

How Great Products and Services Supply Great User Experiences



This Element is an excerpt from Do You Matter?: How Great Design Will Make People Love Your Company by Robert Brunner and Stewart Emery, available in print and digital formats. How to make sure customer experience permeates every corner of your company - and all your products and services. As CEO, you're so dedicated to customer experience that in 1985, when a line of your company's refrigerators were found defective, you had workers smash 76 of them to smithereens. So what happens when you go on the Internet and the reviews of your product read: Worst product, worst experience ever! Never buy a Haier product!

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