

Experience Haus

Learn by Doing

For organisations



**Don't just
think different.**

Do Different.



Competitive edge requires difference.

Not just in thought but in behaviour.

This requires a different type of training.

Bespoke to you and only you.

So stop doing the same as others.

And expecting different results.

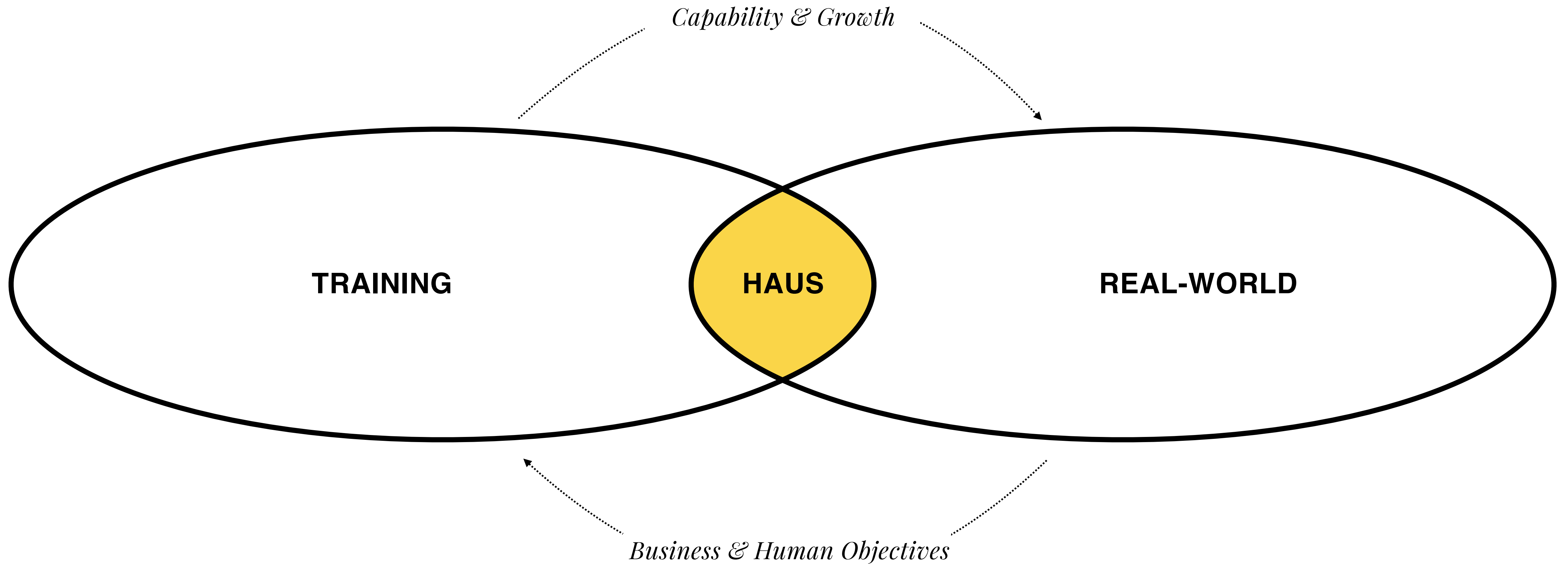
Experience a different way of learning.

And make your organisation stand out.

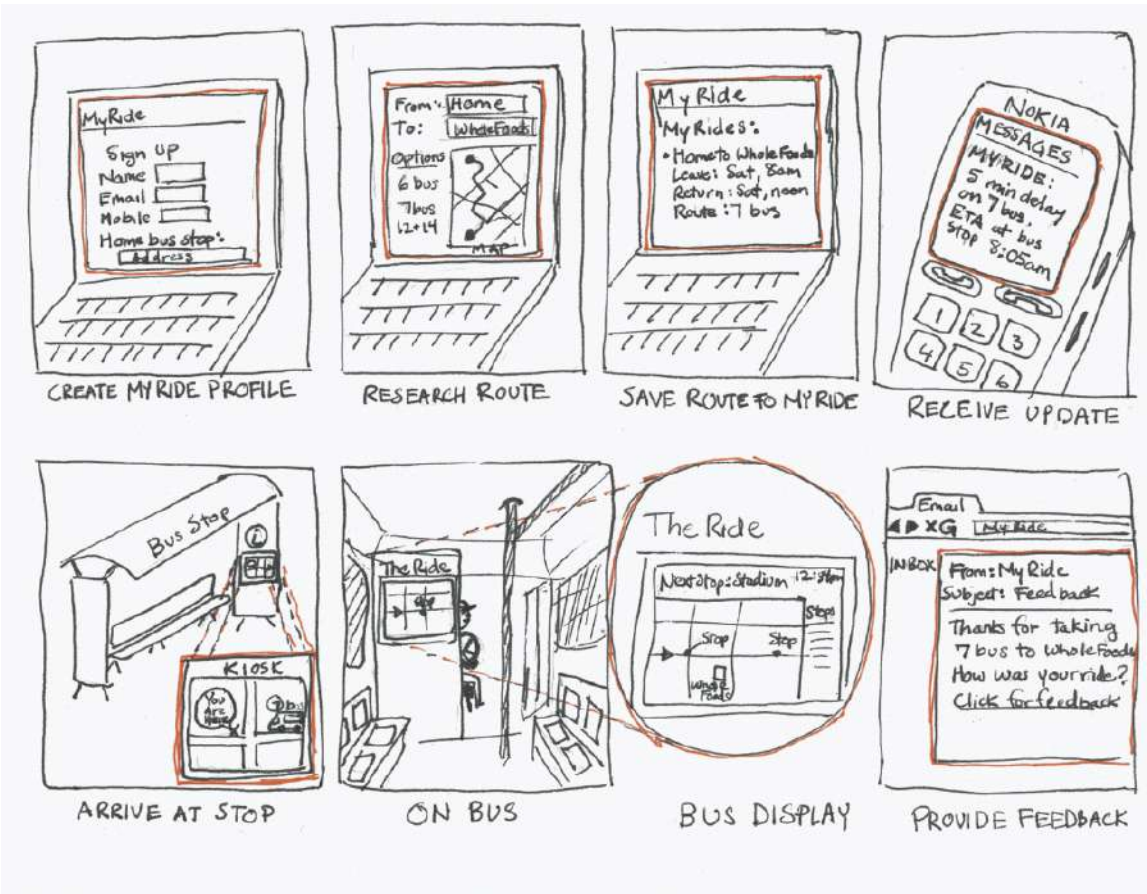
Experience Haus.



Bridging the gap | Between training & the real-world



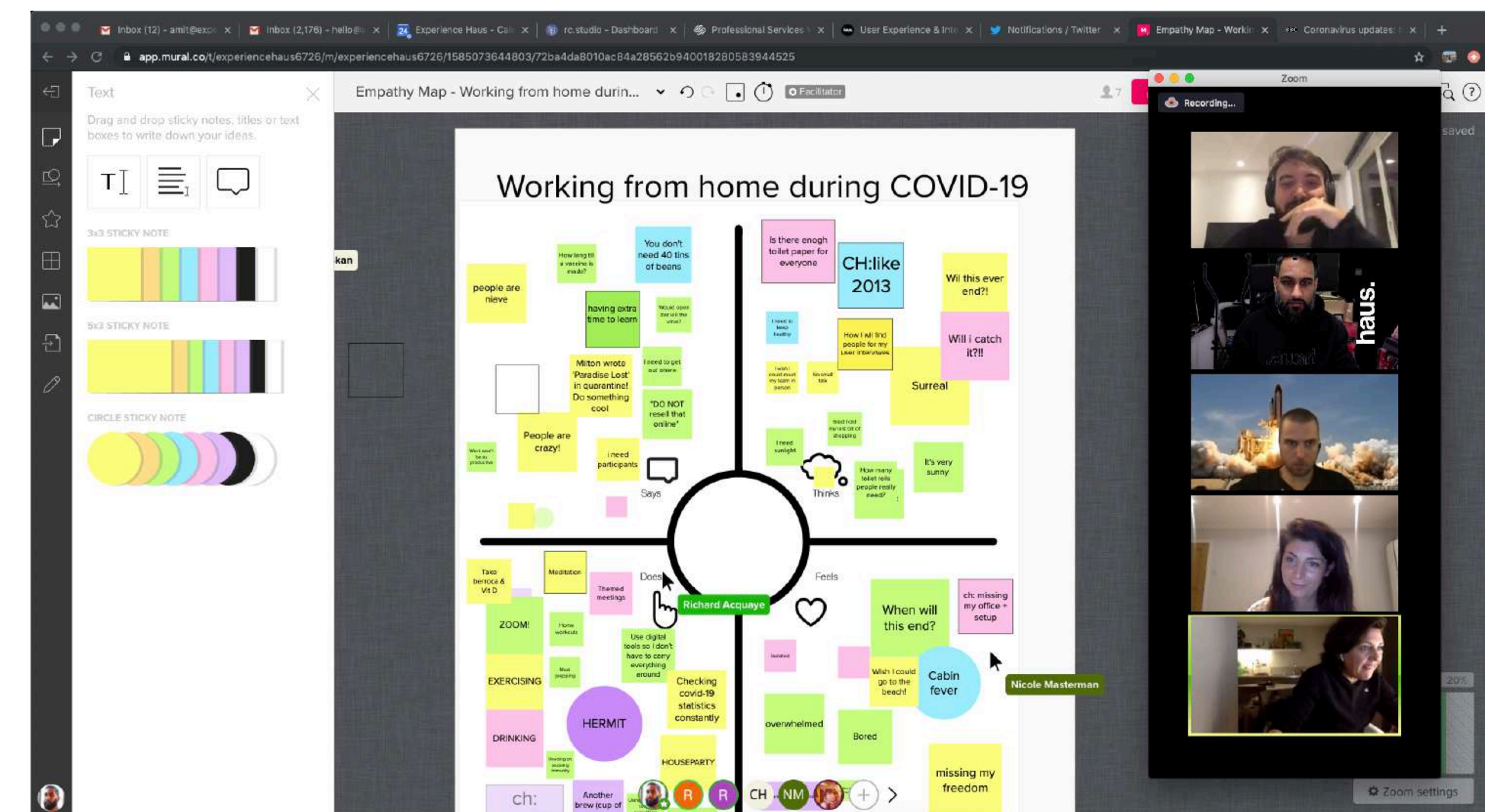
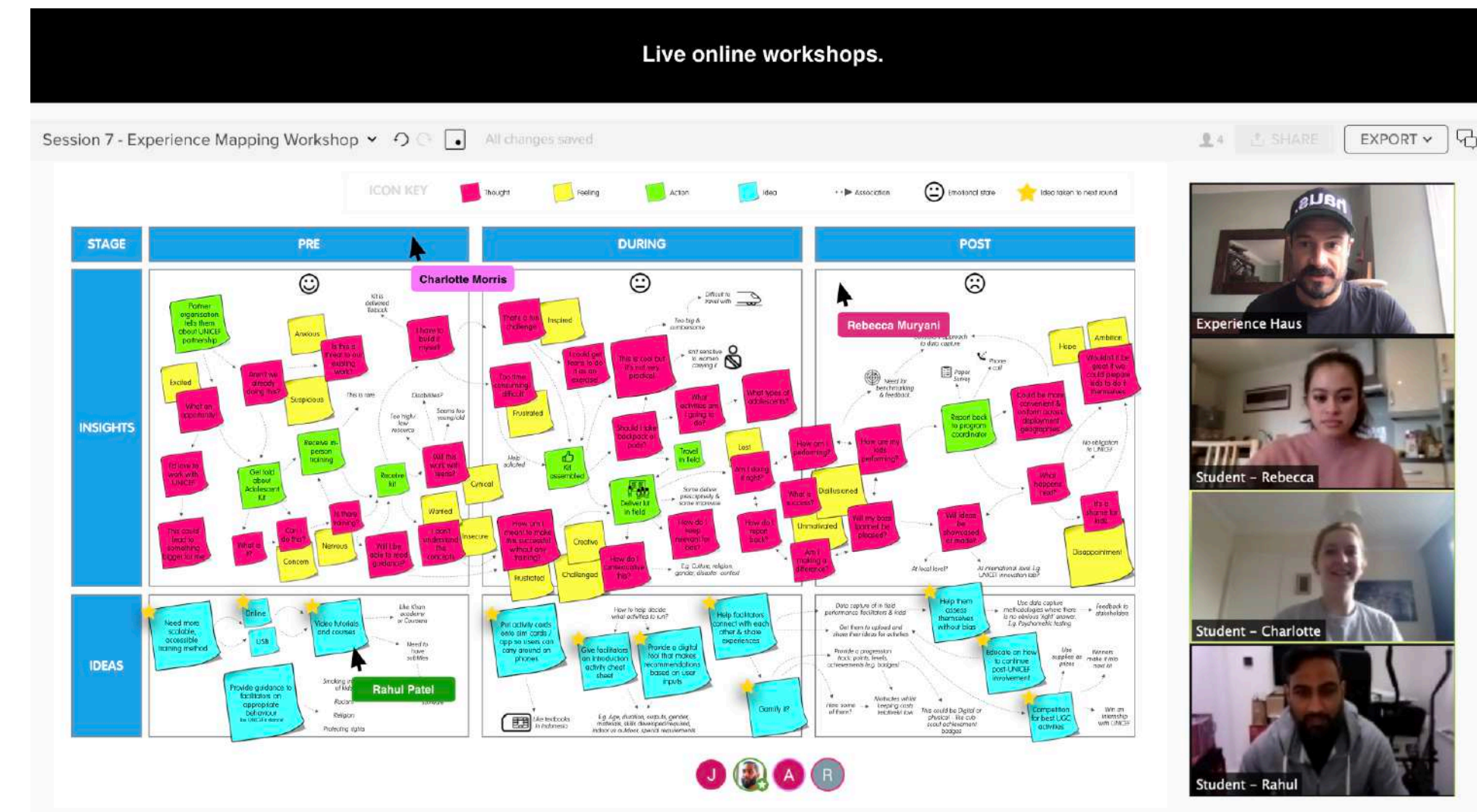
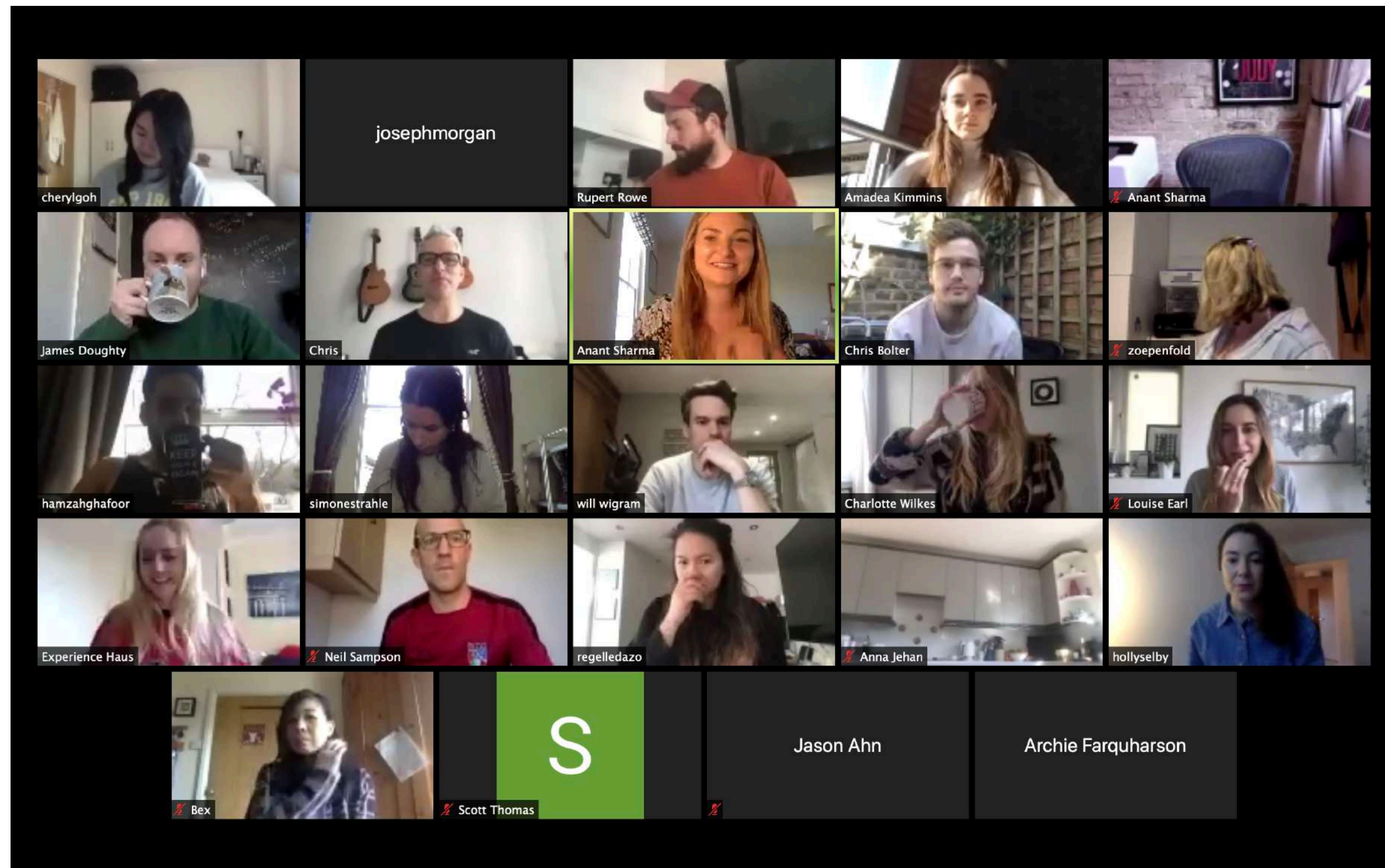
Method | Cutting-edge, face-to-face activities & immersion



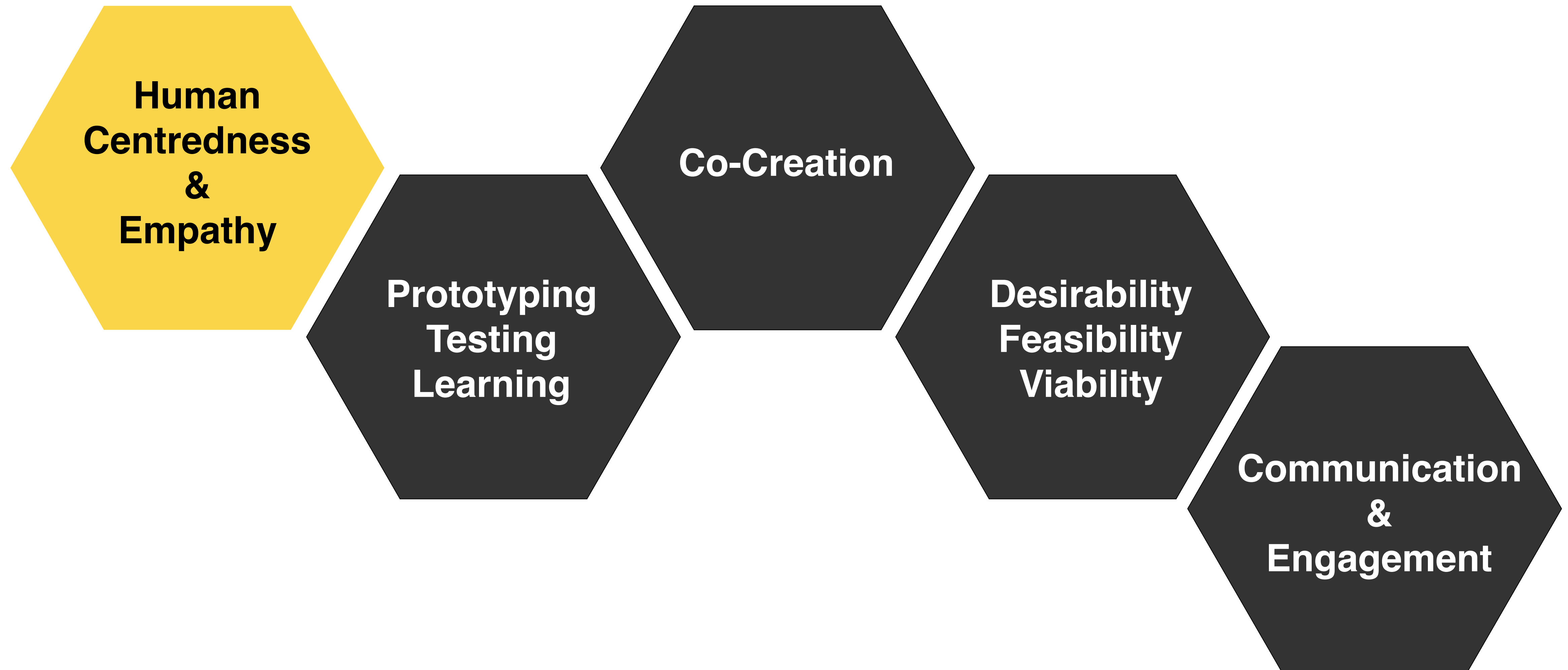
- Clockwise from top left
- Sketching & Storyboarding
 - Diary Studies
 - Acting and Bodystorming
 - Empathy Experiments & Ethnography
 - Customer Co-creation
 - Paper Prototyping
 - Serious Play
 - Experience & Journey Mapping



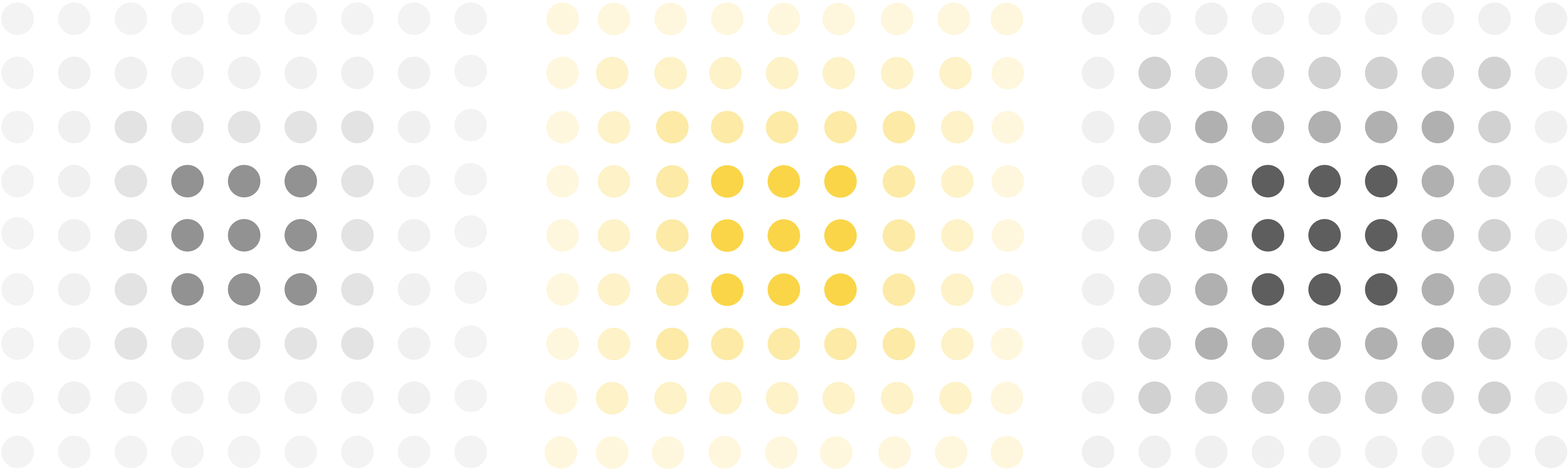
Method | Innovative online formats for remote work



Method | Bespoke programmes created with you, using design thinking



Approach | Working with key internal influencers to lead organisational change



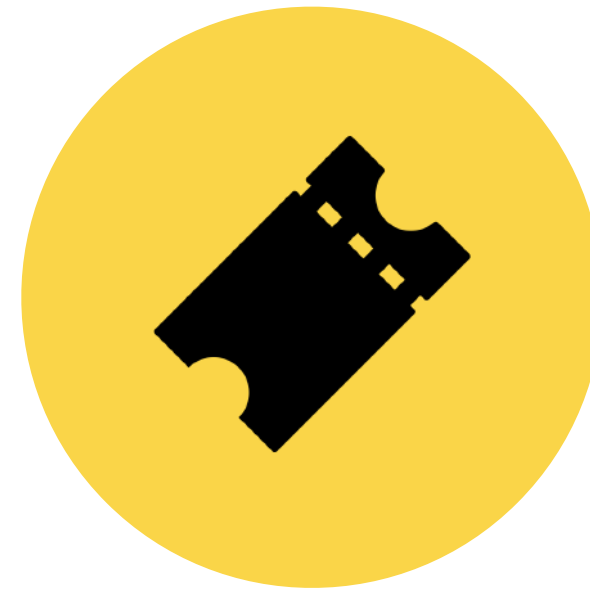
Products & services | Learning, mentoring and consultancy



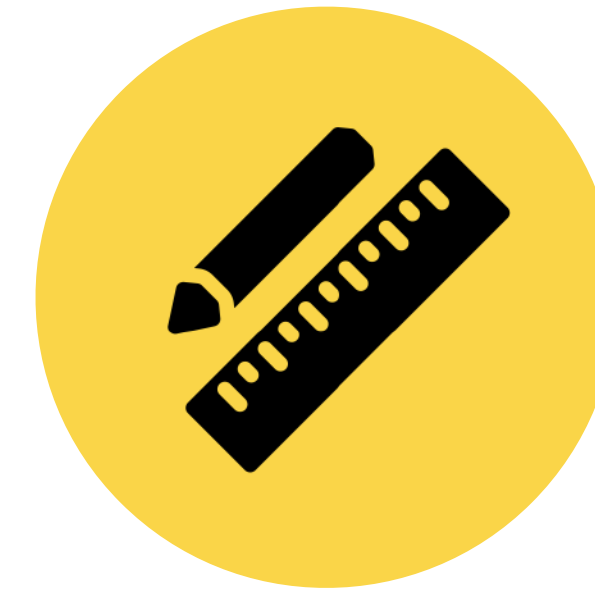
**INDIVIDUALS
& GROUPS**



**ACCELERATORS
& INCUBATORS**



**EVENTS &
CONFERENCES**



**BESPOKE
PROJECTS**



**CONSULTANCY &
PRACTITIONING**

Domain expertise | A small selection of our modules

Leadership and Management

- Influence
- Building Teams
- Negotiation
- Pitching to VCs
- Online Copywriting
- Managing Digital Teams
- Productivity
- Presentation Skills
- Storytelling
- Stakeholder Management
- Thinking in Systems
- Organisational Design & Culture
- Design Thinking for Leaders
- Navigating Internal Politics

Design and Innovation

- Design Thinking & The Art of Innovation
- Product Design (UX/UI)
- Product Management
- Lean/Agile
- Usability and User Experience
- Web Accessibility
- Rapid Prototyping
- Experience Mapping
- Strategic Pricing
- UI / Wireframing (paper and digital)
- Project Risks and Constraints
- Business Model Design
- Feature Prioritisation and Product Roadmap
- Digital Trends and Tools
- New Product Development
- Conducting Effective User Research
- Empathy Maps and Personas
- Service Design

Marketing and Growth

- Developing a Creative Mindset
- Analysing a Brief
- Research Design
- Email Marketing
- Creative Strategy/Account Planning
- Developing Brand Strategy
- Affiliate Marketing
- Content Marketing
- Influencer Marketing
- Introduction to Marketing
- Search Engine Optimisation
- Search Engine Marketing
- Paid Search Marketing
- Google Adwords
- Mobile Marketing
- Collaboration & Workshop Facilitation
- Marketing Propositions

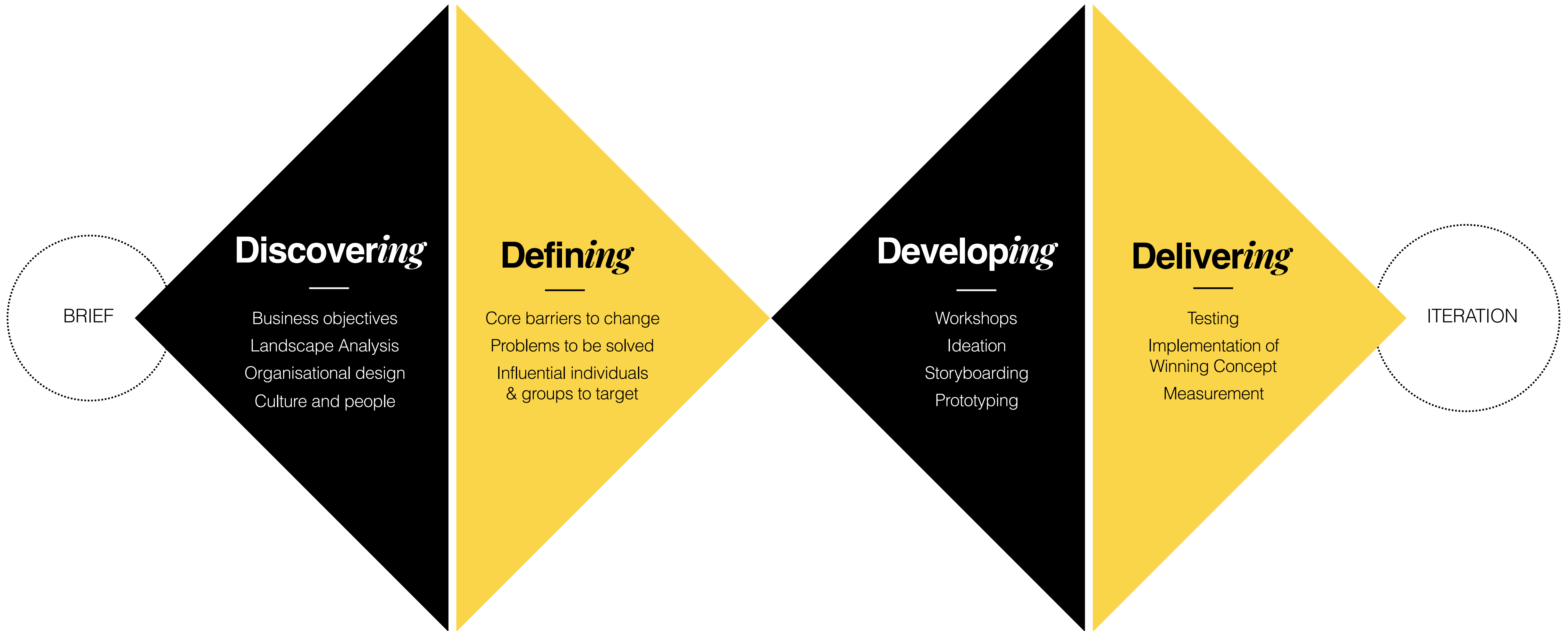
Example programme | Service Design - 10 Weeks Part-Time

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Module 1 Course Orientation Introduction to Service Design Design Thinking Module 2 Becoming Human-Centred Empathy Experiments Building EQ Empathy Mapping Behavioural Science	Module 3 Thinking in Systems Relationship Mapping Organisational Design & Culture Data, Technology & Stacks Creating Meaningful Order Module 4 Developing a Creative Mindset Lateral Thinking Workshop Facilitation Co-Design & Collaboration Ideation & Brainstorming	Module 5 Project Planning & Risk Agile/Lean/Waterfall Feature Prioritisation Minimum Viable Services Roadmaps & Kanban Module 6 Leadership Stakeholder Management Encoding vs Decoding Navigating Internal Politics Individual Project Teaser	Module 7 Analysing a Brief Exploration Areas Scope and Remit Individual Project Briefing Module 8 Research Design Sampling Qualitative Methods Quantitative Methods	Module 9 Diary Study Show & Tell Group Gap Analysis Service Safari Field Trip Module 10 Synthesising Research Segmentation & Personas Service Stories	Module 11 Journey / Experience Mapping Pain Intensity Measurement User Solutions Impact Assessment Opportunity Prioritisation Service Vision Statement Module 12 Brand Equity & Value Key Attributes Experience Principles
Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Module 13 Sketching Storyboarding Wireframing Paper Prototyping Module 14 Individual Project Check-In Group Roundtable Private Clinic & Triage	Module 15 Physical Prototyping Role Play & Bodystorming Scripting & Staging Desktop Walkthroughs Digital Prototyping Usability Testing Module 16 Process Swimming & Diving Pilot Programmes Feature Feasibility & CBA Business Casing	Module 17 Touchpoint Development Signposting, Set Design & Flow Evidencing Communications Design Staff Onboarding, Training & Tools Module 18 Service Blueprints Service Specifications Presenting & Storytelling Dress Rehearsals	STUDY BREAK	STUDY BREAK	Module 19 Presentation Evening Feedback & Discussion Certificates Graduation Module 20 Retrospective & What Next? CVs & Portfolios Future services Social Innovation Wrap-Up

Clients | From global blue-chips to SMEs and non-profits



Process | A proven approach to more innovative, effective outcomes



Part of the MOF Group

MOF

Brand | Strategy | Tech | Design

haus.

Learning | Development | Consultancy

75 practitioners from consultancies, network agencies and studios

KEY PRACTICE AREAS

Data + Strategy

Brand Strategy
User Experience
Search+Analytics
Conversion Optimisation

Design

Identity
Digital
Experience Design
Mobile

Development

Front End
Product Development
Ecosystem Architecture
Platform Integration

Content Studio

Editorial
Photographic Art Direction
Social+Influencer

London-based Worldwide reach

Head Office & Workshop Studios

Experience Haus

Unit 4 - Galaxy House

32 Leonard Street, Old Street

London. EC2A 4LZ

Global Practice

Vast network of trainers and consultants throughout the world as part of the MOF Group



Experience Haus

Case studies



Case study | The Economist



About The Economist

The Economist is an English-language weekly magazine-format newspaper owned by the Economist Group and edited at offices in London. In 2017 its average weekly circulation was just over 1.5 million, about half of which were sold in the United States.

The Problem

With subscriptions being at the core of the Economist business model but facing a high churn, we were approached to help find ways to improve the experience for customers as they approach payments during their subscription timeline.

What We Did

We designed and facilitated a hands-on experience mapping process that brought in all parts of the business not just the design team, including the Head of Strategic Product Development and VP of Product and Reader Strategy; working in two teams to analyse and map the existing experience and plan the desired future state and long-term product roadmap.



Case study | John Lewis & Partners



CONSULTANCY &
PRACTITIONING

About John Lewis & Partners

John Lewis & Partners is a chain of high-end department stores operating throughout the United Kingdom, with total revenue close to £10 billion in 2017.

The Problem

Senior management had noticed an increasing number of silos emerging throughout the organisation. We were asked to help bring different departments together and get them working more collaboratively over the long-term.

What We Did

We identified 30 key members of staff from across the business and invited them to design the future John Lewis experience together. Getting them to align around a new service vision, agree a new set of customer personas, and co-create a series of experience maps that each department would play a critical role in helping to deliver. Putting in place project plans and key performance measures to ensure accountability and collaboration remained in the long-term.



Case study | PwC



CONSULTANCY &
PRACTITIONING



INDIVIDUALS
& GROUPS

The Brief

A team of the Tax Technology from the London HQ of PwC approached us with regards to helping with technical skills around user research, product delivery and management.

They were interested not only in taking ideas generated by working with their stakeholders and clients, but also using their skills on internal products. These would largely be building innovative new products rather than refreshing existing ones.

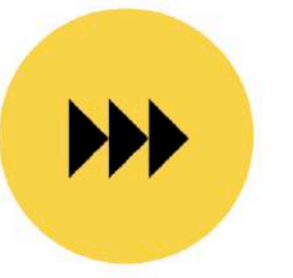
What We Did

Our instructional team worked with the PwC team leaders to co-design a bespoke ten week, 20 session course (each session lasting two hours) that covered the product management framework and methods, but also included several modules on digital wireframing and prototyping. This was then followed by a bespoke 2 day course on user research methods and tactics, and how to best convince stakeholders of the value of such work. The courses were designed so that the learnings could be applied immediately on consulting work.

The EH consulting team were then embedded PwC offices over a 2 month period to provide coaching, mentoring and practitioner assistance as attendees worked on a new product.



Case study | QAccelerator - Queen Mary University of London



ACCELERATORS
& INCUBATORS

What is QAccelerator?

QAccelerator is a two-week programme that was launched by Queen Mary University of London this past summer - the programme was designed to support student led businesses in scaling their ventures. The intensive summer school combined business training, expert support and coaching to help accelerate each of the student ventures. The 2019 programme took place from 15th - 26th July 2019.

What We Did

Working directly with the QMUL Careers and Enterprise team, Experience Haus designed and delivered a ten day bespoke accelerator programme featuring a series of interactive lectures, discussions, and hands-on workshops for the final group of 15 startup founders from the QMUL community and local Tower Hamlets area.

It was a diverse group of attendees, with the startup ideas varying across industries including clothing, publishing, business networking, to beauty and fashion. processes, business model design, scalability, marketing and Team leadership.



QAccelerator - Pitch Night
Queen Mary University of London x Experience Haus
July 2019

Case study | Bayer Consumer Health



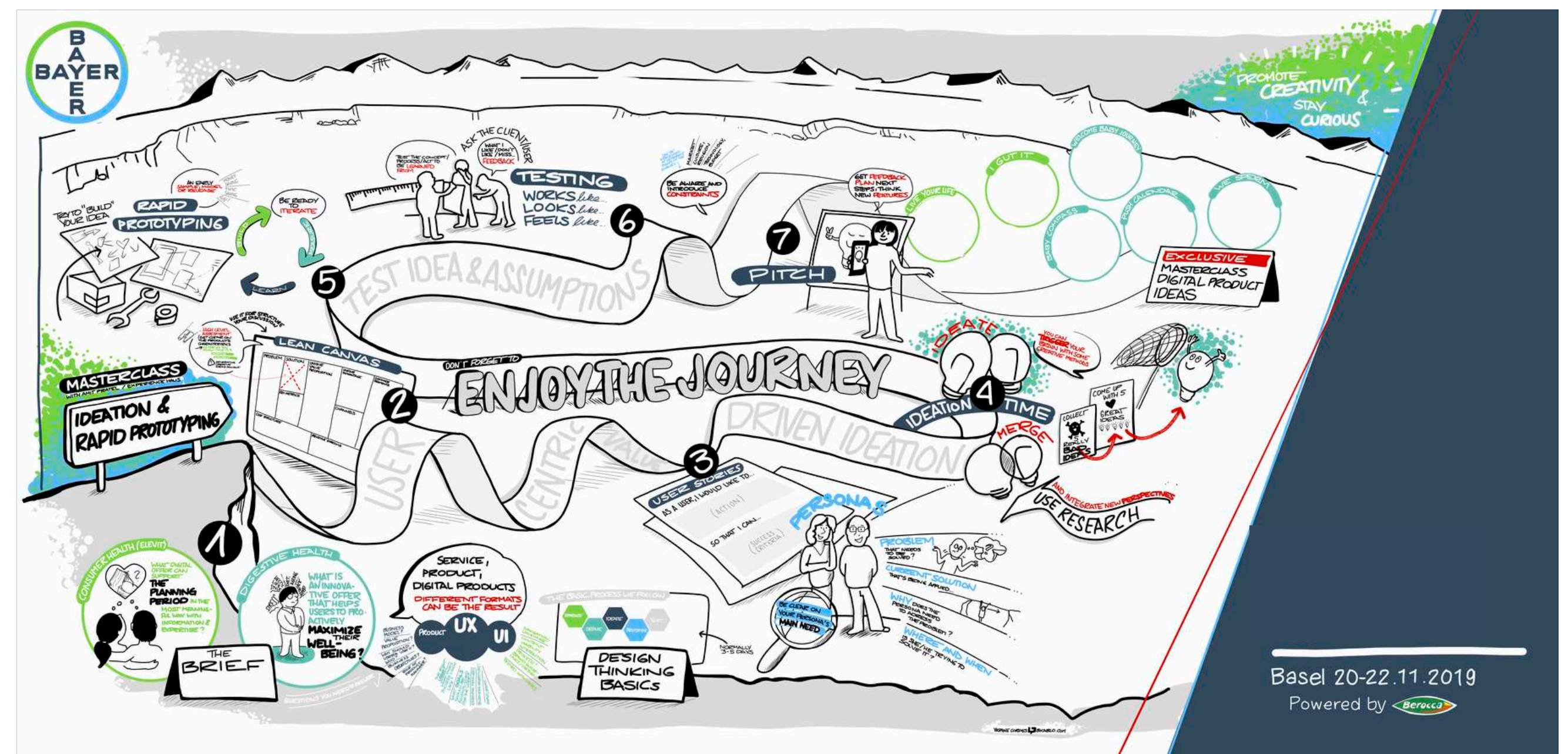
Bayer Consumer Health

Bayer is a German multinational life sciences organisation and one of the largest pharmaceutical companies in the world; serving billions of consumers every single day and operating in one of the most competitive industries, it is heavily reliant on its ability innovate and regularly bring new groundbreaking products and services to market.

What We Did

We helped to design the very first [Bayer Innovation Week](#); bringing together key parts of the organisation to discuss and showcase new approaches to innovation, then using this inspiration to workshop and prototype new business, product and service transformation opportunities for both the internal and external landscape.

Workshops were centred around live project briefs from throughout the organisation, collated from an in-depth discovery and definition phase that saw Experience Haus work alongside key stakeholders from across the business for several weeks and months prior to the event.



Basel 20-22.11.2019
Powered by 

Case study | Opogo



About Opogo

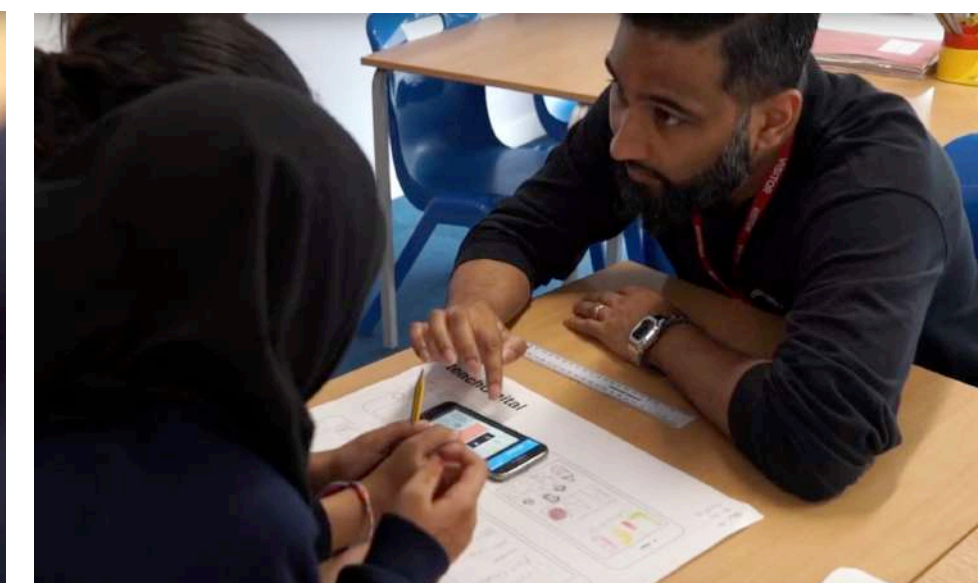
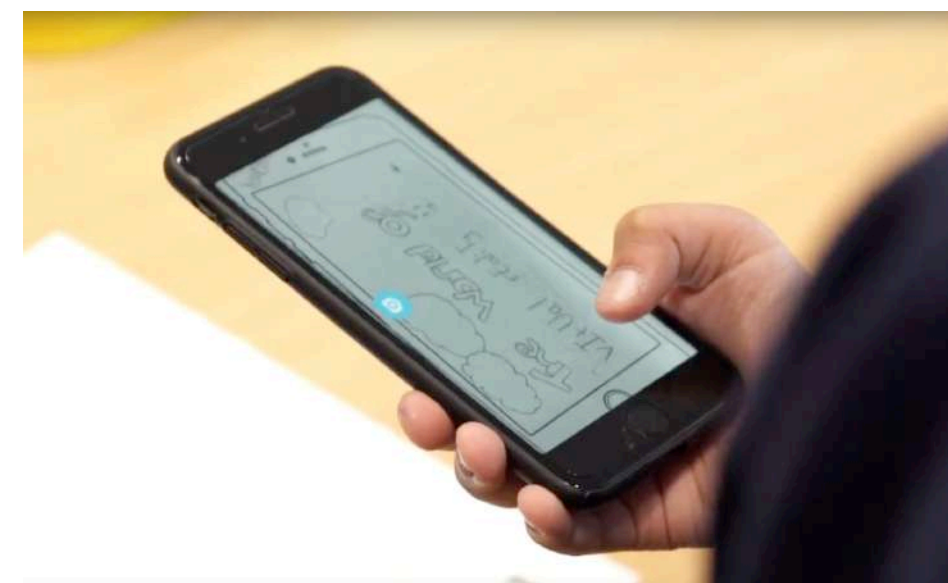
Opogo is a platform that combines technology, personal connections and community to enhance education outcomes.

The Context

Technology continues to rapidly evolve and has transformed how we all live and work. However, while the UK government has addressed the increasing need to invest in science, technology, engineering and mathematics (STEM) skills as a pillar of its macro industrial strategy, leading reports have highlighted that businesses across various sectors from healthcare to AI are feeling the effects of the skills shortage.

What We Did

Young people start making career choices at a very early age, therefore it is crucial to start investing in their digital and design skills as early as possible. Opogo and Experience Haus developed a 6-week course to teach young students from 7-to-9 years old how to build anything from apps to drones and driverless cars.



Case study | Whizz Education



About Whizz Education

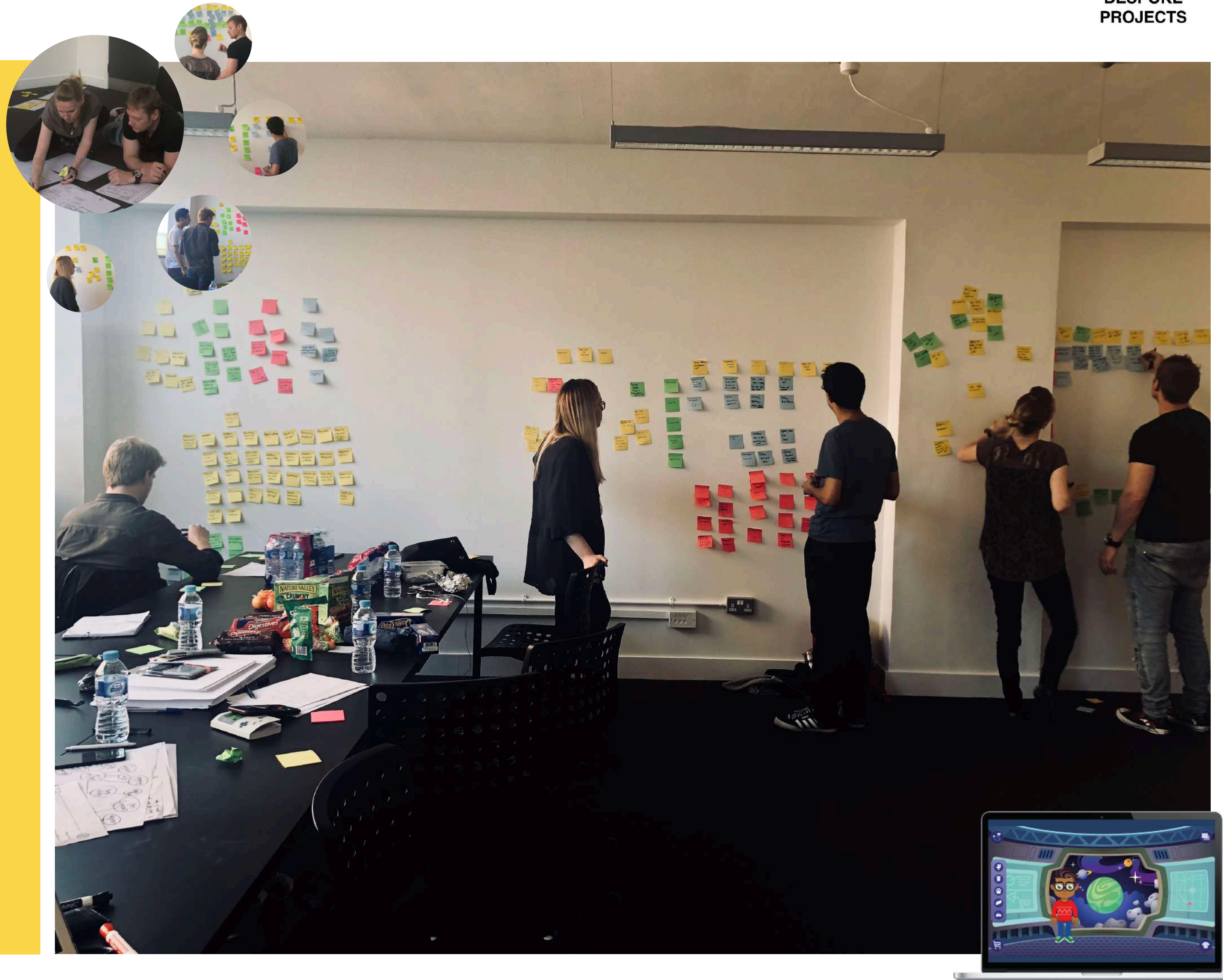
Whizz Education is an online maths tutorial platform with an aim to help children, families and communities around the world to reach their full potential, through effective individualised learning. There are currently over 100,000 active users worldwide.

The Problem

With a team of customer success and marketing managers placed all around the world, there was lots of feedback being provided by customers, but no direct plan to action them and improve the existing product.

What We Did

We were asked to upskill the current team to help create a new product design and management function. We designed a bespoke three day workshop including updated marketing techniques, user research, ideation, wireframing and prototyping. Several members of the team have now successfully moved into product roles.



Experience Haus Testimonials



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It've wanted to collaborate with Experience Haus for a long time to bring the spirit of inventive thinking to Bayer teams along with practical workshops on ideation and prototyping. I am happy that the opportunity showed up, as we hosted our first Innovation Days in Basel, Switzerland.

The Experience Haus masterclass was fully booked in under two hours by 30 people from various divisions and functions. You could tell by their faces and the way the ideated within the teams that everyone was 100% inspired and motivated. An important mindset change that needs to happen is for people to understand and feel that they too can be innovative, and there are special techniques to practice

Ekaterina Kharitonova
Global Digital Manager, Bayer Consumer Care

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The best product training we have received. Experience Haus instructors bring a wealth of knowledge and expertise, which is delivered in a highly engaging and interactive style.

They encourage students to learn by doing, and it's a thrill to see all the theory come together as you form prototypes.

Junaid Mubeen
Director of Education, Whizz Education

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We used Experience Haus to deliver the Creative Strategy Workshop to our students. Both Amit and Joe were great to work with, both in terms of organising the course through to the delivery of the course. All feedback from our students has been immensely positive, and we would certainly use them again. Fantastic.

Sarah Bryan

Business Development Officer

School of Business and Management, Queen Mary University of London

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It's been amazing to incorporate Experience Haus workshops into our innovation program. Their instructors have a breadth of knowledge of not just their specialist areas, but also the startup landscape.

Experience Haus have been one of the first workshop providers I've met who truly understand the needs of startups. Their content is engaging, digestible and designed to help startups take action.

They understand the startup world.

Patrick Colbeck
Sport Tech Hub Programme Manager
London Sport

Experience Haus

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