



CREATE  
FUTURE





Hello, I am

**Jessica Mullen**

CreateFuture, Founder & Managing Director

consultant  
create

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# An Innovation & Design Company.

Helping global brands to design outperforming products and services.

Clients we work with



Joyful experiences

# What is joyfulness?



**High fives!**

Your campaign is in the  
send queue and will go out shortly.



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# The value of joyful design

**Design Management Institute concludes that design-driven businesses have outperformed the S&P by a whopping 228% over the past 10 years.**

**PwC says there is a 16% price premium on products and services with a great experience**





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# Why should businesses care?

- ✓ Advocacy
- ✓ Retention & loyalty
- ✓ Forgiveness
- ✓ Average customer value



A black and white photograph of Maya Angelou. She is seated, wearing a dark, long-sleeved top and a patterned headwrap. Her hands are clasped in her lap. The background is slightly blurred, showing a room with a framed picture on the wall and a wooden chair. The quote is overlaid on the left side of the image in a large, white serif font.

People will  
*never* forget how  
you made them feel.

Maya Angelou





Create moments  
of pause in your  
process *and* experience.





*Don't fear friction.*



Avoid branding  
blanding.



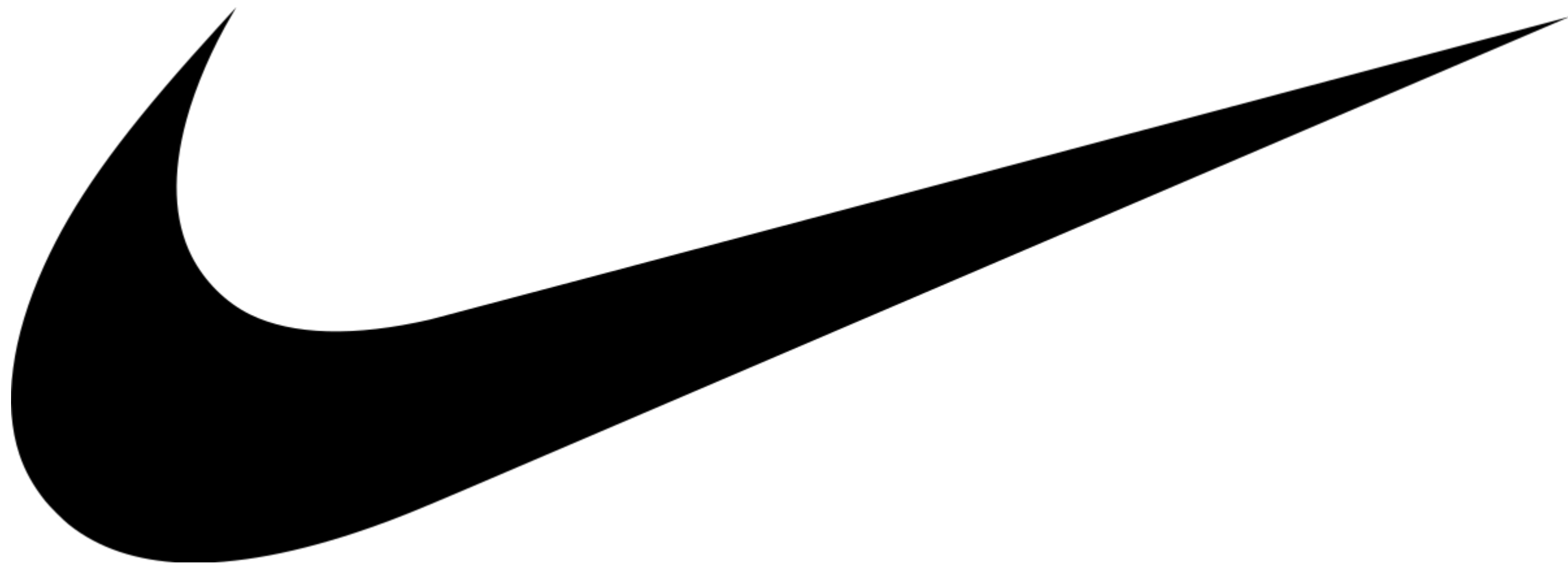


# Brand is a tool.





**Not just a logo**





# What can *only* you do?



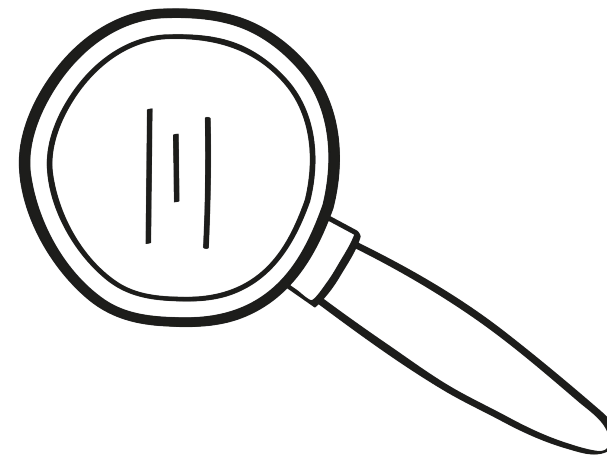




*“The details are not the details;  
they make the product.”*

Charles & Ray Eames





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# Let's look at some joy





Email address

me@email.com

We'll send your order confirmation here

First name

John

Last name

Smith

Password

.....

Must be 6 or more characters and contain at least 1 number

Date of birth

1

June

1991

Tell us - you'll get a birthday treat if you do

✓ 117 sleeps to go!

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Start small.



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Bring your brand  
into the gaps.

MoMA

#### Leave a Comment

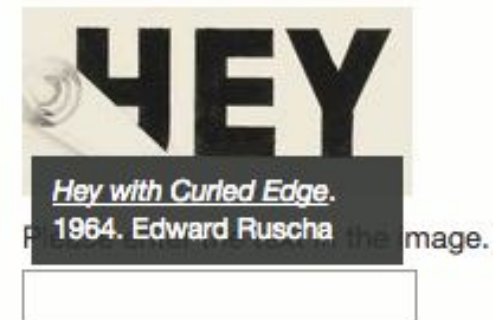
Name\*

\* required information

E-mail address\*

Your comments\*

Spam check\*



Submit >



## Unable to connect to the Internet

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[Details](#)

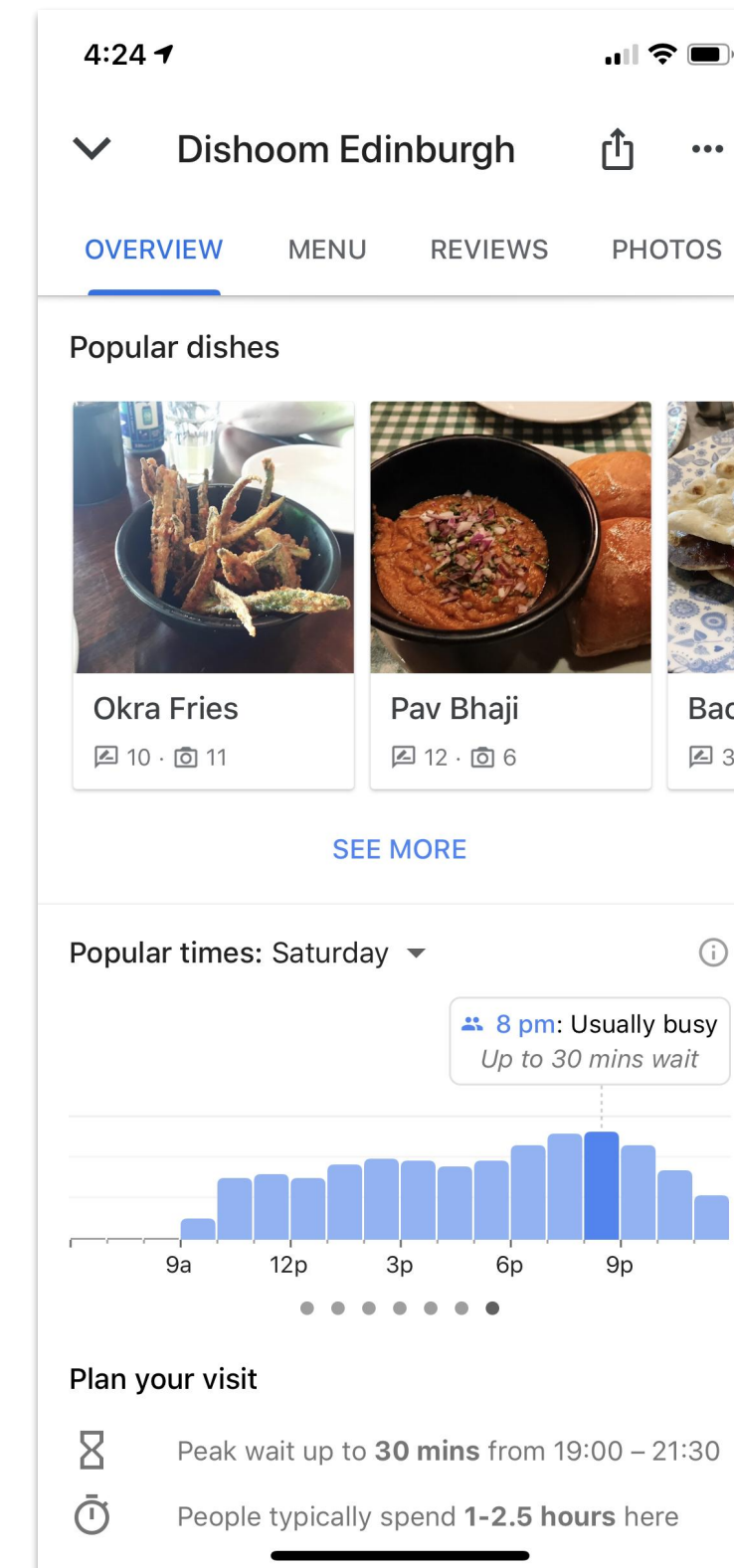
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**Ease issues  
that are out of  
your control.**



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# Answer the next question before they ask it.



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# Predict a problem.



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## Recession hysteria... hold on a minute!



Brad Holland  
23 August 2019  
4 min read

The increasing gridlock between the United States and China on trade has buffeted the global industrial production cycle. As a result, economies heavily weighted to industrial production, such as Japan, Germany and South Korea, could well slip into recession. Recently, the recession narrative has extended to the US as the shape of its yield curve has become negative (or inverted). But just hold on a minute!



SHAUN PORT  
Chief investment officer, Nutmeg

We've seen volatility across financial markets in June. What has been going on?

We did see some volatility, but June was a lot better than May. If you rewind back to early May, the US president's tweets unravelled the hope that the US and China were getting close to a trade deal. The president also weaponised tariffs against Mexico. That really unsettled markets.

Trade talks haven't really progressed with China, but they haven't got worse. In the meantime, central banks have stepped up and started to talk about cutting

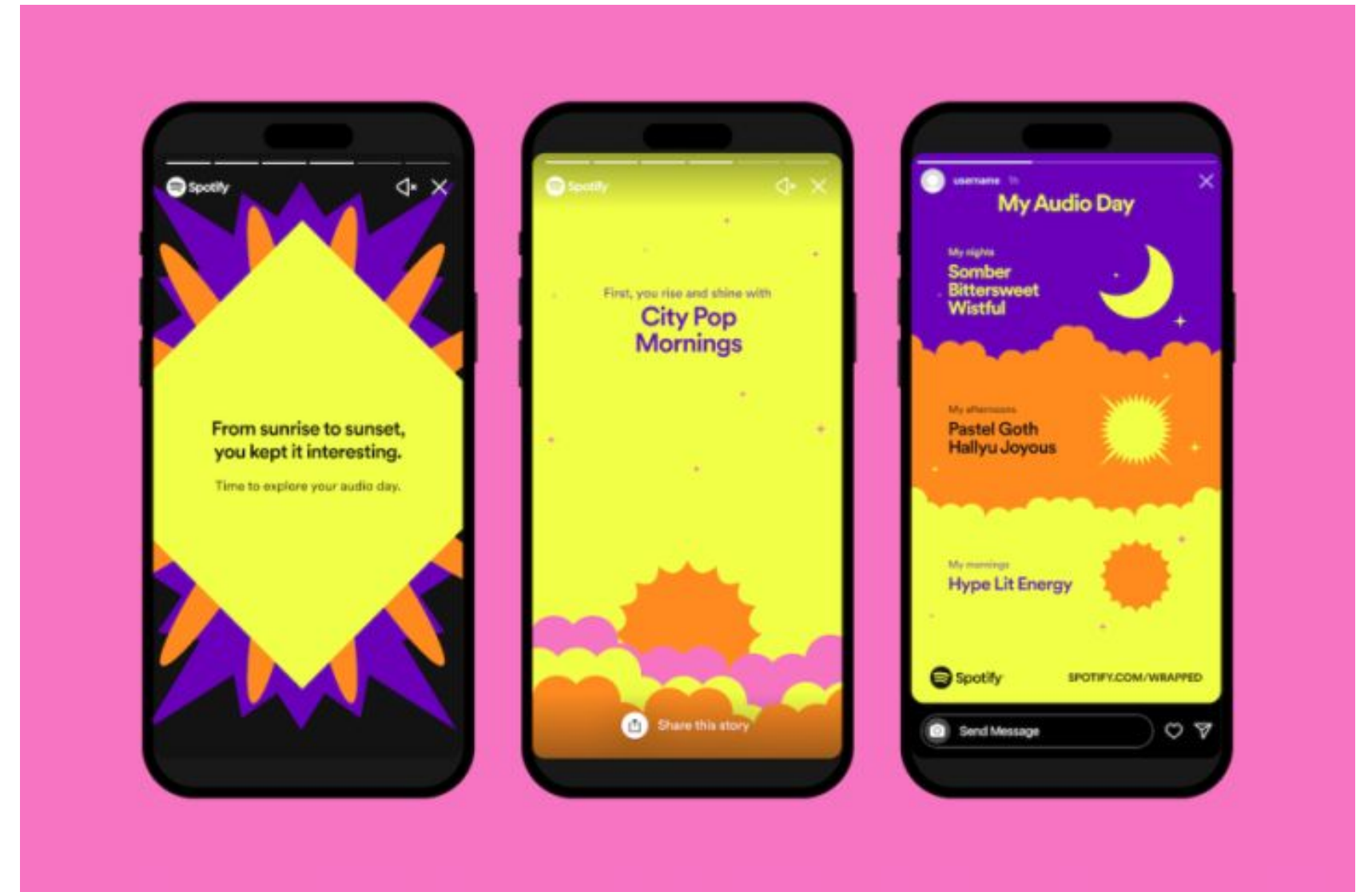
Chat with us

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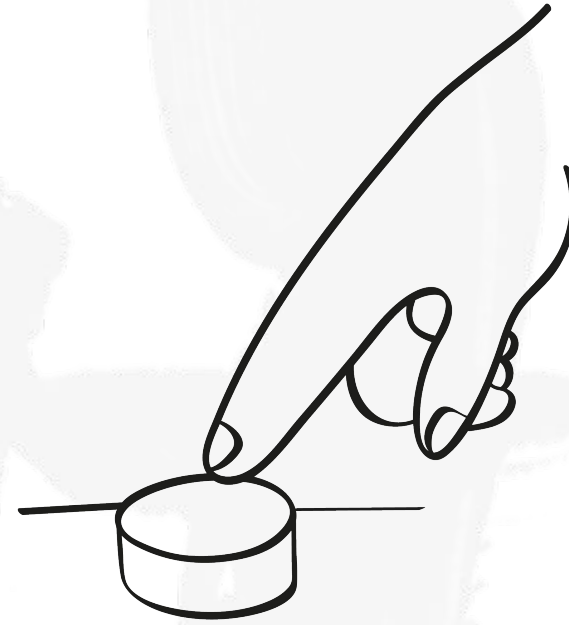
# Deal with problems openly

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# Ultra personal





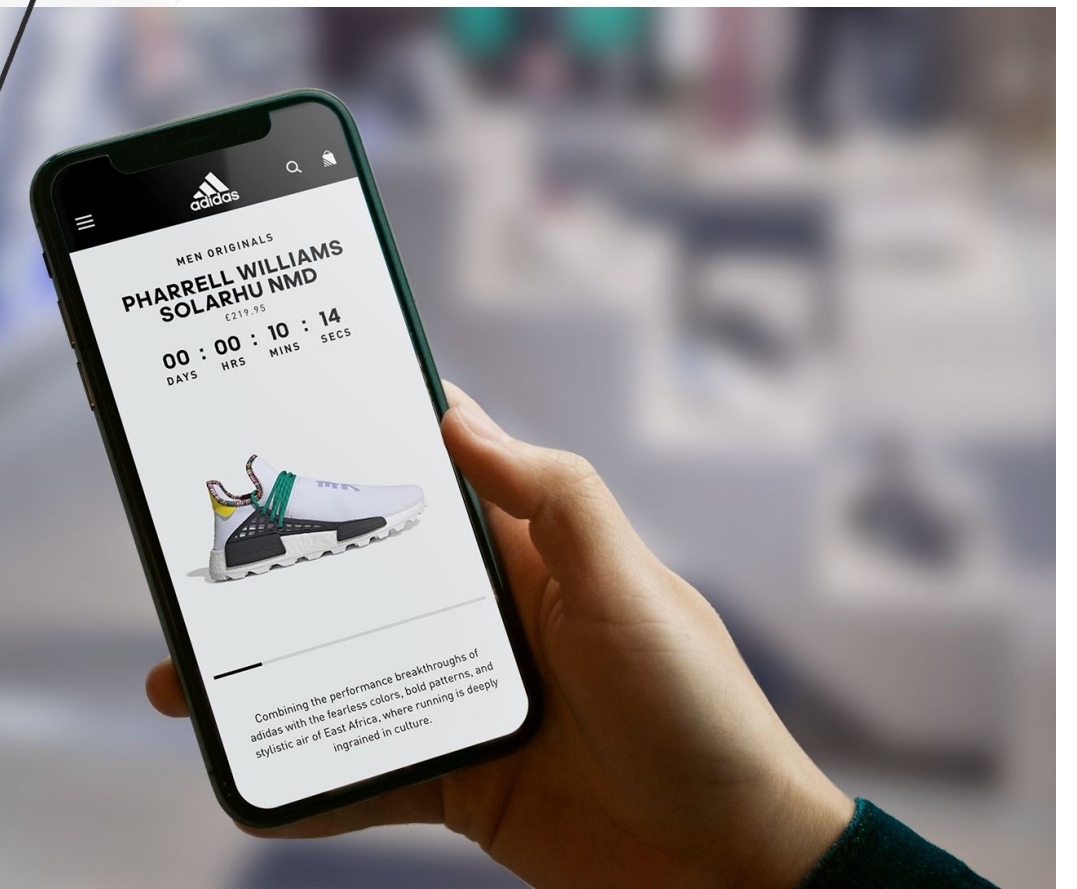
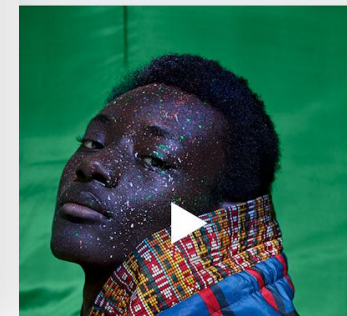
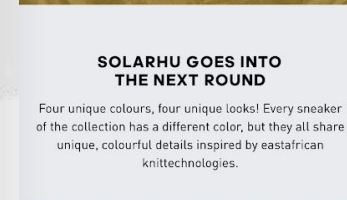
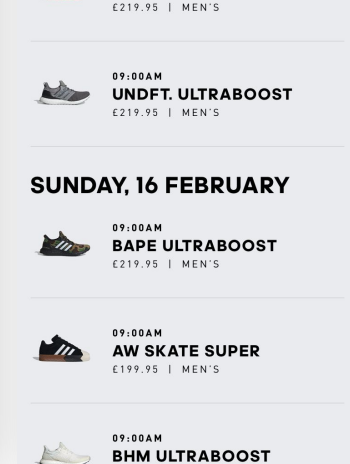
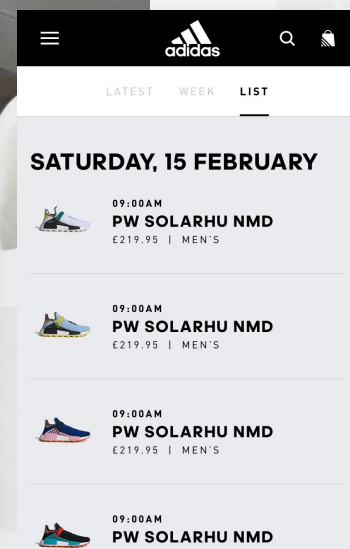
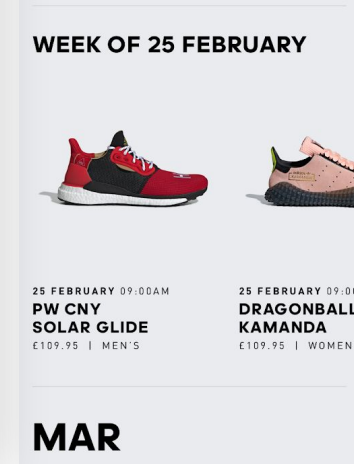
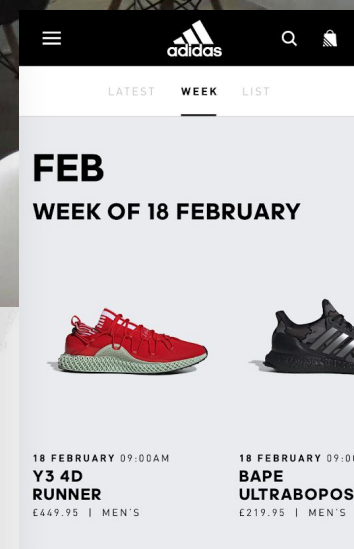
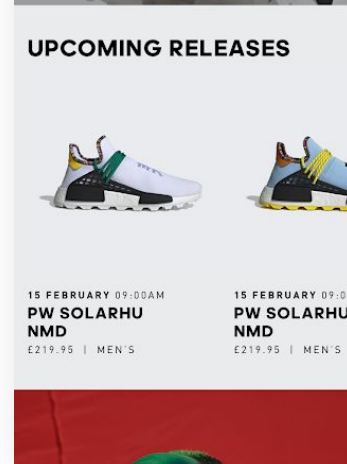
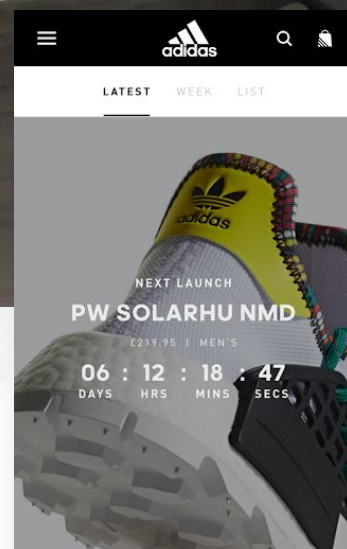
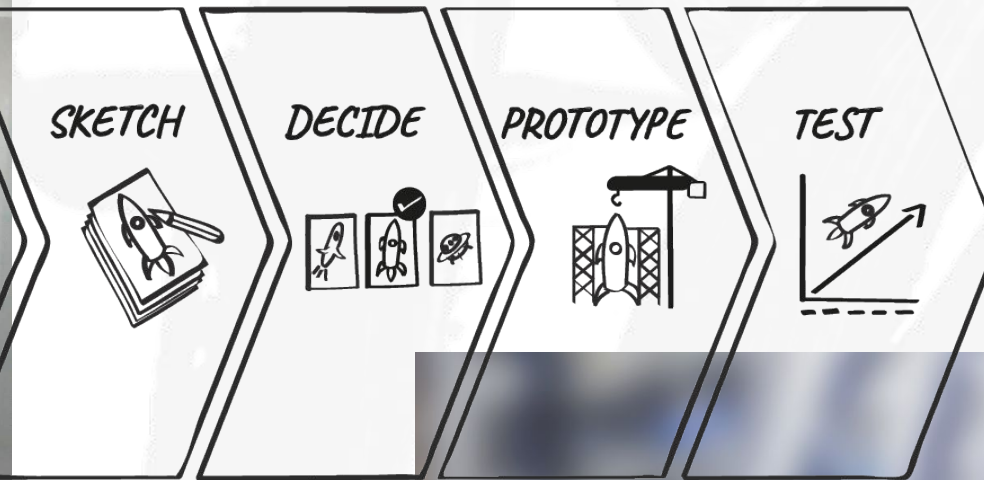
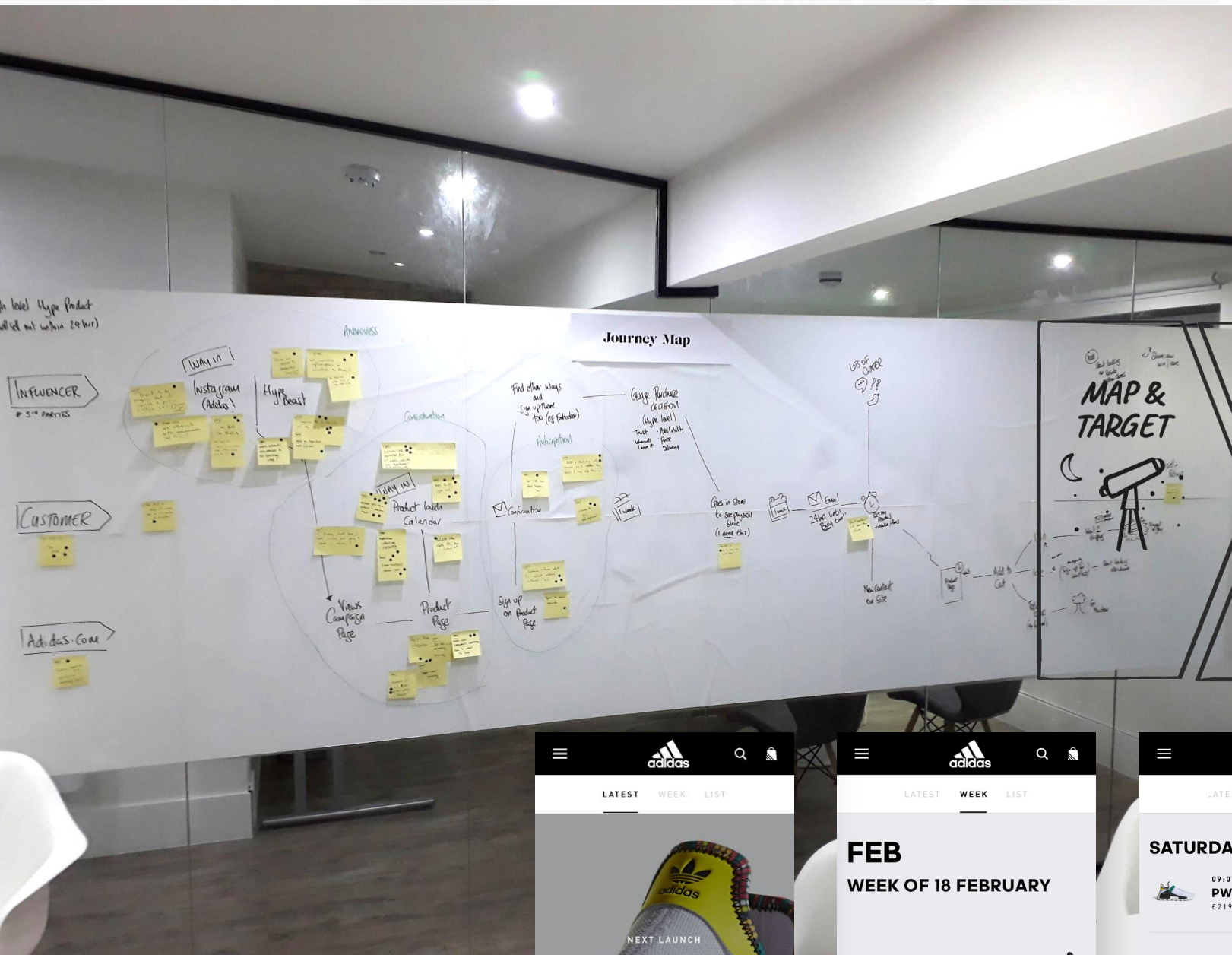


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# How do I make it happen?



# Joy takes a little more effort.





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# Define a user-centred purpose.

THIS IS FOR THE **GAME-CHANGERS**  
THE **ROOKIES** AND THE **VETERANS**  
THE **TROPHY COLLECTORS**. THE **BUTTON-MASHERS**  
FOR THOSE THAT ARE **DIVIDED IN**  
**BATTLE, BUT UNITED IN PLAY**  
THIS IS FOR THE COLLECTORS OF NEXT-LEVEL SECRETS  
AND THE FANS OF **JAW-DROPPING GRAPHICS**  
FOR THOSE THAT WANT **THE POWER AND**  
**FREEDOM TO PLAY ANYTIME, ANYWHERE**  
THIS IS FOR THE **INNOVATORS**  
THE **CREATORS**

**THIS IS FOR  
THE PLAYERS**

 **PS4™**

#4ThePlayers  
[eu.playstation.com/4ThePlayers](http://eu.playstation.com/4ThePlayers)



#4ThePlayers

**LOSING IS NOT AN  
OPTION FOR JAVIER.  
BUT THE REPLAY  
BUTTON DEFINITELY IS.**

 PlayStation

**THIS IS FOR  
THE PLAYERS**

   
OFFICIAL GAMING CONSOLE OF  
THE 2014 FIFA WORLD CUP™

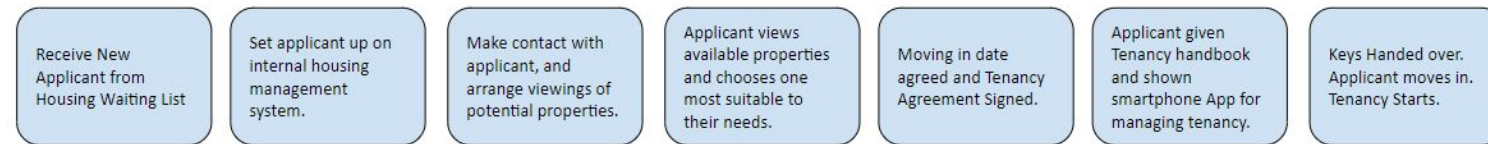




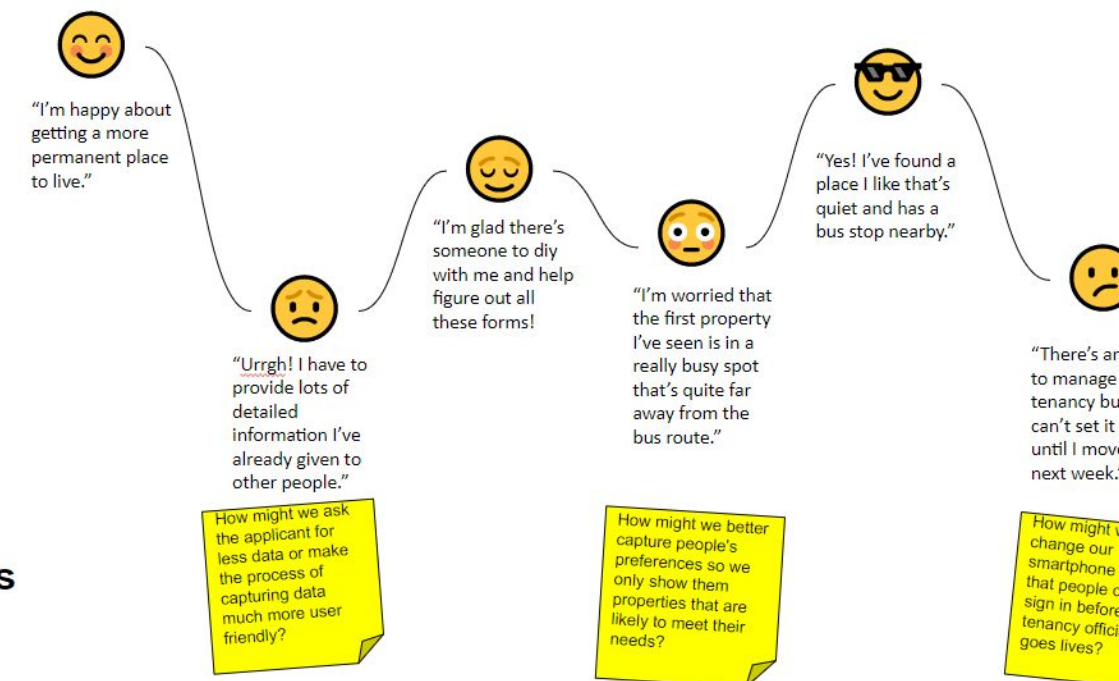
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# Map the emotion.

## The Process



## Customer Journey Map



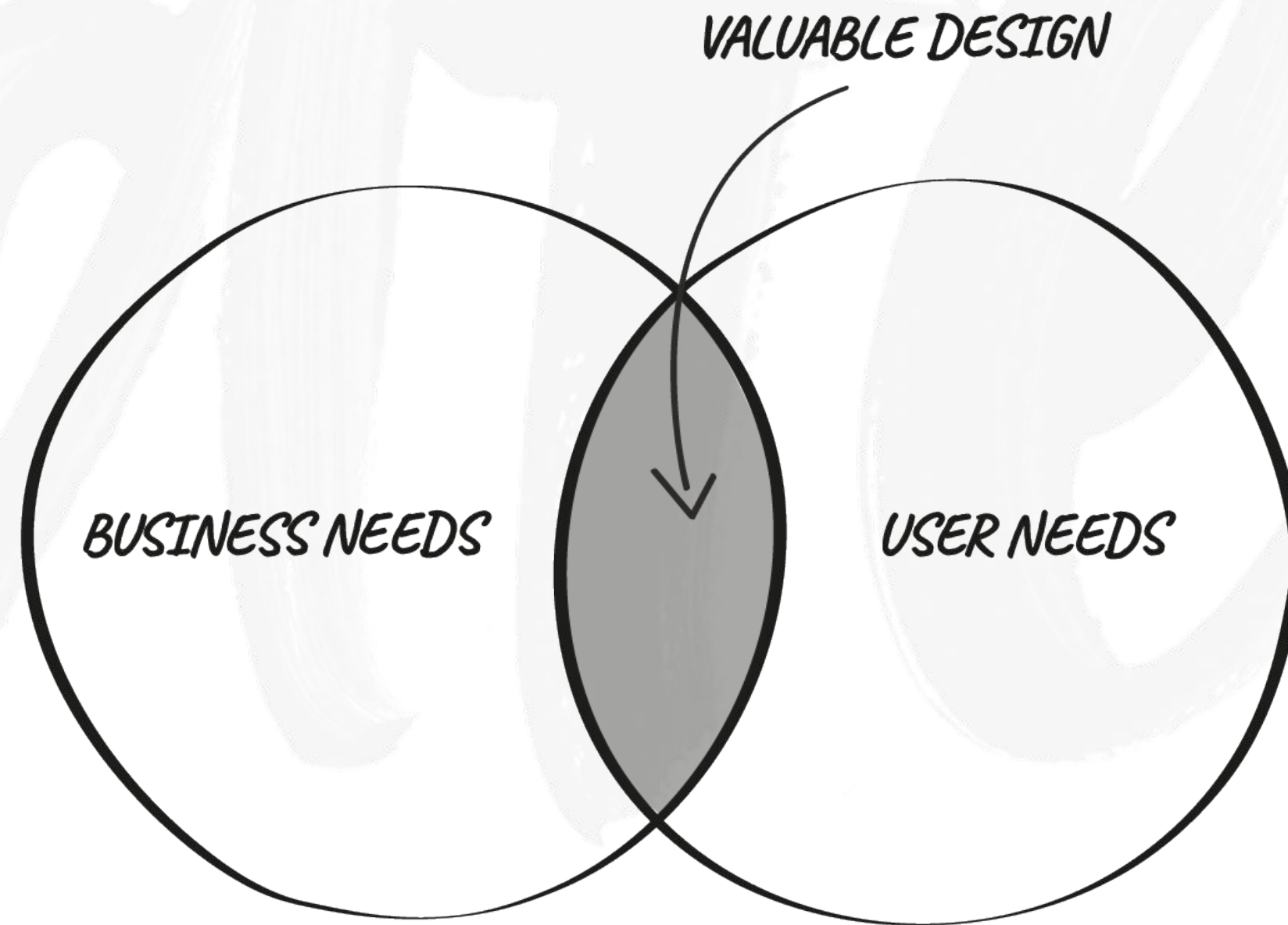
## Opportunities





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# Prioritise valuable design



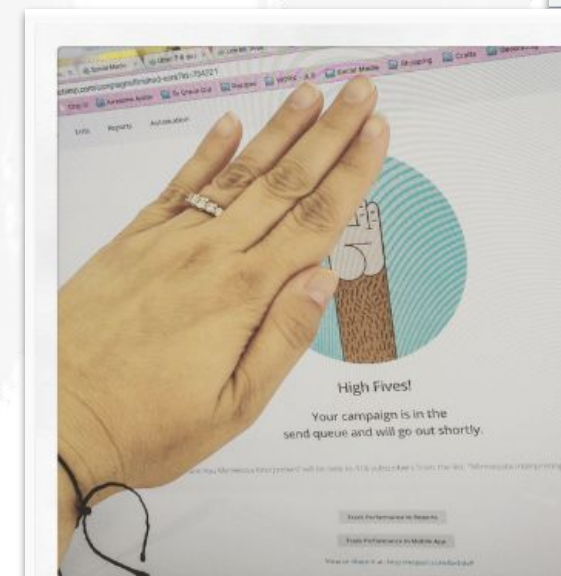
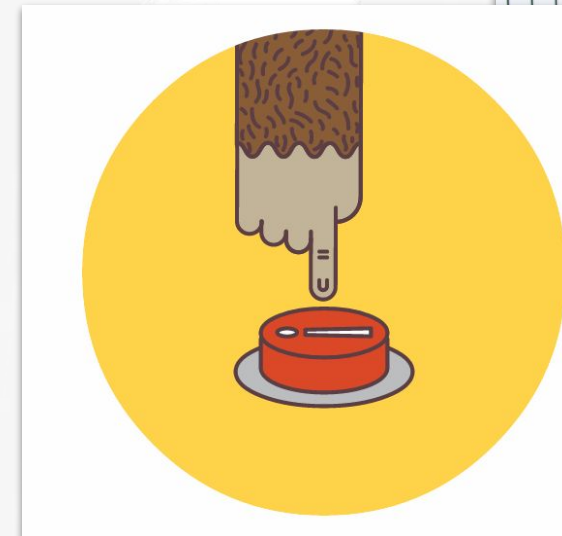
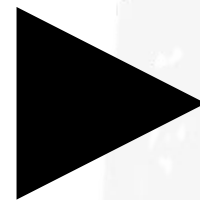
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# Start small, work together

## High fives!

Your campaign is in the  
send queue and will go out shortly.

(Five years as copy)



**"Challenge ideas and don't just  
take everything they give you. Be  
part of the creative process. Don't,  
don't be just the end of the line  
where you go, "okay!""**

ALVARO SANCHEZ



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# Joyful teams = Joyful work



Gareth Anderson

Fri 10:47

I have just completed 7 PDP reviews and it turns out I think you're all great. I'm super happy you all found your way into the CF fam, what a freaking great team to be a part of!

 1

 5





Federica Bonfanti


Fri 10:52

👉 you next week



Reply





Federica Bonfanti

09:58









"Got it – thanks..


The report is really excellent Jesse.


Thanks again."


from JD so worth double!


[@Jesse Audubey](#)



 5

 1


 1



Jesse Audubey

09:59

😍




Laura McHard

09:59

❤️


SUPERSTAR



Dave Ward

13:06


It is really excellent, he is 100% correct.




Jesse Audubey


13:12


Thank you all 🙌





Reply






Laura McHard

2 Dec, 15:08


GOOD VIBES TO FED + ALEX.


Thanks for leading on the interviews and keeping the project moving when I was OD'ing on NightNurse.

💥



Reply






Scott Hodgskin

17 Nov, 14:17

Gareth Anderson : Sprint Presenter



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# Any questions...

