreover, this concept does not necessarily support Dopper's current initiatives and only accommodated a small portion of their target audience.

Based on the users' reactions on the concept, Dopper should reassess the concept strengths and weaknesses and iterate to better achieve the concept goal. One of the strengths of this approach is that it is easier to integrate within the company than the other's teams proposals in the current market. The proposal respects Dopper's existing strategies and values while simultaneously emphasising sustainability and user engagement. Moreover, exploring other avenues, such as donations to charity, could further enhance the appeal of this proposal and contribute to Dopper's brand image and social responsibility initiatives.

However, this proposal initially poses significant expenses for Dopper. Some touchpoints need reconsideration, such as the user experience while using the new recycling policy as well as the real-time use of the product. This scope should include observing user behaviour during product use can provide valuable insights to make suitable adjustments in the future.

Therefore, the return on the investment should be reconciled, by conducting analysis to determine the potential increase in retail stores sales and whether it justifies the effectiveness of the proposal. Reflecting on

other team's proposals, other strategies of the proposal could be implemented as well as a community building and public use strategy that stands within Dopper's initiatives.

Essentially, providing engaging information to users about the cause and missions of Dopper is crucial, although the effectiveness of the information is essential to measure. This proposal aligns with Dopper's values, but the need for redefining the recycling process, user engagement strategies, and return on investment were recognized. Leveraging insights from other teams' proposals and conducting extensive evaluations will enhance the effectiveness and sustainability aspect of the proposal.

To evaluate this concept, it is crucial to understand the audience size, the level of engagement and user behaviour based on this proposal. This can be achieved by a footfall analysis in every retail store with the new recycle policy, collecting data on users such as their engagement, purchasing behaviour, demographics, and reasons for purchases or returns which will aid to evaluate and refine the strategies based on real customer insights. To gather these insights, a dual approach should be used, consisting of questionnaires for quantitative data and observations coupled with interviews for qualitative data.

Another critical aspect is measuring the flow of returning customers by which the effectiveness of the strategy can be measured as these will be translated into revenue growth. Since this proposal proposes collaboration with other like-minded companies, coupons could be leveraged to test for this proposal effectiveness by measuring their revenue growth that came from the new recycle policy. Though these partnerships, Dopper's reach, and brand visibility will be expanded. These concerted efforts, aim at achieving multifaceted goals: augmenting revenue,

fostering enduring relationships with stakeholders, and advancing sustainability objectives.

Through this validation, the concept can be refined before full-scale implementation. Implementation should also be done gradually across retail locations, and performance should be continuously monitored for further refinement, to ensure implementation at the best possible quality. To lower initial investment costs and increase reliability, Dopper should also start by focussing on the recycling of plastic with the possibility of expansion to other materials. Dopper's customer relations are as important as their services, where they implement their policies responsibly and engage with customers to understand concerns through feedback channels and address them timely.

3. REVIEW OF OTHER CHALLENGES

3.1 CM.COM

The challenge brief entailed utilizing the CM.com Chatbot on the WhatsApp Business Platform to create engaging conversational interactions that develop lasting relationships with end-users in the Tech & Media sector, promoting loyalty and business growth.

Team 5 implemented the CM chatbot on WhatsApp Business for Wear Share, a Zalando division focusing on sustainable clothing subscriptions. Their approach stood out for its informal, personalized, and engaging chatbot design, aligning with effective business messaging strategies. Team 5 demonstrated a clear understanding of how both the company and customers would benefit from their interaction. However, there were some assumptions about the customer journey which lacked adequate research, and the proposed solution for repurposing clothing seemed unrealistic, lacking clarity on the chatbot's usage journey. While they connected three psychological needs of humans to the brand's value proposition, the potential impact of fulfilling these needs was not clearly articulated.

Team 6 introduced Zaza, a CM.com chatbot for Zara, aimed at facilitating reliable and personalized customer relationships for various purposes like purchasing and styling. The team designed new features to enhance brand loyalty, showcasing a clear understanding of a relevant problem with supporting evidence. The team provided distinct comparisons between current and proposed customer journeys, highlighting the need of a personal chatbot's between users and Zara. While there were connections to UX literature regarding the fulfilment of certain values, there was limited discussion about the specific UX approaches utilized.

Team 7 adapted the CM.com chatbot for HelloFresh's WhatsApp Business platform, aiming to enhance customer engagement through "tailored marketing" and services. While an example service was provided, a complete description of all chatbot services and their implementation was unclear. Feedback highlighted a clear connection to UX theories and approaches, although their application within the concept lacked depth in the example presented, same for the new customer journey. Nevertheless, the persona was designed through the end-user's lens, fulfilling the challenge and the brand's need for a robust customer service platform.

Team 8 introduced a reliable and efficient CM chatbot via WhatsApp Business for NS, the process for understanding pain points and formulating a relevant problem statement was clear and well thought out. Current and proposed customer journeys were critically compared and depicted, supported by examples and quotes from potential users. The initiative to integrate real-time services and information was praiseworthy but raised concerns about the risk of inaccurate or delayed information due to high train activity. Through feedback, it was noted that the language barrier as an important factor was overlooked. While UX theories

were recognized by designers, their connection to the concept was not explicitly stated.

3.2 BUREAU MOEILIJKE DINGEN

The challenge from Bureau Moeilijke Dingen (hereafter BMD) outlines the need of enhancing the feedback of Large Language Models (LLMs) aligning with OpenAI and human values (Lei, 2024). The proposals should promote discussions about popular subjects while incorporating a democratic process, including practical implementation, scalability, and a timeline, ensuring that the output assists OpenAI.

Team 9's proposal focusses on debating trending subjects. Their methodology incorporates user scenarios and includes features such as parallelism, flow and AI's role as a dialogue partner and facilitator (Van Dijk et al., 2024). However, creating a feedback loop for continuous enhancements nor guidelines for decision making that may potentially limit the adaptability and effectiveness levels, were considered. Human values and diverse user perspectives were thoughtfully included into the design process to efficiently use user scenarios (Smeenk et al., 2016). This emphasises the significance of considering individual requirements before collective ones, especially when working with artificial intelligence.

Team 10 emphasizes understanding unique user's perspectives and providing a roadmap for future implementation (Mossel et al., 2024). However, they overlooked investigating the way of generating the output and the accuracy of AI, scalability and other practical implementation. Although their method aligns with the empathic design principles (Smeenk, 2019) and decision-making theory (Montaño & Kasprzyk, 2008), they overlooked factors that could lead to attitude shifting, resulting in limiting potential impact.

Team 11 proposed an empathic conversation facilitator that aligns with human values, by providing emotional support and practical advice through ChatGPT (Meijer et al., 2024). They acknowledge limitations such as ChatGPT's inability to fully emulate empathy (Meijer et al., 2024) and users' reluctance to discuss sensitive topics. However, they did not consider wider applications and missed feedback features and icebreakers which may make people trust ChatGPT for sensitive topics. Other features that could be implemented in this proposal but was not considered are, video meetings and other interaction limitations. These limitations could have been addressed through co-designing and by using other UX design techniques in the design process to achieve a more user friendly and user-adaptable service.

Team 12 highlighted minimizing bias and promote diversity. Team 12 suggests a platform where users engage in conversations of diverse "hot" topics, leveraging the use of natural language processing, to recognise the communication preferences of each user and align them with human values (Van der Toom et al., 2024). Although, their proposal promotes continual growth through feedback systems, they missed potential difficulties such as the need of icebreakers for strangers and video call meetings. Moreover, the impact on AI's learning, from user's input, was neglected, as well as the investigation of potential future scalability plan. Their proposal demonstrates a thorough understanding of UX approaches and is in line with theories on decision-making, bias reduction, diversity inclusion (Kerlin, 2019), and empathy design (Smeenk et al., 2016).

4. REFLECTION

Dopper faced the need of establishing long-lasting relationships with customers due to their short customer journey and more access to user feedback. They adopted a value-sensitive design approach to create products and raise awareness. The Dopper challenge solicited ways to

lengthen the customer interaction through various approaches, however, CM.com required the usage of the same approach for various companies. They recognised the economic paradigm shift that demanded an established digital platform for businesses. Comparing and evaluating these approaches proves challenging due to the differing nature of Dopper's one-time purchase and CM.com's ongoing service. Despite this, Dopper's approach allowed for more UX methods, while CM.com's focus on chatbot integration aimed for a more engaging and personalized user journey. BMD invites a democratic approach to enhance LLMs with human integration to keep them in line with human values. The challenge focuses on maintaining human values through their product which is similar to Dopper's approach. All three challenges share the objective of increasing customer engagement through innovative communication channels. However, while Dopper and CM.com prioritize establishing personal connections with customers, BMD takes a broader approach by considering the perspectives of various stakeholders, including non-human entities.

A common thread throughout all the challenges is the application of empathic design in the design process. As explained before, empathic design can ensure continuous engagement and add value in users' lives. Hassenzahl (2011) gives a good example of this: a grape picking bucket that transforms into a stool for resting. While the product itself is not novel, its usage is, showing that an understanding of needs, values and emotions of the user enables a designer to deliver designs that are meaningful to its users.

Providing this meaning to customers ensures continuous engagement with the brand, thus building sustainable relationships. Apple is a great example here, as 92% of their customers are loyal (GitNux, 2023). Their quality, reliability and innovation mindset contribute to this, but more so it is due to their customer service and their

attention towards and integration of customer feedback. They focus on their customer experience before money (Grigore, 2022), providing radical innovation that fits in with the transformation paradigm in which society is now situated (Gardien, et al., 2014).

Moreover, UX design has nowadays seemed to move more towards the design of websites and chatbots. Nonetheless, the theory presented in this course is still very much relevant and essential as can be seen in the CM.com and the BMD challenges.

Through these challenges, we realized that designing for UX is a complex approach and requires multiple iterations through various stages. We learned that diverse proposals may emerge based on the kind of chosen UX approaches and tools. However, the best approach is determined by the potential effectiveness with which the needs and values of both the company and its users are addressed. Moreover, the understanding and applying fundamental theories of UX design is essential to strategize contextually and achieve a holistic approach that could benefit both user and company. In addition, we honed the empathic process from the users' and the company's perspectives to create a value-sharing relationship.

5. LOGBOOK

After the introductory presentation of ESSENCE, we started the challenge by researching Dopper and listing the first insights and concerns. Knowing Dopper as a sustainable bottle brand, we were surprised by the initiatives and missions Dopper has as well. Moreover, it was surprising to learn that they are a cradle-to-cradle company without using a large amount of recycled plastics in their products.

We were also surprised to learn about their take-back program and five-year warranty, as these are features we would have expected to be advertised more by the company. However, with a simple general inquiry it became apparent that almost no one knew about these policies. For the challenge we therefore decided to design a UX that brings awareness to these policies, initiatives and missions of Dopper, while creating sustainable long-lasting relationships with customers, thus staying as close to the brand image as possible while enhancing it in a unique way. Furthermore, the company can enhance its performance through real-time and user feedback, which aligns with their stated objectives.

With the goal in place, we took a closer look at the three current customer journeys given by ESSENCE. We decided the goal was best suited for the customer journey in retail stores. Moreover, we did research on other companies that are applying similar strategies to understand what strategies are most effective.

In the ideation phase we discussed various possibilities and new customer journeys, eventually choosing a few best suited for the goal and combining them into the proposal. With the idea in place, we started to work out details of the concept, using UX theory and methods to identify problems and opportunities. During this phase we continuously synthesised the brand image with the concept and drew parallels between the current

customer journey and the proposed future customer journey to make sure the goal was met.

To get more insights into the business aspect of the proposal we also did a stakeholder analysis and made a value proposition.

Lastly, we presented the proposal and reflected upon it with the given feedback in mind. During this reflection we also used the knowledge we gathered from listening to the other proposals and challenges, and identified the aspects of this proposal which would benefit from further iteration and integration of other strategies.

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