

~~icon  
impact~~

Architects of Change

# Let me introduce myself

Neil Baptista, Managing Director at icon impact

**3**  
**Startups**  
**founded**

**25+yrs**  
**In product**  
**Development**

**10 yrs**  
**Innovation &**  
**venture building**





»

Experience-driven  
Innovation catalyst

«

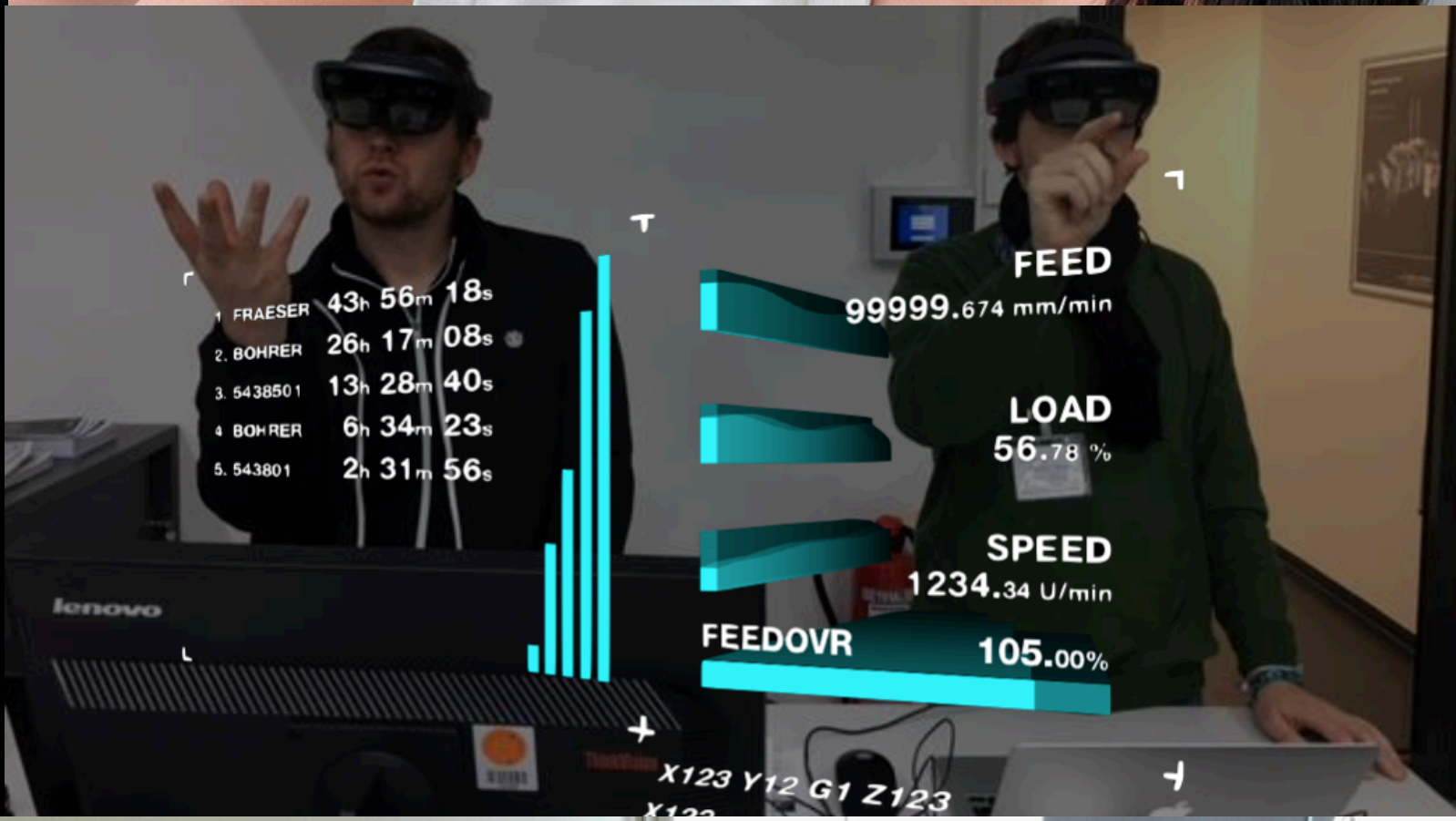
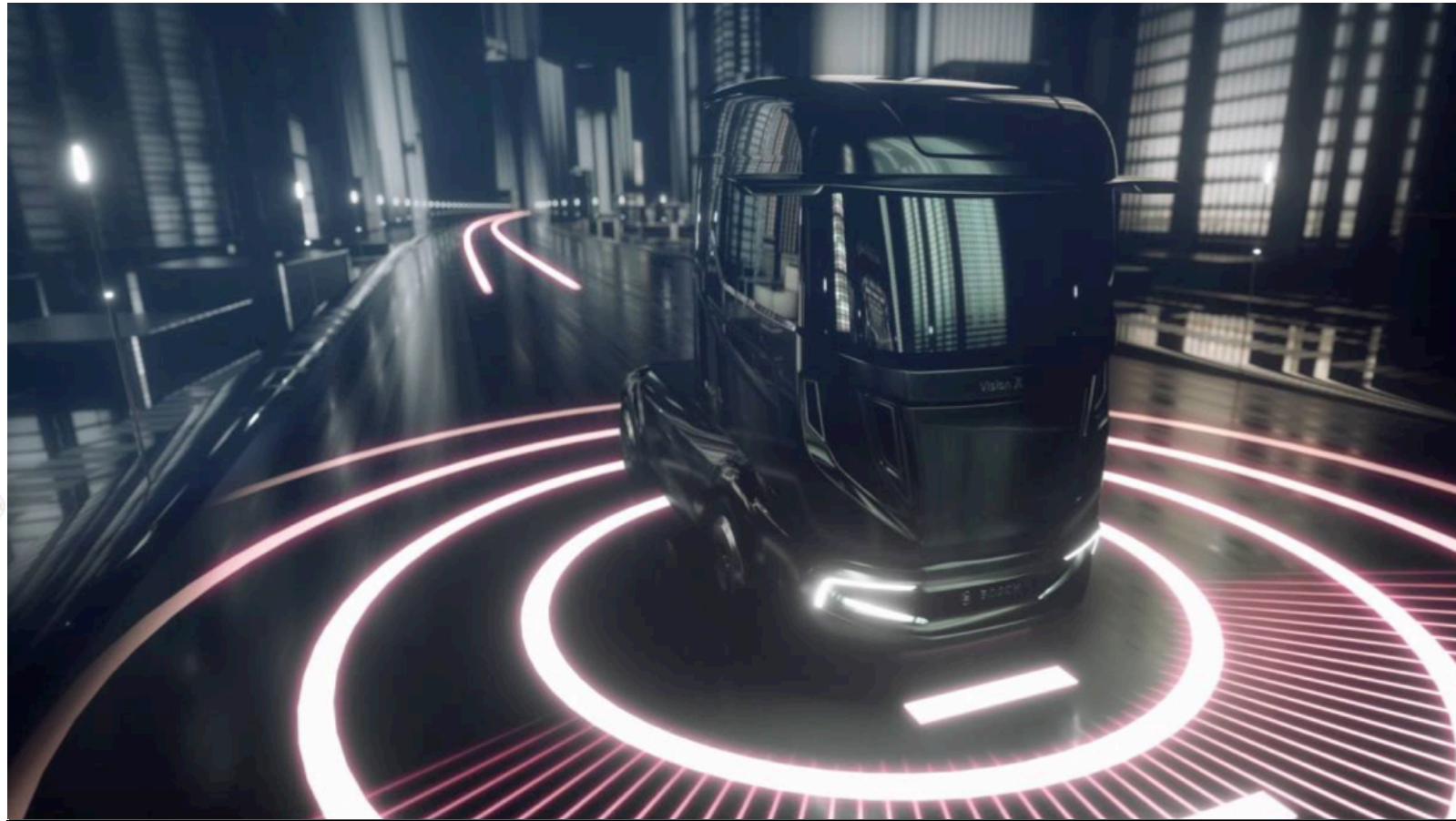
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Making  
the  
future tangible

«







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# Homo experientia



“Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior.”

Marshall McLuhan

# Experience at the center



humans

have experiences at different point of contacts at different moments in time

physical

digital

technology\*

consistently good experiences establish trust

relationship

which is the foundation for business

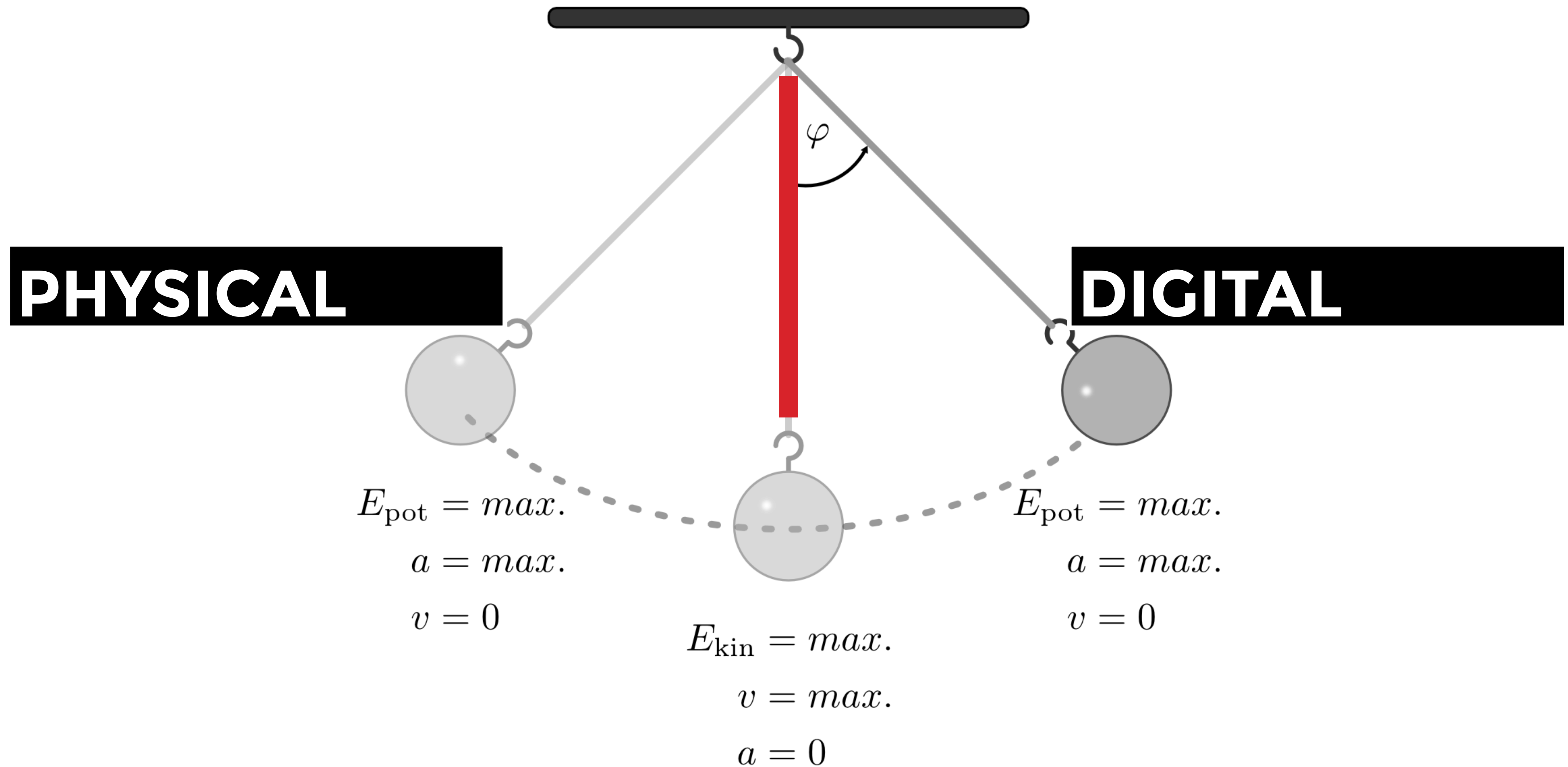
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\*Following the Greek origin of the term, technology is not to be understood as a technical artifact, but as a word from tech-né (τέχνη) and logos (λόγος), encompassing science in general as well as art and, in particular, reason in the sense of opportunity and risk assessment - the way in which social and technological developments are viewed.

# New 'phygital' equilibrium





The experience is  
your business



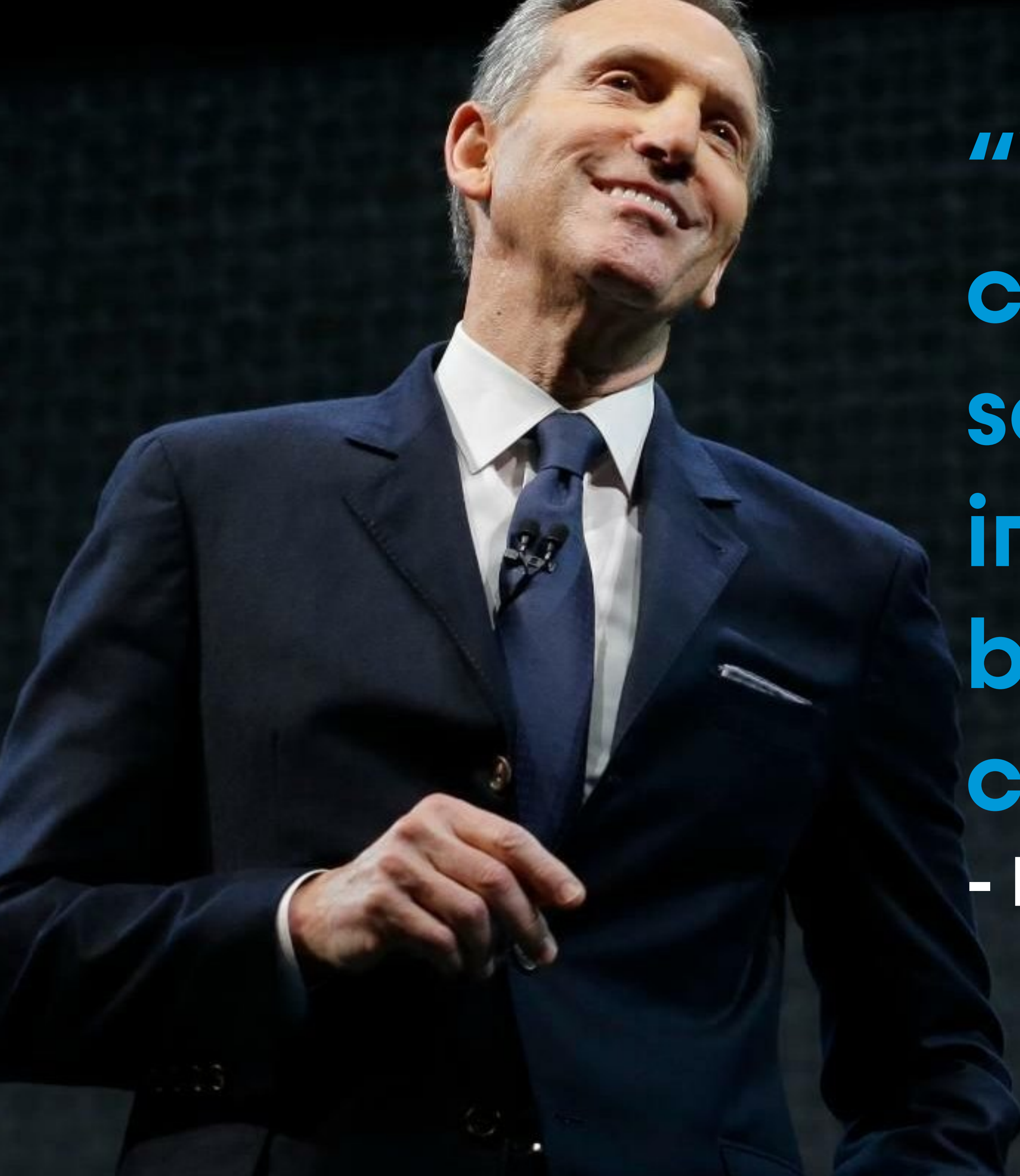
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**"We're not in the  
coffee business  
serving people, we're  
in the people  
business serving  
coffee."**

**- Howard Schultz, Starbucks**



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But, how do we create experience?



## EMPATHY MAP



Who is our  
customer?



## JOURNEY MAP

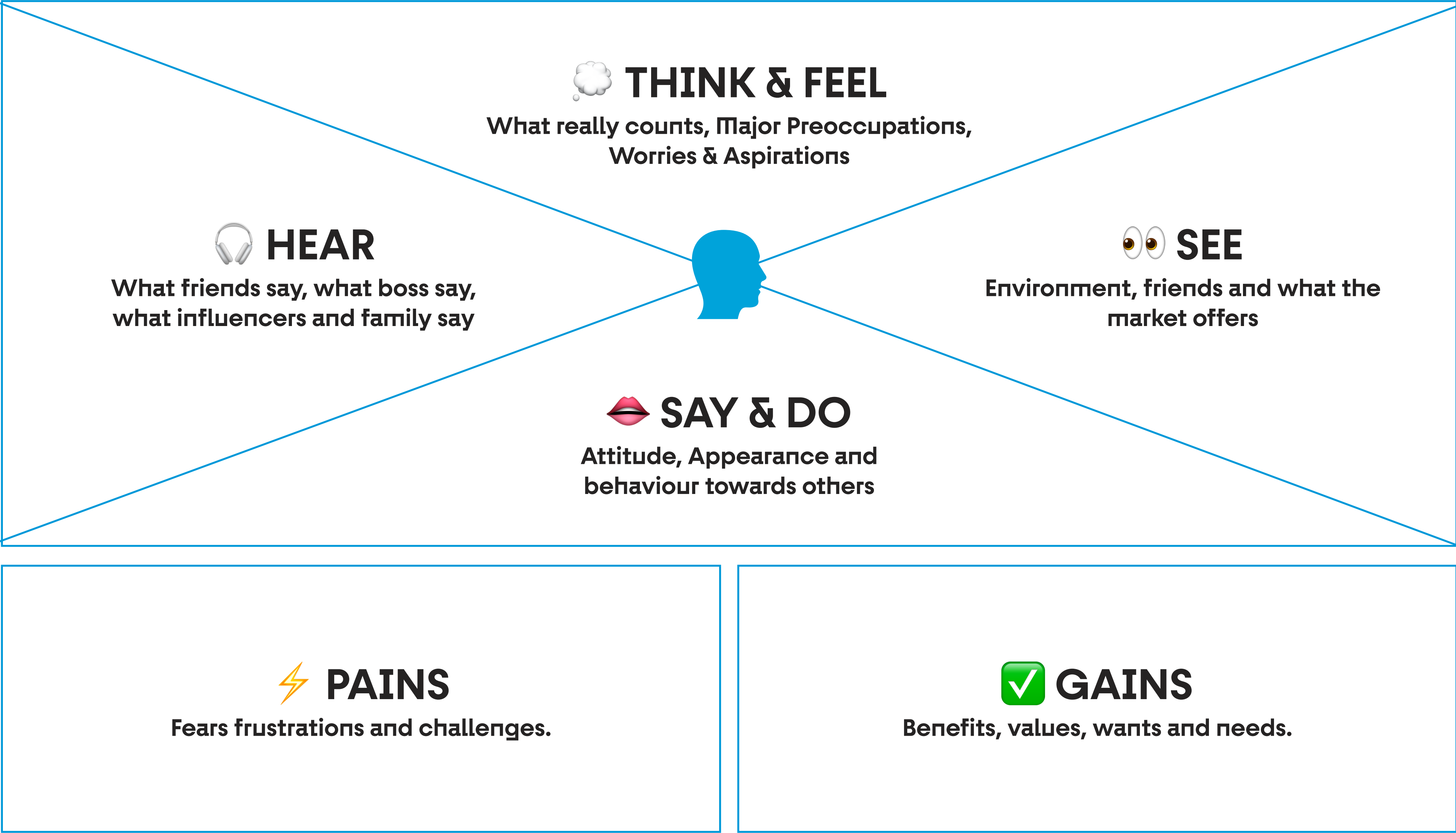


What actions  
and decisions  
to they take?

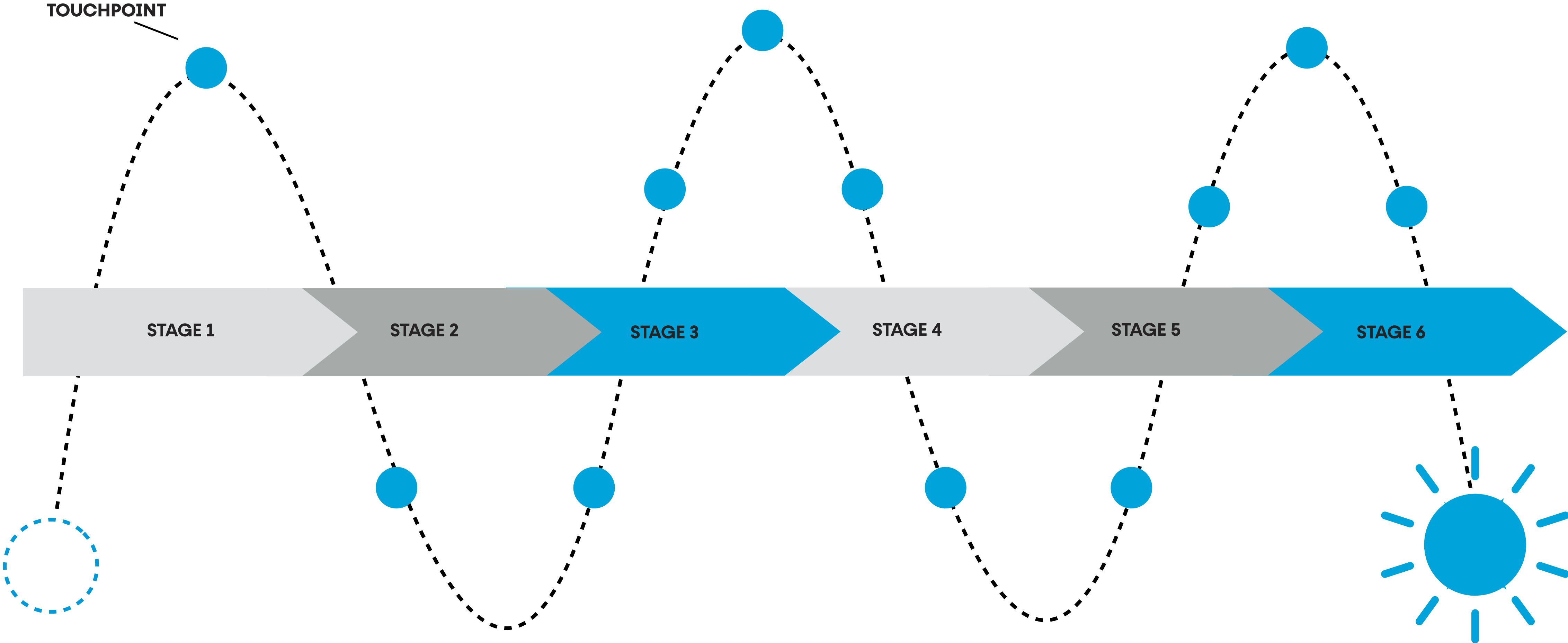




# Empathy mapping



# Journey mapping



The atomic unit of experience design.



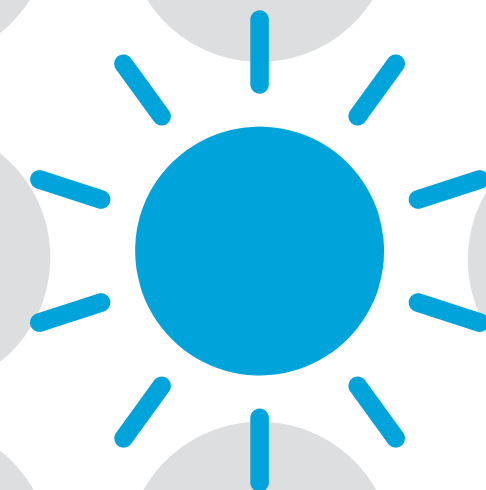
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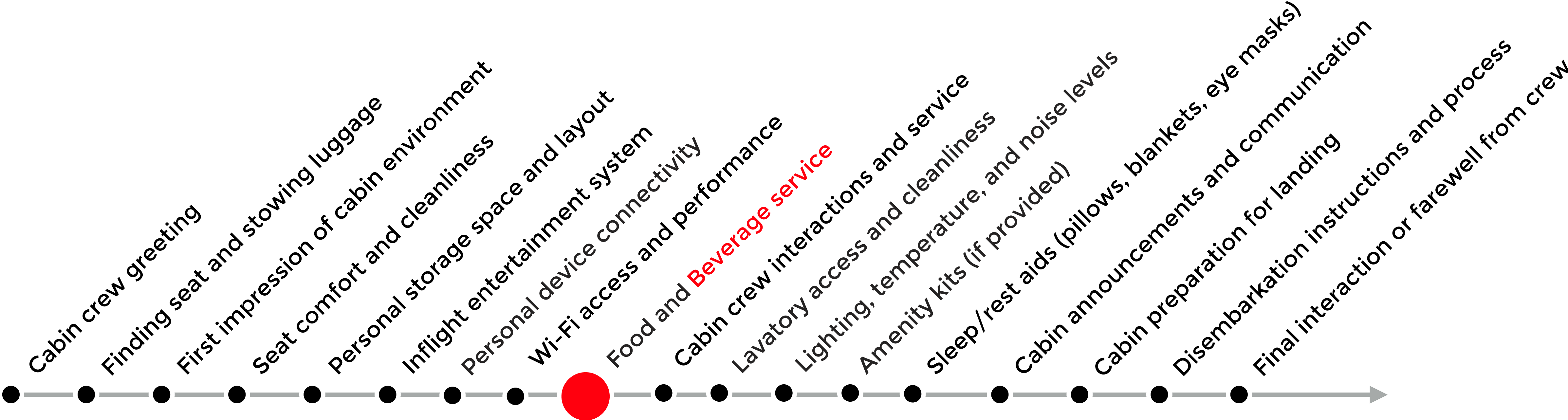
**Moment of truth**



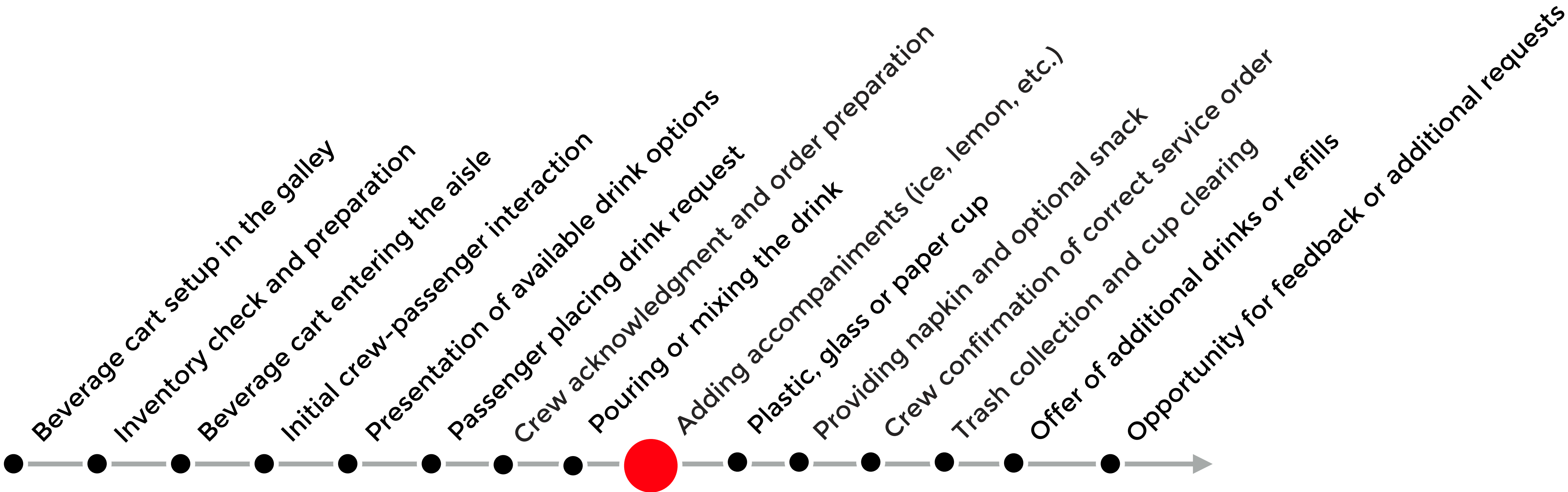
# Going on Vacation



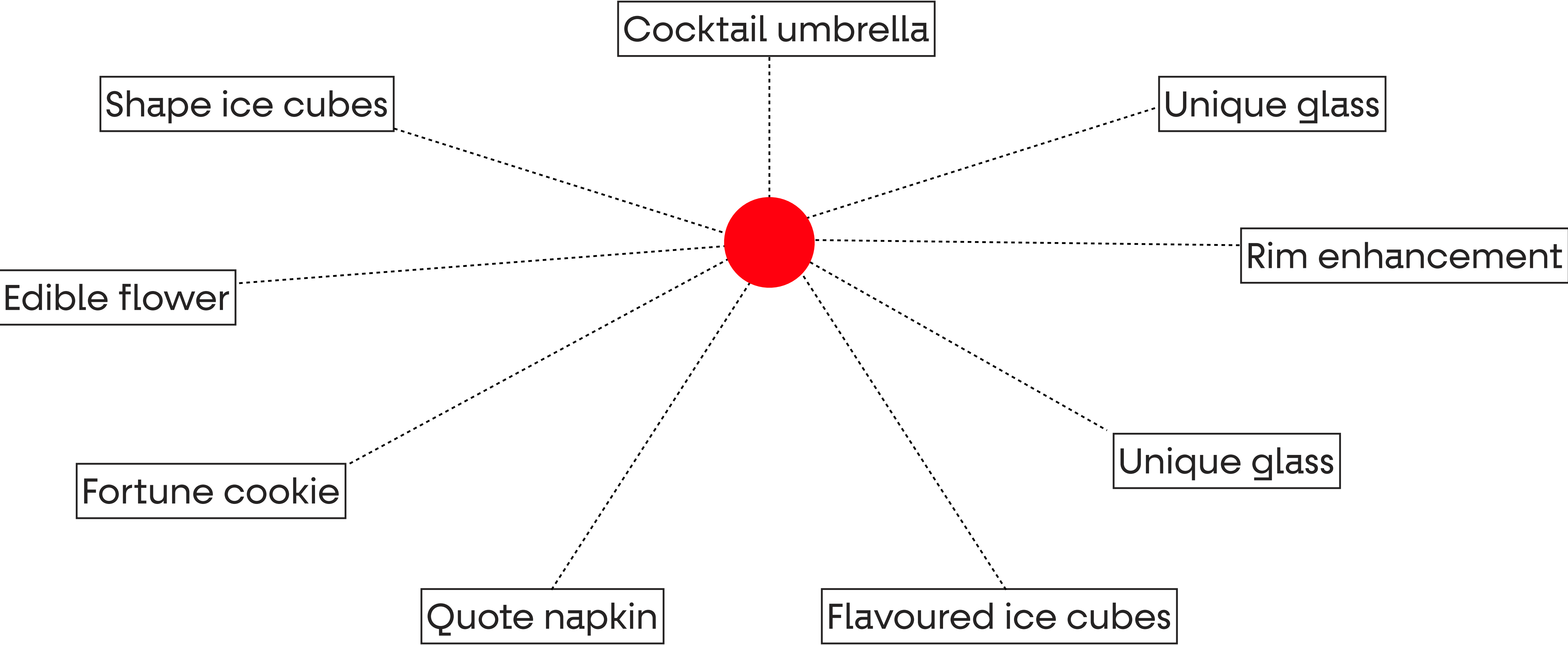
# Inflight Experience



# Beverage service



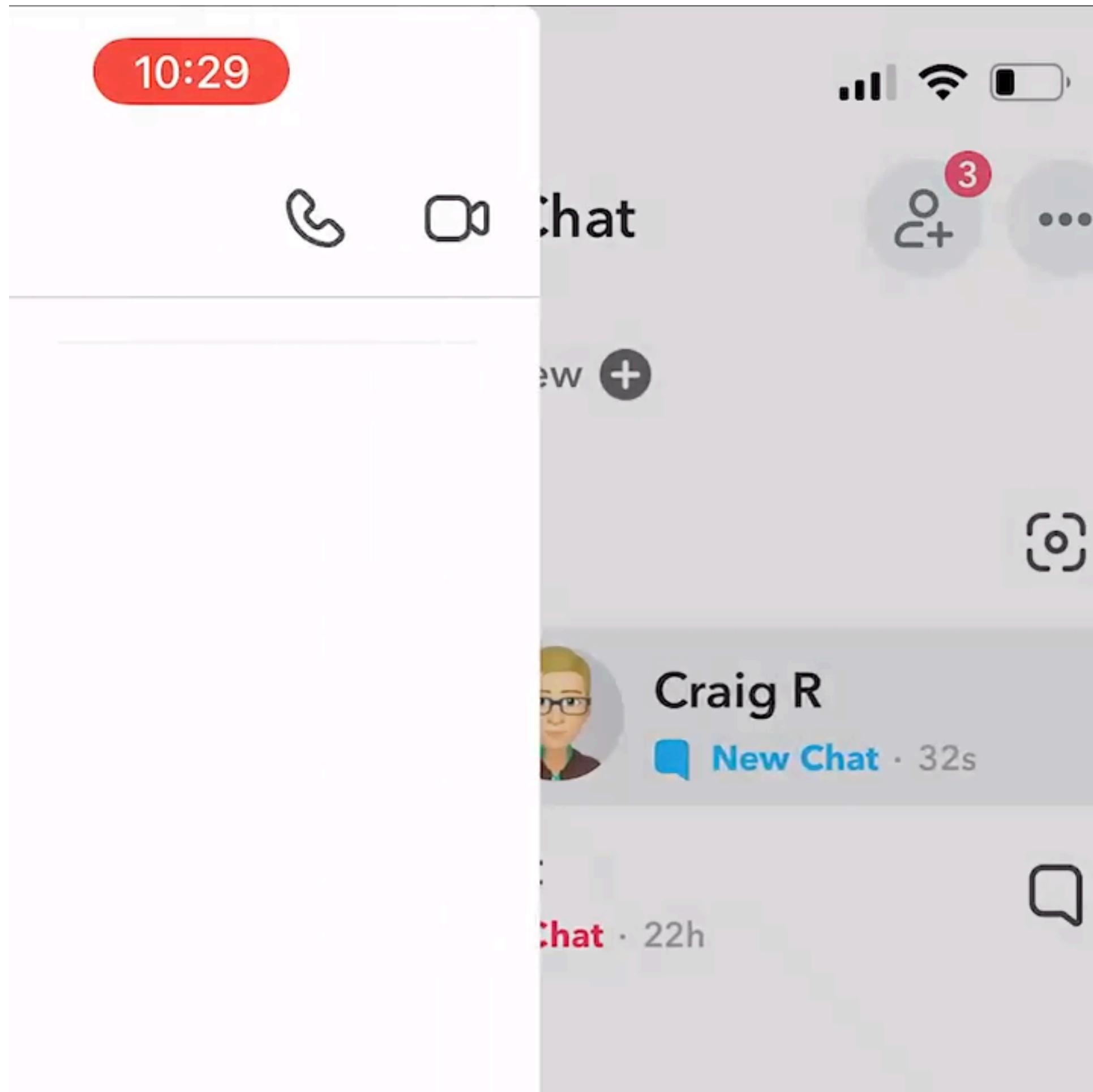
# Adding ice, lemon, etc.



**What if I told you that a  
company made millions  
with a moment of truth?**

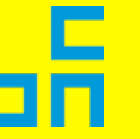


**SNAP**  
**is used by over half a**  
**billion 13 to 30yr olds.**



# Half-swipe

What's the half-swipe?



**When users swipe open a message without lifting their finger off the screen, they can see the message in full without marking it as read.**

What's the half-swipe?

If they swipe it closed again before removing their finger, the message's sender sees no evidence of the **sneak peek**.

# Why didn't they look at it?

# Why didn't they write back?







# Half swipe blows up the internet



## The Snapchat Move That Leaves Teen Girls Heartbroken

Makers of the popular social app tried to remedy the problem, but even the fix is causing drama

By [Julie Jargon](#) Following  
March 15, 2025 9:00 am ET

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ILLUSTRATION: JON KRAUSE

**yahoo!tech**  [News](#) [Fir](#)

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**sheknows**  
**Snapchat's Sneakiest Feature, the Half-Swipe, Explained by a 15-Year-Old**  
Clive Dillon  
Tue, September 10, 2024 at 5:35 PM GMT+2 · 4 min read

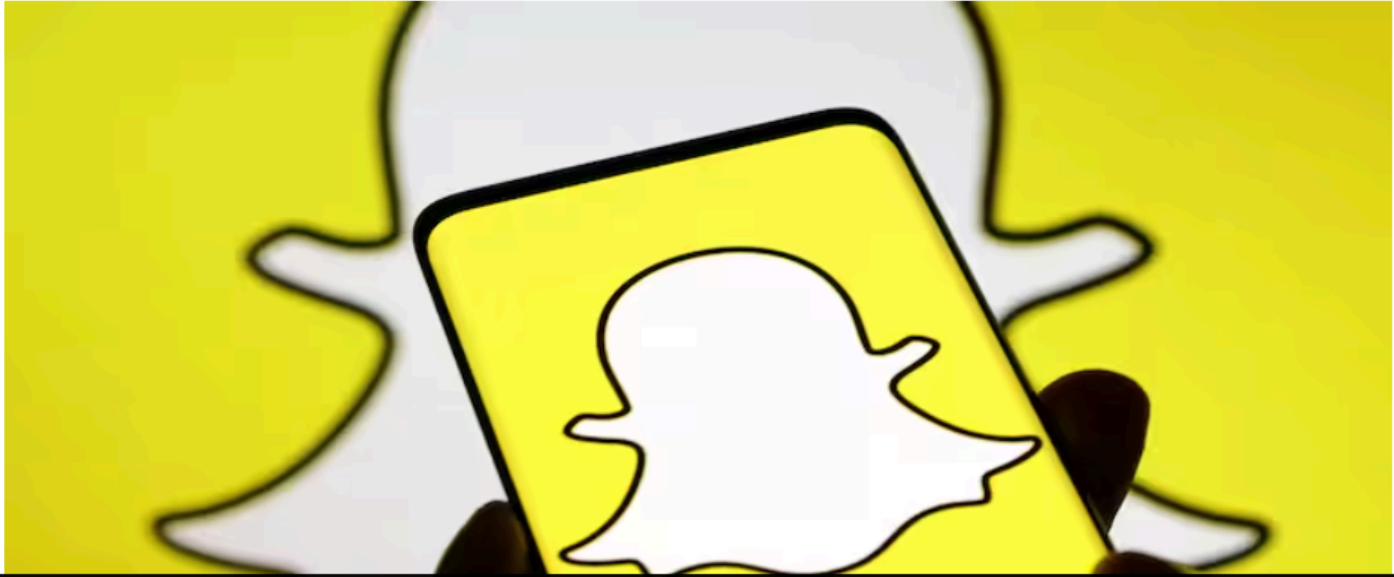
Snapchat's Sneakiest Feature, the Half-Swipe, Explained by a 15-Year-Old

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## Snapchat half-swipe is making teenage dating even more stressful

*The Snapchat half-swipe feature, originally designed to ease response pressure, is instead fuelling anxiety among teens, especially girls, by making them hyper-aware of message avoidance in dating and friendships.*

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How To Check Peek A Peek In Snapchat | Snapchat Half Swipe (New Update)

[How to Simple Way](#) [Subscribe](#) [0](#) [Share](#) [Download](#) [Save](#) [More](#)



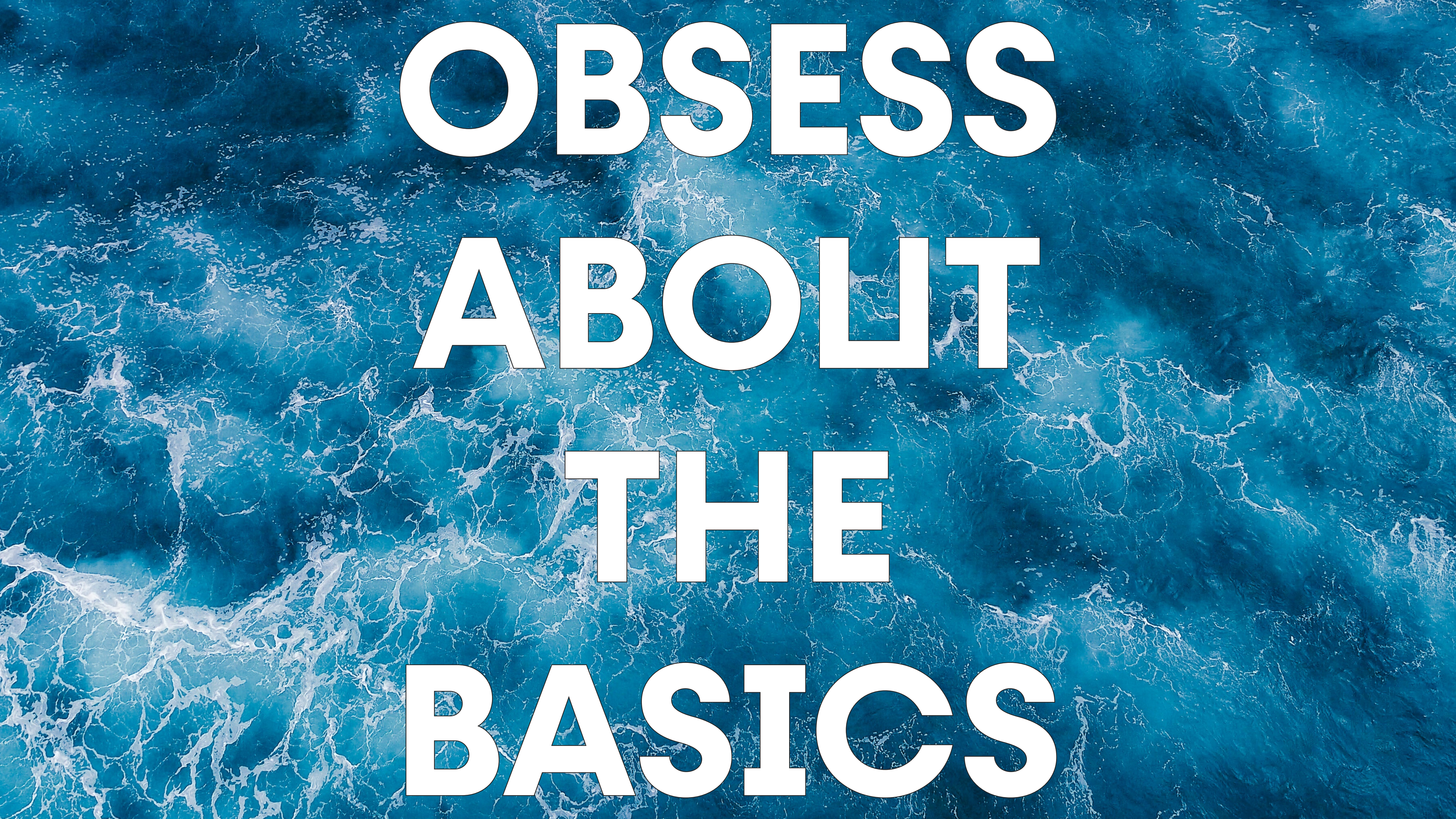
Value at the moment of truth

SNAP+ \$4.99

let's you see  
who 'half-  
swipes' your  
messages. 🙄🙄



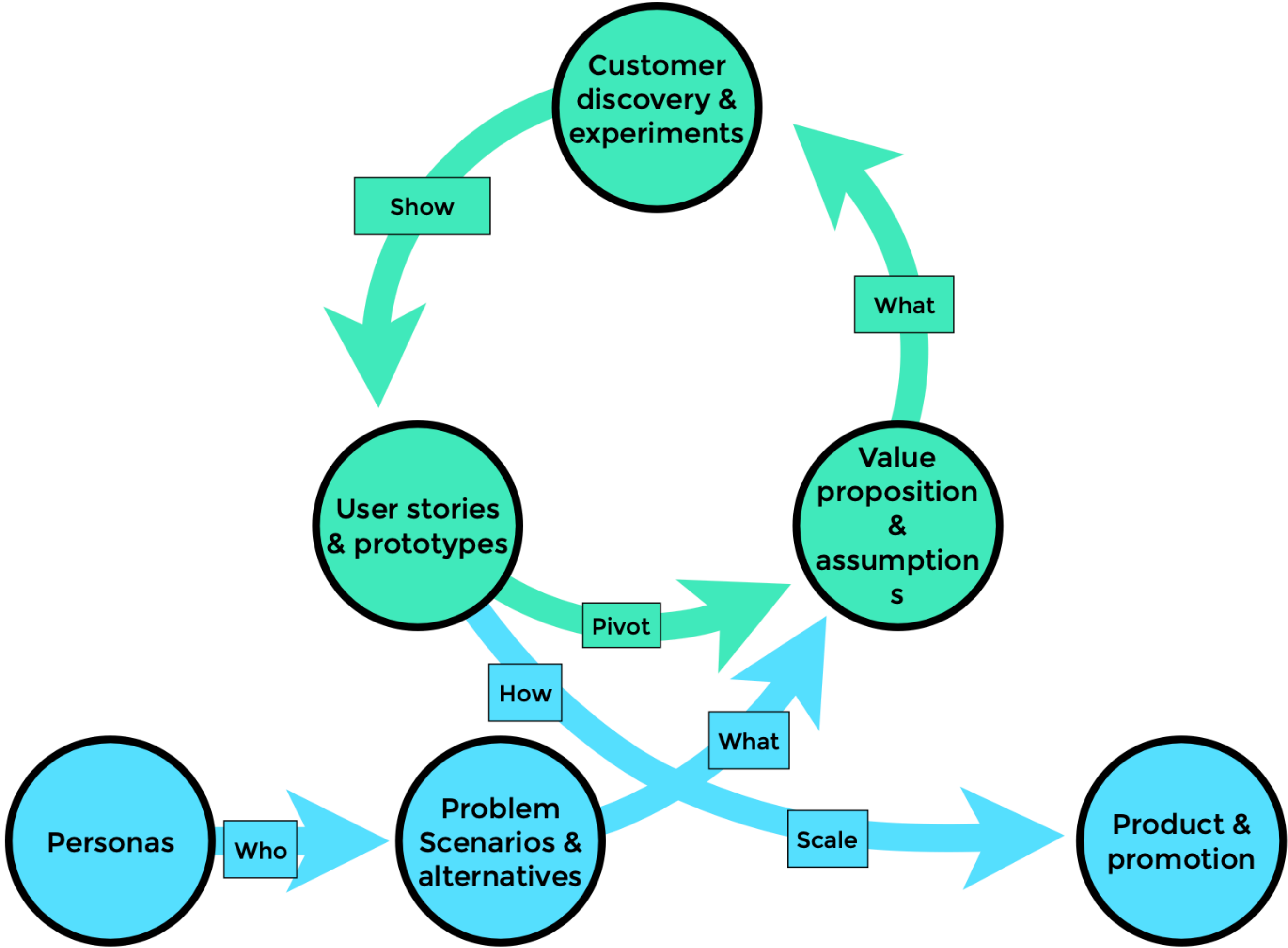




**OBSESS  
ABOUT  
THE  
BASICS**



# Build, measure, learn



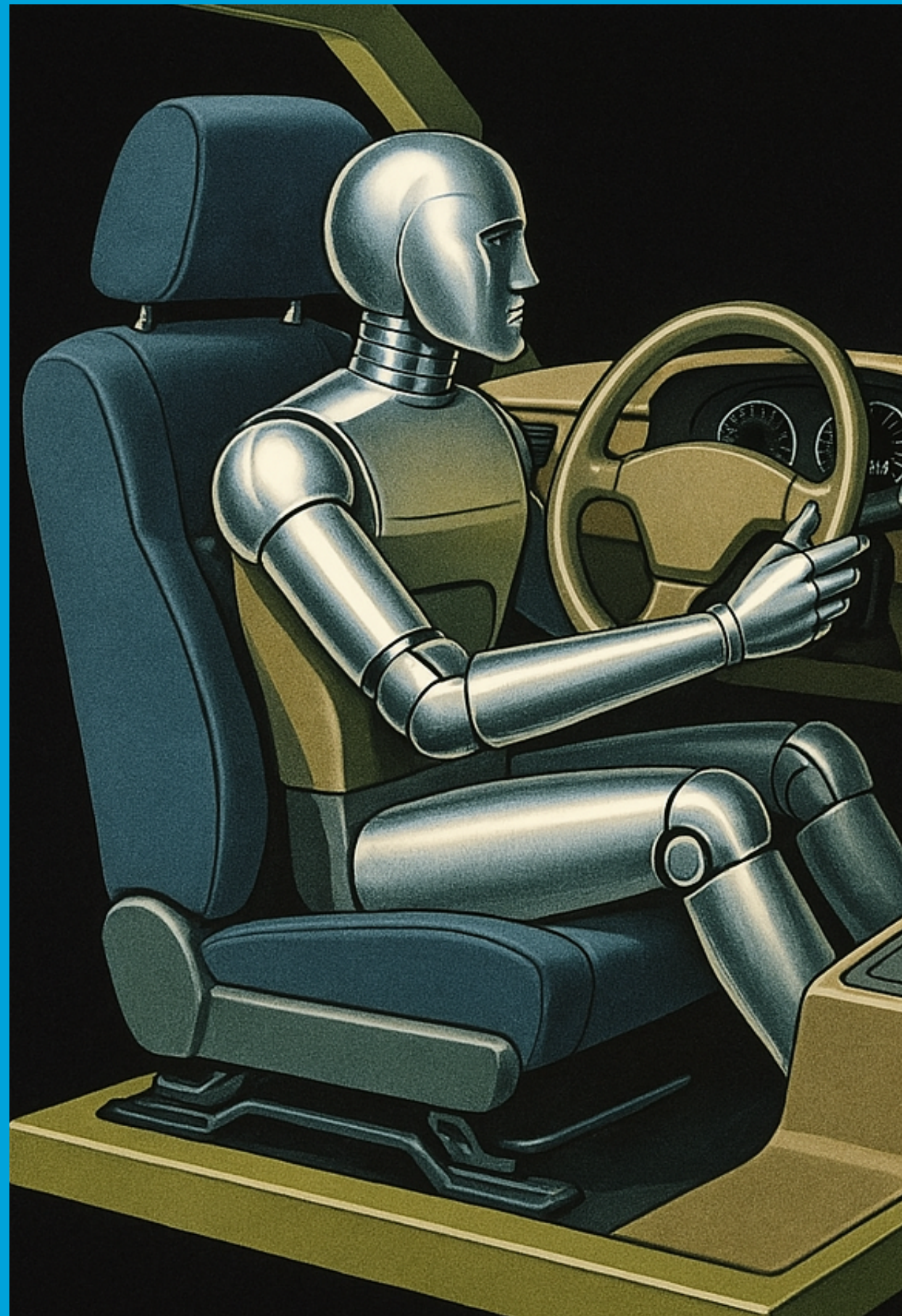


# What are prototypes?

VR simulations



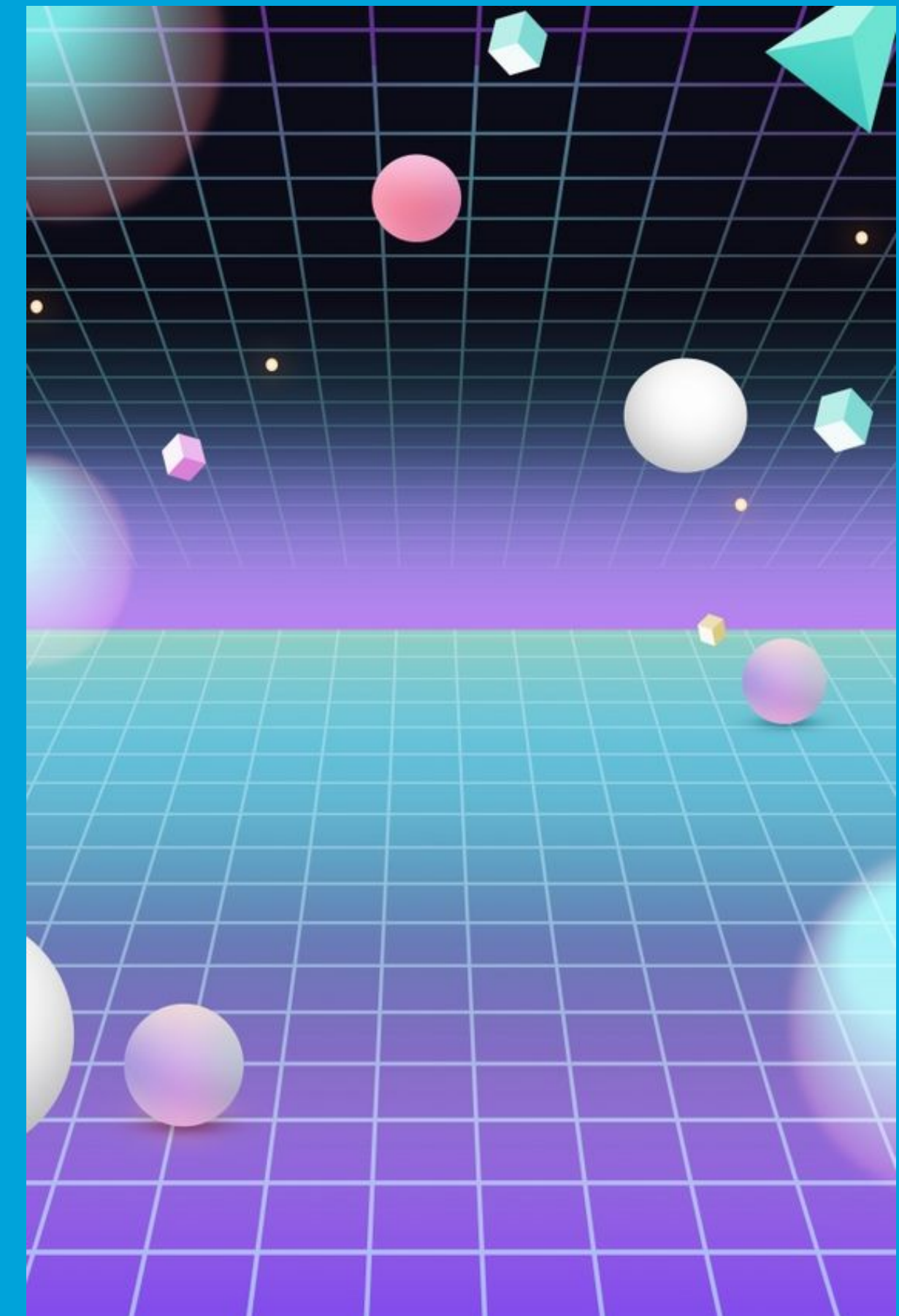
Seating buck



Hardware



Software





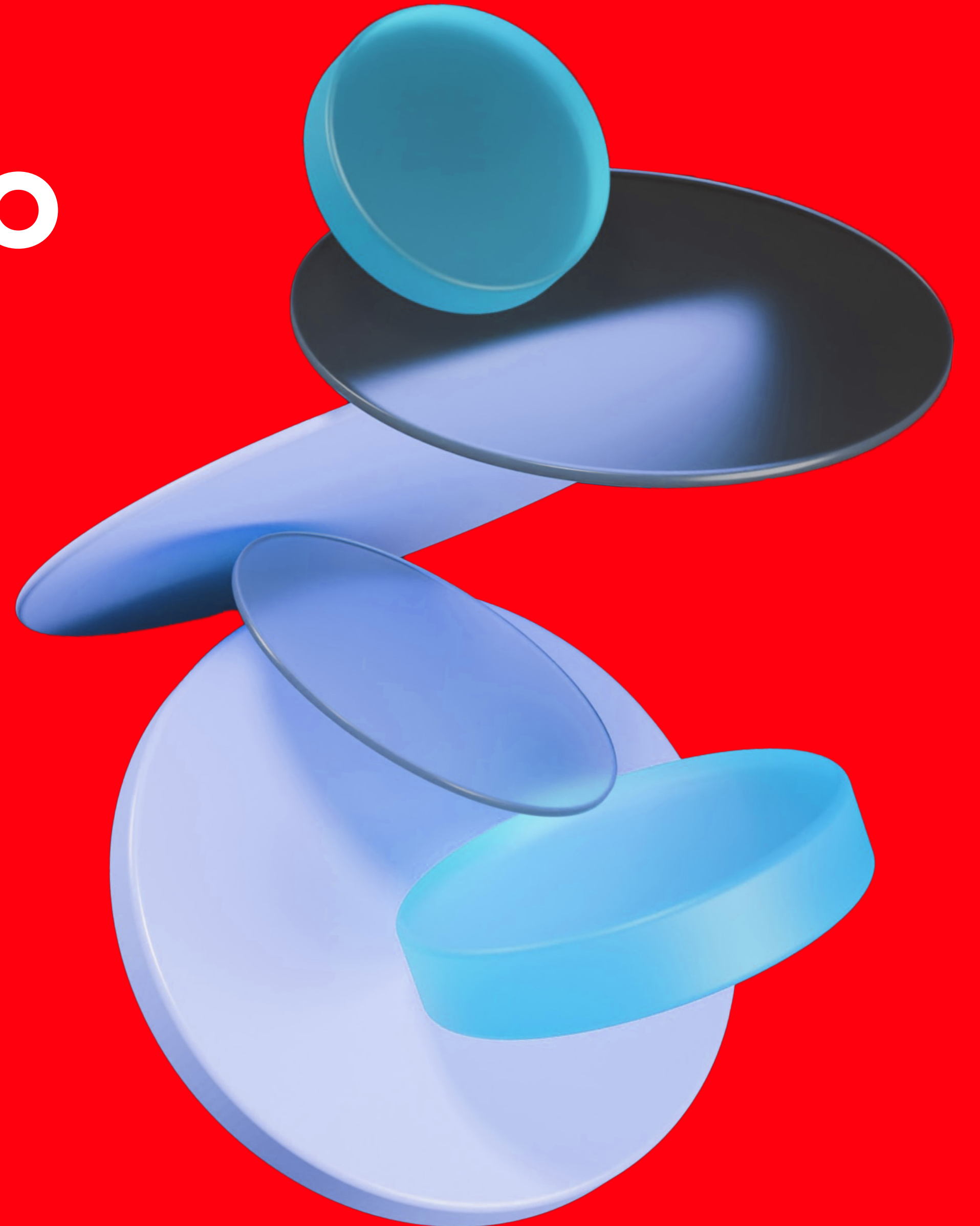
**Obsess about  
customer  
experience.  
You will find your  
'half-swipe'**





**The future belongs to  
those who build it.**

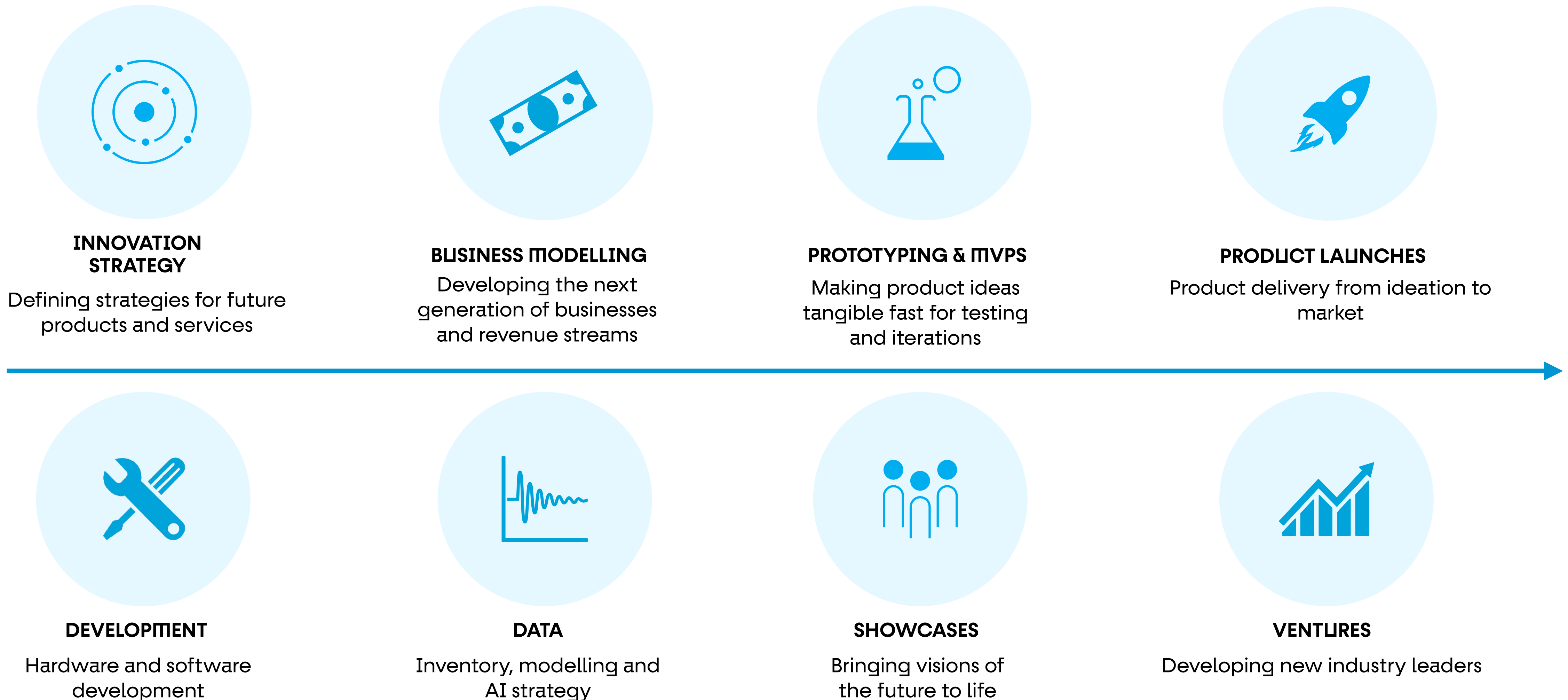
**Let's build together!**



# Our services and capabilities



## From ideation to creation





Thank you for  
your time!



Neil Baptista  
Managing Director

[neil.baptista@icongroup.com](mailto:neil.baptista@icongroup.com)