What is an experience architect?

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please contact us.

An **experience architect** is an individual who uses human-centered design thinking to help identify and deliver innovation opportunities using ServiceNow. This role should lead your innovation efforts for ServiceNow and partner with IT and business line teams to design end-to-end service experiences for customers and employees.

What's the ideal profile for an experience architect?

Change agent – Those in this role should be empathetic—that is, able to "walk a mile in the customer's shoes"—and help drive organizational change.

Facilitator – The experience architect should be able to bring people together across teams and business lines and forge a consensus.

Innovator – Individuals in this role should be able to translate the *service* into the *experience* using human-centered design principles.

What skills and background should an experience architect have?

- Human-centered design, interaction design, visual design
- Organizational communication and change management
- Experience measuring customer and employee experiences
- Experience with systems integrations, APIs, and various architectures

What role should the experience architect play on a ServiceNow team?

The experience architect should lead **innovation** for your ServiceNow team or center of excellence. In this role, they should own:

- Innovation opportunity spotting – *Creating an approach for thinking about work in novel, transformative ways*
- Experience design methods and standards – *Creating a consistent, scalable approach to design*
- Design and adoption of self-service – *Enabling users to complete work without having to rely on others*
- Training for development teams in design principles and standards – *Putting human-centric design at the forefront of development*

What is an experience architect? (Continued)

Is there a sample job description for an experience architect?

Experience architect

Digital transformation is changing our customers' and employees' expectations of their IT and business services experience. To exceed these expectations, our **experience architect** will reimagine digital workflows using a human-centered design approach. In this role, the experience ence architect will partner with teams across IT and the enterprise to design next-generation, end-to-end service experiences for customers and employees using ServiceNow.

In this role, you will:

Partner with IT teams to identify opportunities to transform experiences for customers and employees with end-to-end digital workflows

Develop customer and employee personas and measures to quantify the business impact of suboptimal experiences

Audit existing workflows and blueprint development for new workflow experiences, identifying opportunities for improvement and experimentation

Assist IT leaders in working with cross-functional partners to define customer journeys and digital workflow needs

Design new touchpoints to evolve in-person and digital experiences

Translate aspects and components of the workflow experience to new channels and contexts

Create seamlessly integrated service experiences with other enterprise digital platforms

Your background should include:

☐ Human-centered design experience, including research, analysis, synthesis, prototyping, and implementation

☐ Ability to design at various levels of "zoom," from interactions and touchpoints to workflows and services to end-to-end journeys

☐ Depth in experience strategy and breadth with interaction design, visual design, and design research

☐ A collaborative nature with strong communication skills

☐ Experience with ServiceNow, including an understanding of key capabilities in IT, employee, and customer workflows

☐ Experience collaborating with technical experts to develop experience architecture designs

☐ Experience with system integrations, APIs, and various architectures

☐ Bachelor's degree in design, human-computer interaction, or related design fields

☐ Experience engaging with senior-level audiences

☐ Experience measuring customer and employee experiences

☐ Polished presentation, public speaking, and communication skills