**Name:**

***Instructions:*** *Use the provided prompts to provide your thorough, well thought out responses. Do not write your answer in bold or italic. Don’t forget to identify any references you may have utilized in preparation of your homework assignment.*

1. In your own words, how would you define the term(s) Digital Experience / Digital Experience Management?

**Answer:**

1. Clearly and thoroughly Identify and elaborate on your own digital experience with a variety of organizations (at least 3 different companies).

**Answer:**

1. For each of your examples, provide me with the following information.

**Name of Organization #1:**

1. What was the purpose of said digital interaction?
   1. **Answer:**
2. Was the experience positive, negative, or something in between?
   1. **Answer:**
3. What made you identify your rating as such?
   1. **Answer:**
4. What do you feel would have improved your experience or the overall experience for other users?
   1. **Answer:**

**Name of Organization #2:**

1. What was the purpose of said digital interaction?
   1. **Answer:**
2. Was the experience positive, negative, or something in between?
   1. **Answer:**
3. What made you identify your rating as such?
   1. **Answer:**
4. What do you feel would have improved your experience or the overall experience for other users?
   1. **Answer:**

**Name of Organization #3:**

1. What was the purpose of said digital interaction?
   1. **Answer:**
2. Was the experience positive, negative, or something in between?
   1. **Answer:**
3. What made you identify your rating as such?
   1. **Answer:**
4. What do you feel would have improved your experience or the overall experience for other users?
   1. **Answer:**
5. From a business perspective, what do you feel defines a great customer experience? Identify a variety (at least 5) different ways of obtaining/measuring a customer’s feedback.