

Anna K's Rules for Building Consumer Experiences

From Anna Kilinski

“It all starts with a standard of excellence, then we challenge conventional wisdom, and finally we hide delightful surprises along the way. We are not doing functions, we are creating experiences!”

Imbed delightful surprises as often as possible

- The “little things” all add up
- Be unique and provide value
- People always remember the surprise; never the expected moments

Challenge the status quo

- It is never copying—it is always contrasting
- If everyone “thinks” one thing, then teach another
- Ask, “why do we do it like that” all the time and then improve EVERYTHING ALWAYS

Adopt a standard of excellence

- Never check boxes as functions instead create experiences
 - Execution above ideas
 - The details matter most

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