

## Orchestrating Experiences Collaborative Design For Complexity

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An expert in design strategy and service design, Patrick places a premium on pushing design practice to be more value-centered, collaborative, and iterative. He and his co-author, Chris Risdon, share their design philosophy and its practical applications in Orchestrating Experiences: Collaborative Design for Complexity.

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Orchestrating Experiences: Collaborative Design for Complexity, Risdon, Quattlebaum, 2018, New York: Rosenfeld Media rosenfeldmedia.com/books/orchestrating-experiences/

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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 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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*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.