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Orchestrating Experiences is a practical guide for designers and everyone struggling to create products and services in complex environments. *Orchestrating Experiences: Collaborative Design for Complexity*. By Chris Risdon and Patrick Quattlebaum. Foreword by Marc Rettig. Paperback: 336 pages.

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Up to this point, we typically thought of a touchpoint as having a 1:1 relationship with the channel they engaged in (physical location, website, phone call, etc.). But mobile helped channels converge and contexts shift. The picture wasn't so clear. We are

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tackling a more rich and dense view of a customer ' s experience.

Orchestrating Experiences Archives - Rosenfeld Media

by Chris Risdon, Patrick Quattlebaum June 07, 2018. Published in User Experience. A note from the editors: It ' s our pleasure to share this excerpt from Chapter 2 (" Pinning Down Touchpoints ") of Orchestrating Experiences: Collaborative Design for Complexity by Chris Risdon and Patrick Quattlebaum, available now from Rosenfeld Media. If you embrace the recommended collaborative approaches in your sense-making activities, you and your colleagues should build good momentum toward creating ...

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author, Chris Risdon, share their design philosophy and its practical applications in *Orchestrating Experiences: Collaborative Design for Complexity*. Learn more About Patrick

Who We Are (Active) — Harmonic Design

Orchestrating Experiences: Pinning Down Touchpoints. Editors Note: This is an abridged excerpt from chapter two of *Orchestrating Experiences: Collaborative Design for Complexity* by Chris Risdon and Patrick Quattlebaum . It is available from Rosenfeld Media in paperback and ebook. The term touchpoint, along with channel, has slowly made its way into the lexicon of organizations primarily via the marketing function.

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