

# The Personalization Paradox

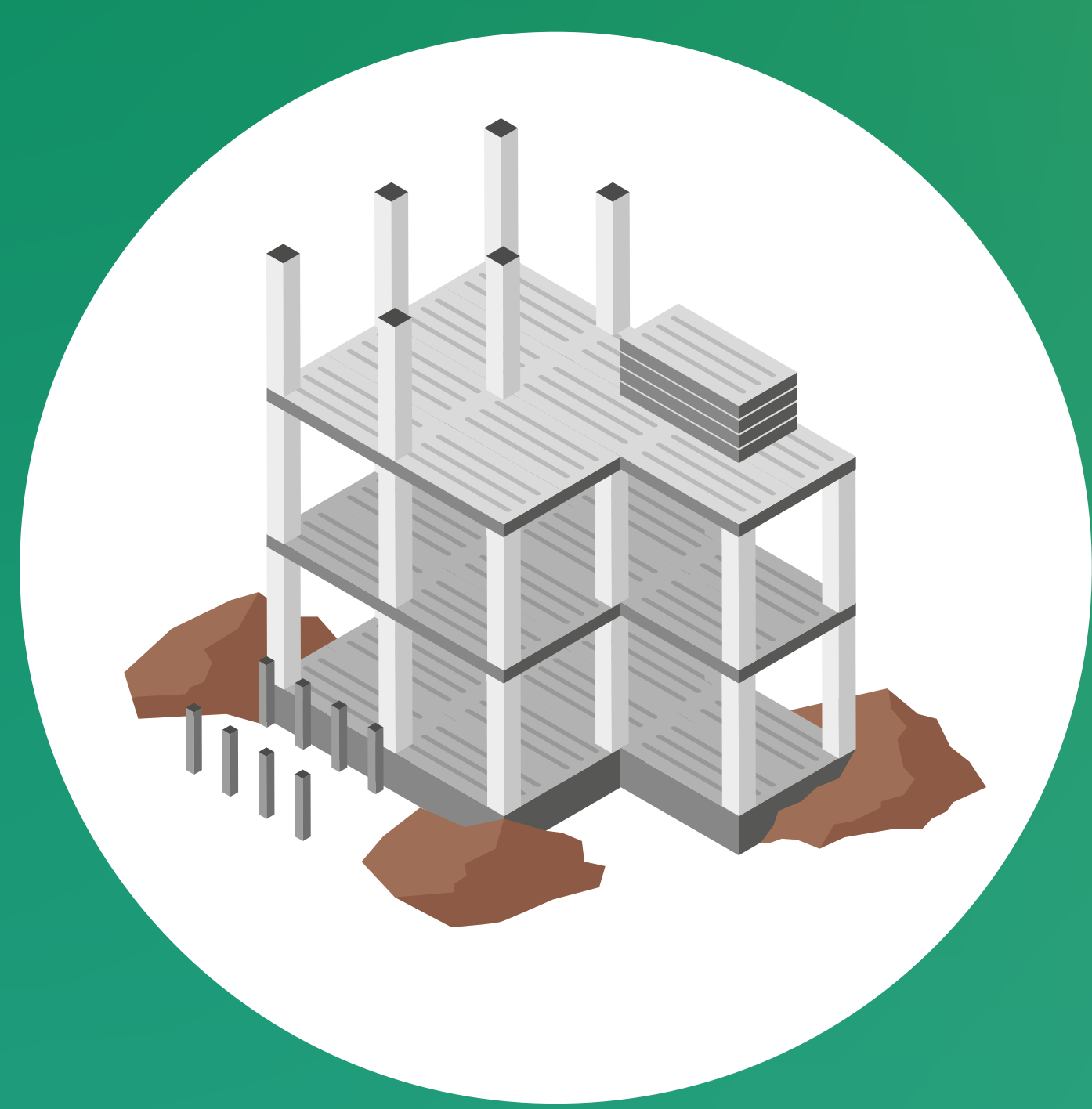
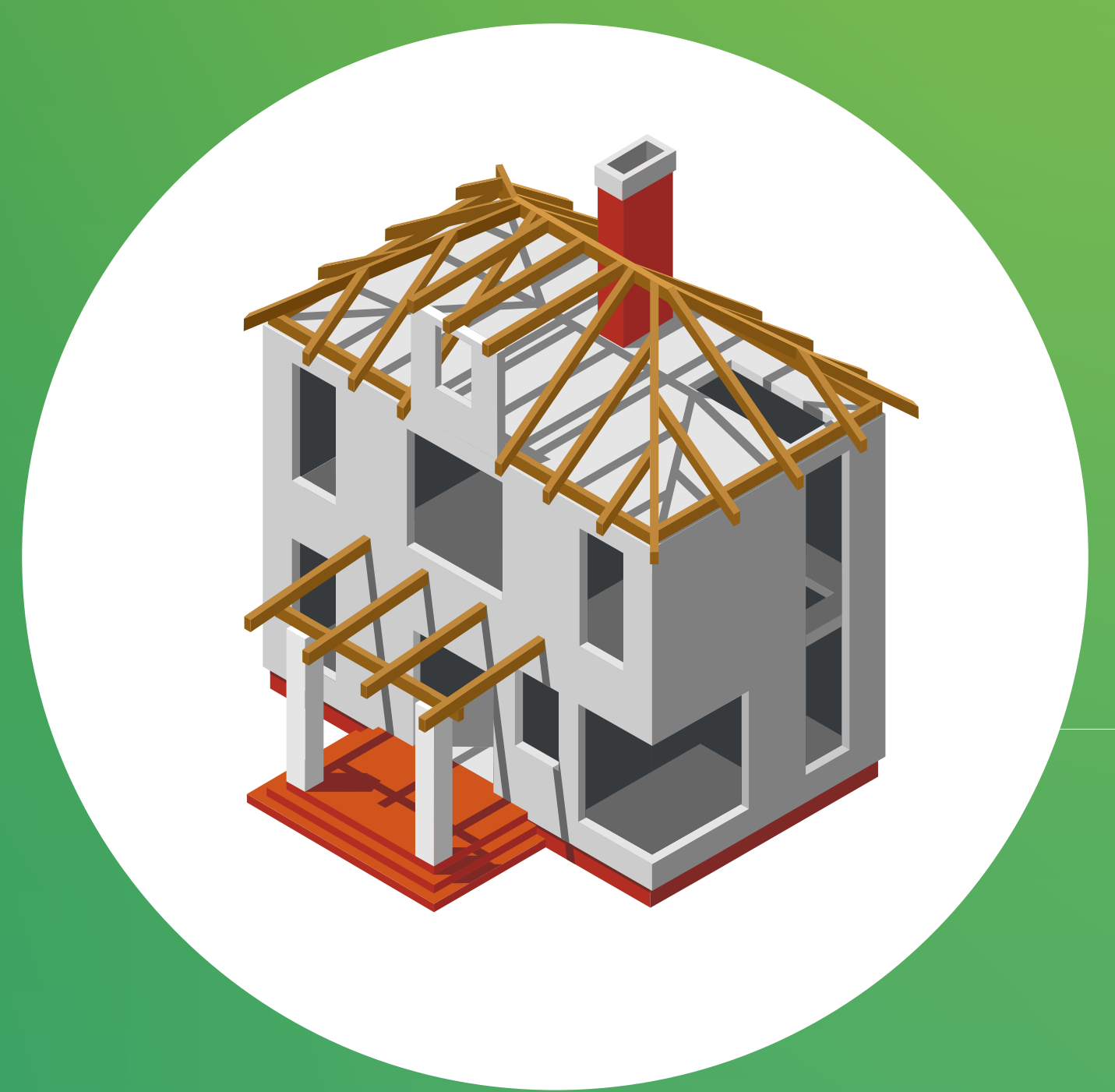
## How Standardization Enables Personalization



Most companies say that personalizing the customer experience is a critical “must have.” And yet, very few companies believe they are delivering enough personalized content, or delivering it well. They’re right. But why is that? It’s because they haven’t fully understood that to deliver dynamic, personalized experiences at scale, they must first standardize the content – that’s The Personalization Paradox.

### Making the Customer Feel at Home

Creative people often have a strong reaction to the word standardization. The word connotes a realm of grey, rectangular, boring, non-creative content. They start to picture a wall (or a cage) made from uniform cinder blocks instead of a lovely personalized home.



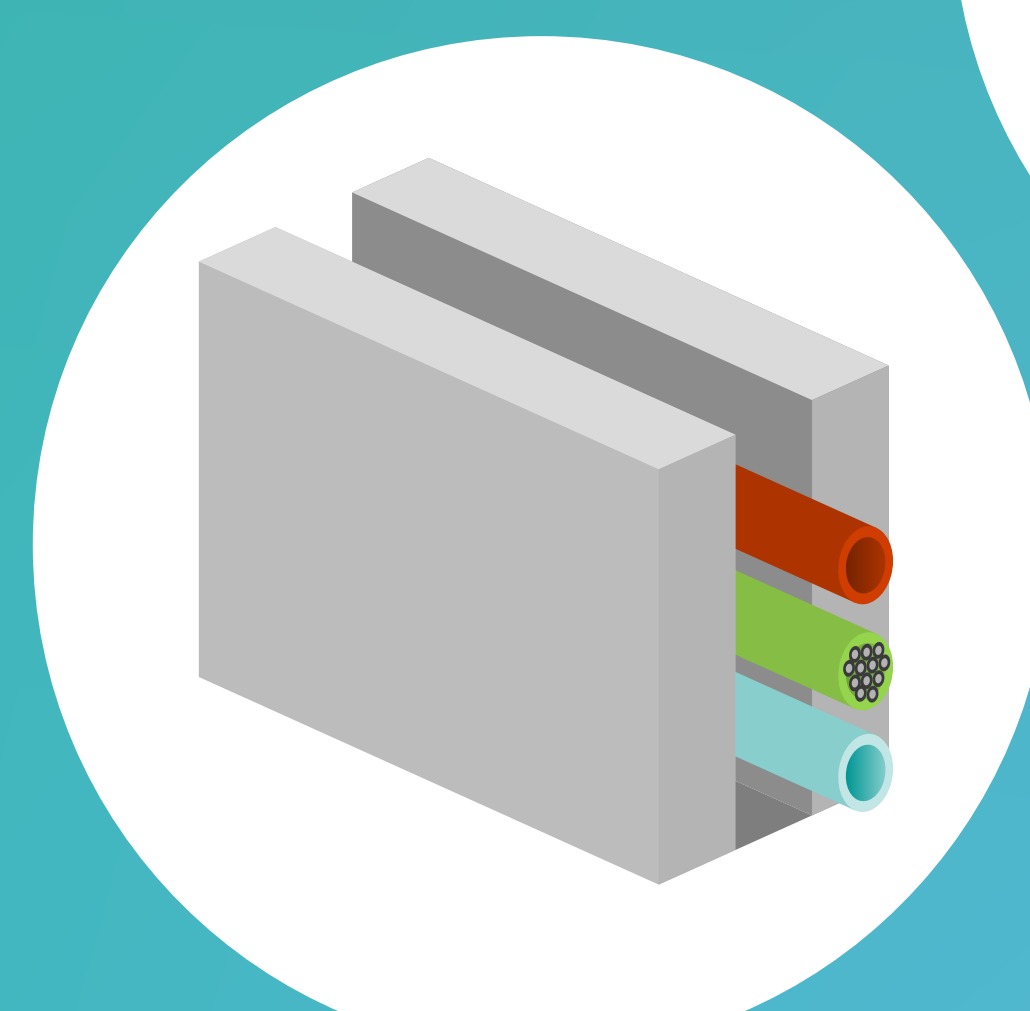
And yet, that lovely personalized home was built on standards. Standards are what allow you to look at 100 different shower heads and still be confident that the one you pick will connect to your plumbing. Likewise, your lightbulbs will fit into your light sockets and your doors will fit into your doorways.

This balance between standardization and personalization becomes even more important when building at scale. An apartment building with identical units will be the cheapest to build, but will it satisfy the needs of each tenant? A neighborhood of completely custom-built units will definitely suit everyone’s needs, but it will take a lot of time and money to construct.



### Personalization Done Just Right

Planned housing communities strike a balance between standardization and personalization. Future residents can pick and choose from a defined set of home styles. These styles vary by floorplan, fixtures, and finishes to provide that personalized experience. This personalization is made cost-effective through standards—think wall height, room size, window placement, plumbing, electrical. All the pieces can fit together perfectly even in different configurations. The homes can be built efficiently from standardized components and still meet each customer’s individual needs.



### Standards in Practice – Componentizing

#### Floorplan

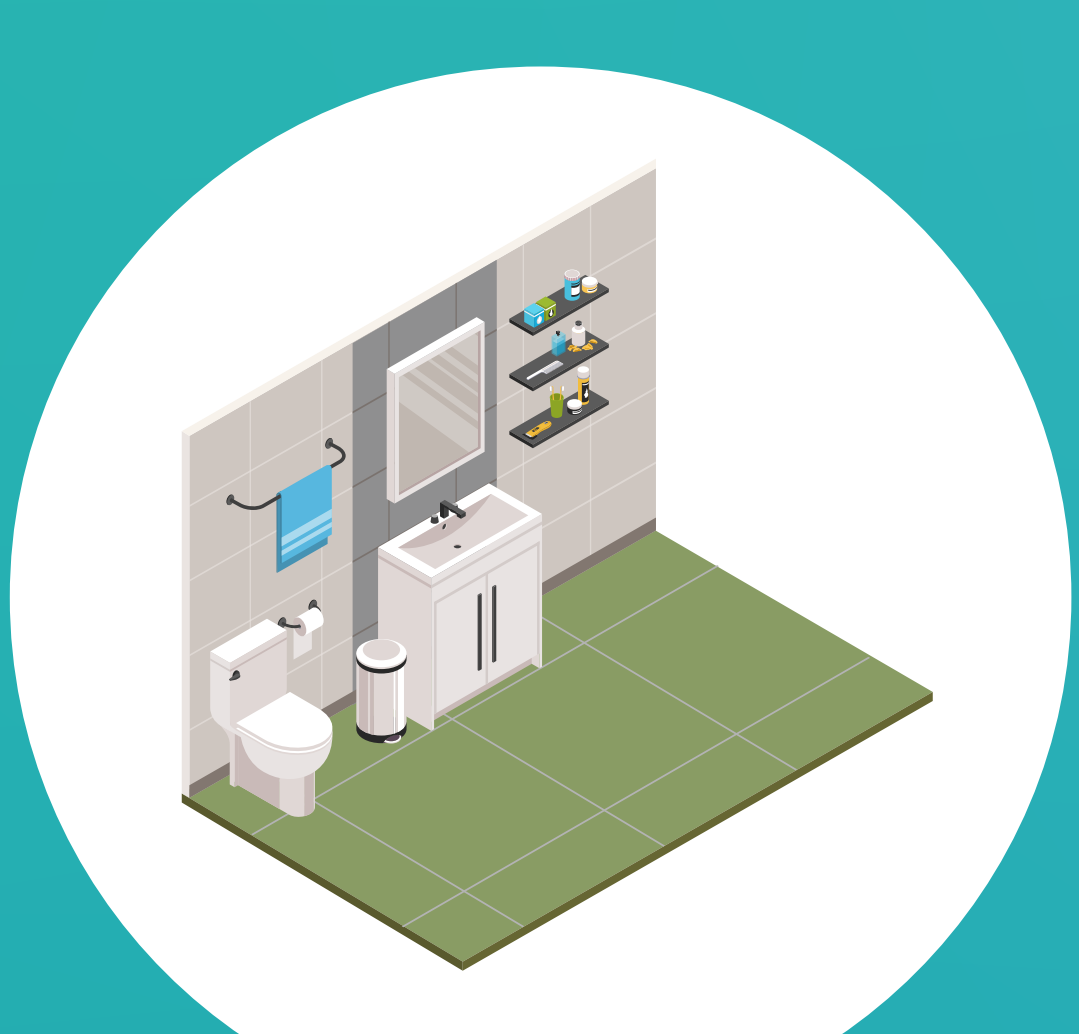


The component is an independent unit of content that can be combined with other components to deliver an experience. A component is a room in your house.

#### Component



#### Aesthetic

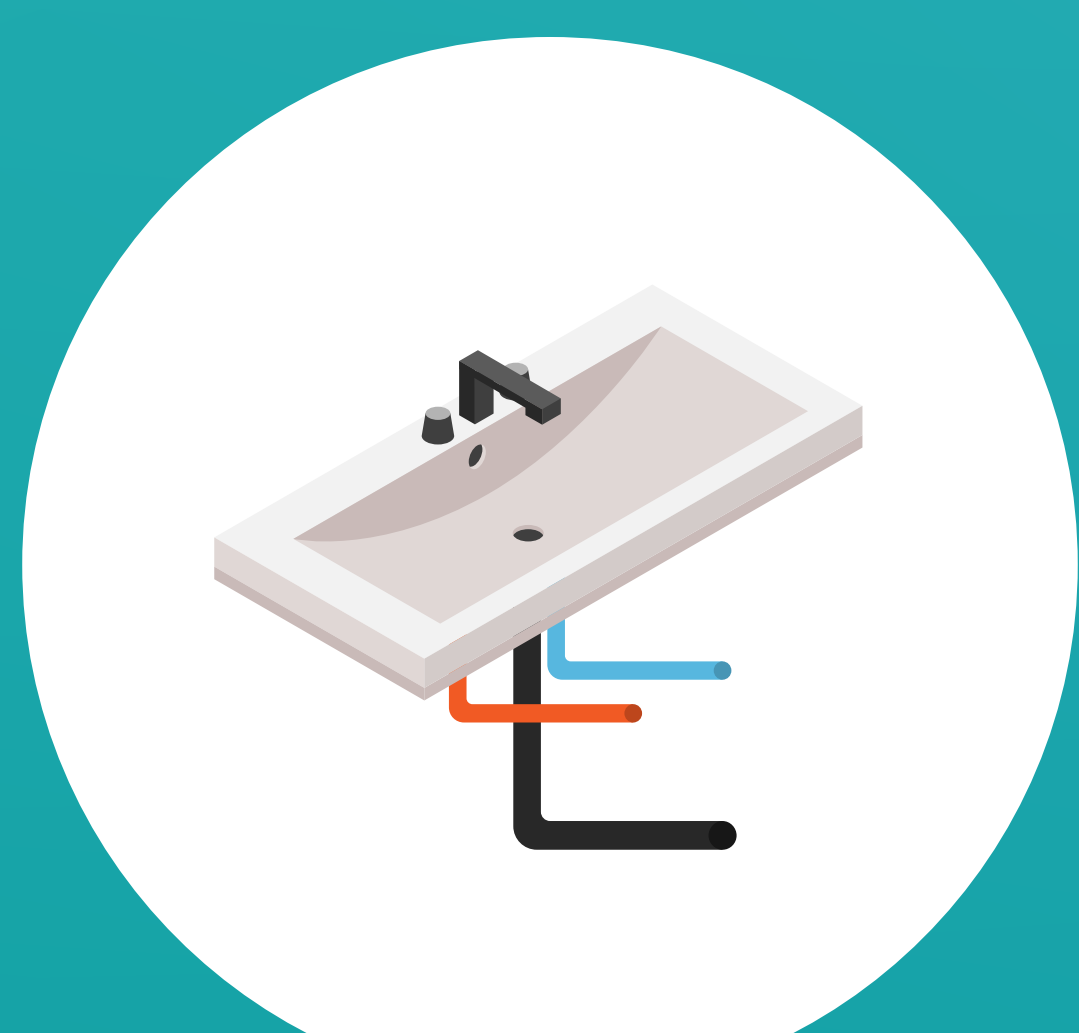


The paragraph is where you define the tone and voice of your company. A consistent aesthetic builds your brand and gives your home a distinct personality.

#### Paragraph



#### Plumbing

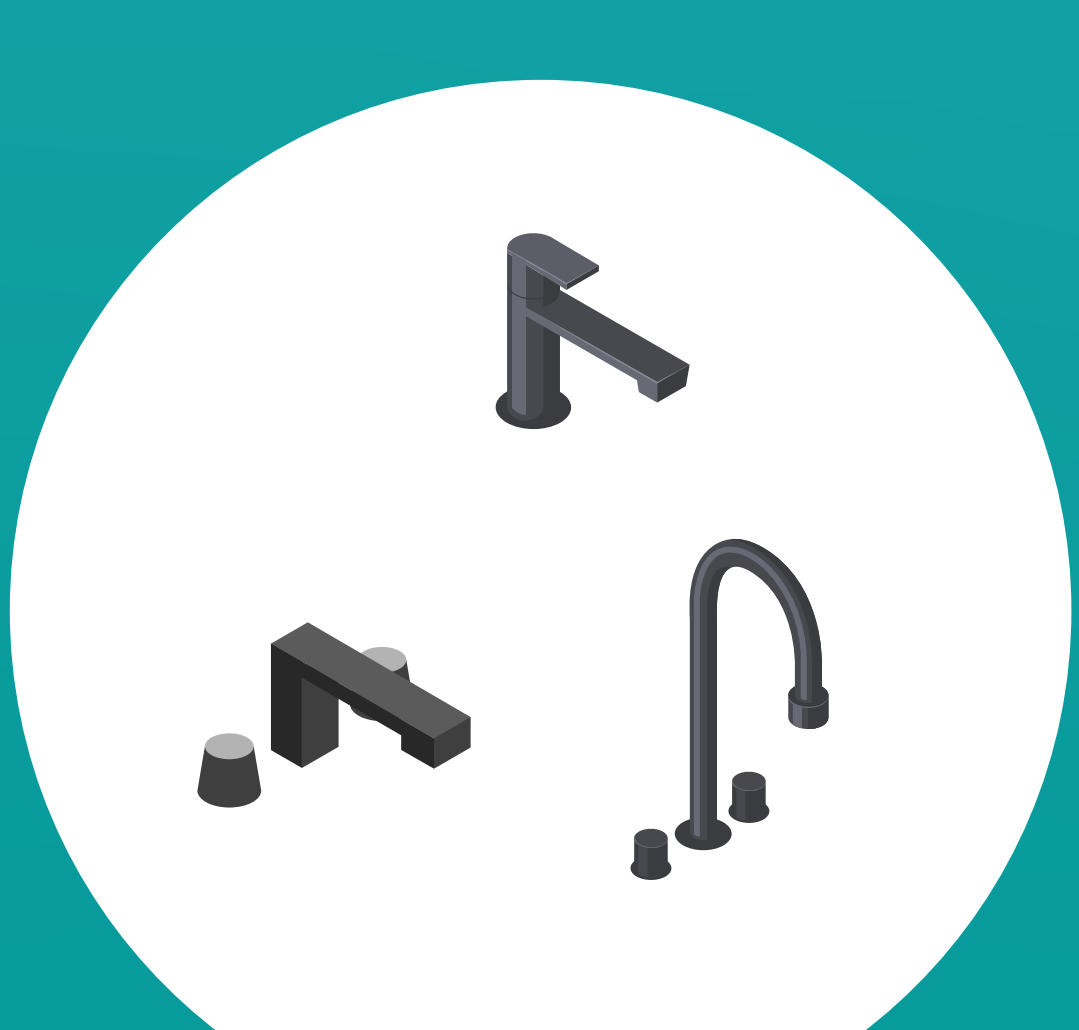


The standards that govern plumbing and electrical systems define how various fixtures are governed. Grammar and style rules govern how words are combined. For the system to work, everyone needs to follow the rules.

#### Sentence

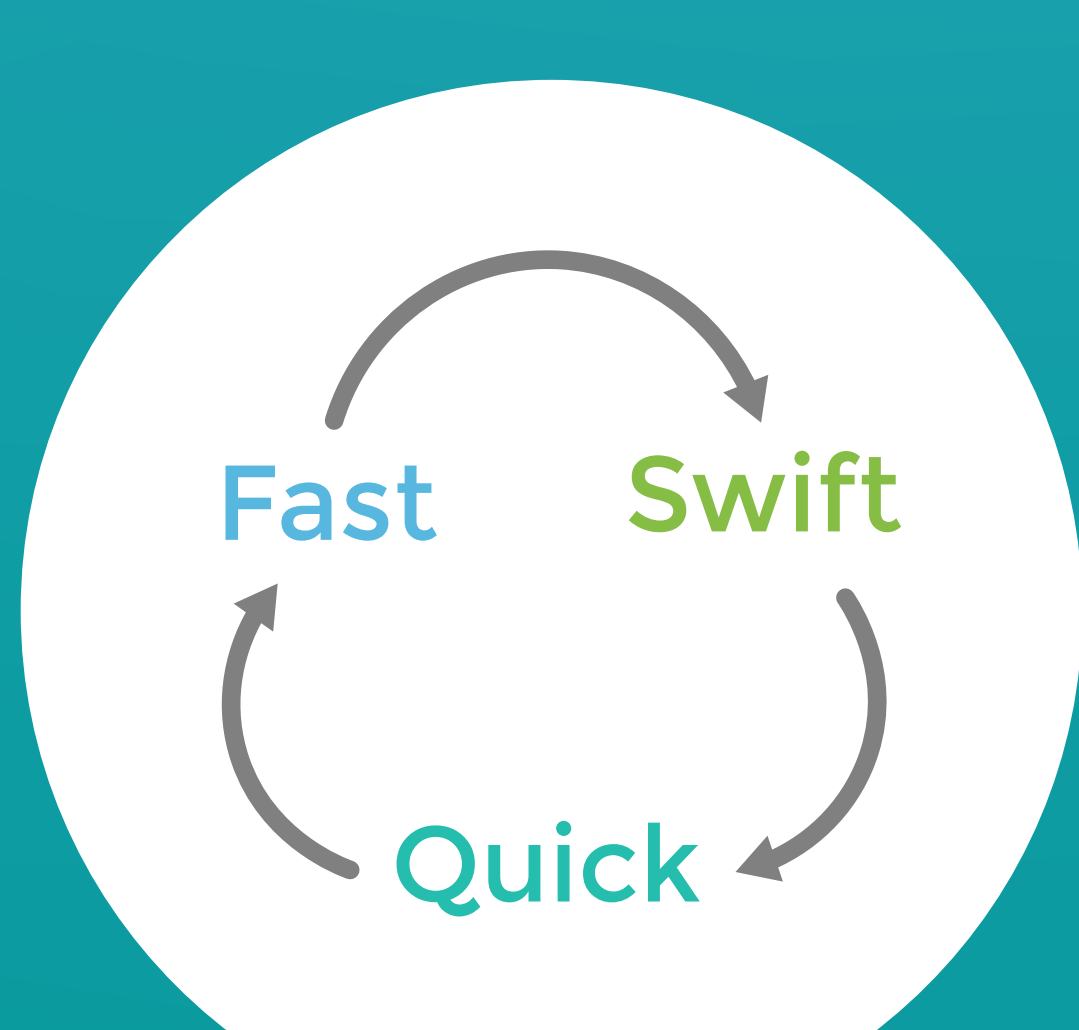


#### Fixture



Standardize your terminology so every piece of content you create uses the same term to mean the same thing. Terminology is like your fixtures -- it’s the smallest detail that makes the house a home.

#### Word



#### Home



The output type determines the category of content you are delivering. You need to know the number of bedrooms and bathrooms you want before you can select your floorplan.

#### Output Types

