Ends.

andEnd. Joe Macleod. @mrmacleod   andEnd.co

100% **Dead**

Absent ends

1. On-Boarding

2. Usage

3. Off-Boarding

1.
On-Boarding

2.
Usage

3.
Off-Boarding

1.
On-Boarding

2.
Usage

3.
Off-Boarding

1. On-Boarding 2. Usage 3. Off-Boarding

1.

On-Boarding

2.

Usage

3.

Off-Boarding

Usage

On-Boarding

Off-Boarding

engagement

Starting Experiences

Closure Experiences
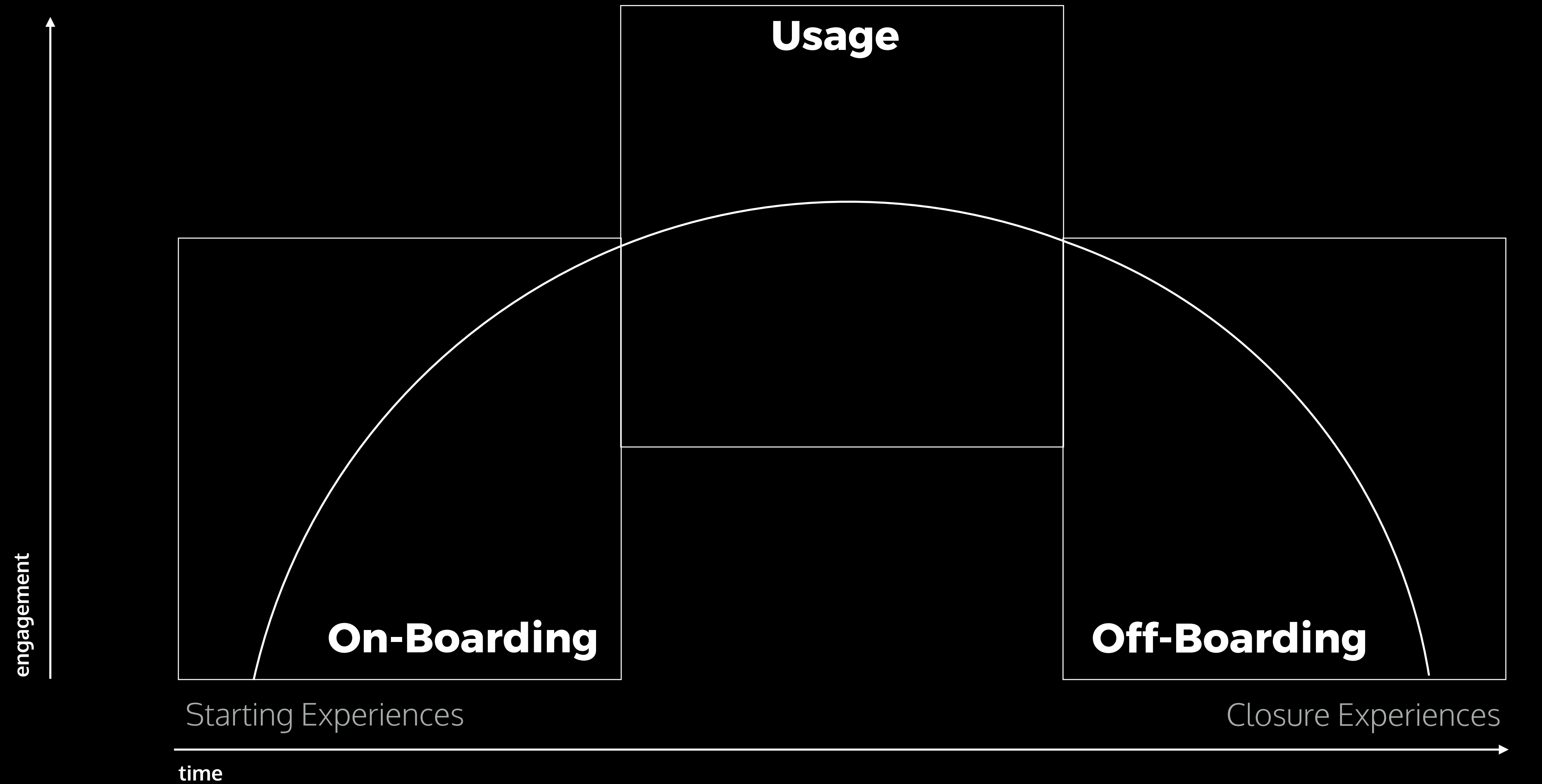
time

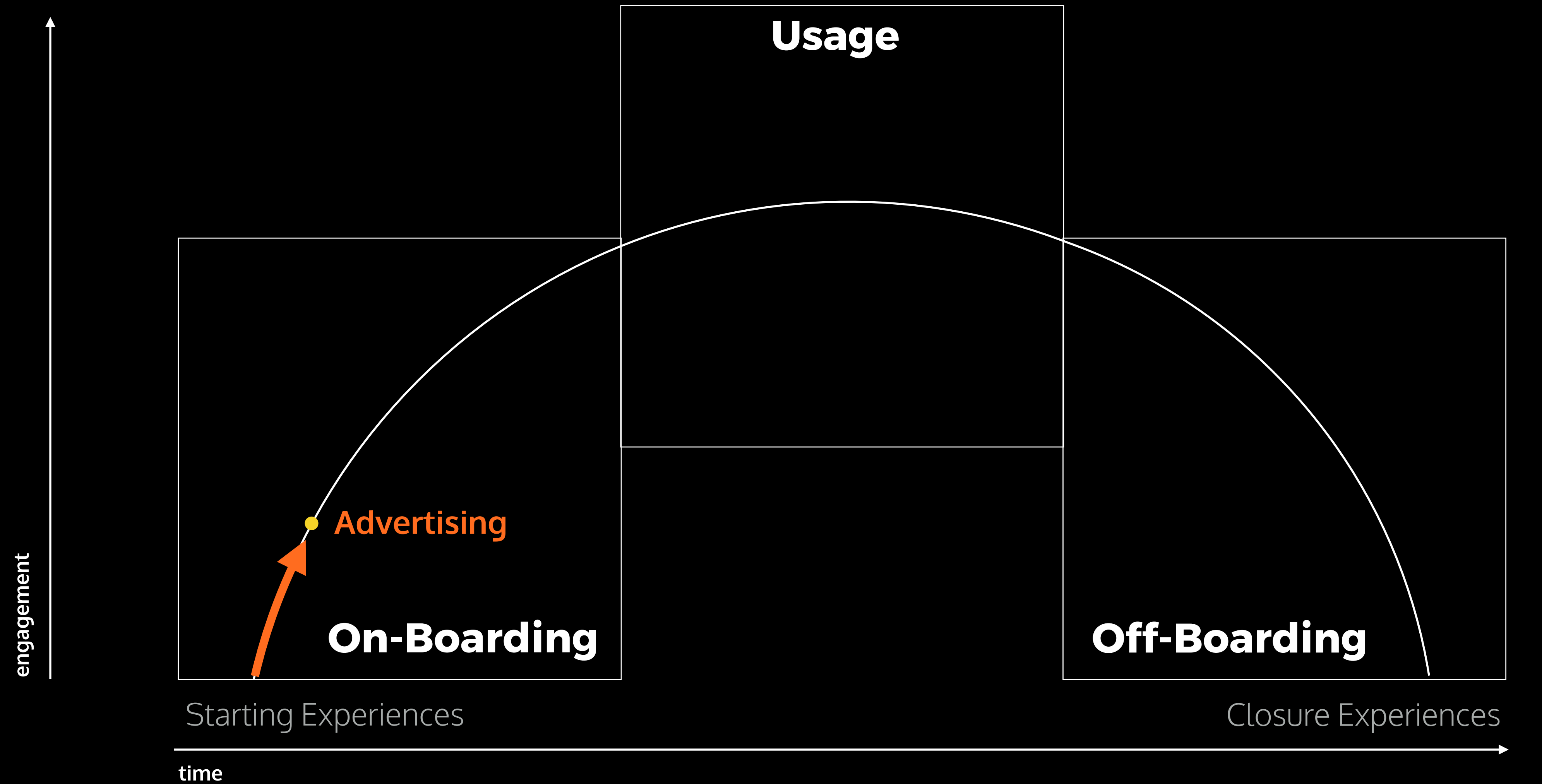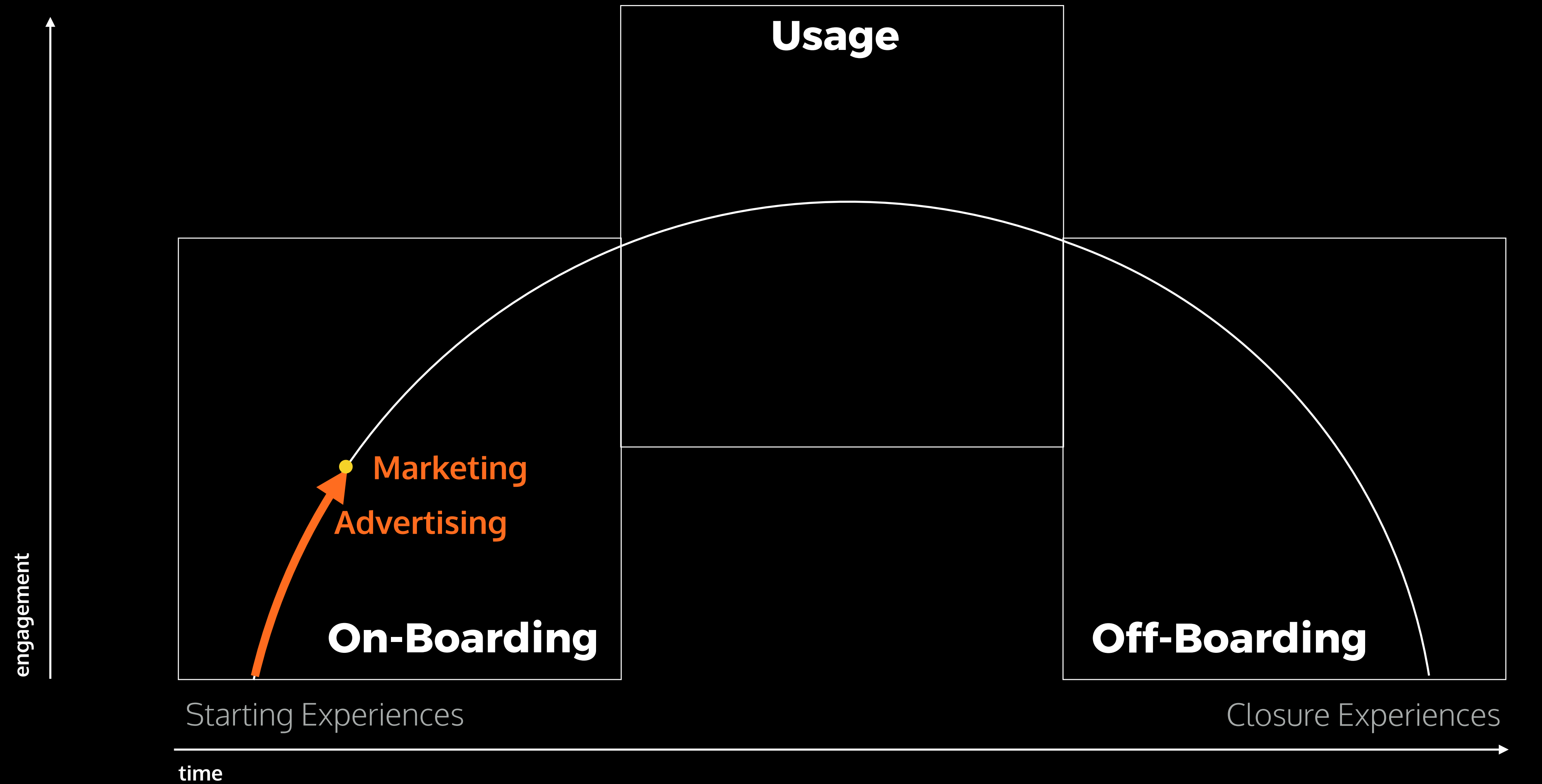**The start of the relationship.**

Fuelled by commerce

Language of self actualisation

It is the conclusion of the relationship.

Fuelled by society

Language of safety and security

Usage

engagement

On-Boarding

Advertising

Off-Boarding

Starting Experiences

Closure Experiences

time

The start of the relationship.
Fuelled by commerce
Language of self actualisation

It is the conclusion of the relationship.
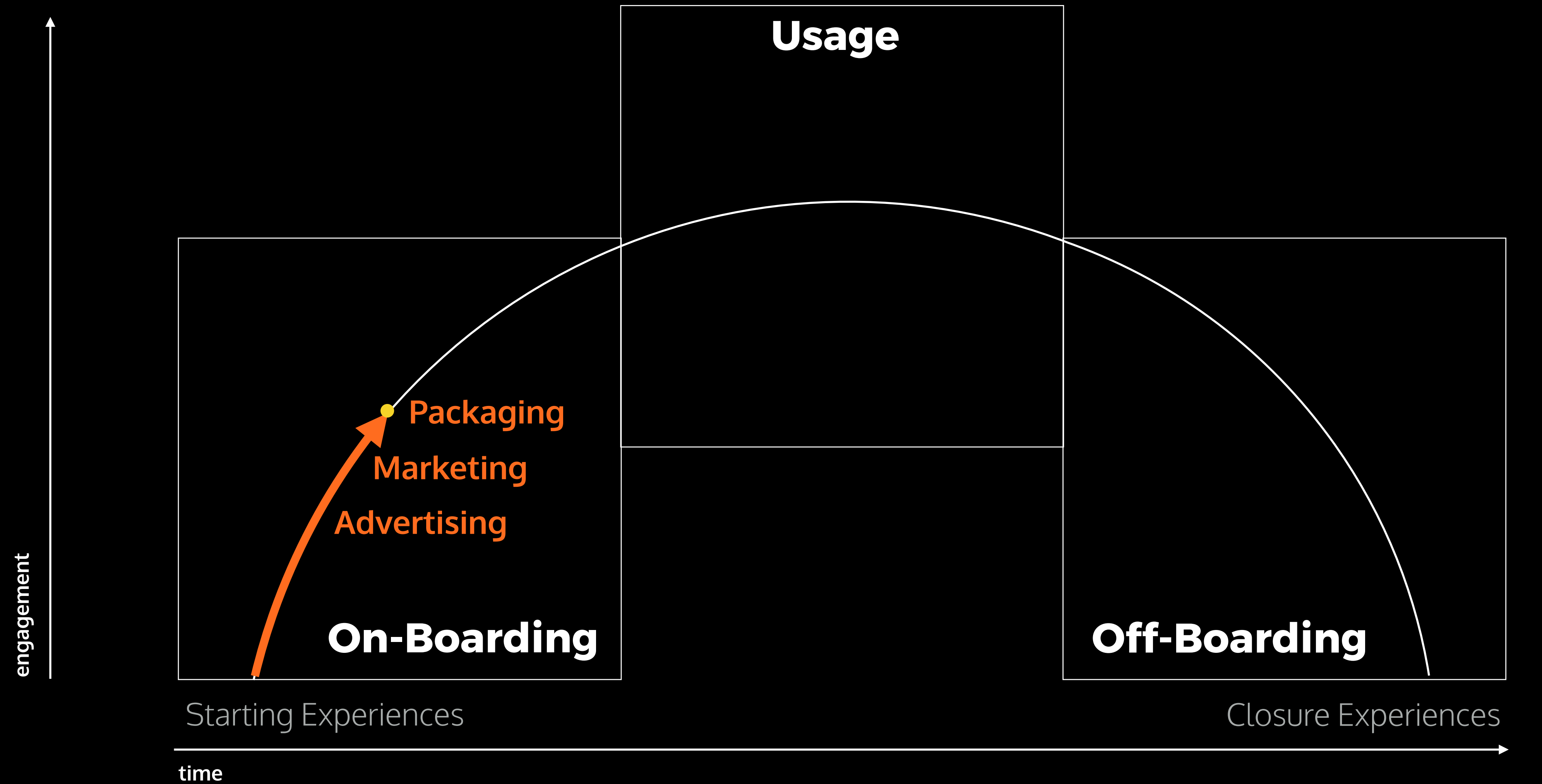Fuelled by society
Language of safety and security

engagement

Usage

Marketing
Advertising

On-Boarding

Off-Boarding

Starting Experiences
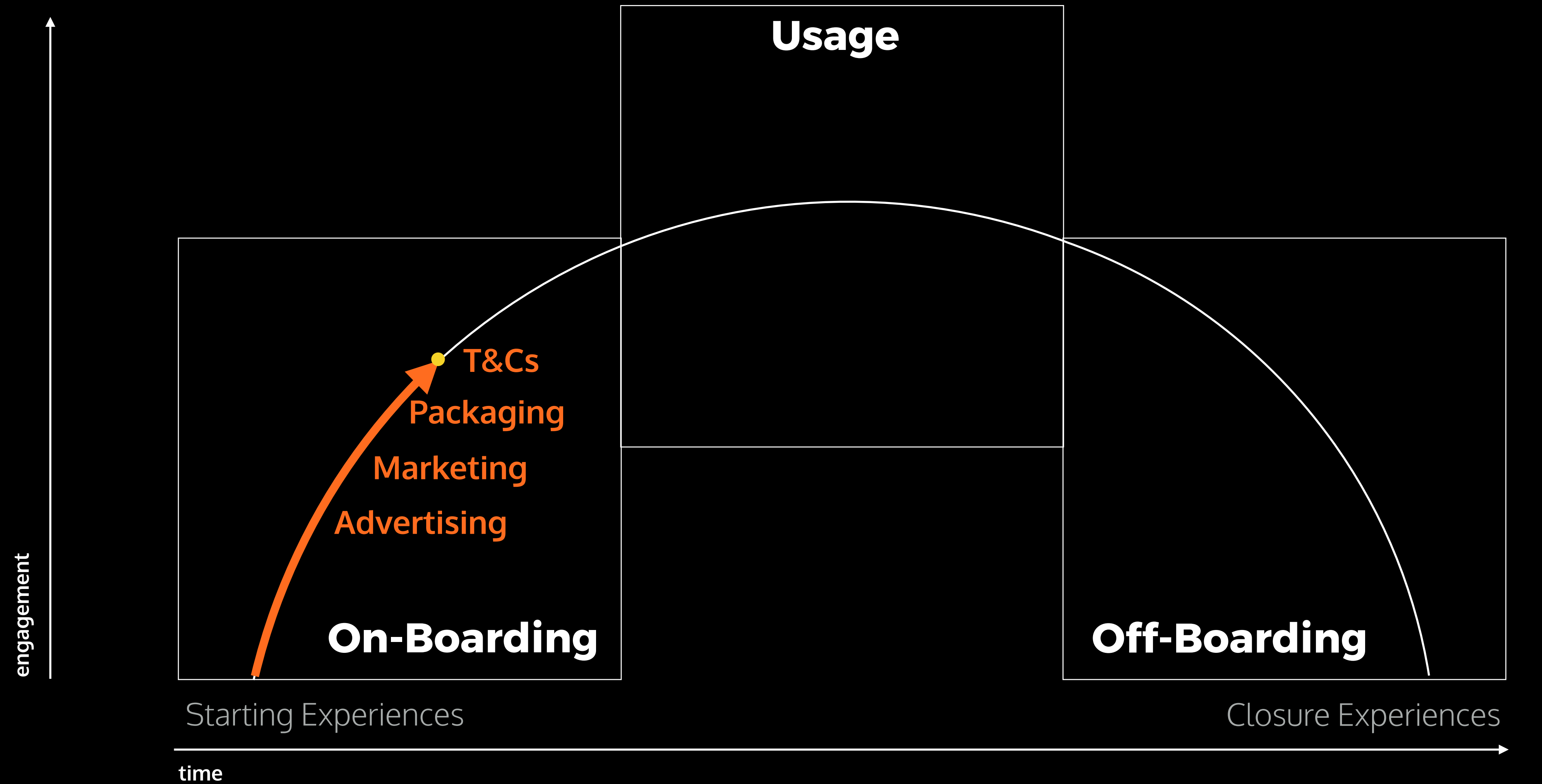
Closure Experiences

time

The start of the relationship.
Fuelled by commerce
Language of self actualisation

It is the conclusion of the relationship.
Fuelled by society
Language of safety and security

Usage

engagement

Packaging

Marketing

Advertising

On-Boarding

Off-Boarding

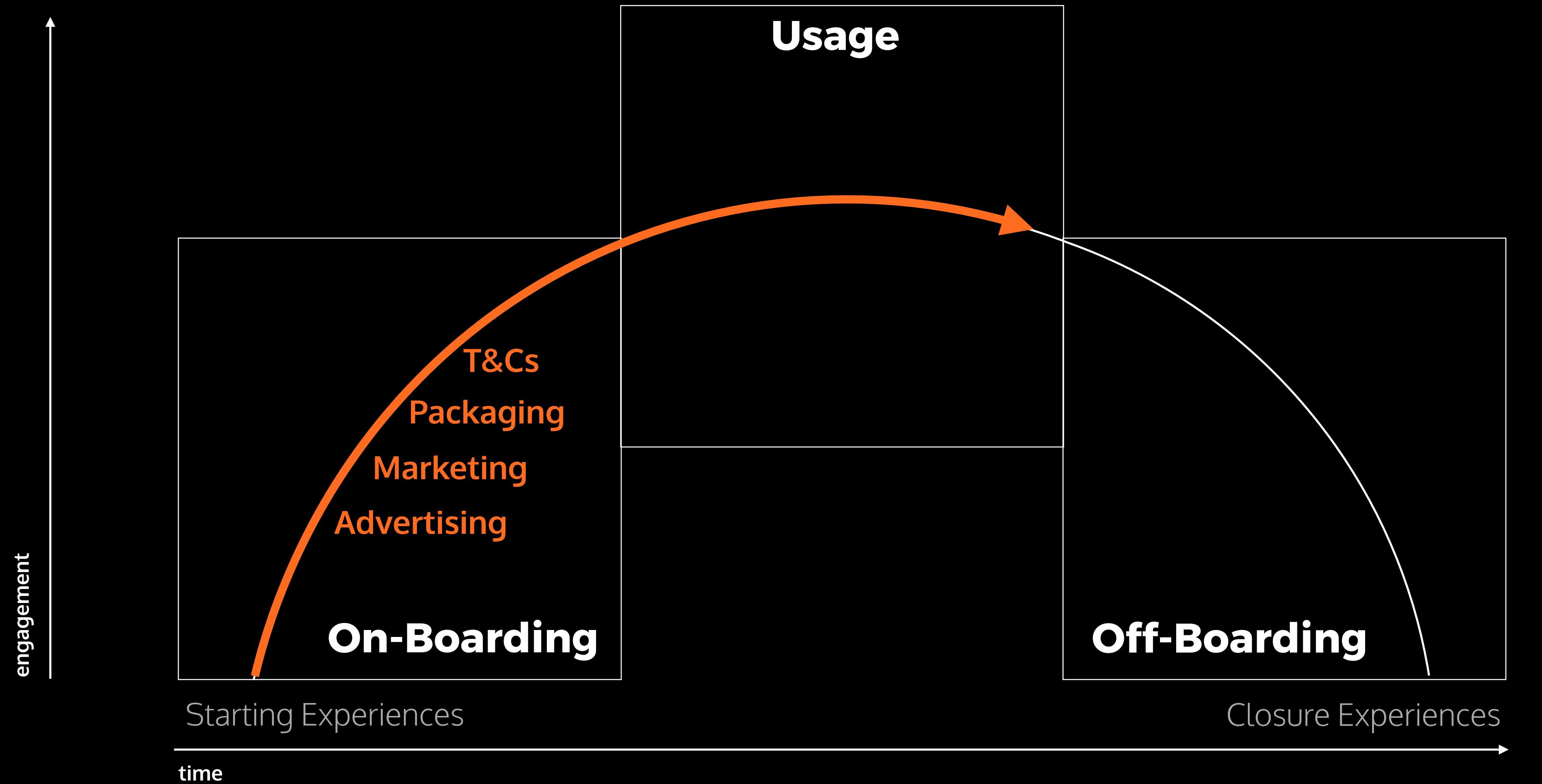Starting Experiences

Closure Experiences

time

The start of the relationship.

Fuelled by commerce

Language of self actualisation

It is the conclusion of the relationship.

Fuelled by society

Language of safety and security

Usage

On-Boarding

Off-Boarding

engagement

T&Cs
Packaging
Marketing
Advertising

Starting Experiences

Closure Experiences

time

The start of the relationship.
Fuelled by commerce
Language of self actualisation

It is the conclusion of the relationship.
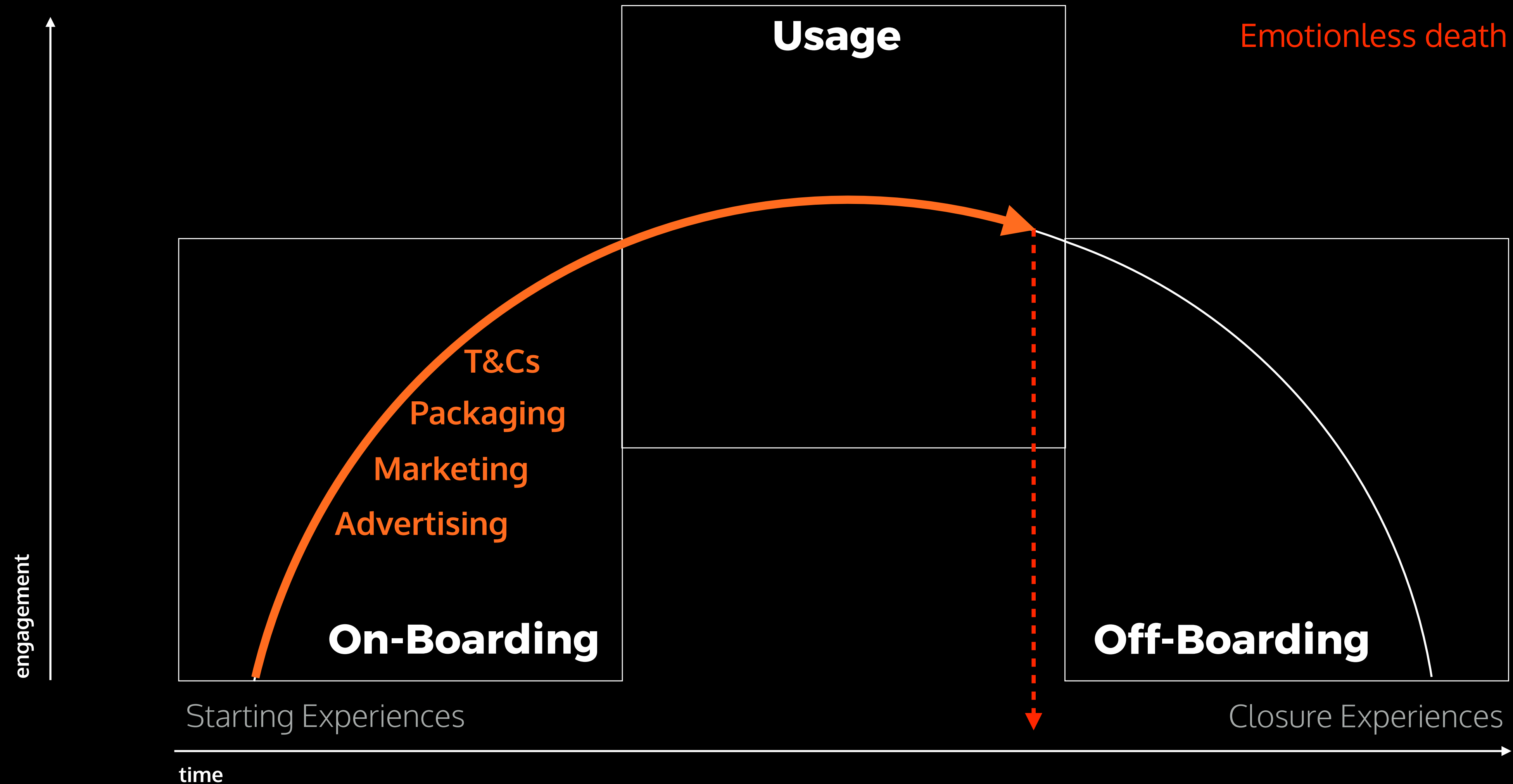Fuelled by society
Language of safety and security

Usage

engagement

T&Cs

Packaging

Marketing

Advertising

On-Boarding

Off-Boarding

Starting Experiences

Closure Experiences

time

The start of the relationship.

Fuelled by commerce

Language of self actualisation

It is the conclusion of the relationship.
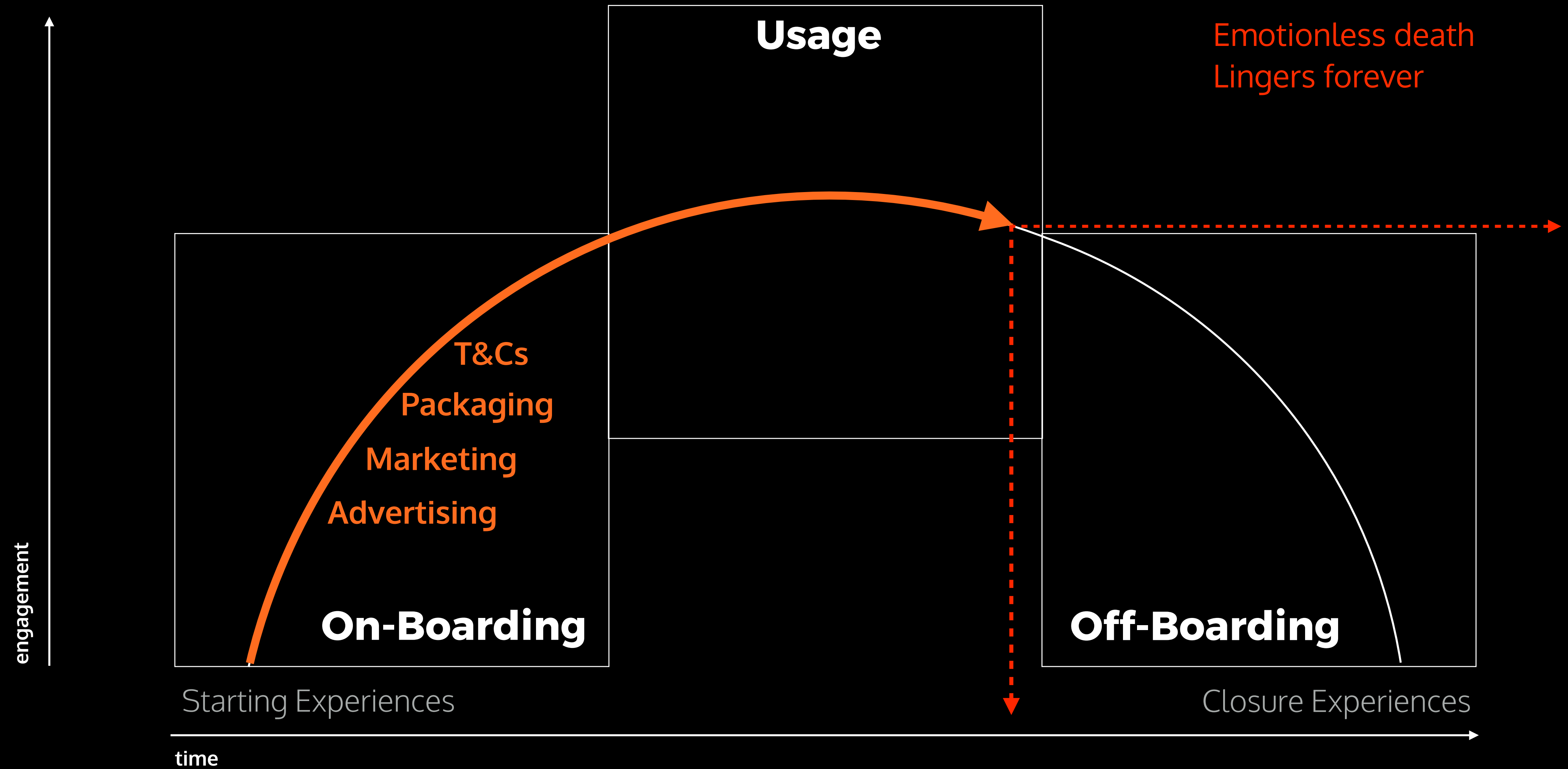
Fuelled by society

Language of safety and security

Usage

Emotionless death

engagement

T&Cs

Packaging

Marketing

Advertising

On-Boarding

Off-Boarding

Starting Experiences

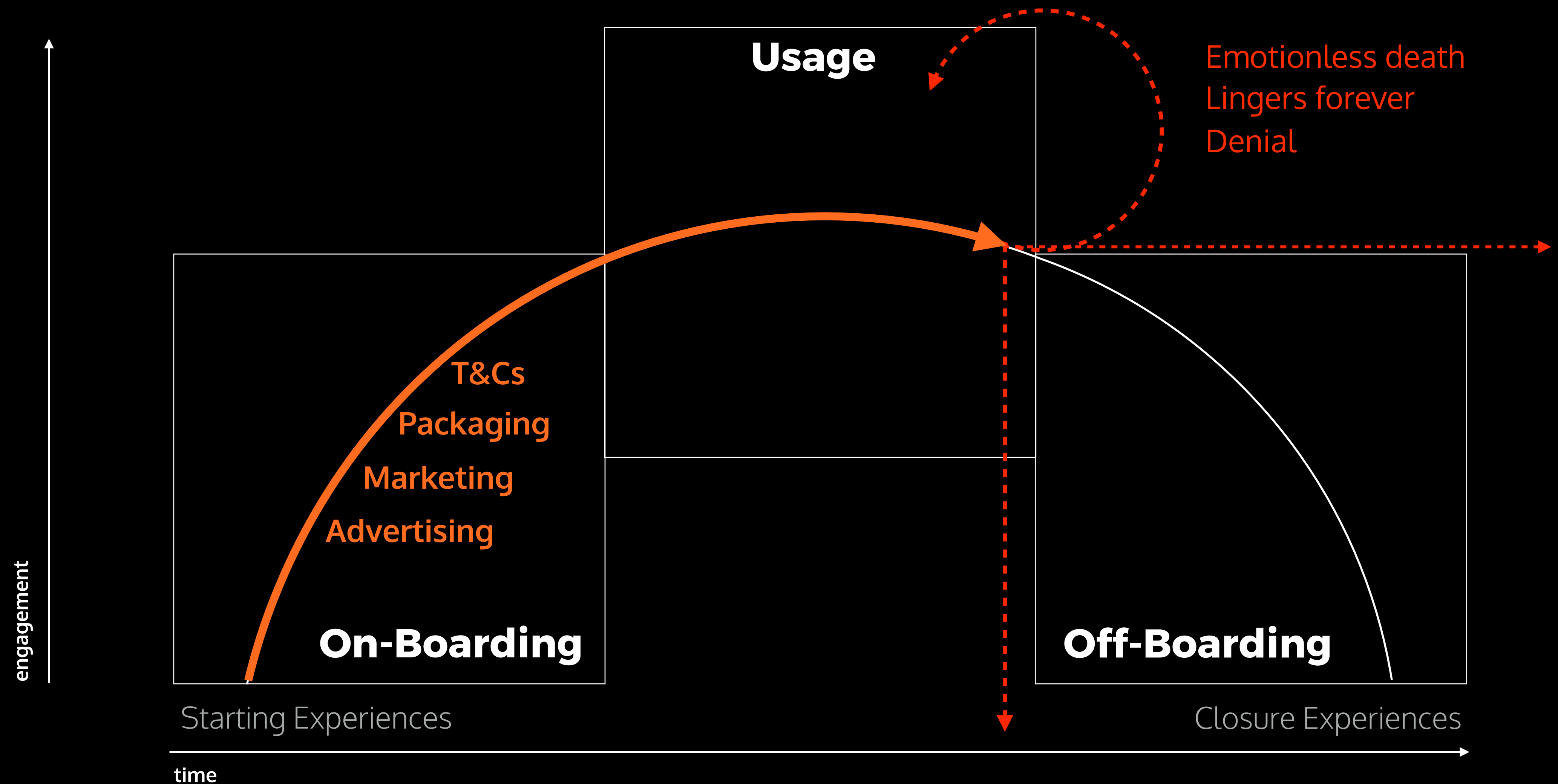Closure Experiences

time

The start of the relationship.

Fuelled by commerce

Language of self actualisation

It is the conclusion of the relationship.

Fuelled by society

Language of safety and security

Usage

Emotionless death
Lingers forever

T&Cs

Packaging

Marketing

Advertising

On-Boarding

Off-Boarding

engagement

Starting Experiences

Closure Experiences

time

The start of the relationship.

Fuelled by commerce

Language of self actualisation

It is the conclusion of the relationship.

Fuelled by society

Language of safety and security

Usage

Emotionless death
Lingers forever
Denial

T&Cs

Packaging

Marketing

Advertising

On-Boarding

Off-Boarding

engagement

Starting Experiences

Closure Experiences

time

The start of the relationship.

Fuelled by commerce

Language of self actualisation

It is the conclusion of the relationship.

Fuelled by society

Language of safety and security

2/3

on-boarding   usage

2/3

on-boarding

usage

ridiculed
threatened
exposed
criticised
blamed

the last 3rd

Modern endings

A brief history of endings

Life was hard

El Ángelus. Jean-François Millet. CC

Death was familiar

Heaven a reward

Belshazzar's Feast. John Martin

Funerals meaningful

A Burial at Ornans by Gustave Courbet. CC

Plague arrived

Meaningless death

Scène de la peste de 1720 à la Tourette by Michel Serre

Mis-managed

Raphael's Portrait of Leo X with cardinals Giulio de' Medici

Protestant uprising

Fasting

Christ in the Desert. Ivan Kramskoi. 1872

Jobs

Eisenwalzwerk. Adolph von Menzel [Public domain or Public domain], via Wikimedia Commons

Investment

Peder Severin Krøyer [Public domain], via Wikimedia Commons

Industrial Revolution

On-Boarding   Off-Boarding

use
life   death
rebirth

1760
Department Stores → **Convenience**
1796

1850
Perception of waste → Invisible Waste (Germs)
John Snow. 1854.

1900
Selling Dreams ← **Self actualisation**
Modern Advertising 1850

1910
Disposable → The Dixie Cup. 1907

1920
Distancing of waste → Waste Disposal
1927

1930
Progressive Obsolescence ← **You deserve it**
1929

1940
Value in waste removed → Last Rag and Bone man
1950

1950
Identity tethered ← **Savings not necessary**
Credit Cards. Americard
by Bank of America. 1958

1960
Invisible waste impacts generations → Silent Spring. Rachel Carson. 1962

1970
Modern Green movement emerges → Apollo 8. Earth Rise photo. 1968

1980
Human activity heating planet → Intergovernmental Panel
on Climate Change
1988

2000
1-click shopping. Amazon. 1999 ← **Digitisation of consumer id**

2010
Personal endorsements
Instagram, 3.5b likes a day ← **Emotional digital consumption**

present

consumer self   **civil self**

andEnd. Joe Macleod. @mrmacleod   andEnd.co

me me me me

US US US US

?

Consumer experiences ←→ **Waste and Closure**

Consumer Self
Enjoys consumer experiences

Civil Self
Criticises consumptions ills

me me me me me me me me me

On-Boarding

Off-Boarding

us us us US

me me me me me me me

Emotions thrilled and delighted
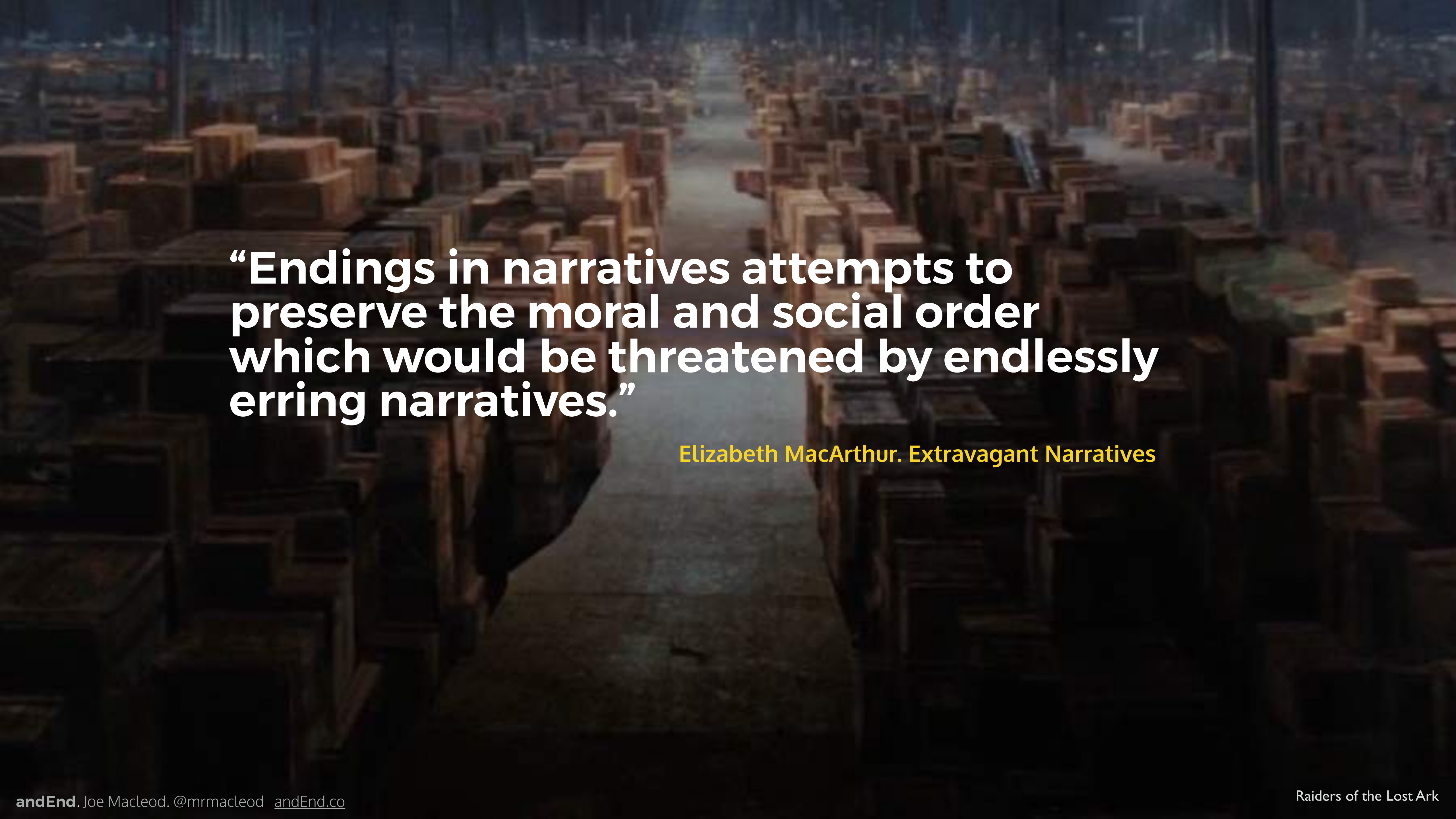
Plastic waste

us us us us

Why do emotional endings

"Endings in narratives attempts to preserve the moral and social order which would be threatened by endlessly erring narratives."

Elizabeth MacArthur. Extravagant Narratives
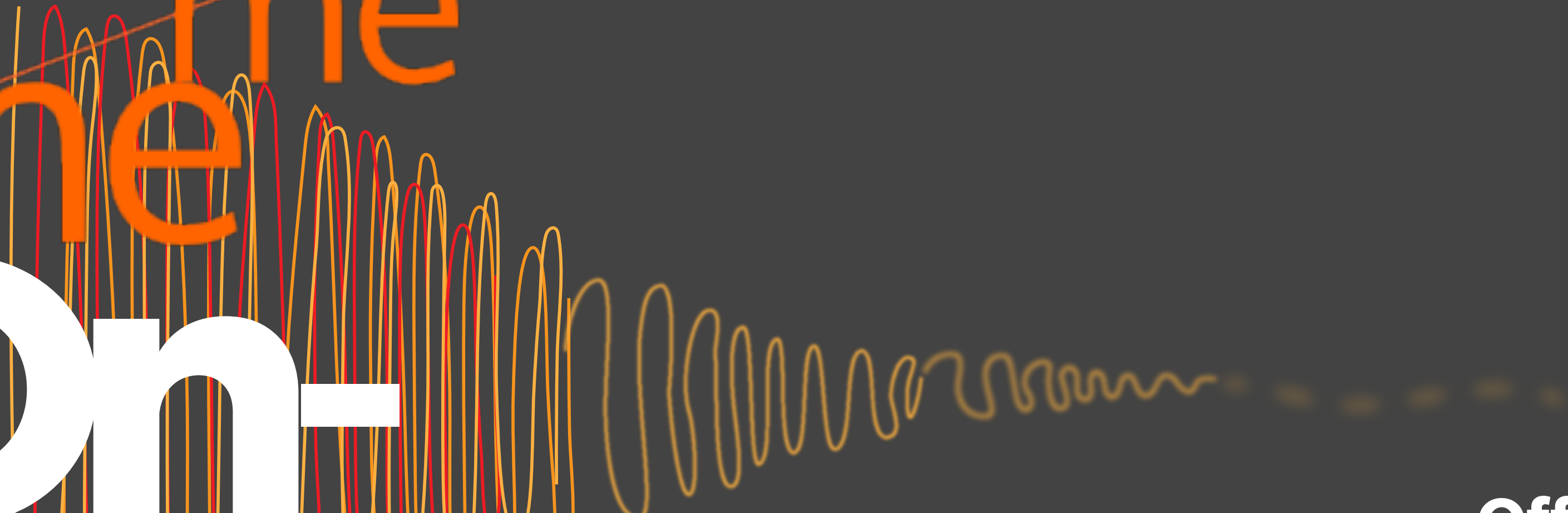
Raiders of the Lost Ark

"Solid closure in conventional narratives and histories satisfies individual and social desire for moral authority, a purposeful interpretation of life, and genuine stability"

Richard Neupert. The End, Narration and Closure in Film

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Raging Bull

Psychology of Endings

Thinking fast and slow

"people judge experiences based on their Peak (an intense moment of the experience) and at their End"

Daniel Kahneman.

Psychology of Endings. Peek End Rule

joy

in-different

agony

feeling

time

+peak

-peak

end

Daniel Kaheman.
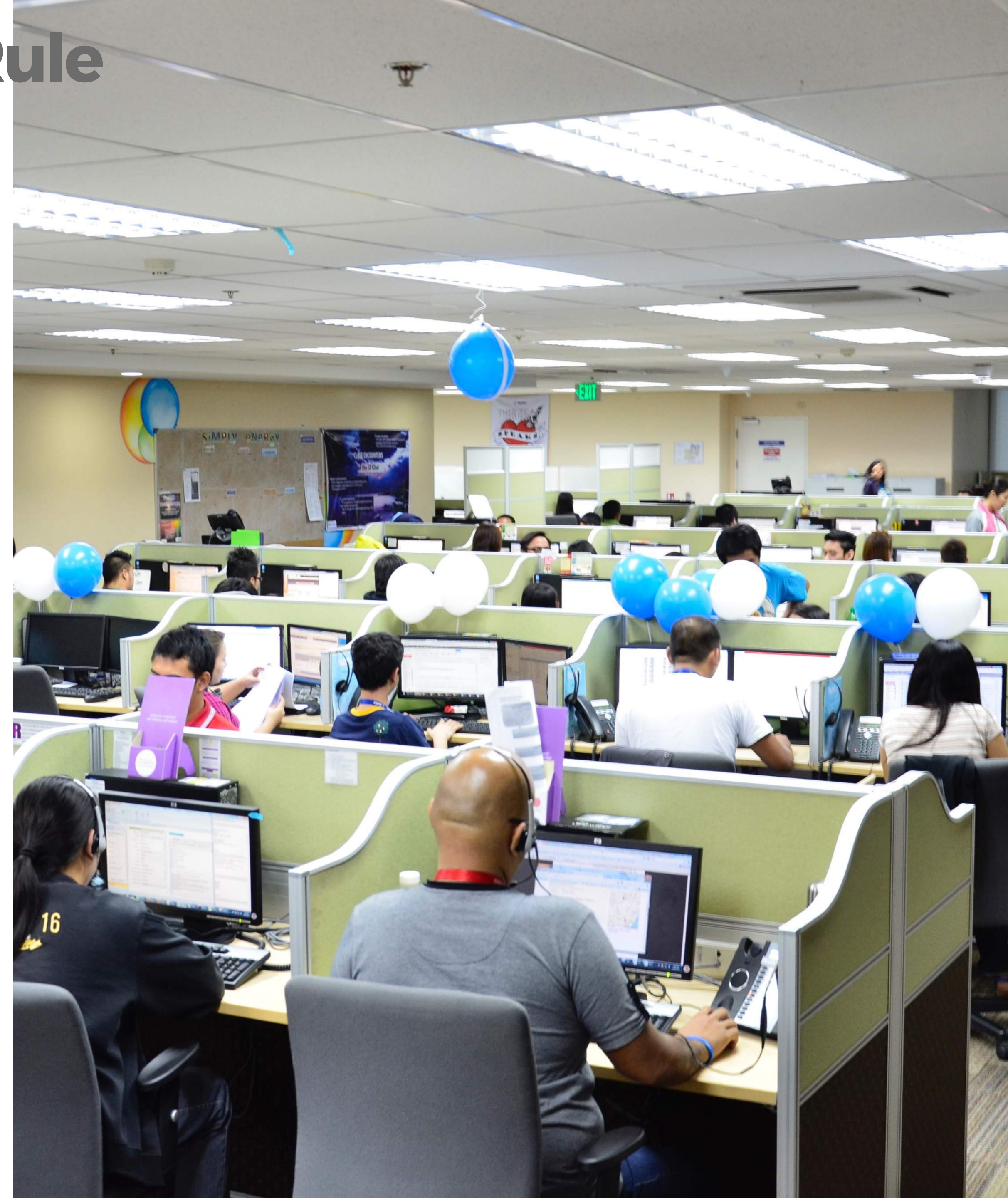
Ends.
For businesses in products and services

What, how and when with Ends.

Intent	Strategies	Sequence	Consumer experience	Tools
What are we intending to achieve with Ends?	How will it impact a businesses strategy?	When will Ends impact the product lifecycle?	How should Ends be implemented to the consumer experience?	What tools can we use to improve consumer off-boarding?

Intent.

What are we intending to achieve with Ends?

Intent.

Ends bring opportunity to **Reflect** **Take Responsibility** make **Actionable Change** to improve the ills of consumption.

Intent for Ends.

Ends bring opportunity
to **Reflect**
Take Responsibility
make **Actionable Change** to
improve the ills of consumption.

Ends in business culture.

An **Open Conversation**,
that inspires **Collaborative Effort**
in **Actively Controlling and
Concluding** the life
of the product or service.

Ends as a consumer experience.

Consciously Connected to the
rest of the experience through
Emotional Triggers that are
Actionable by the user in a
Timely manner.

Ends in business culture.

An **Open Conversation**, that inspires **Collaborative Effort** in **Actively Controlling and Concluding** the life of the product or service.

Open Conversation

An **Open Conversation**,
that inspires **Collaborative Effort**
in **actively controlling and concluding** the life
of the product or service.

LinkedIn

Reid Hoffman

"Acknowledging that your employees might leave is how you build the relationship that convinces great people to stay."

Reid Hoffman

Inspires Collaborative Effort

An **Open Conversation**,
that inspires **Collaborative Effort**
in **actively controlling and concluding** the life
of the product or service.

Fairphone

Actively Concluding

An **Open Conversation**,
that inspires **Collaborative Effort**
in **actively controlling and concluding** the life
of the product or service.

Patagonia

WORN WEAR

SHOP   INSIDE WORN WEAR   *What are you looking for?*

Worn Wear is Patagonia's program that keeps gear in action longer.

Join us to repair, share and recycle your gear.

We're bringing Worn Wear to you. Find us on the road or at an event and we'll help you keep your gear in action longer so you can buy less.

Business Strategy.

How will Ends impact a businesses strategy?

Multiple Engagements.

Single engagement

Targeting
Acquiring
Assuming a customer forever

Single engagement

Ends happen

customer

acquired

targeted

forever...

engagement

time

Single engagement

Ends happen

customer

acquired

shards of broken experiences

engagement

targeted

time

andEnd. Joe Macleod. @mrmacleod andEnd.co

Single engagement

Ends happen

customer

acquired

engagement

targeted

time

waste plastic

revenge porn

lost pensions
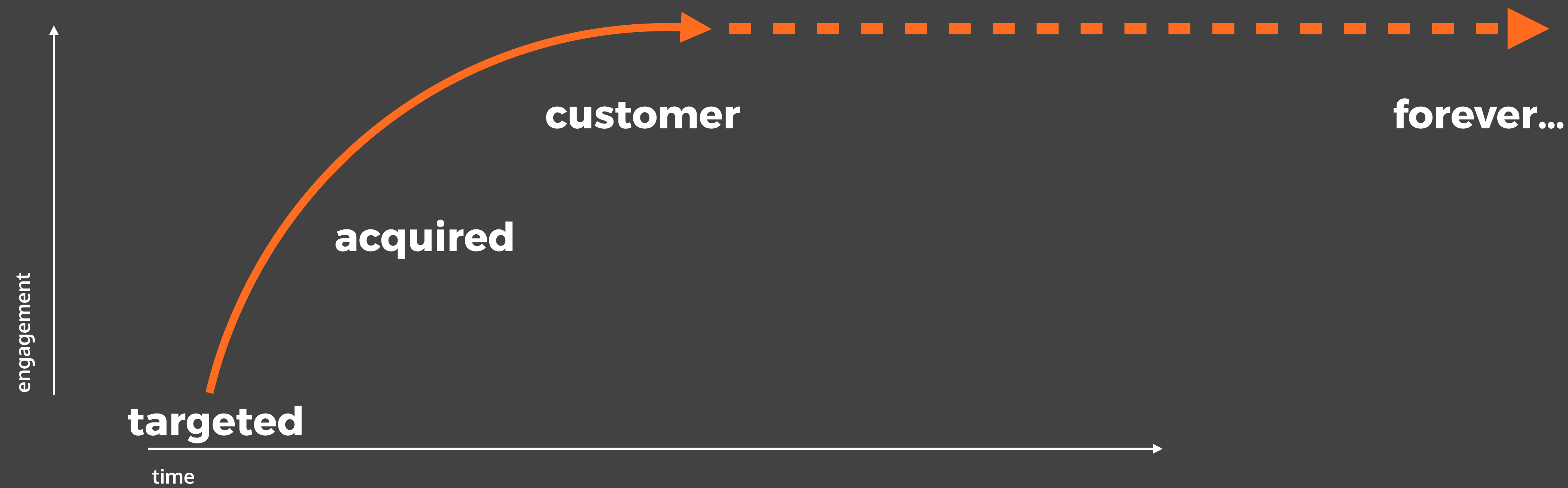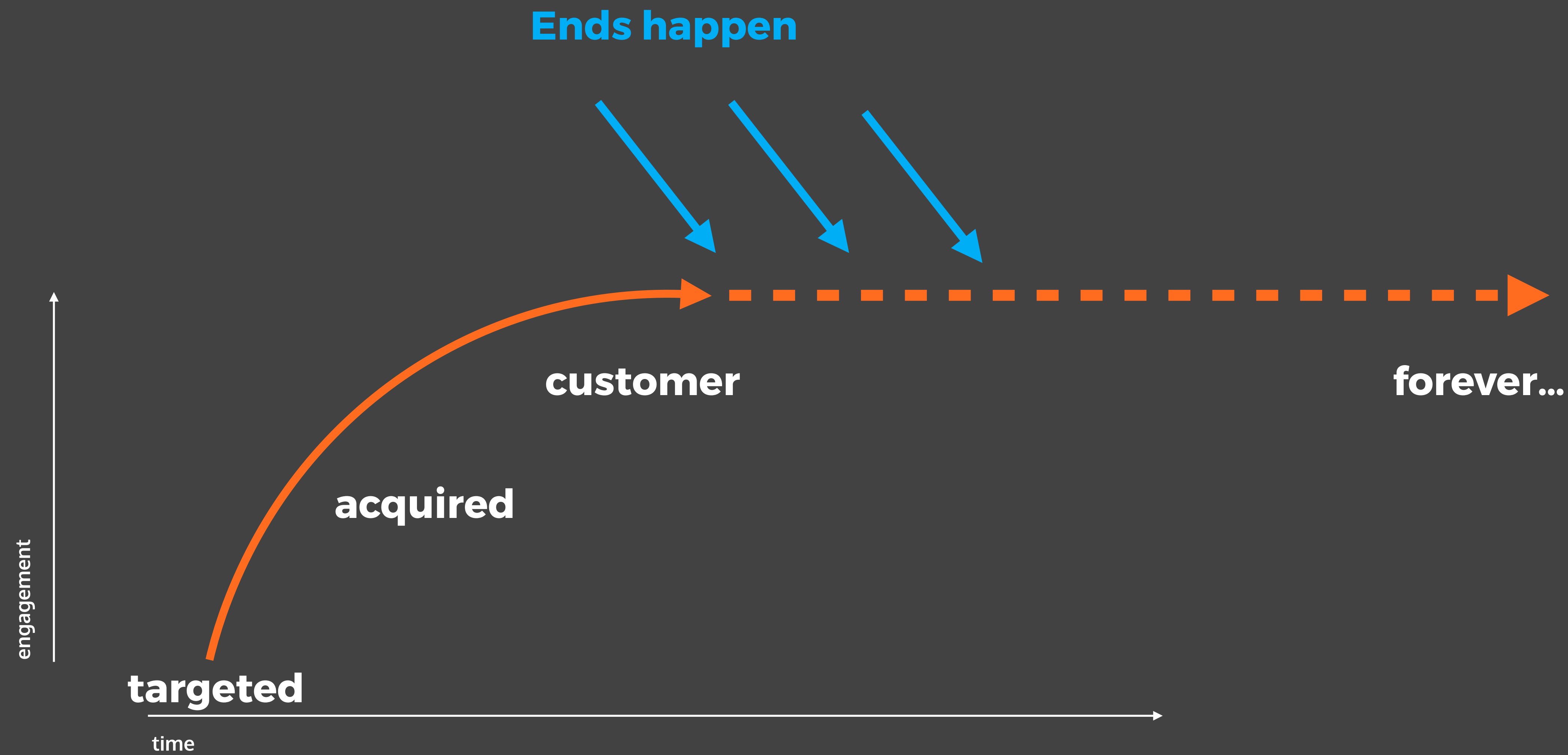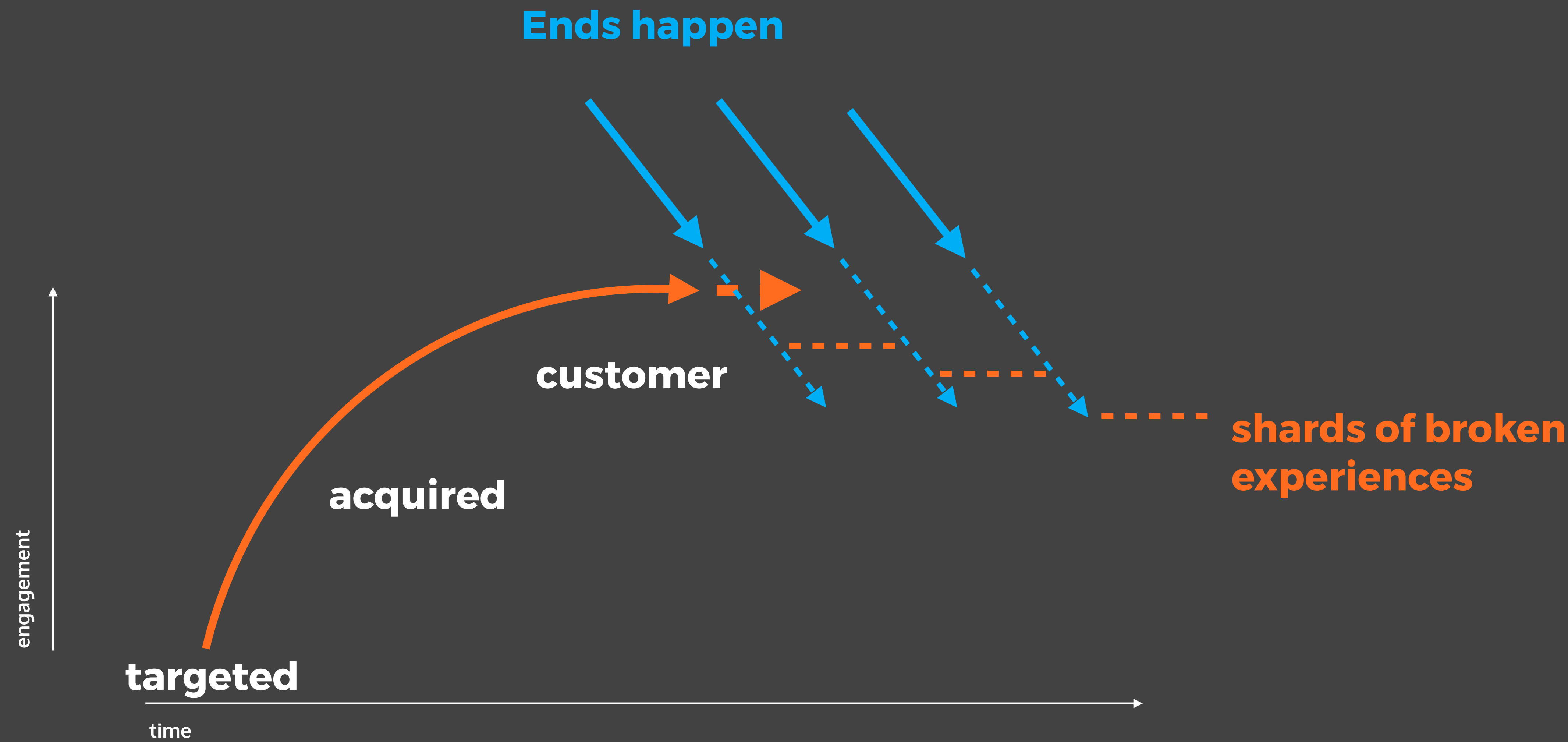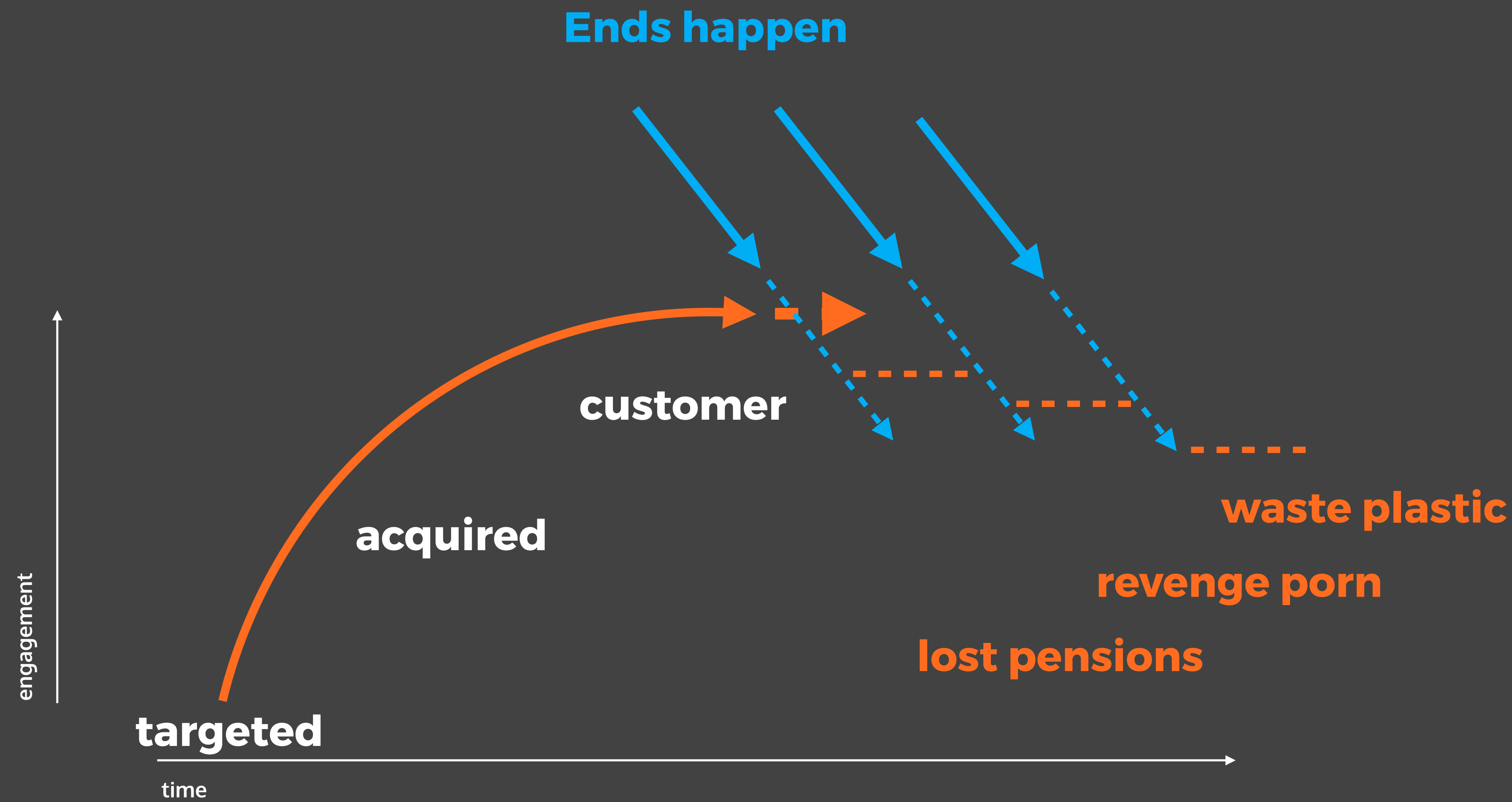
Multiple engagements

Targeting
Acquiring
Considered endings

Ends helps multiple engagement

Ends happen

customer

acquired

engagement

targeted

time

andEnd. Joe Macleod. @mrmacleod   andEnd.co

Ends helps multiple engagement

Ends happen

customer

acquired

engagement

conversational
collaborative
control

targeted

time

Ends helps multiple engagement

Ends happen

customer

acquired

conversational
collaborative
control

Ending

engagement

targeted

time

andEnd. Joe Macleod. @mrmacleod andEnd.co
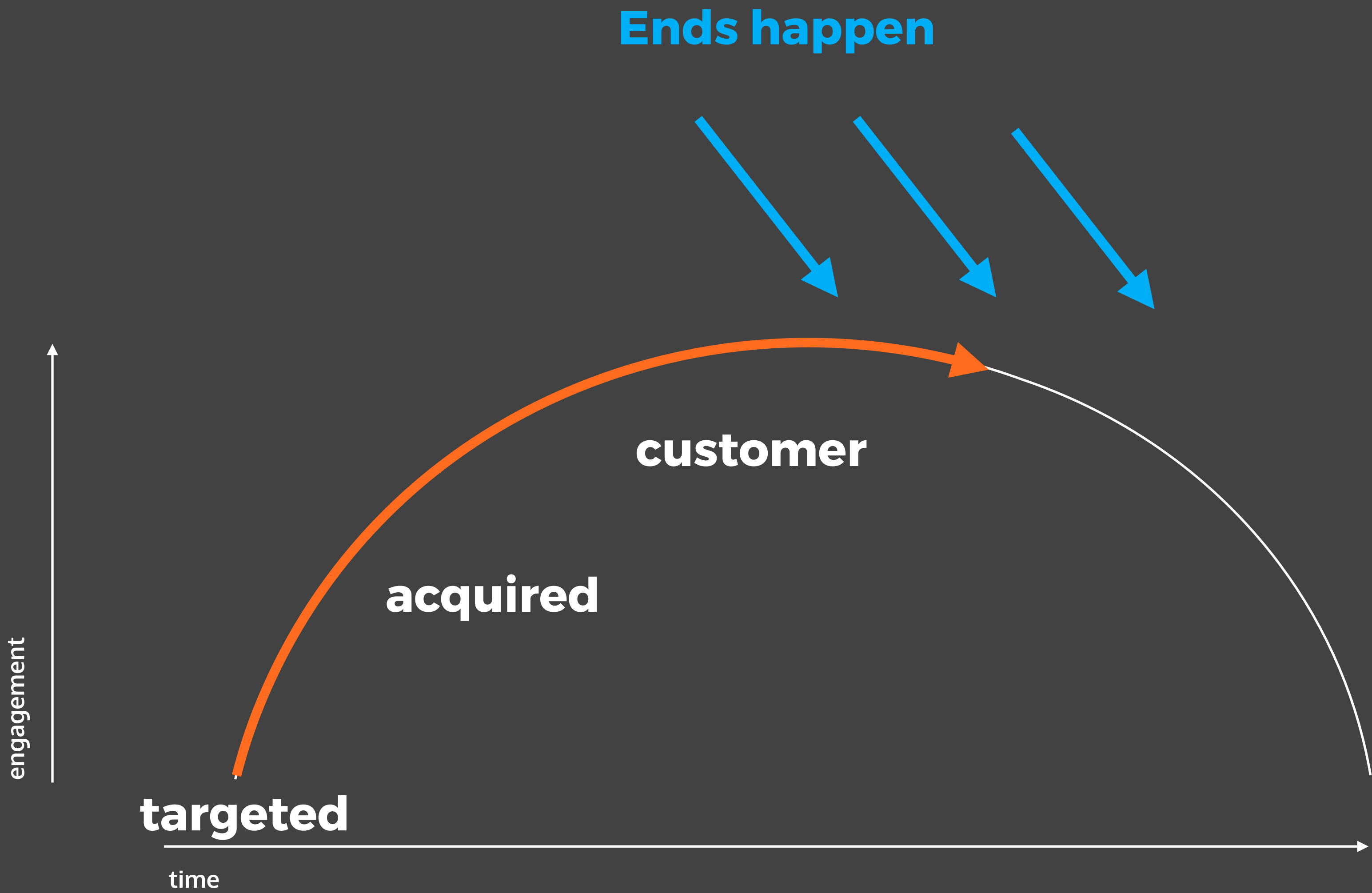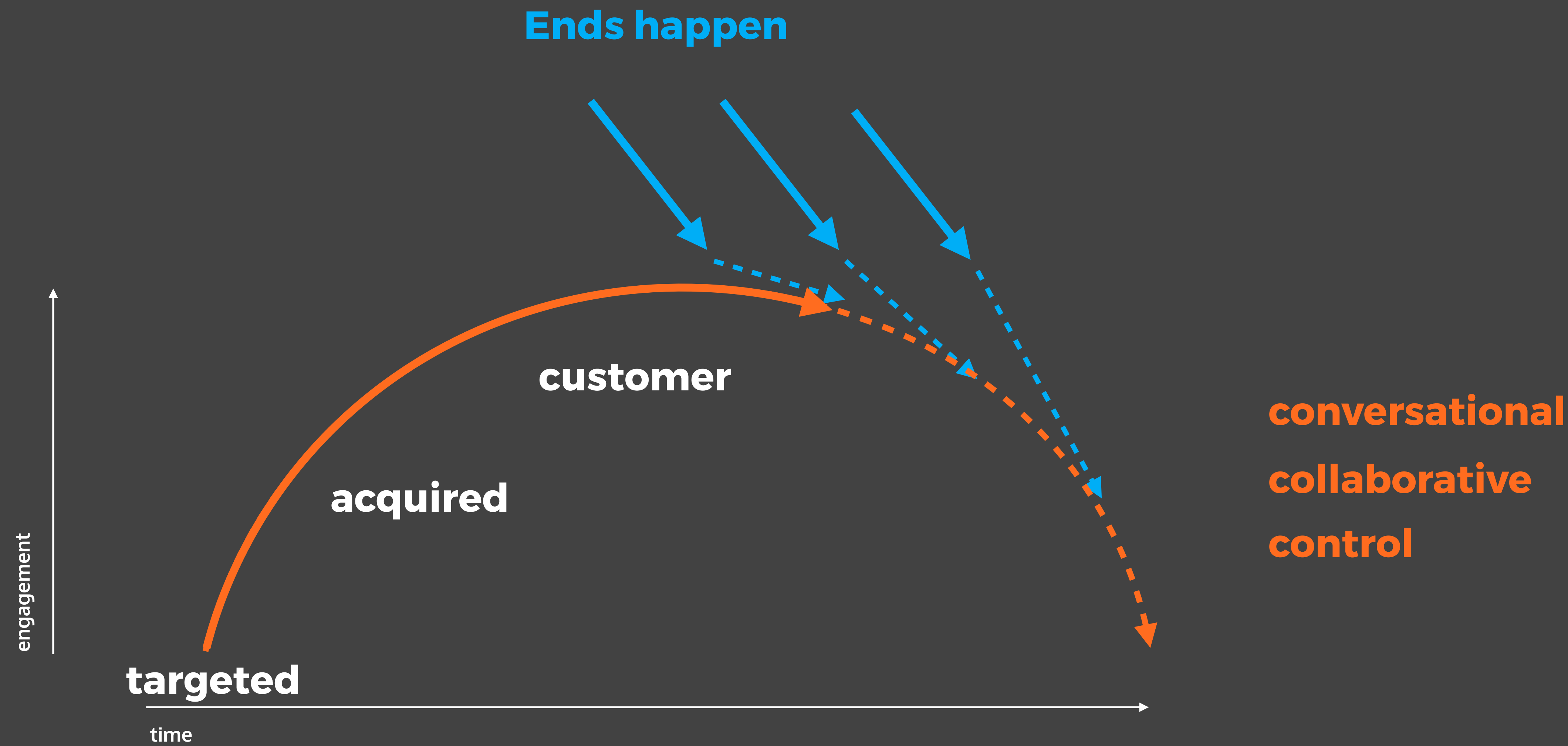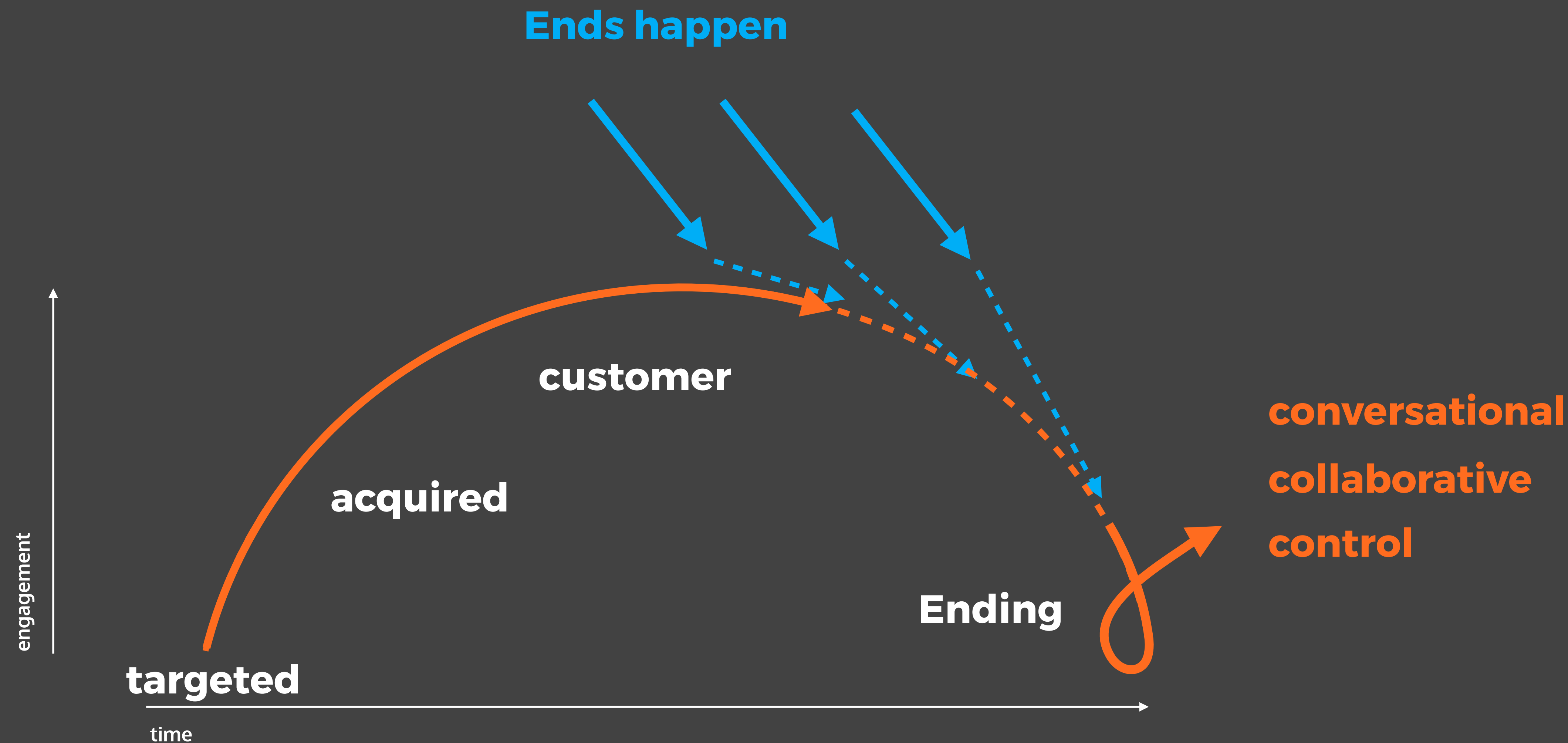
Ends Increase Engagement

Kia

"The major reason people buy our product now is the 7 year warranty. Price has slipped to third."

COO of Kia Australia, Damien Meredith

Snapchat

"Delete is our default"
SnapChat.

SnapChat 203 million users in 2019.

35% of Snapchat users use it because their content disappears.

Endings and sales.

"In a world of information parity, the new guiding principle is seller beware."

Daniel H. Pink

← **History Present and *future*** →

Buyer Beware

"**Asymmetrical information creates all sorts of headaches.** If the seller knows much more about the product than the buyer, the buyer understandably gets suspicious."

Seller Beware

"The balance has shifted. **If you're a buyer and you've got just as much information as the seller**, along with the means to talk back, you're no longer the only one who needs to be on notice."

Endings and sales. Seller Beware

"Depending on the study you look at, buyers are doing between 60-80% of research before they engage with sales."

Liston Witherill

Becoming an Ex

"Doubts are often ignited from organisational changes, personal burnout, a change in relationships, or the effect of some event. These doubts are then reflected to peers or friends as cuing behaviour."

Helen Rose Ebaugh

Endings and sales. Role Exit

cuing behaviour → agreement of others → reinforcement of doubts

First doubts → assess following situations → seeking out individuals who will reinforce doubts → negative interpretation of subsequent events → Seek alternatives

- Organisational changes
- Burnout
- Changes in relationships
- Events
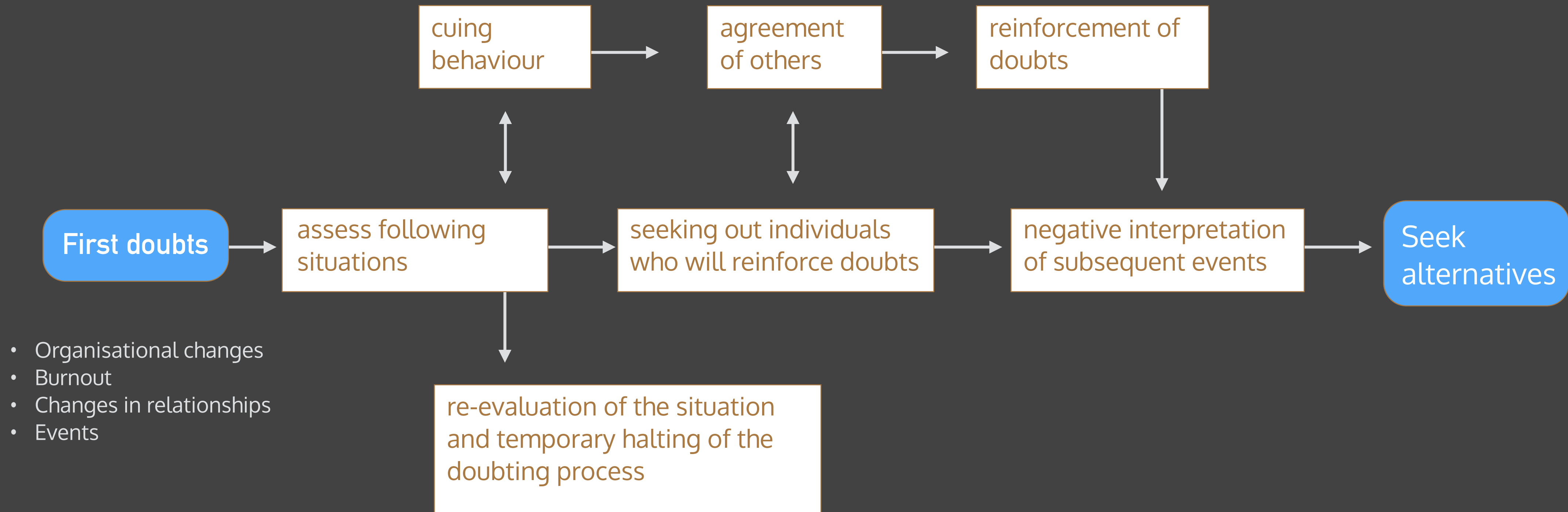
re-evaluation of the situation and temporary halting of the doubting process

The End is started with a doubt

Aggregators in the UK grew by 15% 2015-16
University of Warwick Economics Research Papers

85% of UK consumers have used such a site.
UK's Competition and Markets Authority

2016 revenue is £800m ($1.1bn)

Raise consumer satisfaction

Gyms

Attrition rate **30-50%**.

www.ptdirect.com

2 in 5 people had trouble canceling contracts.
1 in 4 people had a notice period over 1 month.
1 in 5 found they couldn't leave due to being tied in for minimum term.

which.co.uk

TV

AT&T

Gyms

MEMBERSHIP

No contract. Unbelievable value gym memberships

NO CONTRACT

ALL OF OUR GYMS ARE NO CONTRACT MEANING YOU ARE NOT TIED IN IF YOUR CIRCUMSTANCES CHANGE. CANCELLING A GYM MEMBERSHIP IS JUST AS EASY AS JOINING. YOU CAN FIND OUT HOW TO *CANCEL HERE*.

Netflix Originals

TV

Trending Now

LOST
IN
SPACE

Watch It Again

Continue Watch

NETFLIX

"We are proud of the no-hassle online cancellation. Members can leave when they want and come back when they want."

Netflix users 118.9M 2018. (up from 94.36M).
Customer satisfaction of 78%.
Traditional Pay-TV at 62% (lowest in 11 years).

Consumer experience

How should Ends be implemented to the consumer experience?

Consumer experience.
Areas of consideration
for Off-Boarding and Ends.

- **Ends dates**
  Time out, Credit out, etc.

- **Life expectancy**
  Tell the consumer about the
  end at the beginning.

- **Transaction model.**
  Transparent, consumer
  has leverage, etc.

- **Ending the old one.**
  Remove, replace, clear.

- **Consciously connected**
  Tone of voice, styles,

- **Actively end the life.**
  Don't let experiences linger.

- **Collaborative effort.**
  Work with the consumer to end.

- **Open conversation.**
  Positive engagement.
  Avoid hard lock-in/up-sell.

- **Descending engagement**

- **Neutralise**

- **Emotional Reflection**

- **Giving Thanks**

- **Aftermath target**

On-Boarding **Usage** **Off-Boarding**

Intent for the consumer.

Consciously Connected to the rest of the experience through **Emotional Triggers** that are **Actionable** by the user in a **Timely manner**.

Consciously connected, *beginning to end*?

Cool, refreshing, delicious, instant.

Start

Emotional persuasion

Plastics in the sea

End

Material guilt

andEnd. Joe Macleod. @mrmacleod   andEnd.co

Ikea. Removal & recycling

"pick up the old goods in the same trip for an on-the-spot swop"

Making the end consciously connected,
beginning to end, **helps move the issue from**

someone else's problem

to accountable.

Is it emotional?

Plain Cigarette Packs

Emotions can be triggered to recognise closure

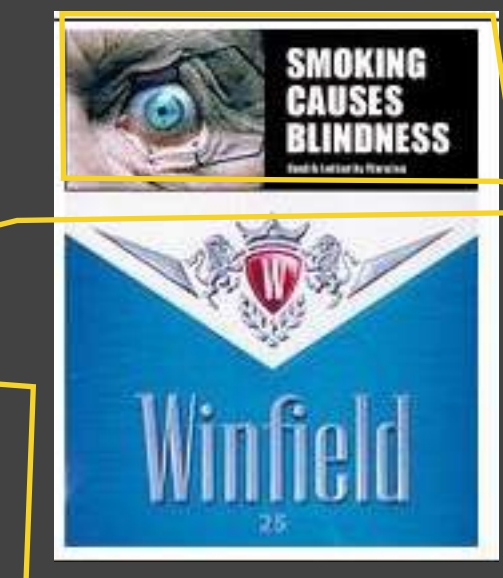Starting Experience = 98%

Closure Experience = 2%

1972

Starting Experience = 90%

Closure Experience = 10%

1995

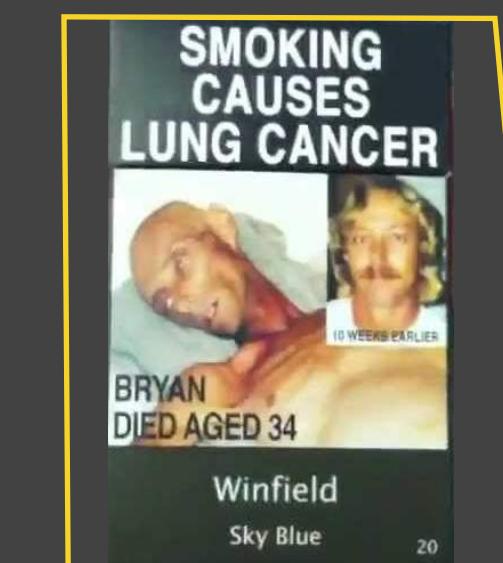Starting Experience = 40%

30% on front, 90% on back

Closure Experience = 60%

Starts to have emotional meaning

2006

Starting Experience = 0%

All brand elements removed – colour, typography, logo. Positive emotional message gone
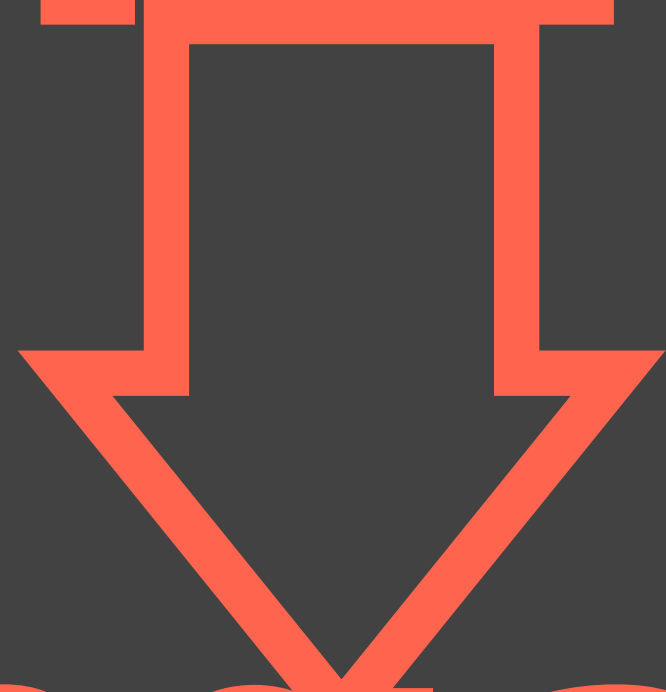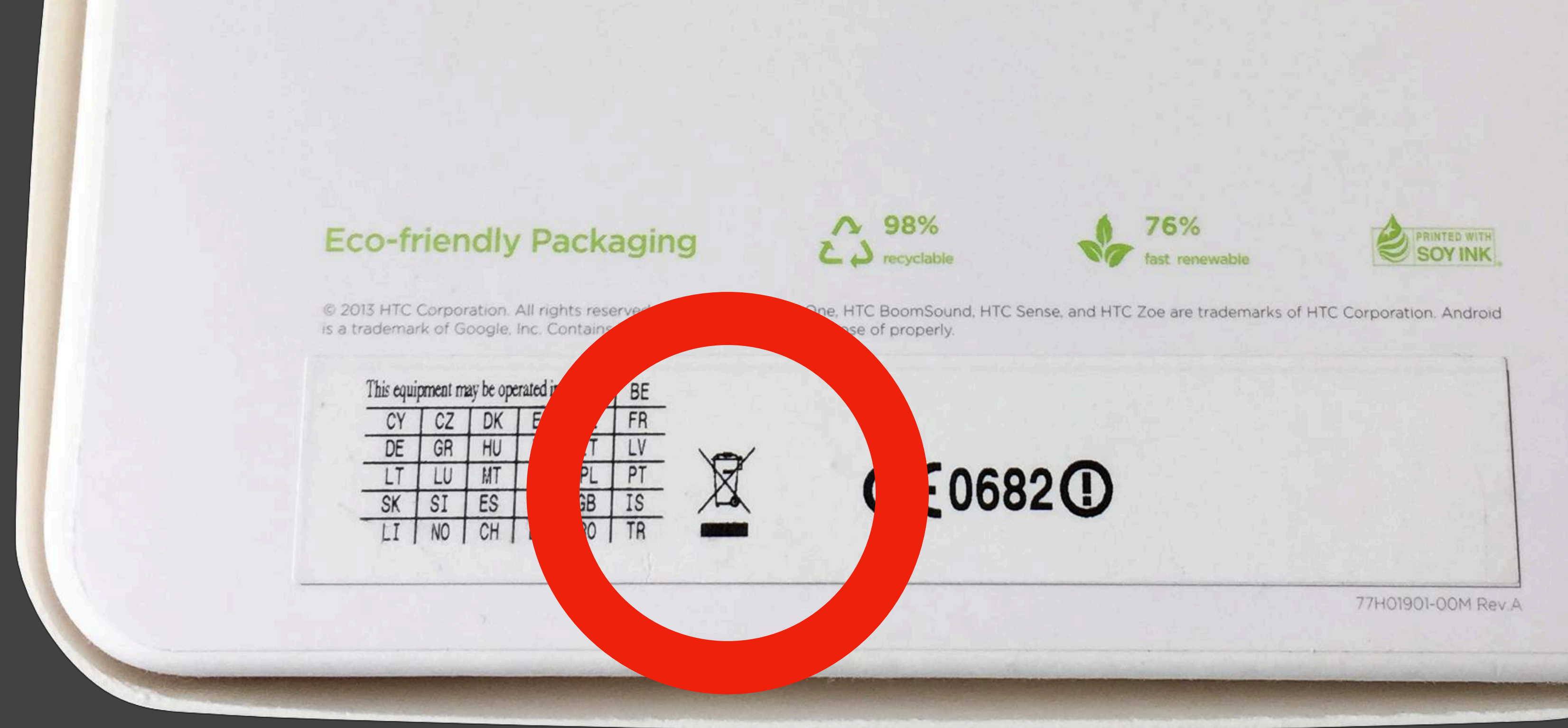
Closure Experience = 100%

2012

Making the end **emotional** helps move the consumer from

indifference

to engaged.

Is it actionable?
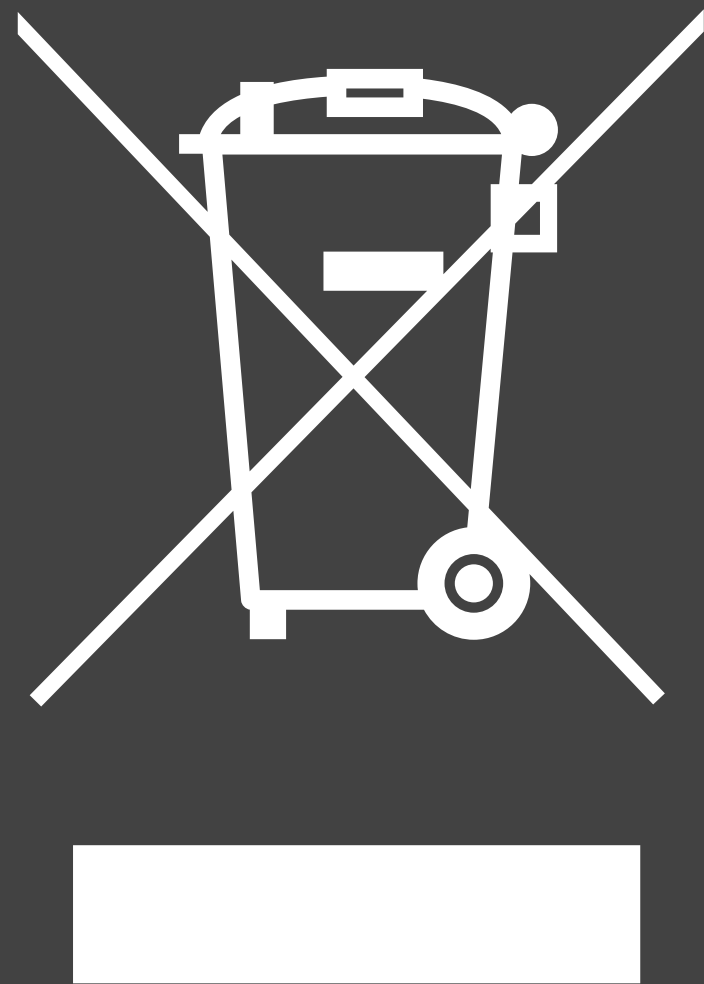
Is it actionable?

Making the end **actionable** moves the consumer from

Circle of concern → actionable → Circle of influence

Is it timely?

Emotional endings

this bell
three times well
its toll to clearly say
my treatment's done
this course is run
and I am on my way!

Designed & Printed by
www.signanddisplay.co.uk

End of treatment bell

lingering

to having context and closure.

Example Ends.

Ex: Designing for reflection ...at the end

Designing for reflection...at the end

Flights

Designing for reflection...at the end

Costs Of A Flight

Ticket	$116	
$ 16.3	Profit	

Costs of the remaining $100

$ 33.00	Labour costs
$ 15.30	Fuel
$ 7.30	Planes
$ 4.40	Maintenance and Rents
$ 8.60	Professional Services
$ 1.70	Food and Beverages served
$ 0.70	Communication
$ 0.90	Advertising
$ 0.80	Keeping lights on, etc
$ 0.80	Commissions
$ 1.90	Landing fees
$ 1.70	Gate and Taxing
$ 12.00	Non-flight related - code swaps, connections
$ 2.00	Employee travel and membership
$ 8.60	Losses not covered by insurance.

$ 116

* travelandleisure.com

Costs loaded at start of customer lifecycle.

Designing for reflection...at the end

Long Term Impact Of A Flight
Temperature change per transport by mode for various years after the emissions.

10^{-15}P km (passenger-kilometers)

0.6

0.4

0.2

0.0

Aviation
Car
2 Wheel
Bus
Train

5 years   20 years   50 years   time

* Jens Borken-Kleefeld, Terje Berntsen and Jan Fuglestvedt.

Designing for reflection...at the end

Before

Ticket $11

$ 16.3	Profit

Costs of the remaining $100

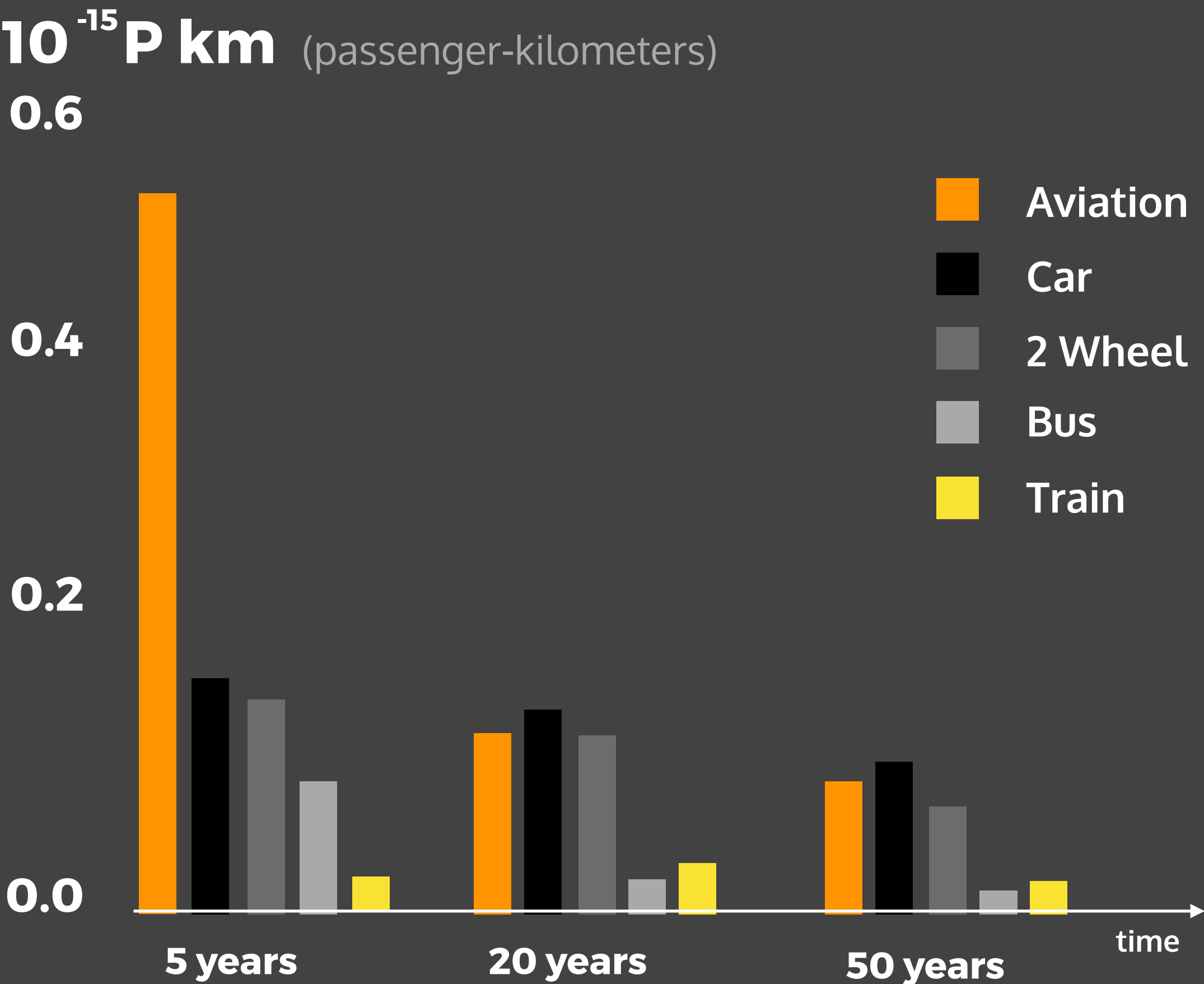|	
$ 33.00	Labour costs
$ 15.30	Fuel
$ 7.30	Planes
$ 4.40	Maintenance and Rents
$ 8.60	Professional Services
$ 1.70	Food and Beverages served
$ 0.70	Communication
$ 0.90	Advertising
$ 0.80	Keeping lights on, etc
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$ 8.60	Losses not covered by insurance.

$ 116
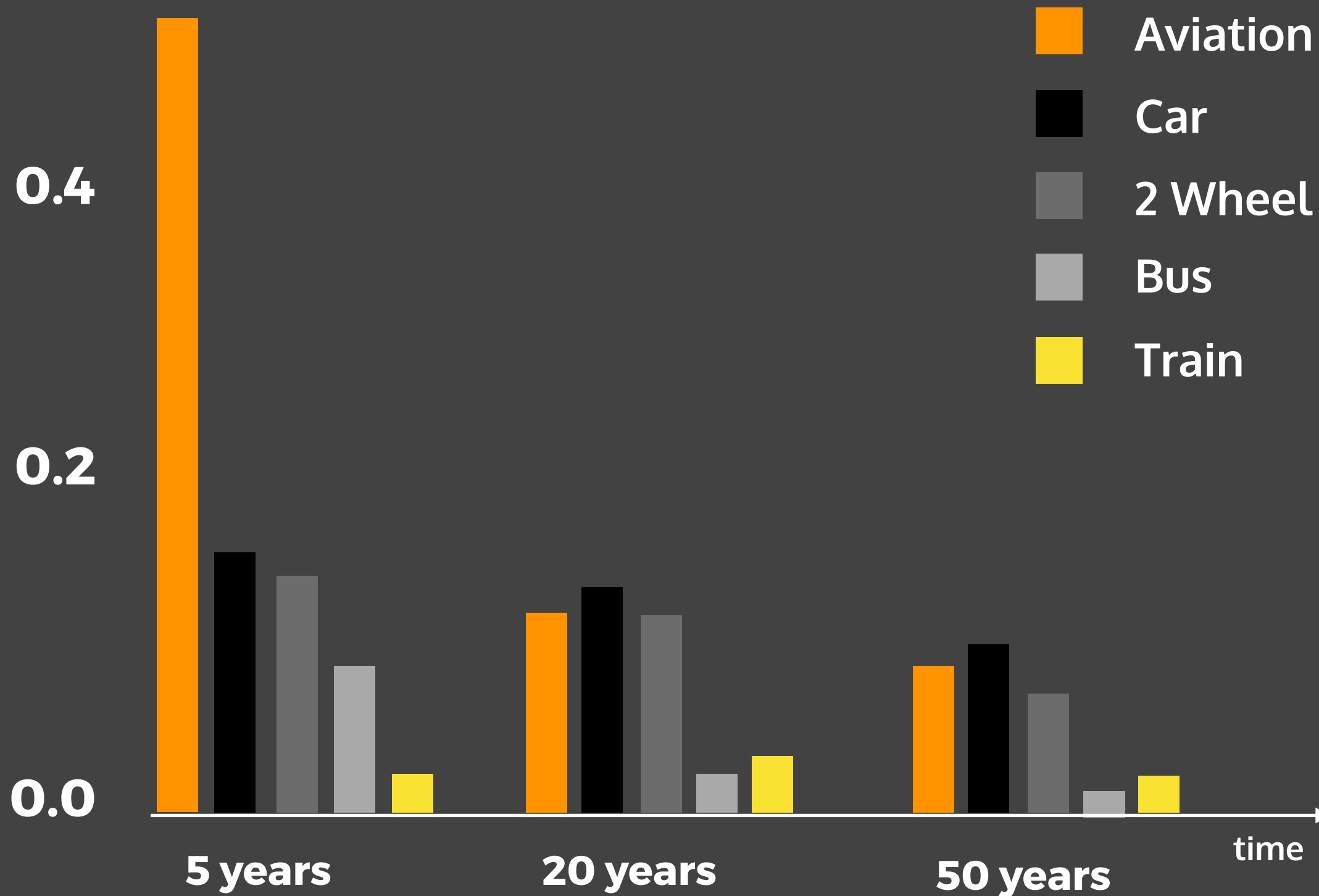
Usage

After

10^{-15} P km (passenger-kilometers)

0.6

0.4

0.2

0.0

5 years   **20 years**   **50 years**   time

Legend:
- Aviation
- Car
- 2 Wheel
- Bus
- Train

* Jens Borken-Kleefeld, Terje Berntsen and Jan Fuglestvedt.

Designing for reflection...at the end

Before **Usage** **After**

£200

1y **2 Hrs** **Consumer Experience** **Temperature impact** **20 years**

Invisible

time

1 year costs of
putting on a flight.

2 hour flight
Stockholm <> London

Designing for reflection...at the end

Before **Usage** **After**

£200 **0.553 t** CO2 impact

1y **2 Hrs** Consumer Experience   *Visible*   **Temperature impact** **20 years**

Invisible   time

1 year costs of
putting on a flight.

2 hour flight
Stockholm <> London

Temperature impact over 20 years drops

£70   £50   £20   £10   £10   £10   £10   £10   £10

Designing for reflection...at the end

Flight cost > **Flight impact**

Payment before > **Scheduled payment**

Hidden > **Accountable**

Overlooked > **Reflection**

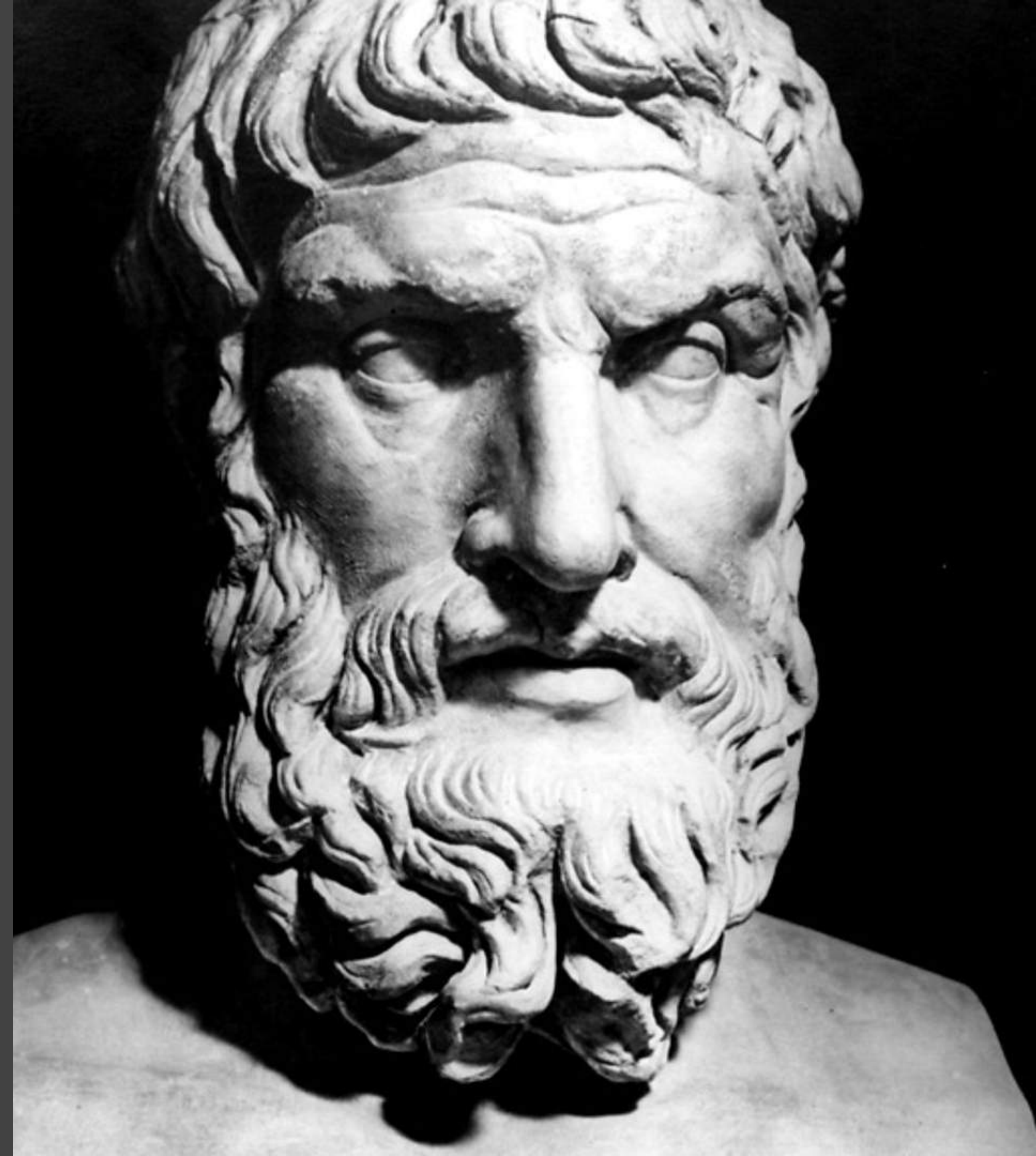**Individual** > **Collaborative**
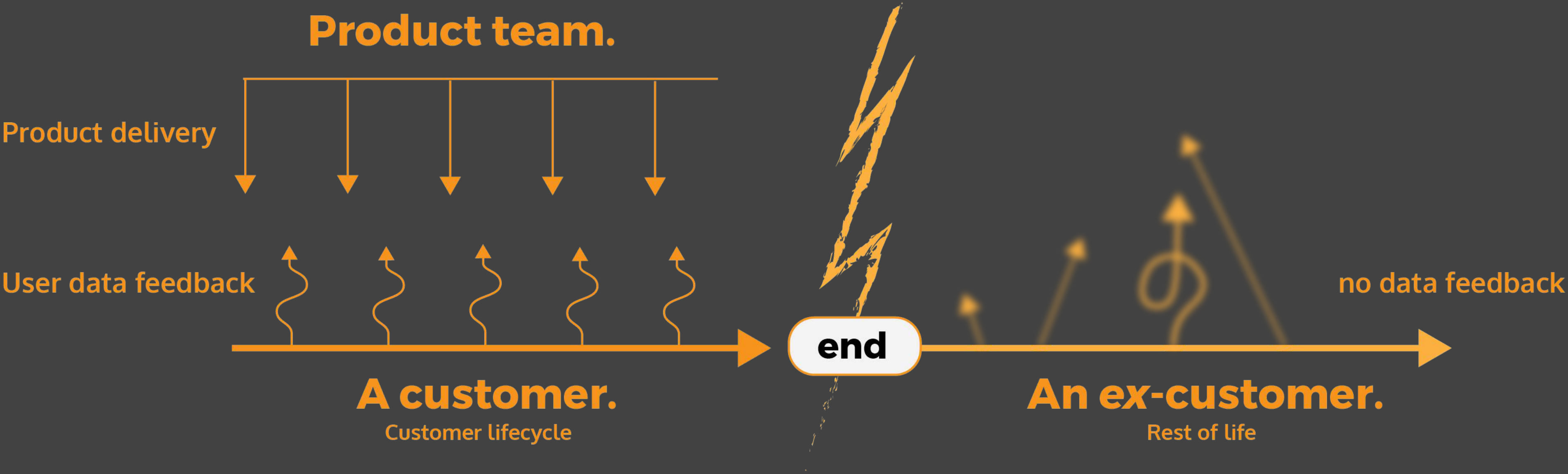
Process

The problem designing ends.

Death

Why should I fear death?
If I am, then death is not.
If death is, then I am not.
Why should I fear that which
 can only exist when I do not?

Epicurus

Product team.

Product delivery

User data feedback

A customer.

Customer lifecycle

end

An ex-customer.

Rest of life

no data feedback

What to Target

Business Culture

Improve the opportunity for the business to have an Open Conversation, that Inspires Collaborative Effort between the consumer and the provider in Actively Concluding the life of a product or service.

Consumer Experience

Does it improve the possibilities that a consumer will have an experience that is Consciously Connected to the rest of the experience through Emotional Triggers that are Actionable by the user in a Timely Manner.

What To Target. Specifically

How do they leave?
Endings Types.

	Time out	Exhaustion /Credit Out	Task / Event completion	Broken / Withdrawal	Lingering	Proximity	Style/ Trends
Services	2 week holiday, 3 year degree,	Pay As You Go, Points on your driving license	Parcel delivered, boiler fixed, car serviced, concert watched, operation successful, money transferred	Expectation cut short. Break the contract, leave the film early.	A pension that you no longer pay into. An unused gym membership.	Move outside of covered area.	Writing letters. Rag&Bone man Waiting
Products	Sell by Date Warranty	Battery Empty	Used disposable items	Product Broken	Old non-fitting clothes. E-Waste old phones in draws. Changing demographic/ age	Items in loft	Kindle Sliver Cross Pram Top Loading Washing Machine
Digital	1 year software subscription,	Gems in Clash of Clans	Game completed	Provider has shut down, sold out, gone bust.	App deleted yet service capturing data. Unused email accounts.	Apple to Android GDPR and LA Times	MySpace Yahoo AOL

How to measure

How To Measure. Examples

Objectives and Key Results. OKR

I will …(Objective) as measured by… (this set of Key Results).

One of there benefits is how adaptable they are. Defining simple objectives with clear, achievable and measurable outcomes. In this sense people needing to measure and improve an overlooked area such as endings in the consumer lifecycle can target that objective and see measurable change.

Survival analysis

Survival analysis aims to predict time to an event. To reflect insight in to how many fail, at what point. And how long the survivors may last until they die. To do this many models start by defining a 'lifetime'.

NET Promotor score.

"How likely is it that you would recommend [Organisation X/Product Y/Service Z] to a friend or colleague?"

Aims to measure the loyalty of customers to a company. I would argue it measures perception past and present, as a consumer could still recommend a company after they stopped using it. So its pretty good to use around the off-boarding of a consumer experience.

Customer Lifetime Value CLV

A common measure in any customer experience program. It assess how much a customer is worth to a business over the lifetime of that customers loyalty. 1 The accompanying philosophy says "it costs less to keep an existing customers than it does to acquire new ones". Which might well have been the case years, or even decades ago. But now, the web has made this measure seem pretty dated. As a server starts a relationship from a website with a very informed customer who has done lots of the research on the market place. No-doubt through, dear reader you will experience this being pushed as an argument against considering the end.

Life Cycle Assessment. ISO standard.

In the manufacture and production of goods there is a subsequent impact on the environment. This takes place throughout the lifespan of the product. The International Organisation for Standardisation (ISO) recommends an approach for all businesses to use around the world in there ISO 14040 standard. The measure quantifies all inputs and outputs of material flows, from and to nature for a product system.

IBM Predictive Churn Model

Assess 4 data clusters of system.

Transaction and billing data,
Demographic data,
Behaviour data,
Usage data,

The algorithm produces a decision tree. That IBM believe is better at interpreting the root cause of a person leaving the service. IBM also put a high value on the Sentiment score, both historical and current.

Google HEART Framework

The Google HEART framework (Happiness, Engagement, Adoption, Retention and Task Success) helps product teams evaluate the success of a product.

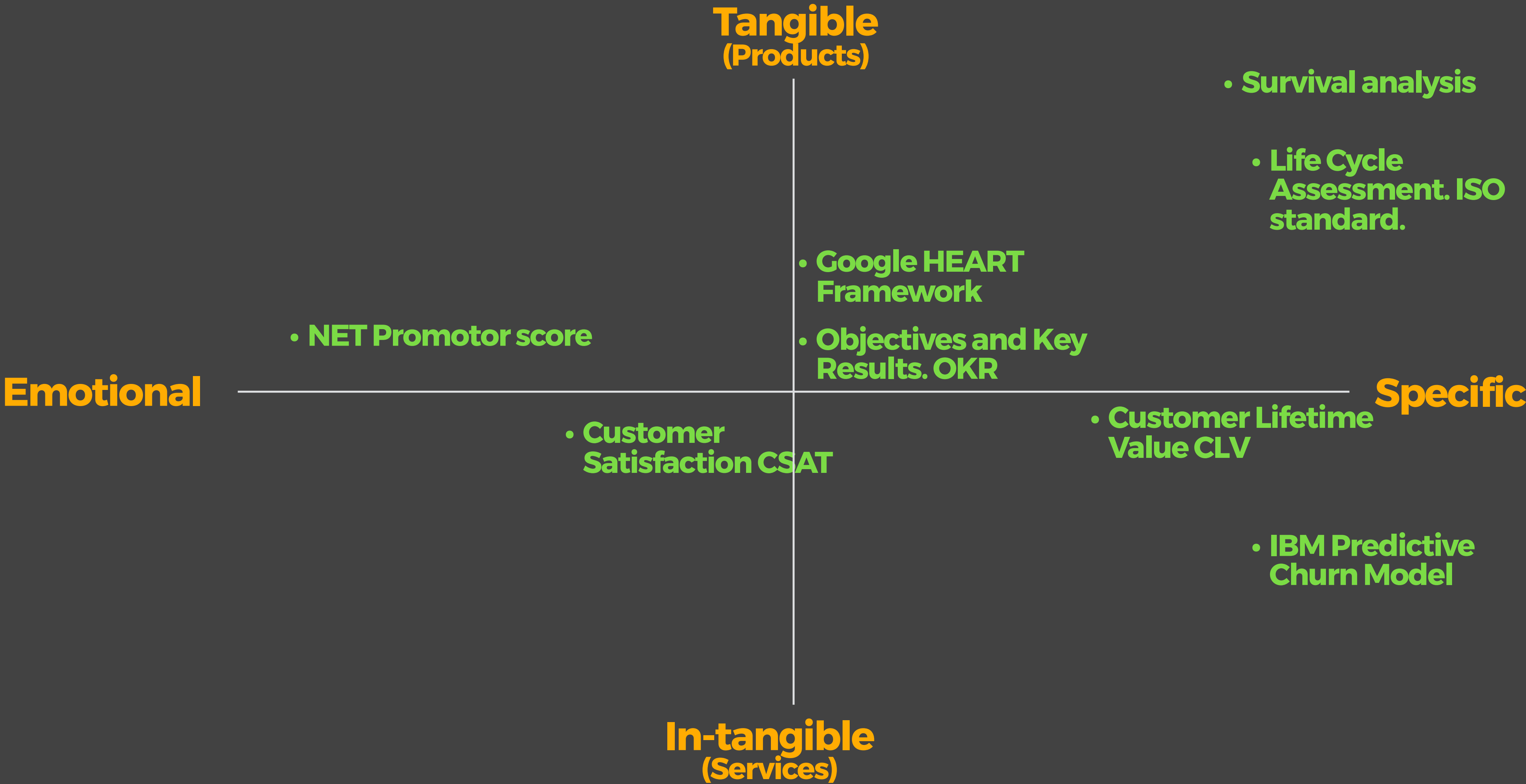It is broken down and measured across Goals, Signal and Metics

Customer Satisfaction CSAT

To gauge customer satisfaction with a companies product of service, the company can ask how they would rate overall customer satisfaction. It is a pretty simple approach, but can have a wide range of uses, especially in the aftermath of a consumer experience.

The respondents are asked 'How would you rate your overall satisfaction with the [goods/service] you received?'

1. Very unsatisfied
2. Unsatisfied
3. Neutral
4. Satisfied
5. Very satisfied

How To Measure. Examples

Tangible
(Products)

- **Survival analysis**

- **Life Cycle Assessment. ISO standard.**

- **Google HEART Framework**

- **NET Promotor score**

- **Objectives and Key Results. OKR**

Emotional

Specific

- **Customer Satisfaction CSAT**

- **Customer Lifetime Value CLV**

- **IBM Predictive Churn Model**

In-tangible
(Services)

Google HEART Framework

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The Google HEART framework (Happiness, Engagement, Adoption, Retention and Task Success) helps product teams evaluate the success of a product.

It is broken down and measured across Goals, Signal and Metics

Happiness,
Engagement,
Adoption,
Retention
Task Success

?

How can a product team create positive endings when the tool can't value them?

Integrate in to your process

Integrating Ends. Agile

Ends and Agile

Integrating ends should happen as far up the process as possible. Integrating further down, in piecemeal approach would risk coherence amongst departments and disrupt wider business strategy.

Ideal placement would by via the departments and the development of themes and initiatives. Before being realised at the epic and story level within sprints.
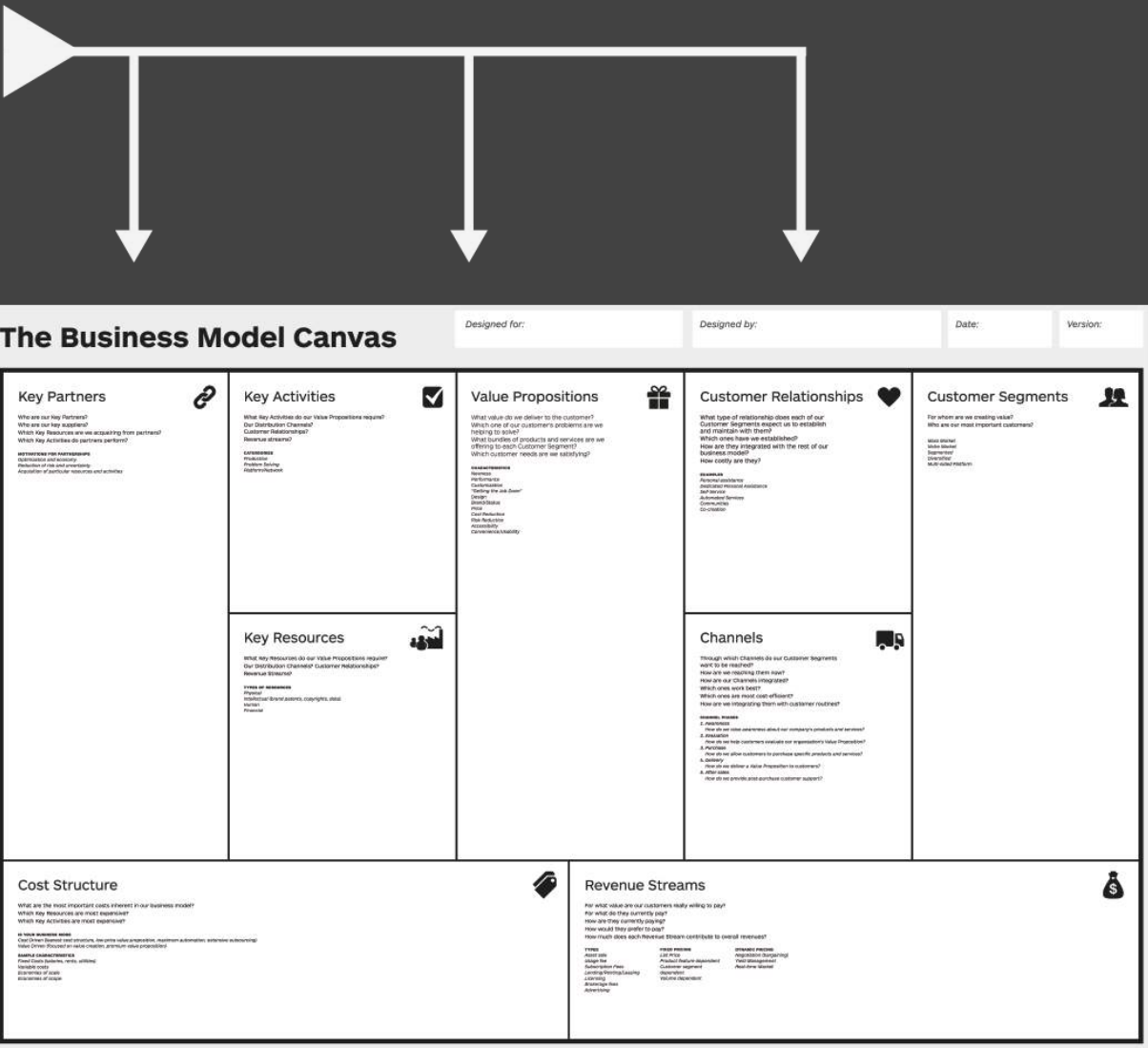

Business

Department A Department B Department C

Ends

Theme X Theme Y Theme Z

Initiative 1. Initiative 2. Initiative 3.

Product Roadmap
Timeline

Epic a. Epic b. Epic c.

Story 1.
Story 2.
Story 3.
Story 4.
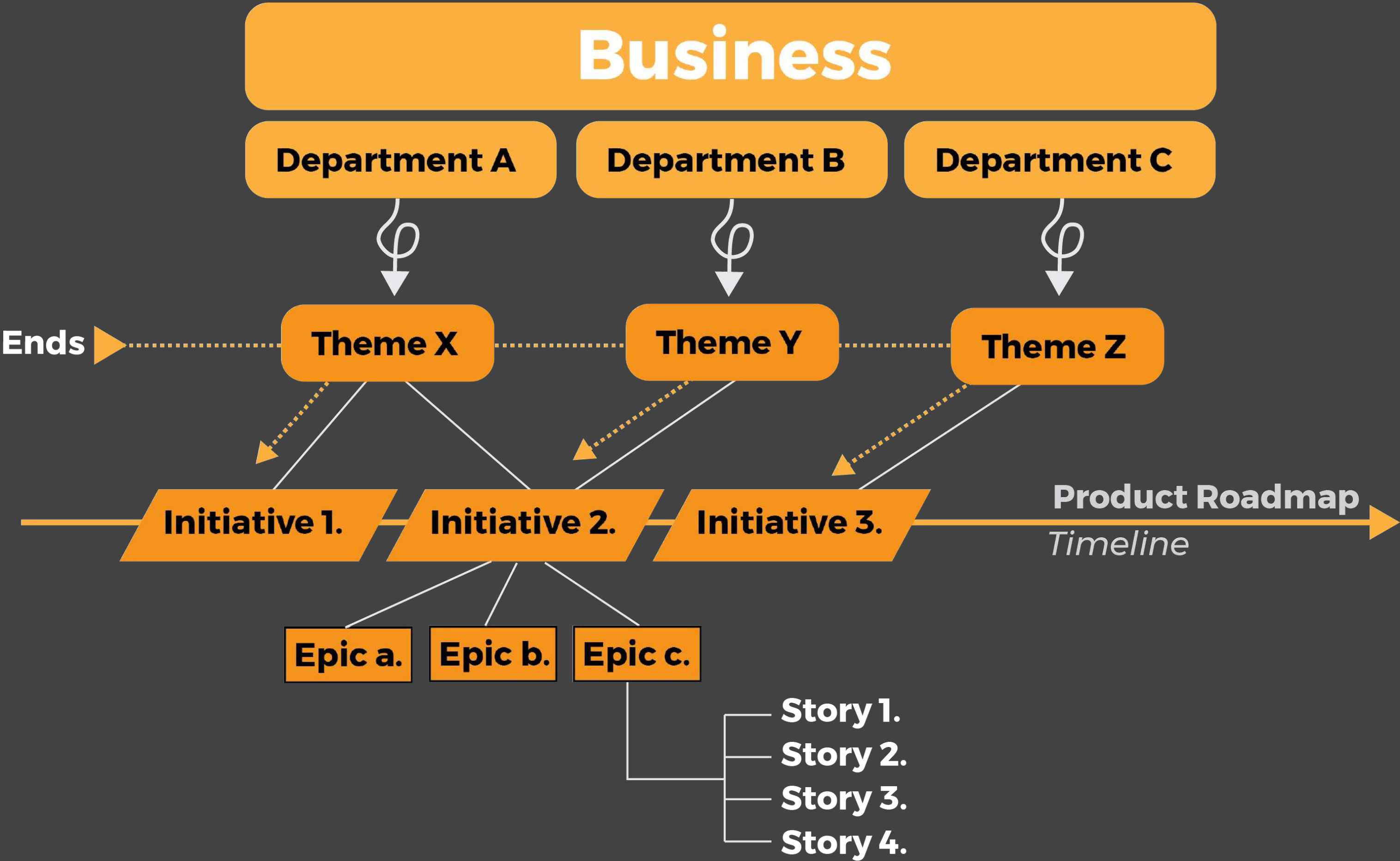
Integrating Ends. Lean Startup

Ends and Lean Startup

The Lean Startup approach is great at dealing with specific issues and incremental improvements. **If you know a specific ending issue you can target it with Lean Startup.**
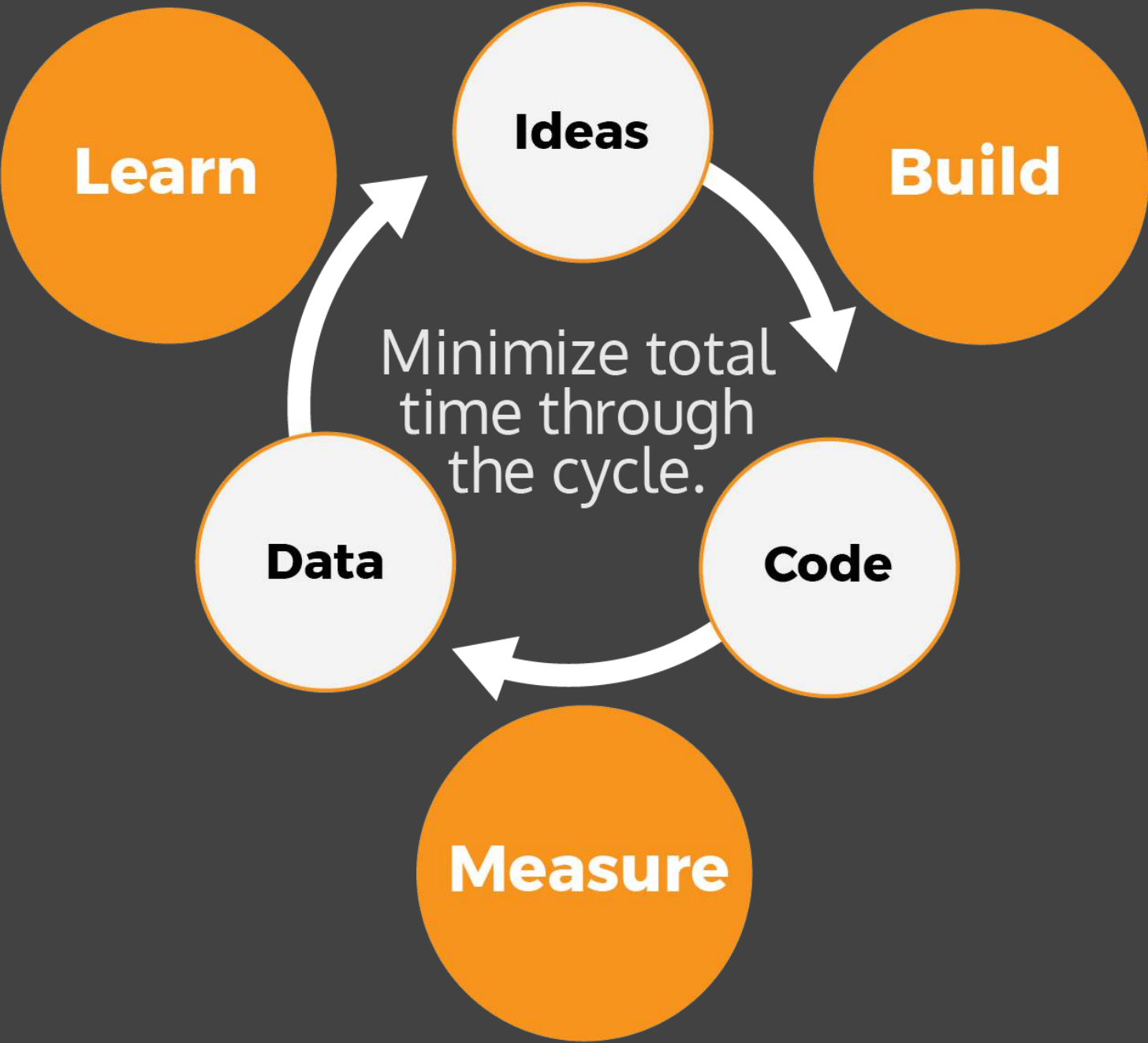
For more strategic issues around endings then user a Business Model Canvas.

Here there are some key boxes to use out of the nine available. The customer relationship one is a good start, but, it is far from limited to this area. Endings will impact different channels, for example after sales, end of life disposal and returns.

General improvements for Ends
E.g.: company approach on GDPR

The Business Model Canvas

Specific Ending to change.
E.g.: data deletion user acceptance

Learn → Ideas → Build → Code → Measure → Data → Learn
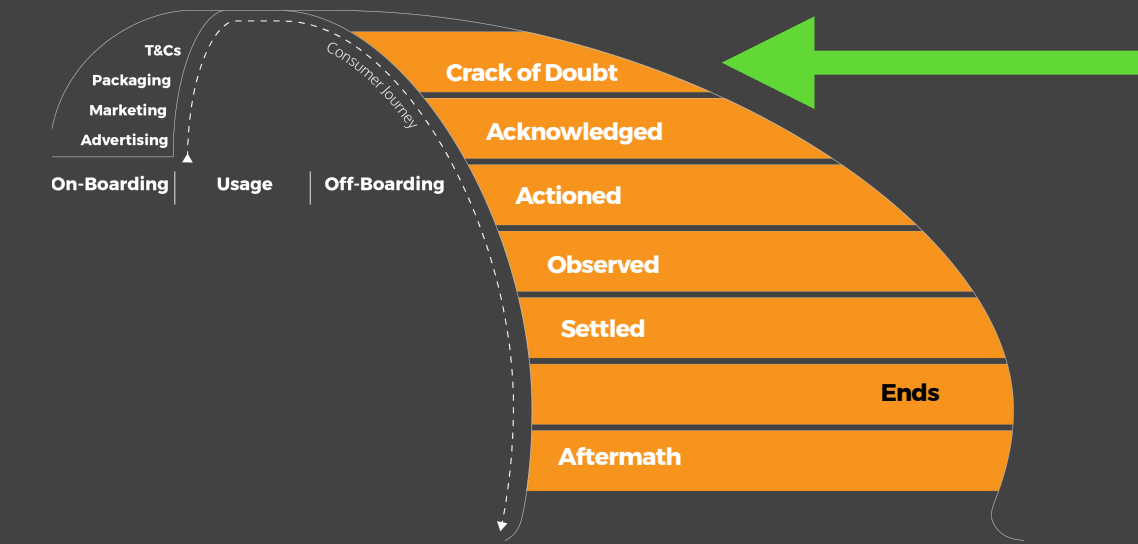
Minimize total time through the cycle.

Descending Engagement stages.

Stages. Descending Engagement

Designing a sequence of events that engage, inspire and instruct the consumer towards a positive ending.

T&Cs
Packaging
Marketing
Advertising

Consumer Journey

On-Boarding | Usage | Off-Boarding

Crack of Doubt — The first moment a consumer believes that the service or product is not fulfilling their needs.

Acknowledged — Both parties acknowledge the consumer wants to leave.

Actioned — The consumer has an opportunity to action the end.

Observed — A visible / tangible evidence that the end is coming.

Settled — Confirmation that all is done.

End.

Aftermath — Reflecting on what went past. Good or bad, angry or happy.

Crack of Doubt

The first moment a consumer believes that the service or product is not fulfilling their needs.

The crack of doubt emerges in a relationship. Its that moment when someone does something and it changes your opinion of them.

Example:
Price Comparison Sites

Acknowledged

Both parties acknowledge the consumer wants to leave.

The path to the end becomes gets momentum.

The end is verbalised.

Example:

The moment the customer asks for the bill.

The moment the tenant gives notice.

The letter that says a year is almost up.

Last orders at the bar.

Captain "We are starting our decent"

We gonna close.
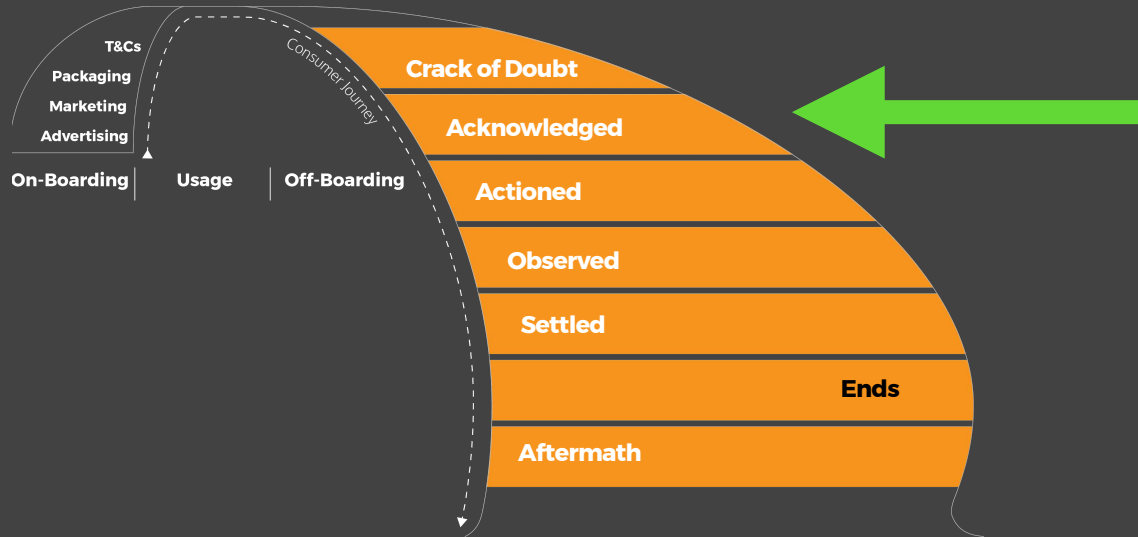
Important information regarding your Supercard MasterCard®

We are writing to inform you that regrettably, Supercard is closing and your agreement with Wirecard Card Solutions Limited, the Electronic Institution which issued your Supercard on our behalf, will end at 00:01 GMT on Monday 24th July 2017.

You can continue using your Supercard until Monday 24th July 2017, after which time the card will no longer work and should be destroyed. The Supercard app will continue to work until Tuesday 24th October 2017 so that you can review past transactions.

The complimentary travel insurance that was available to you as a Supercard customer will also cease on Monday 24th July 2017.

We strive to develop innovative products that provide our customers with great value and exceptional service. Unfortunately, the costs of running Supercard and delivering the standards of service we expect have been much higher than anticipated. As a result, we have made the difficult decision to withdraw the Supercard product.

Supercard ✔
@SupercardUK

[Follow]

Important information about Supercard.

Regrettably, as of Monday 24/0717, Supercard will be closed. For more info >
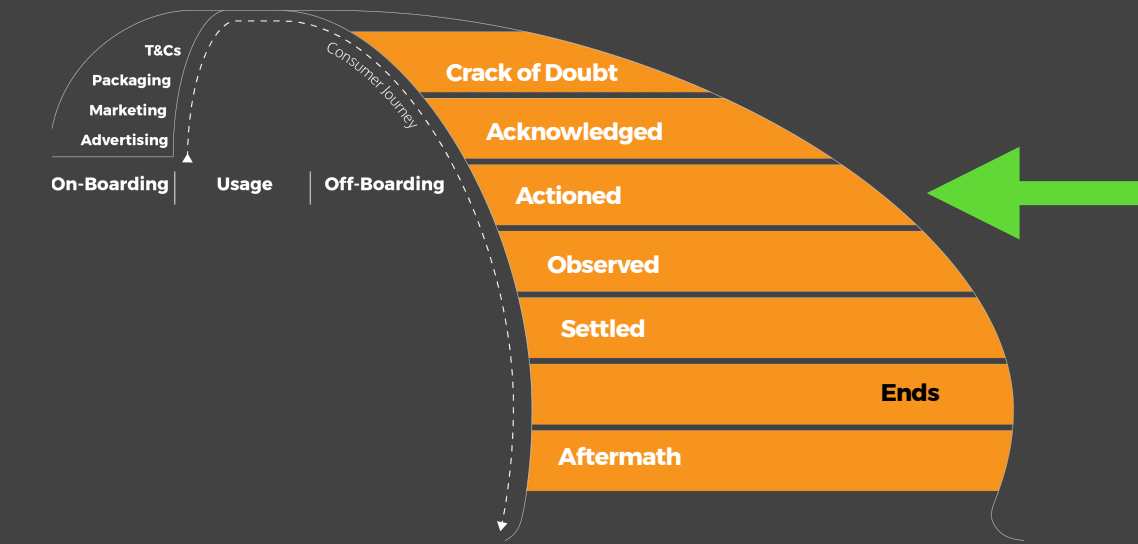travelex.co.uk/services/super…

RETWEETS LIKES
11 5

1:45 AM - 24 May 2017

↩ 51   ⟲ 11   ♥ 5

Actioned

The consumer has an opportunity to action the end.

Example:
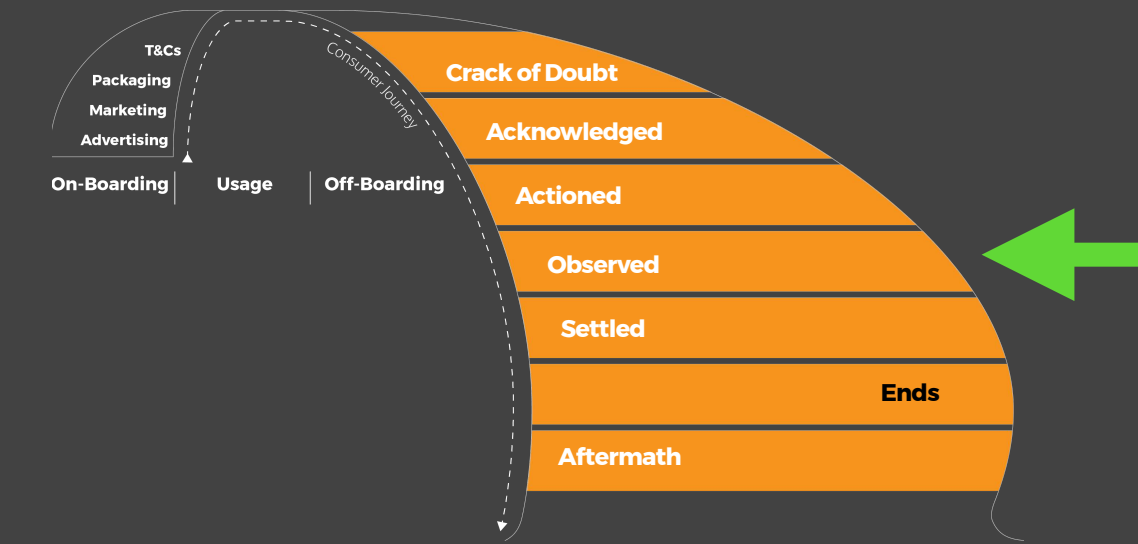PANT scheme in Sweden. Returning plastic to specific location.
Body Shop return.
Confirming password for account deletion.
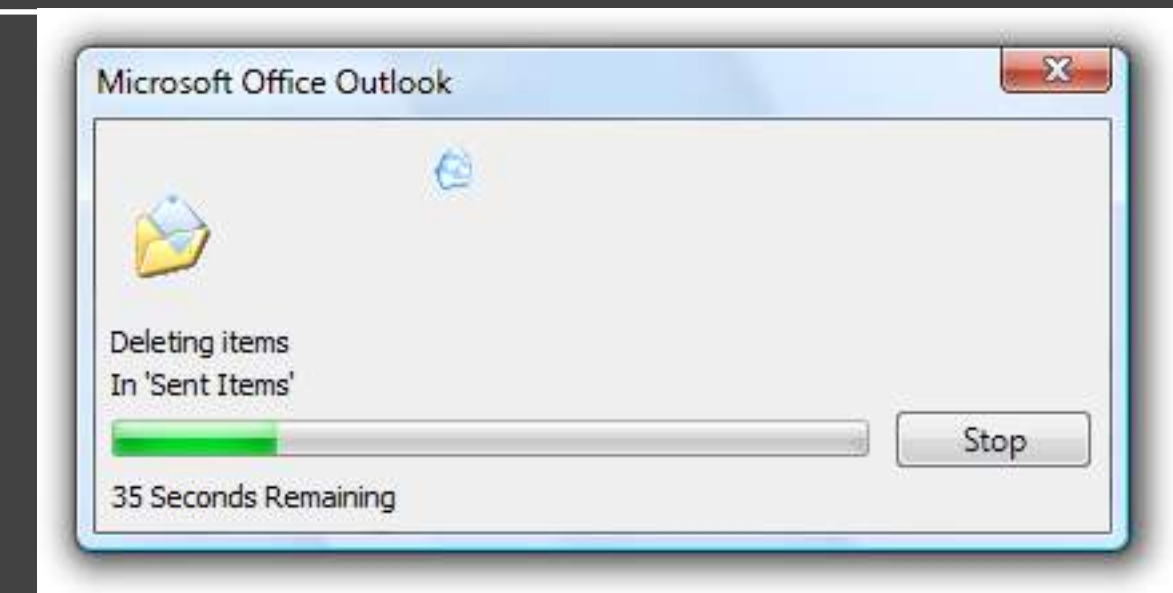Passport control.
Fairphone

Observed

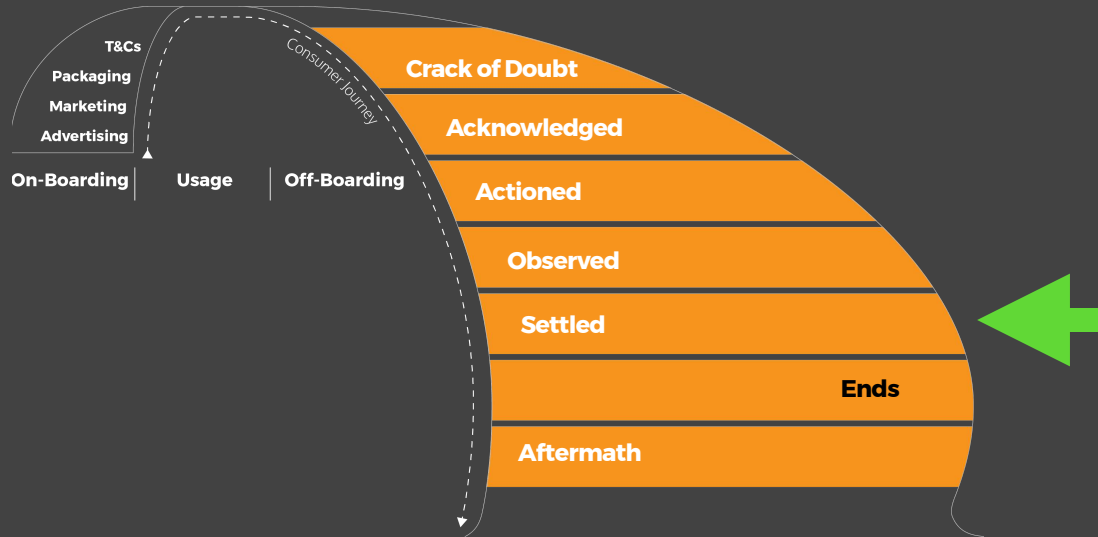A visible / tangible evidence that
the end is coming.

Example:
Deletion progress

Settled

Confirmation that all is done.

Example:
Released in to arrivals hall at an airport.
Confirmation your account is closed.

ITV Hub

We've removed your account

So that's it. It's all over!

We hate goodbyes, but because we haven't seen you in so long, we've removed your account.

If you were subscribed to any of our newsletters and wish to continue receiving them, please reply to this email stating which newsletter you were subscribed to.

You know where we are if you ever need the ITV Hub again. Simply go to www.itv.com to register for a brand new account if you fancy a fresh start!

Thanks,
The ITV Hub
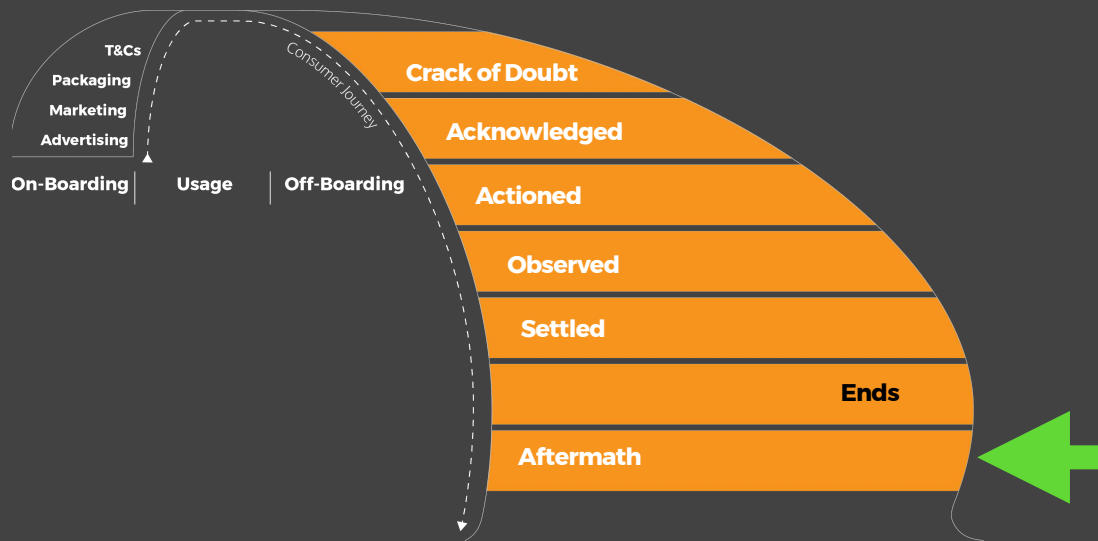
Aftermath

Reflecting on what went past.
Good or bad, angry or happy.

Example:
I am never using that company again.
That was great, gonna put a review on TripAdvisor.
Should I off-set that flight?
I hope that picture was really deleted?

Pull it together.

Designing Ends. A Plan.

Targeting

Generally

Business culture
Consumer experience

Specifically

Ending types
Observed

Measuring

- **Objectives and Key Results. OKR**
- **NET Promotor score**
- **Customer Satisfaction CSAT**
- **Customer Lifetime Value CLV**
- **IBM Predictive Churn Model**
- **Life Cycle Assessment. ISO standard.**
- **Survival analysis**
- **Google HEART Framework**

Integrating

Ends and Lean Startup

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Sequencing

Descending Engagement

Crack of Doubt

Acknowledged

Actioned

Observed

Settled

Aftermath

Optional Tools

- **Aftermath Target**
- **Post Product Persona**
- **Ending Types**
- **Intent for the consumer**
- **Intent for the business**

Optional Tools

- **Business Model Canvas**
- **Ends Canvas**

Ex: Memorialised Pages
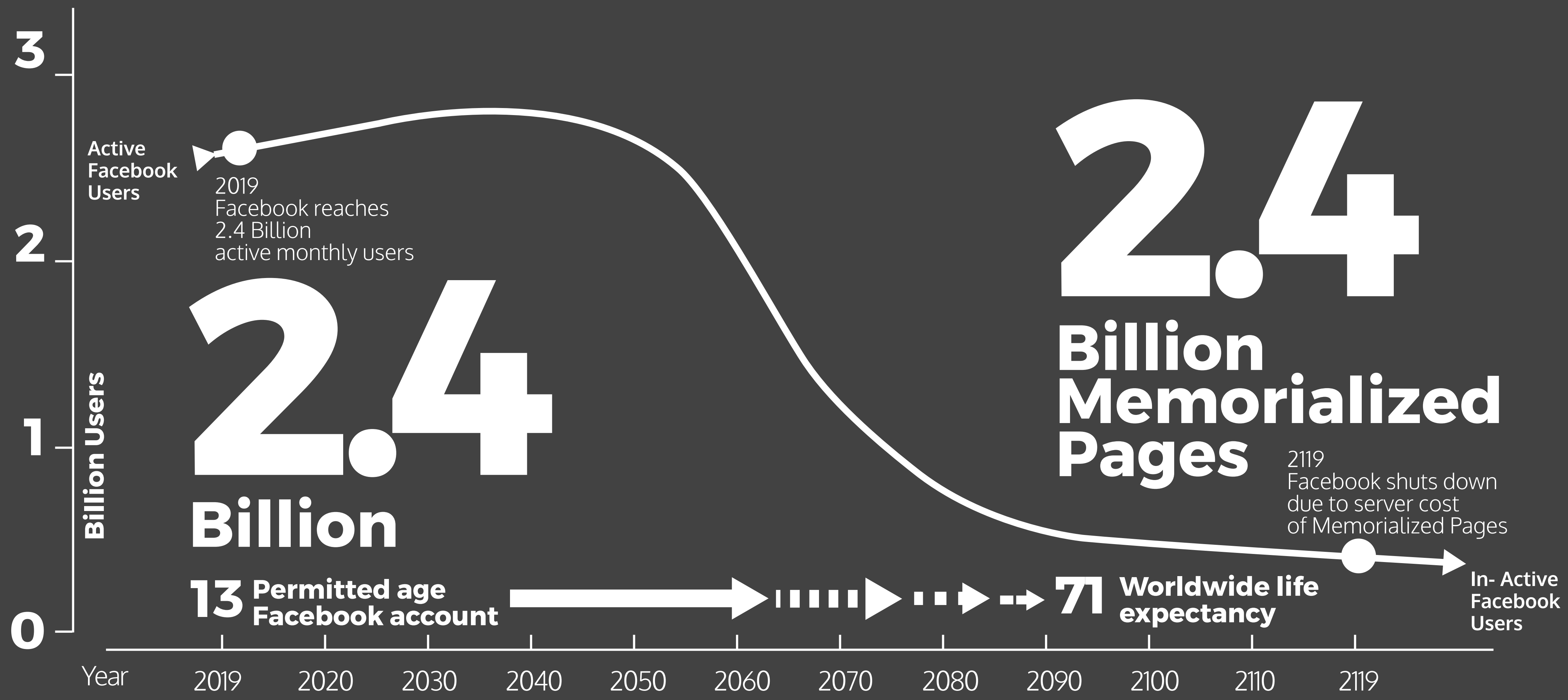
Memorialised Pages

As of 2019 its 2.4 billion monthly active users.

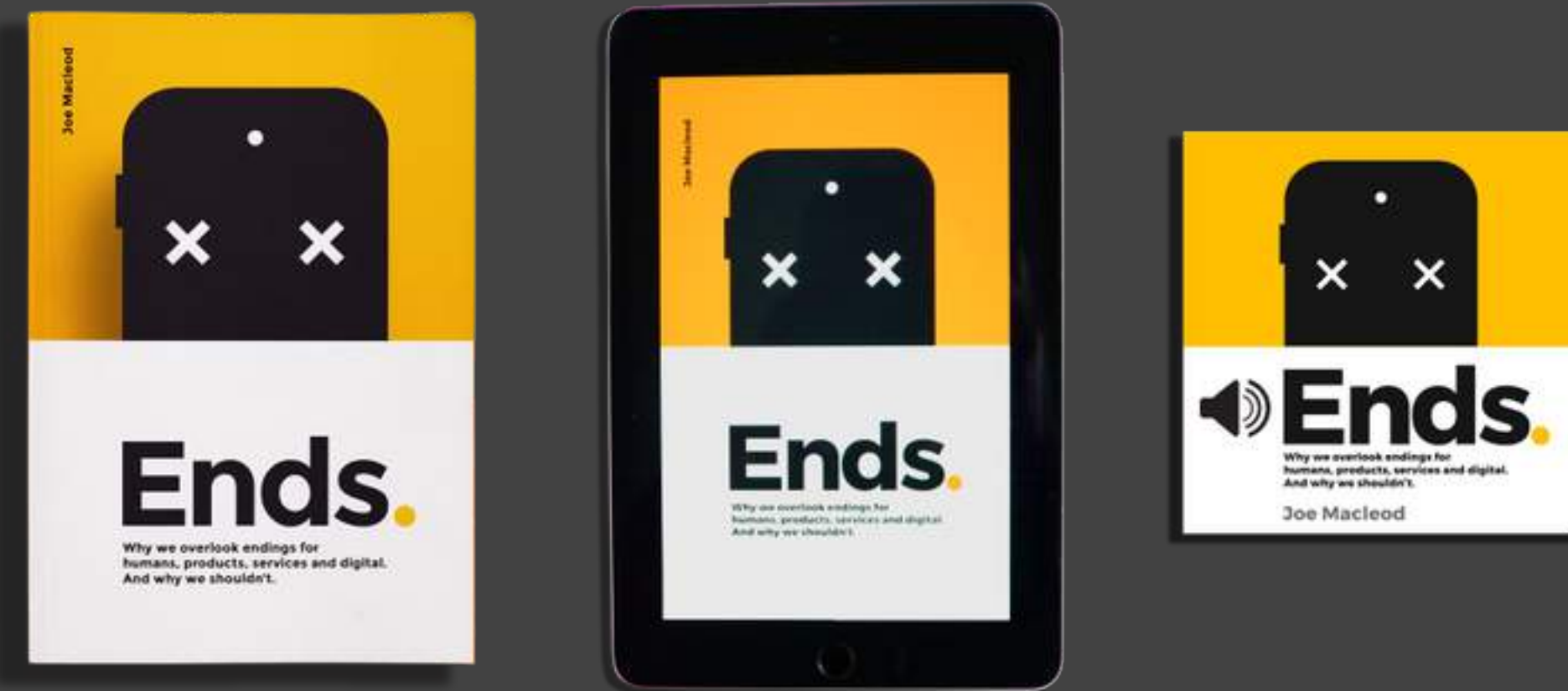**8,000 users are dying daily on Facebook**

65% of 50-64 year olds

41% of 65+ year olds use Facebook.

End.

Ends.

Amazon, Kindle, Smashwords, Audible