

**lextant:**

the human experience firm



# Lextant HQ Columbus, Ohio

lextant: the human experience firm

# Philosophy

## Ideal experiences look beyond today.

*Focusing on pain points and barriers of today limits innovation potential.*

## Ideal experiences are aspirational.

*Leverage people's dreams of a perfect future to build strong relationships with consumers.*

## Ideal experiences are actionable.

*Understand how the design of things can make an emotional connections with people.*



### 1 EMOTIONS

How do people want to feel?

### 2 BENEFITS

What does the product provide to make people feel this way?

### 3 FEATURES

How does the product deliver the benefits?

### 4 SENSORY CUES

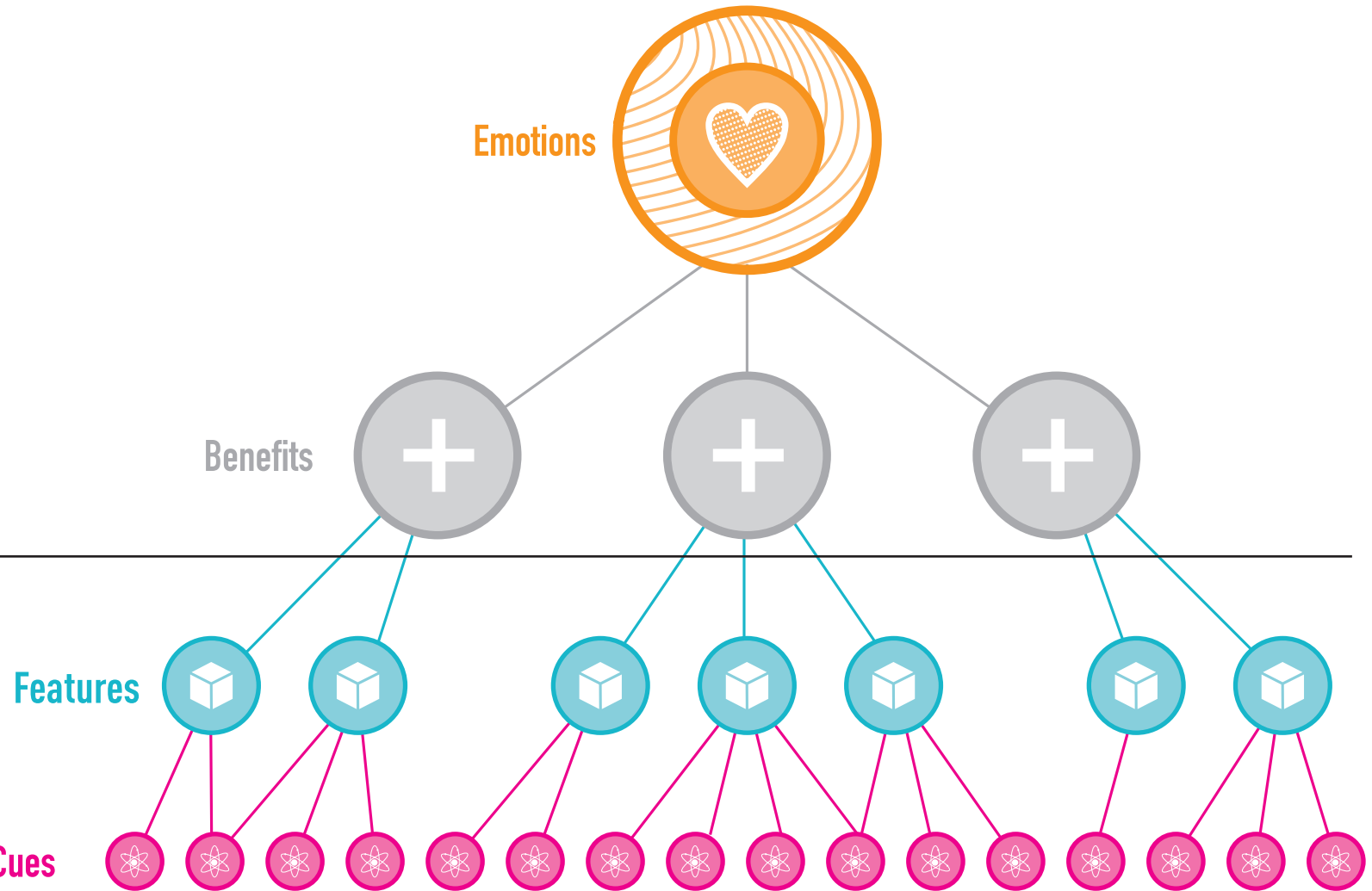
What sensory cues do people associate with these features?

I feel...

I am...

It is...

It has... **Sensory Cues**



**A CASE STUDY  
IN URBAN PLANNING**



**CREATE COLUMBUS  
COMMUNITY EXPERIENCE  
PROJECT**



The Millennial generation's young professionals will significantly reshape the economy and our society for decades to come.



Lextant + NBBJ + Create Columbus Commission

What drives young professionals when  
deciding where to settle?

We talked to twenty-five young professionals that live, work, and/or play in urban Columbus, OH



### Young Professional Criteria

- Millennial age range (approximately 21-35)
- Educational level of some college or trade education and above
- “Urban guru” or “Super connector”



### Residential Status Criteria

- New to Columbus, or
- Flight risk, or
- Putting down roots



### Demographic Criteria

- Diversity of racial identities
- Diversity of marital status
- Diversity of family make-up
- Diversity of gender

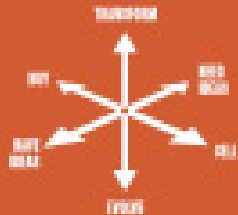


## *Planning*

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Stakeholder  
Meetings



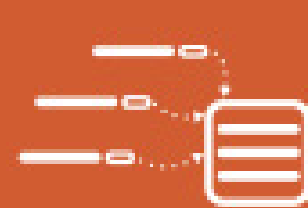
Select  
Methodology



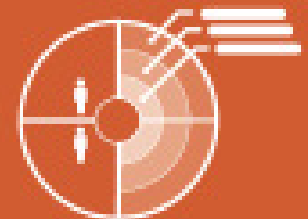
Reflective  
Pre-work



Focus  
Groups



Identify  
Themes



Model  
Insights

# ANALYSIS & SYNTHESIS

# Organize Data

The image shows a laptop screen displaying a Google Sheet titled "Reddi Whip Analysis". The sheet has columns for "Section", "Build Areas", and "Notes". The data is organized into rows, each representing a different product variation. The notes describe the characteristics and usage of each variation.

| Section              | Build Areas      | Notes   |
|----------------------|------------------|---|
| 100 H1 Ideal Product | simple 427       | Simple b/c self-contained. Good to go. Simple. Don't have to mix it together. Just grab and go. Like with the yogurts you dump the toppings into the container.   |
| 100 H1 Ideal Product | simple versatile | You can use it in different ways. Simple, just add a little to a trifle or strawberry or cup of cocoa. It can be used a lot of different ways, but is still so simple [easy to use].  |
| 100 H1 Ideal Product | simple versatile | You can use it in different ways. Simple, just add a little to a trifle or strawberry or cup of cocoa. It can be used a lot of different ways, but is still so simple [easy to use].  |
| 100 H1 Ideal Product | simple versatile | Versatile: it's white, layer-able, interchangeable in different directions.   |
| 100 H1 Ideal Product | simple versatile | If it's something you have on hand, you know you'll use it all. Not just one time. Can eat with fruit or on a pre-made dessert.   |
| 100 H1 Ideal Product | simple versatile | If it's something you have on hand, you know you'll use it all. Not just one time. Can eat with fruit or on a prepared dessert.   |
| 100 H1 Ideal Product | simple versatile | Can be a topping or the dessert itself.   |
| 100 H1 Ideal Product | simple easy      | Simplicity of it, but also the added factor of making it special. Anything with whipped topping makes it feel more special. A bowl of Jell-O, it takes it to the next level.  |
| 100 H1 Ideal Product | simple easy      | Best part about it is that it's so low calorie. May have sugar in it, but a little bit adds a lot.  |
| 100 H1 Ideal Product | simple easy      | Like to feel in charge in the kitchen, everything is under control, if you have whipped cream you have confidence and control and can add colors to it.   |
| 100 H1 Ideal Product | simple easy      | Like to feel in charge in the kitchen, everything is under control. Control because it is quick and not complicated, simple.  |
| 100 H1 Ideal Product | simple easy      | Like to feel in charge in the kitchen, everything is under control. Control because it is quick and not complicated, simple.  |
| 100 H1 Ideal Product | simple easy      | Not a lot of steps to go through. Confident. Relaxed.   |
| 100 H1 Ideal Product | simple versatile | They can use as much or as little as they want, so they have some control. It's less ingredients. If you're adding it to something it already has a lot of ingredients.   |
| 100 H1 Ideal Product | simple versatile | It's crepes. Not something I have on a regular basis, it's an indulgent treat. Adding the extra whipped topping makes it feel special and look fancy. The whipped topping with sprinkles. Crepes are not an easy thing to make, so when you get it and enjoy it, it's a little more special for yourself. |

| NOTE #   | GROUP | SECTION            | BUILD AREA | Stimulus | Note  | CODE | Theme | STIM |
|--|-------|--------------------|------------|----------|---|------|-------|------|
| <b>ELEVATES THE DESSERT</b>                    |       |                    |            |          |   |      |       |      |
| 688  | S2    | Ideal Product      | simple     | 430      | Strawberry with whipped cream is simple. <b>Just add a topping and you have dessert, breakfast or a snack.</b>  | 210  |       |      |
| 496  | S2    | Current Product    | -          | -        | Group 1 you combine with different things. Next group is middle ingredients, the next layer. Last group is all others, including whipped cream. The pizzazz you put as the final topping on any dessert. Like <b>fancy cupcakes up or turn ice cream into a sundae.</b> | 210  |       |      |
| 507  | S2    | Feature Definition | indulgent  | -        | Could serve husband <b>just fruit</b> in the morning, but if he gets a <b>dollop of whippy dip on it, he feels it's extra special.</b> He feels like he's the only one in the neighborhood getting it, something special.   | 210  |       |      |
| 446  | S2    | Ideal Product      | indulgent  | 443      | That addition to the whipped topping made it that much more special. Might take the time to get the whipped cream. Using it like 402, it's a step above, <b>that extra step to make it special.</b>   | 210  |       |      |
| 73   | S1    | Ideal Product      | simple     | 423      | Looks <b>fancier than just a pudding cup</b> , the nuts added and the shape of the whipped cream. Shape looks like it's from a can of whipped cream, has different depths to it.  | 210  |       |      |
| <b>ELEVATE THE DESSERT FOR SPEC OCCASSIONS</b> |       |                    |            |          |   |      |       |      |
| 7  | H1    | Ideal Product      | fun        | 657      | [Changing colors] Makes you think of all the different themes for showers, etc. Not just a family meal. It's a special meal and versatile.  | 210  |       |      |
| H1   |       |                    |            |          | Agree [Changing colors] Makes you think of all the different themes for showers, etc. Not just a family meal. It's a special meal and versatile.  | 210  |       |      |
| <b>MAKES DESSERT LOOK EXTRA SPECIAL</b>        |       |                    |            |          |   |      |       |      |

I want the whipped topping to elevate a basic dessert, breakfast, or snack into something more special (e.g., turn fruit into a dessert, breakfast, or snack; turn ice cream into a sundae; turn cupcakes or pudding cups into fancy desserts).

# Identify Patterns

textfam: the nu

ions if there's a



# “Bucketing”

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# Synthesis Workshop

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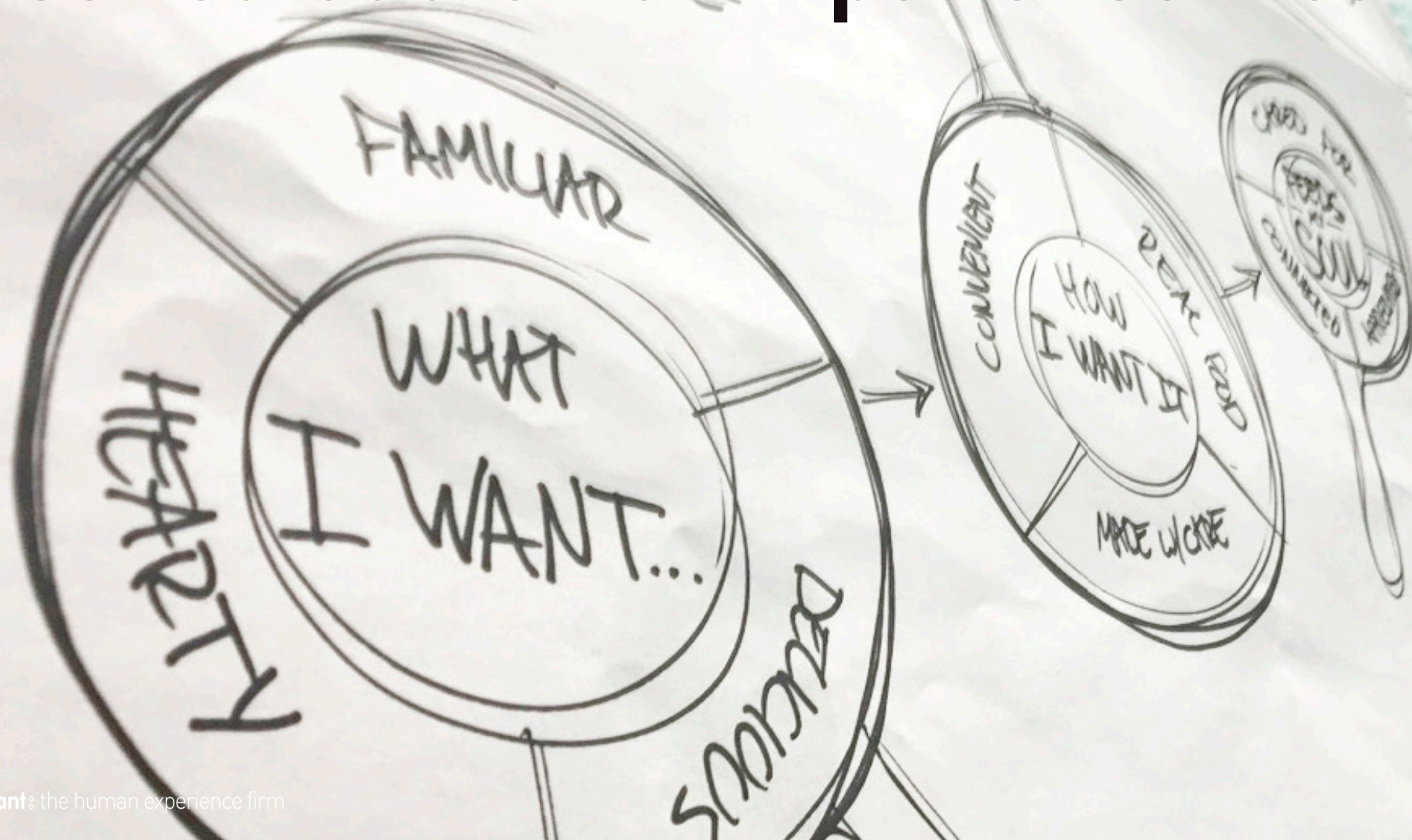
# INSIGHT TRANSLATION



# Framework Development

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# Desired Customer Experience Model



# a brief intro to modeling...

“If you can’t tell the story  
on **one page** then you don’t  
understand the story.”

A model is a framework that organizes *all* the insights and their relationships to one another.

# EMOTIONS 1

How do people want to feel?

# BENEFITS 2

What does the product have to provide to make people feel this way?

# 3 FEATURES

How does the product deliver the benefits?

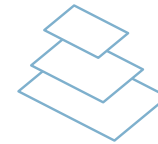
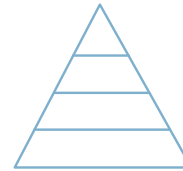
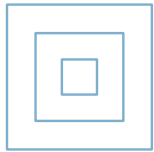
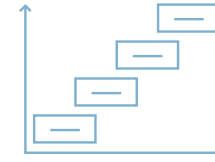
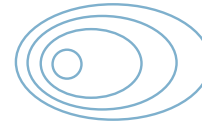
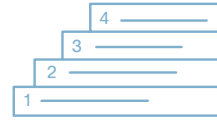
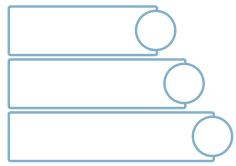
# 4 SENSORY CUES

What attributes do people associate with these features?



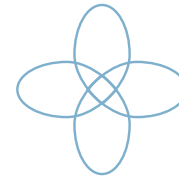
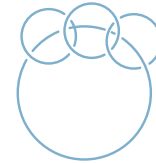
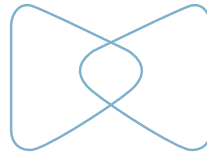
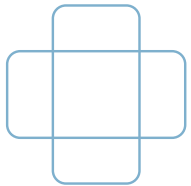
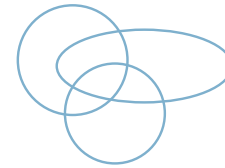
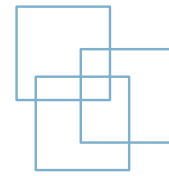
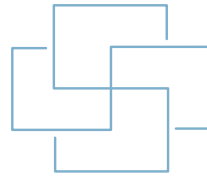
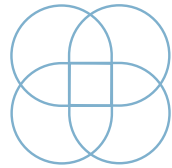
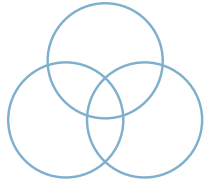
# Layered

**Layers:** Structures that show elements that stack or build on each other. They can depict both hierarchy and sequence.



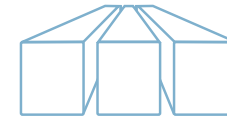
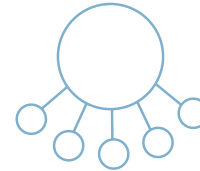
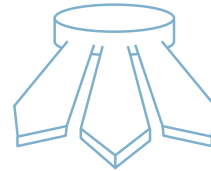
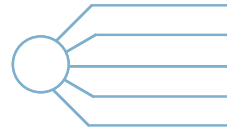
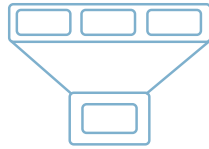
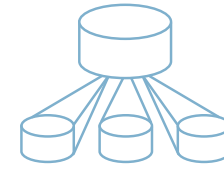
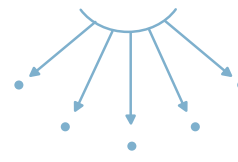
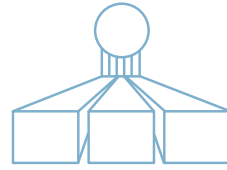
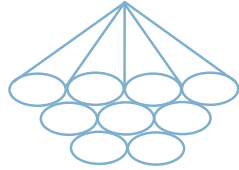
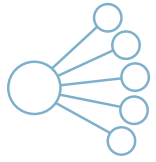
# Abstract Concepts: Cluster

**Overlapping:** Clusters that overlap and indicate shared sets, interest, or responsibility. Sometimes they form a new shape or area within the overlap.



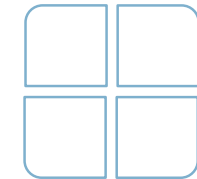
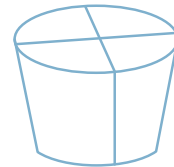
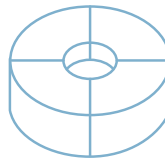
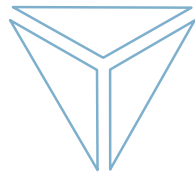
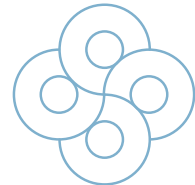
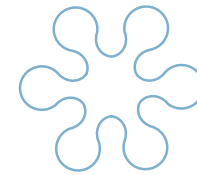
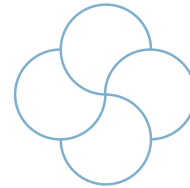
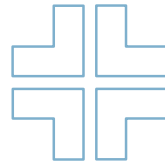
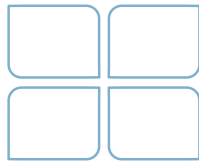
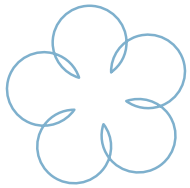
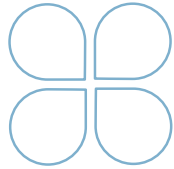
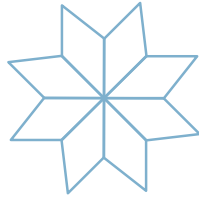
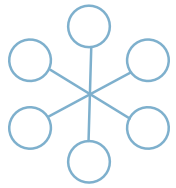
# Abstract Concepts: Radiate

**From a point:** Occurs when a single directional “burst” emerges from either a graphic or point that has a clear point of origin.



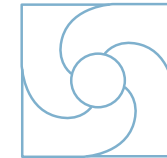
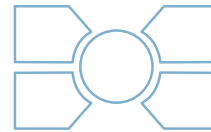
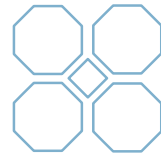
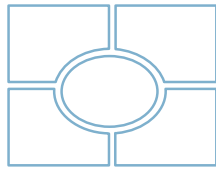
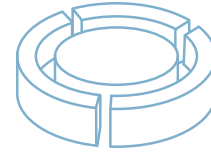
# Radial

**Without a core:** Implies that elements connect through proximity or mutual attraction. They are tied to one central area.



# Radial

**With a core:** Creates a parent-child relationship. The outer elements connect with a central element to hold the family together.



# Thank You.

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