

# Brook's Art Studio Customer Experience Training: Text Storyboard

**Twine** was used to create the branching scenario below. Choices are named: Good1, Okay1, etc. and designated [[within brackets]]. Buttons are designated by ->Name1.

See the prototype for the visual design concept.

## Course Title Slide

Art Studio (Logo) Customer Experience Training  
Drawing out the Customer's Needs

Button: Begin

---

## Meet Your Mentor Slide

Meet Your Mentor

Mentor Button: (Illustrated Image of Mentor)

Layer: Hello, I'm Claude.

I'm a skilled Art Coach with excellent customer retention. Select this button in the upper right corner anytime you need to ask for advice.

Your goal in this short scenario is to show empathy to your customer, persuade her to rejoin your session and equip her with the proper tools to succeed.

Button: Continue

---

## Scenario Intro Slide

You're an Art Coach at the Brook's Art Studio and you're demonstrating to new customers how to paint from observation.

Button: Continue

---

## Scenario Start Slide

In the middle of a painting demonstration, a customer appears frustrated and says to herself "I don't get it!", shakes her head, gets up and leaves the room. What do you do? Select one option below.

[[Since there are several other customers engaged in your demonstration, continue on and let the upset customer leave.->Bad1]]

[[Since there are several other customers engaged in your demonstration, continue for a few more minutes until you can find a natural place to pause. Then go find the upset customer.->Okay1]]

[[Pause the painting demonstration by saying “You all are doing great! I’m going to let you all work on your own for a few minutes and I’ll be right back.” Then follow the upset.->Good1]]

Mentor button Layer: When a customer is showing frustration, it’s best to engage with the customer as soon as possible so you don’t lose them.

---

### Good1 Choice Slide

You catch up with the customer in the hallway. What do you say? (choose one path)

[[“You seem upset. Are you frustrated with the painting instructions?”->Good2]]

[[ “You seem upset. Is there anything I can help with?”->Bad3]]

[[“Are you okay? If you didn’t like the class, I can give you your money back.”->Bad2]]

Mentor button Layer: When starting a conversation with an upset customer, identify and validate the emotions that are displayed with a neutral and curious tone. Try to be specific about what may have caused the emotion.

---

### Okay1 Choice Slide

You catch up with the customer in the hallway. She's getting ready to leave. What do you say?

[[“You seem upset. Are you frustrated with the painting instructions? Because I have a really effective exercise I can show you right now if you come back.”->Okay5]]

[[“You seem upset. Is there anything I can help you with?”->Bad3]]

[[“Are you okay? If you didn’t like the class, I can give you your money back.”->Bad2]]

Mentor button Layer: Starting a conversation with an upset customer requires courage! You have to put your own feelings aside and validate the emotions that are displayed with a neutral and curious tone. Try to be specific about what may have caused the emotion.

---

### Bad1 Outcome Slide

The customer leaves the studio discouraged and writes a negative review on Yelp. She tells all her friends to avoid Brook's Art Studio.

[[This choice had a negative outcome. Why did this happen?->Neg1 Exp]]

---

### Good2 Choice Slide

The customer says, “Yes! I just don’t get it! I really don’t think I have a creative bone in my body!” What do you say?

[[“I think I can relate to how you feel. When I was learning how to paint in college, I didn’t get it either and it caused me a ton of frustration. I walked out of my class several times! But I figured out a way to train my hand-eye coordination with practice exercises. Can I walk you through the process?”->Good3]]

[[“I know how you feel. Learning to paint can be frustrating sometimes, but you just have to keep practicing. Can I show you some exercises that might help?”->Okay3]]

[[ “I’m sorry you’re having a bad experience. Maybe it’s just not a good day for you to be creative. Do you want to try a different class with another Art Coach?”->Bad3]]

Mentor Button Layer: This is your chance to really connect with the customer. Put yourself in their shoes and express how you can relate.

---

### Bad3 Outcome Slide

The customer starts walking toward the door. “No thank you. I’m just not creative enough for this class. I won’t be returning.”

[[This choice had a negative outcome. Why did this happen?->Neg2 Exp]]

---

### Bad2 Outcome Slide

The customer says, “Yes, I would like my money back. I’m so disappointed.”

[[This choice had a negative outcome. Why did this happen?->Neg3 Exp]]

---

### Good3 Choice Slide

The customer seems reassured and believes that you can truly relate to how she feels. She agrees to go back to the session with you. What do you do next?

[[Provide a 1 minute practice exercise that develops hand-eye coordination. “Let me show you how to use this, then I’ll have you try it.” Demonstrate how to use it, watch her use it and give positive feedback and gentle correction if needed. ->Good4]]

[[Provide a practice exercise that develops hand-eye coordination. “Just read the instructions and I’ll check back with you in a while.” Then you return to your group demonstration.->Okay4]]

[[You motion for the student to return to her seat, then continue with your group demonstration.->Bad4]]

Mentor button Layer: You’re doing a great job empathizing with the customer and now it is the time to provide the tools that will ensure success and satisfaction.

---

### Okay3 Choice Slide

The customer hesitates, then says, "I guess I can try. What do I have to lose at this point?" What do you do next?

[[Provide a 1 minute practice exercise that develops hand-eye coordination. "Let me show you how to use this, then I'll have you try it." Demonstrate how to use it, watch her use it and give positive feedback and gentle correction if needed. ->Good4]]

[[Provide a practice exercise that develops hand-eye coordination. "Just read the instructions and I'll check back with you in a while." Then you return to your group demonstration.->Okay4]]

[[You motion for the student to return to her seat, then continue with your group demonstration.->Bad4]]

Mentor button Layer: You managed to prevent the customer from leaving dissatisfied. Now it's the time to provide the tools that will ensure success and satisfaction.

---

### Good4 Outcome Slide

The customer starts to smile and says, "Oh, I get it now!" Thank you so much for helping me!" She continues to use the practice exercise, then switches back to the painting lesson with confidence. When she leaves she says "I love how this painting turned out! I can't wait to show my friends. See you next week."

These choices had a great outcome because you empathized with the customer during the time of crisis, provided and demonstrated the tools needed and you stayed with the customer until she experienced success! Great job!

Button: End

---

### Okay4 Outcome Slide

The customer attempts to follow the instructions on her own, but never truly grasps the concept. By the time you check on her at the end of the session, she says, "I gave it a try, but I just don't think I'm cut out for this type of art. I'm not sure I should continue this art class."

[[This choice has a mediocre outcome. Why did this happen?->Med1]]

---

### Bad4 Outcome Slide

The customer waits patiently as you continue with the painting demonstration to the rest of the group. But after 20 minutes of waiting, she gathers her things and leaves the studio. When she gets home, she complains to her family about being neglected and gives a very negative review on Yelp.

[[This choice had a negative outcome. Why did this happen?->Neg4]]

---

#### Okay5 Choice Slide

The customer says, “Yes, I am frustrated! I just don’t get it! How will those exercises help me? What are they?” What do you say?

[[“I think I can relate to how you feel. When I was learning how to paint in college, I didn’t get it either and it caused me a ton of frustration. I walked out of my class several times! But I figured out a way to train my hand-eye coordination with practice exercises. Can I walk you through the process?”->Good3]]

[[ “I’m sorry you’re having a bad experience. Maybe it’s just not a good day for you to be creative. Do you want to try a different class with another Art Coach?”->Bad3]]

[[“I know how you feel. Learning to paint can be frustrating sometimes. These exercises will give you a chance to practice. ->Okay3]]

Mentor Button Layer: This is your chance to really connect with the customer. Put yourself in their shoes and express how you can relate.

---

#### Neg1 Explanation Slide

This was a negative outcome because you missed the opportunity to help a dissatisfied customer.

[[Try Again->Scenario Intro]]

[[End]]

---

#### Neg2 Explanation Slide

This choice had a negative outcome because you needed to relate to how the customer feels and identify the possible problem. Expressing sympathy is not the same as empathy. You are communicating that you aren’t equipped to help fix the problem.

[[Try Again->Scenario Intro]]

[[End]]

---

#### Neg3 Explanation Slide

This choice had a negative outcome because you disregarded that the customer is upset and you’re offering a quick way out instead of trying to help solve the problem.

[[Try Again->Scenario Intro]]

[[End]]

---

#### Neg4 Explanation Slide

This choice had a negative outcome because the customer is still stuck in her problem while you help the rest of the group advance.

[[Try Again->Scenario Intro]]

[[End]]

---

#### Med1 Explanation Slide

This choice had a mediocre ending because you provided a solution to the problem, but you left the customer to figure out how to apply it correctly. Some customers might persevere and figure it out, but for most it causes more frustration and self-doubt.

[[Try Again->Scenario Intro]]

[[End]]

---

#### Exit Course Slide

Communicating empathy will help customers believe that their feelings are valid and that you care. When you relate to an upset customer with your own story, they will be able to trust you and listen to a solution to their problem. Provide the customer with the tools they need and guide them through the process until they experience success.

You are now equipped to draw out your customer!

Button: exit course