



Multidisciplinary approach to Experience Design


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Experience

IS AN EVENT OR OCCURENCE
WHICH LEAVES AN IMPRESSION ON
SOMEONE

Design

IS THE ART OR ACTION OF
CONCEIVING OF AND PRODUCING
A PLAN OR DRAWING OF
SOMETHING BEFORE IT IS MADE



Experience
Design is..

..the practice of designing products, services, events, omnichannel journeys, and environments with a focus placed on the quality of the user experience.

Experience Design is not driven by a single discipline.



Experience designers

PLAN AND PRODUCE AN ENTIRE
JOURNEY OF A CUSTOMER WITH
GOAL IN MIND TO CREATE AN
IMPRESSION, POSITIVE EMOTIONS
AND LONG LASTING MEMORY

Nice little
definition,
innit?

How businesses respond to
this?

What do statistics say?

How much do we know?





89%

OF CONSUMERS SAY THEY HAVE
SWITCHED BUSINESS TO A
COMPETITOR DUE TO **POOR**
CUSTOMER EXPERIENCE



86%

OF CONSUMERS SAY THEY WILL **PAY
PREMIUM** FOR GREAT EXPERIENCE



93%

of the brands list
customer
experience
as a **top 5** initiative

28%

List customer
experience as a **top
priority**



**But here's
the
nightmare
part**

2.3%

Have improved

69,2%

Remain the same

28,5%

Have gotten worse!!!

Studies
show

What do we
do with this
info?!

WHERE DID THIS ALL
START FROM?





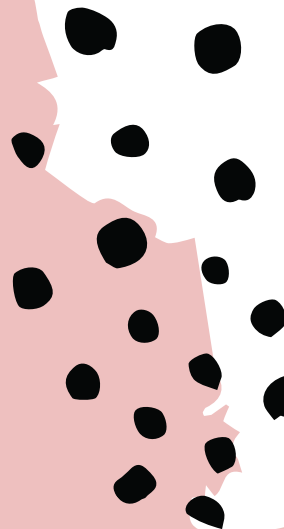
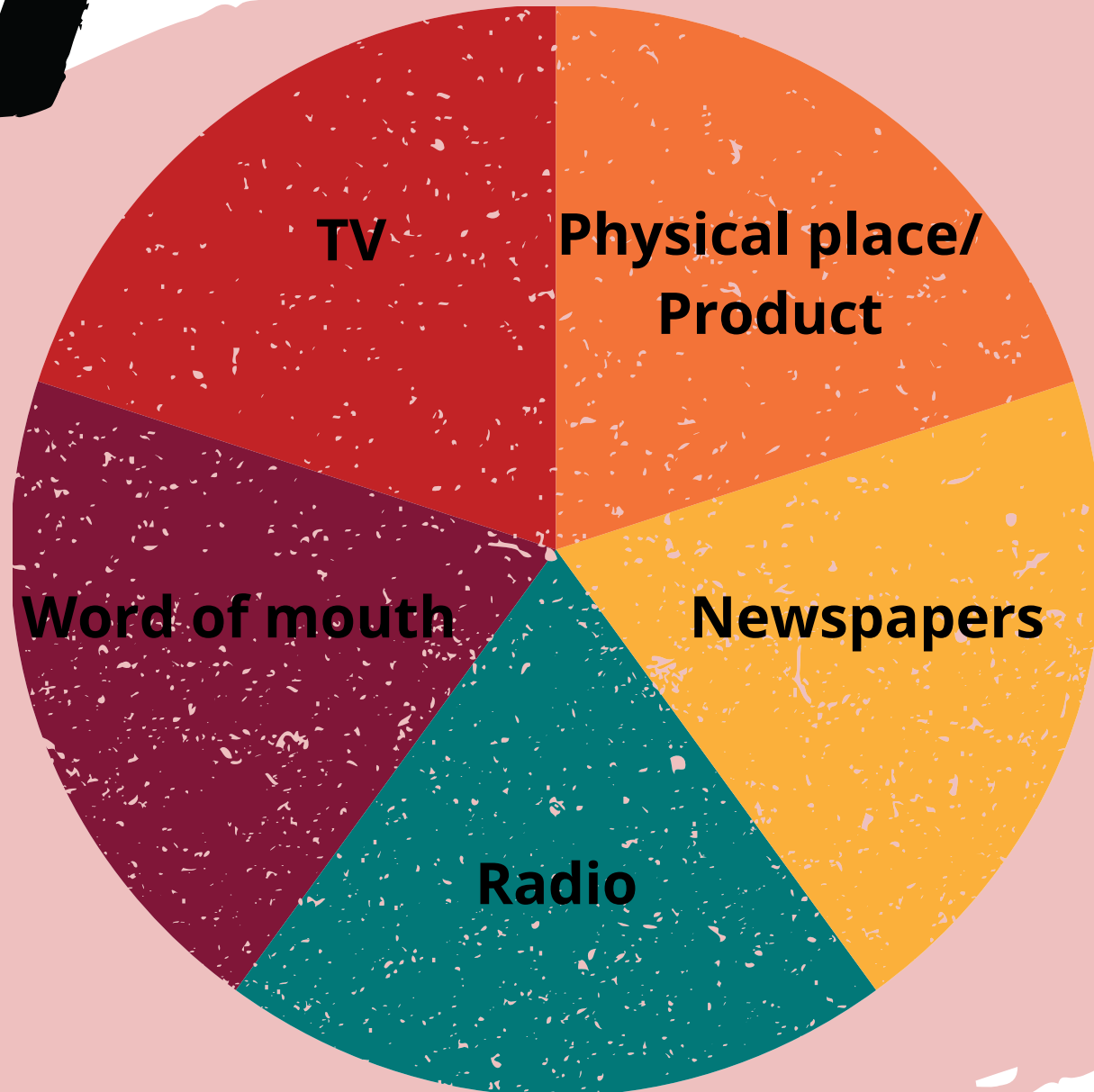
PAST VS PRESENT

ACCORDING TO MARKETING WEEK,
15 YEARS AGO, THE AVERAGE
CONSUMER TYPICALLY USED
TWO TOUCH-POINTS WHEN
BUYING AN ITEM AND ONLY **7%**
REGULARLY USED MORE THAN FOUR.

TODAY CONSUMERS USE
AN AVERAGE OF ALMOST **SIX TOUCH
POINTS,**
WITH **50%** REGULARLY **USING MORE
THAN FOUR.**

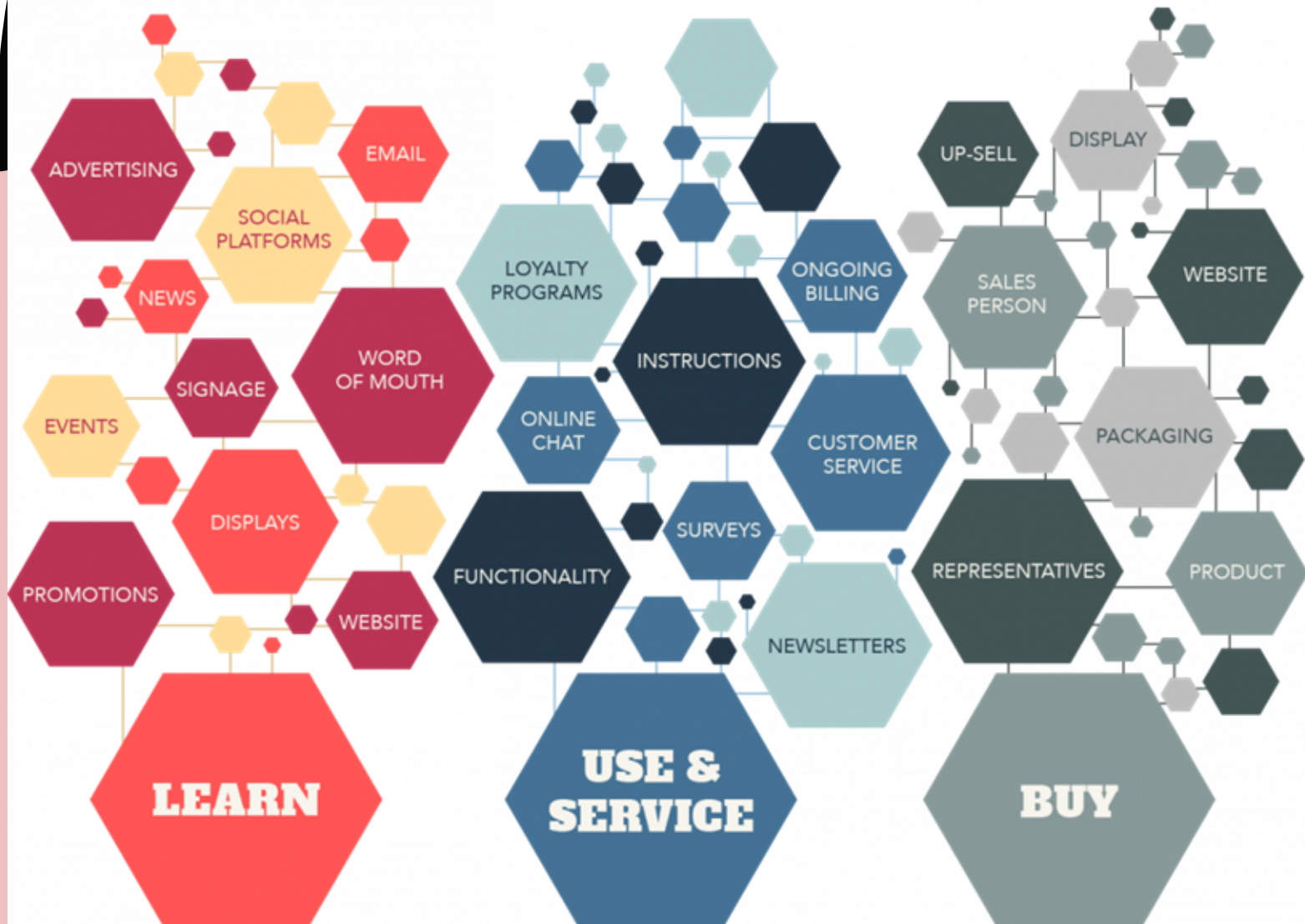


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BRANDING TOUCH POINTS

CONSISTENCY ACROSS TOUCHPOINTS IS KEY

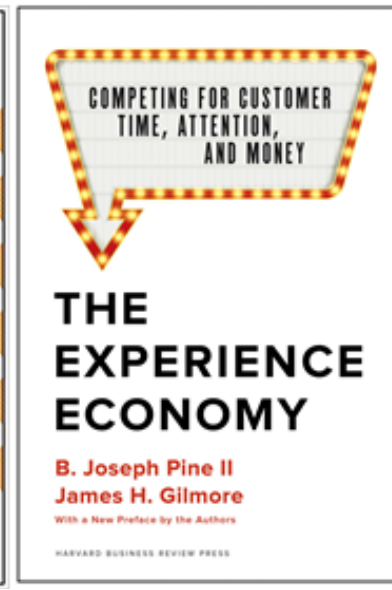
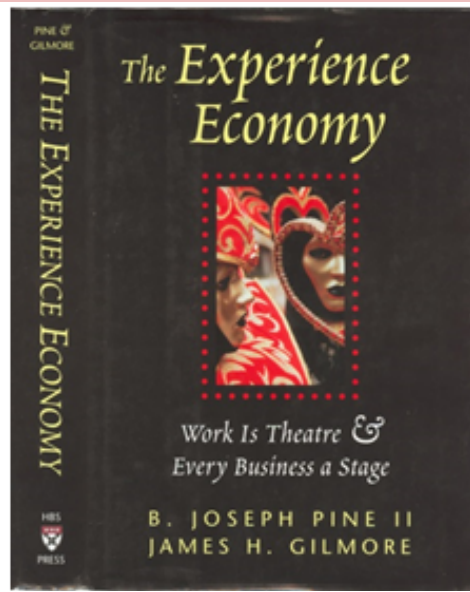


WHAT IS THE EXPERIENCE ECONOMY?

Popularized by B. Joseph Pine II and James H. Gilmore

Released in 1999, 2011 & 2019: The Experience Economy...Work is Theatre & Every Business a Stage

Products need to create meaning, experience, and some sort of memory for consumers.

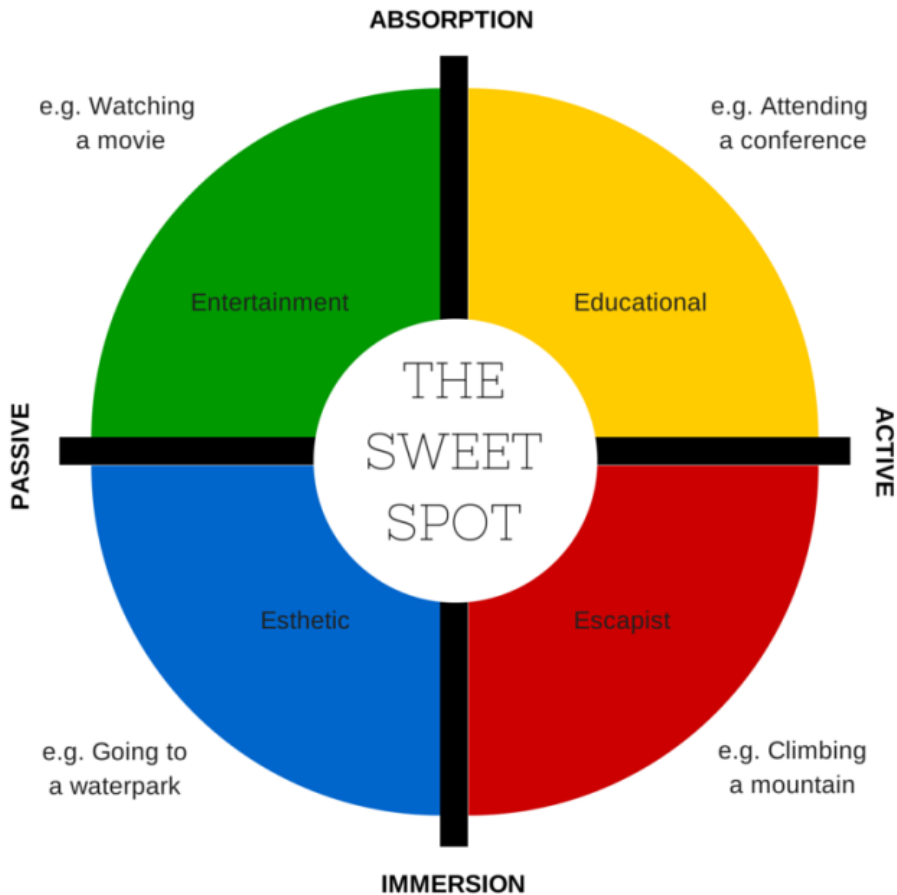




**Companies stage meaningful
events to engage
customers in a memorable and
personal way**

Pine & Gilmore, 1998

Experience Realms



Pine & Gilmore, 1998

There are two main dimensions that are important in an experience:

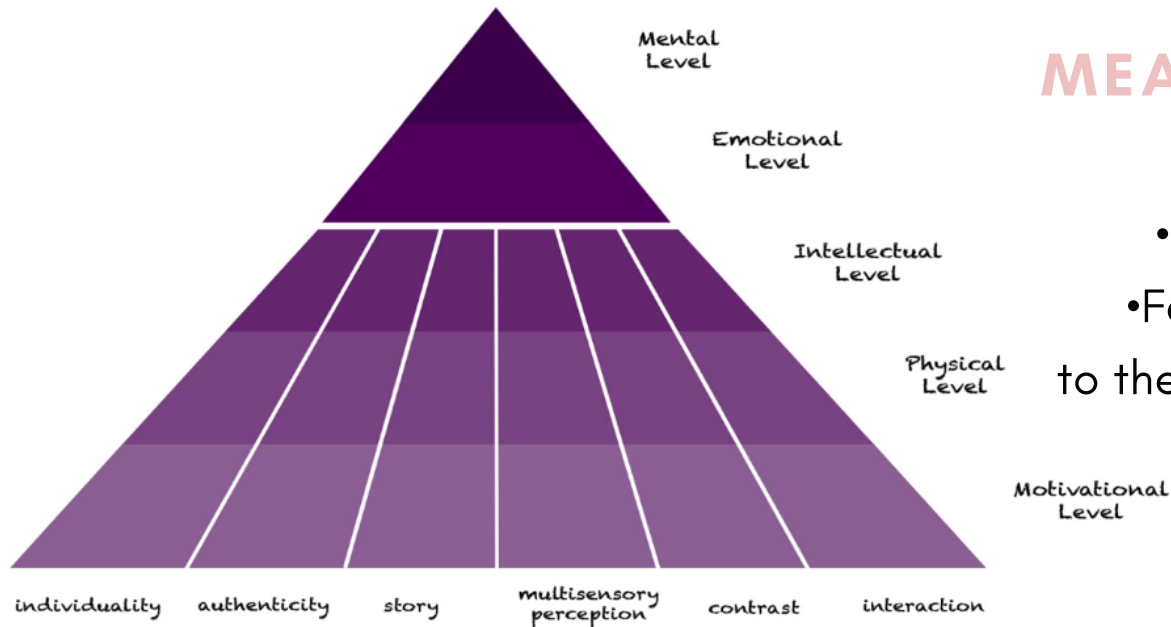
HORIZONTAL AXES

details the level of guest participation.

VERTICAL AXES

connection or the environmental relationship that unites the customer with the event or performance.

Experience Pyramid



Tarssanen & Kylänen, 2007

Examination
from two
perspectives:

MEANINGFULNESS CRITERIA

- Product elements
- Factors contributing to the customer experience

LEVELS OF EXPERIENCE

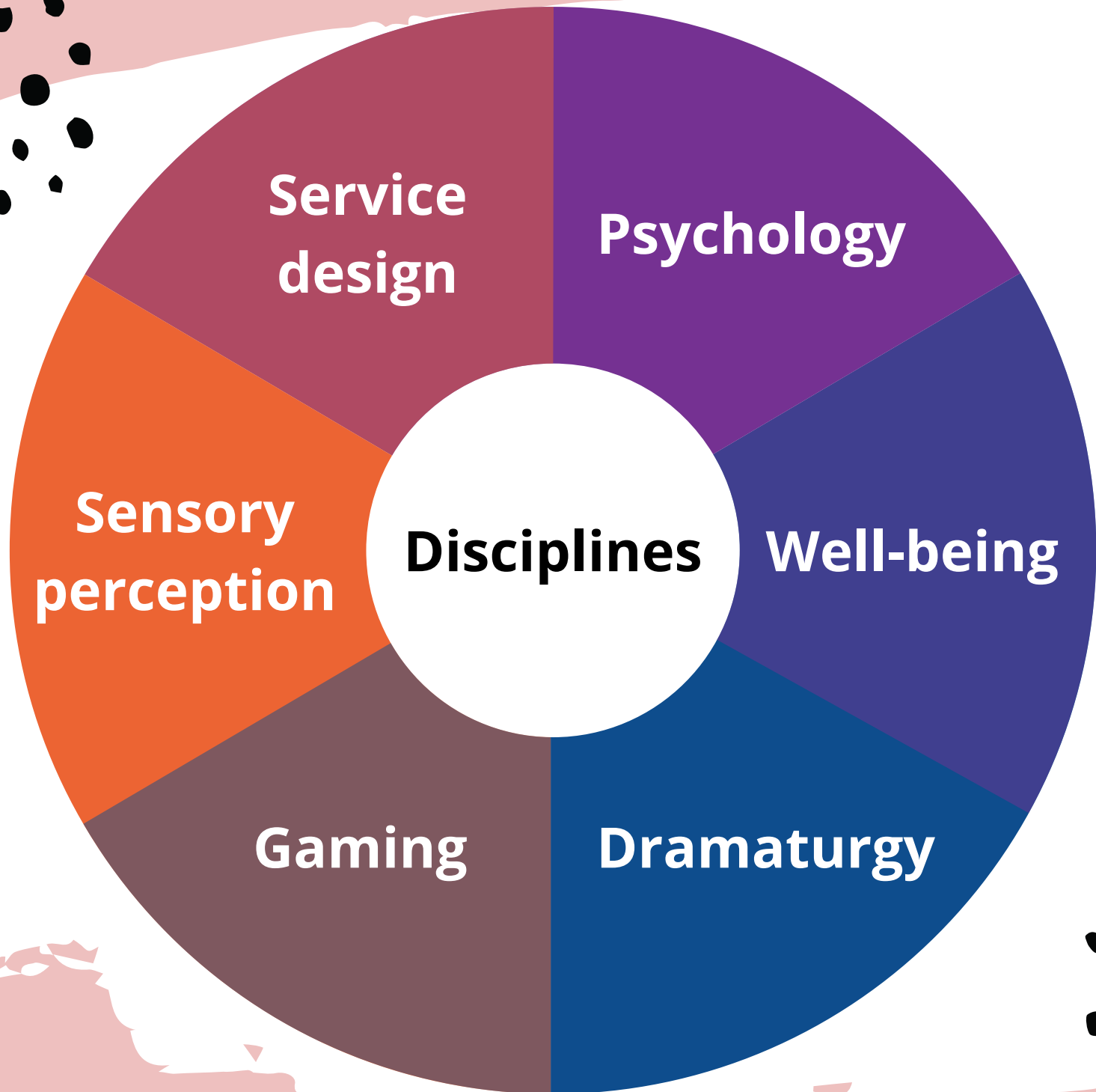
- Customer experiences
- Building an experience.

KNOWING FOLLOWING IS NO LONGER ENOUGH



PRODUCT/CONCEPT DEVELOPMENT
BUSINESS MODELS
INNOVATION & CREATIVITY
MARKET RESEARCH
STRATEGY
LEADERSHIP
MARKETING
SOCIAL MEDIA MARKETING
PROJECT MANAGEMENT
SALES
CHANGE MANAGEMENT
COMMUNICATION
CUSTOMER SERVICE
LOYALTY PROGRAMS
REPUTATION MANAGEMENT ETC.





Psychology



BRAIN FUNCTIONS

MOTIVATION

INFORMATION
PROCESSING

WAYS OF
COMMUNICATION

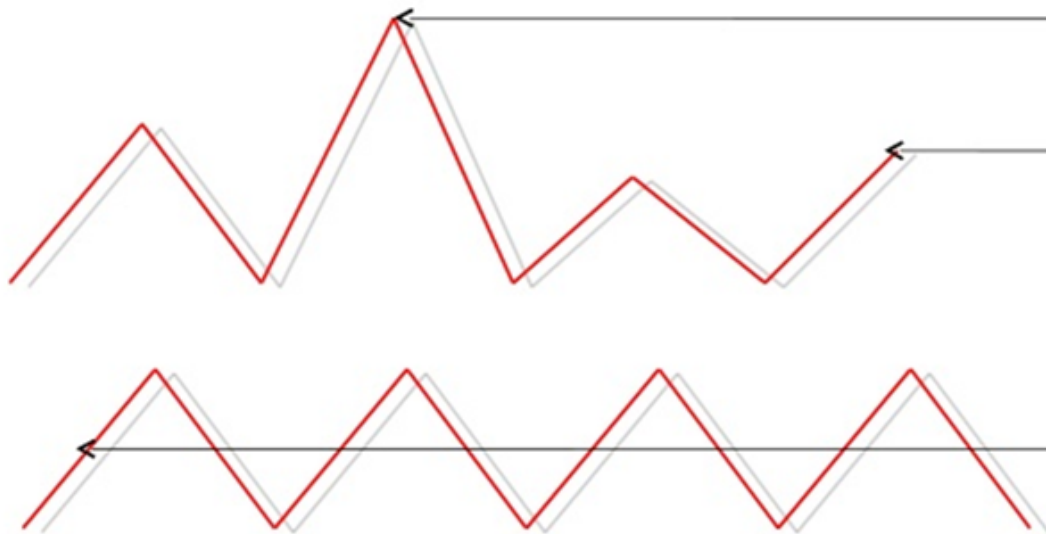
VALUES



Theory

'Peak - end rule' on people's *memory* of *experiences*

'Peak – end rule'

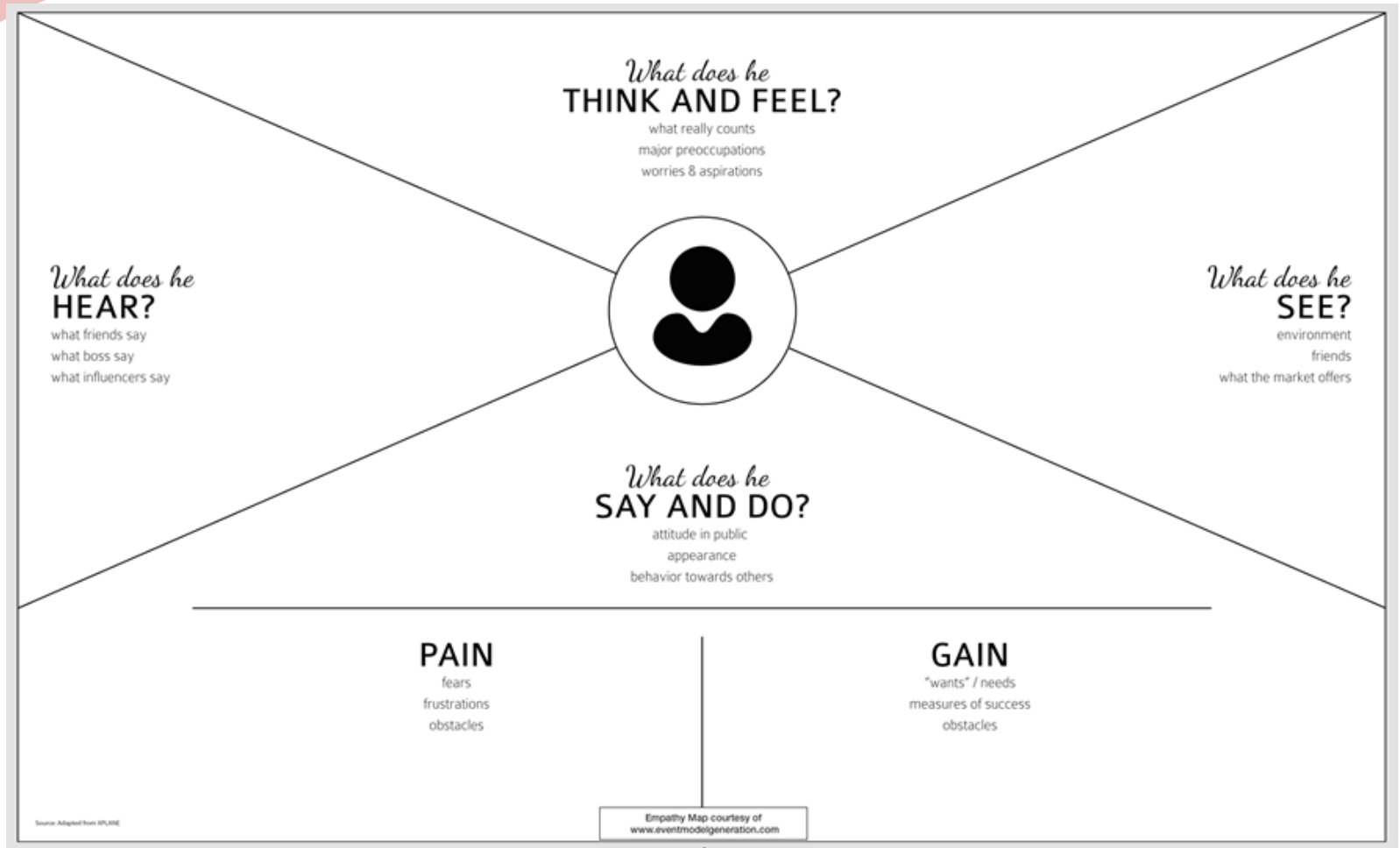


We judge our past experiences almost entirely on how they were at their peak and how they ended

Net pleasantness or unpleasantness, or the length of the experience is almost entirely disregarded

Source: 'Peak End Rule' Danny Kahneman, Nobel Prize Winner

Tools



David Gray: The Empathy Map

Tools

User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

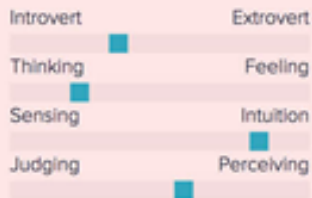
Work: Job title

Family: Married, kids, etc.

Location: City, state

Character: Type

Personality



Trait 1

Trait 2

Trait 3

Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

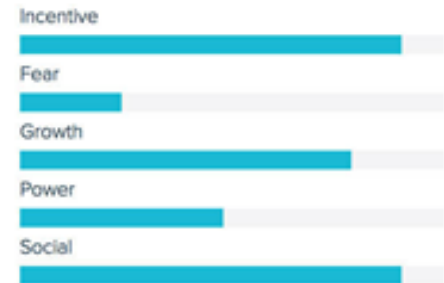
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation



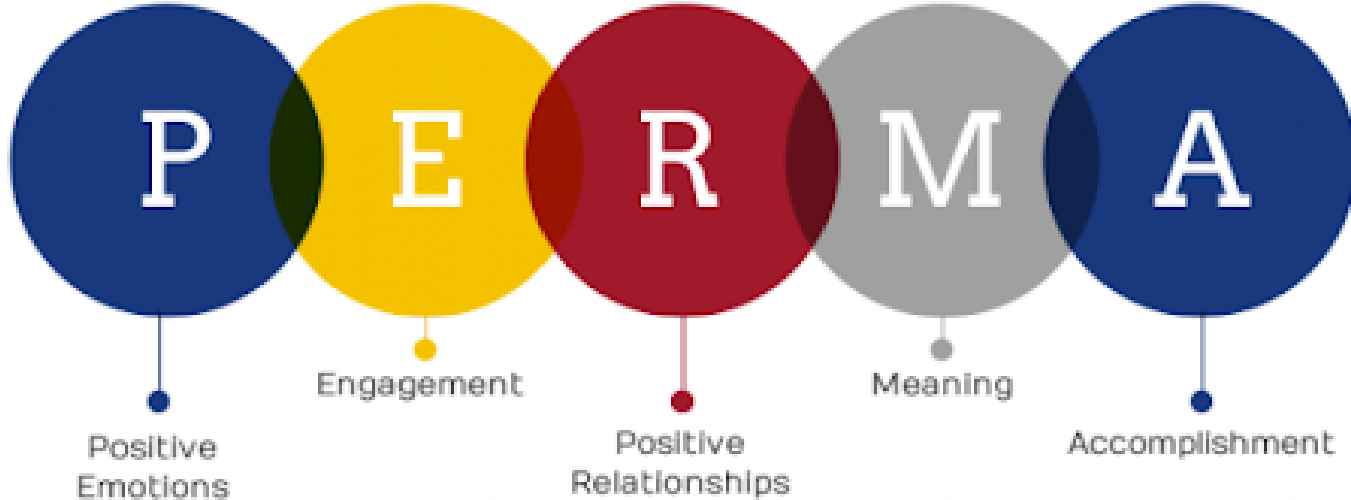
Brands & Influencers



Preferred Channels



Well-being

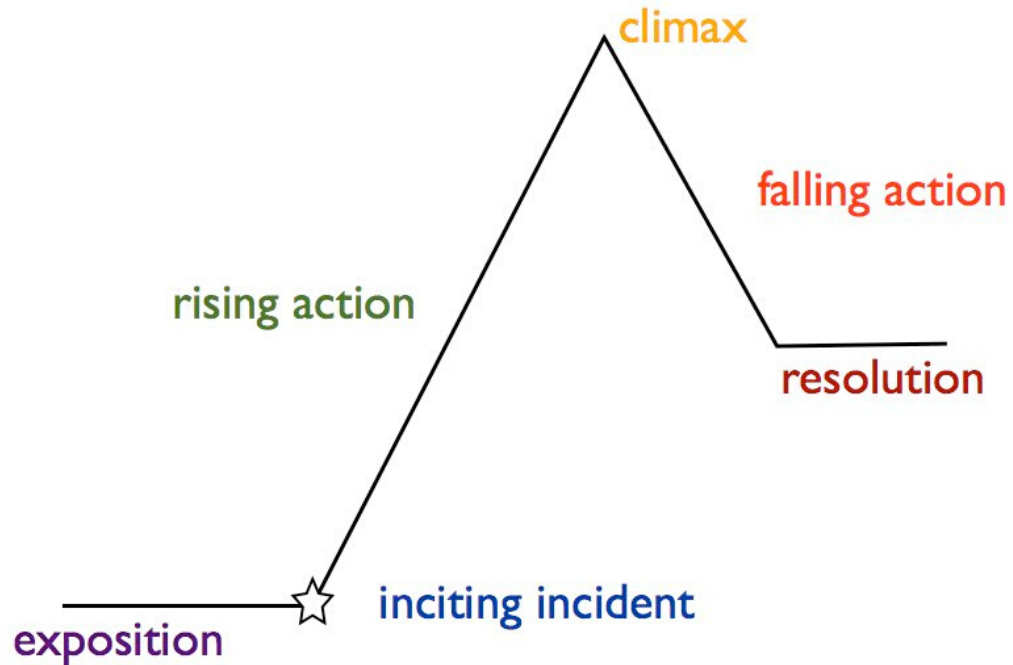




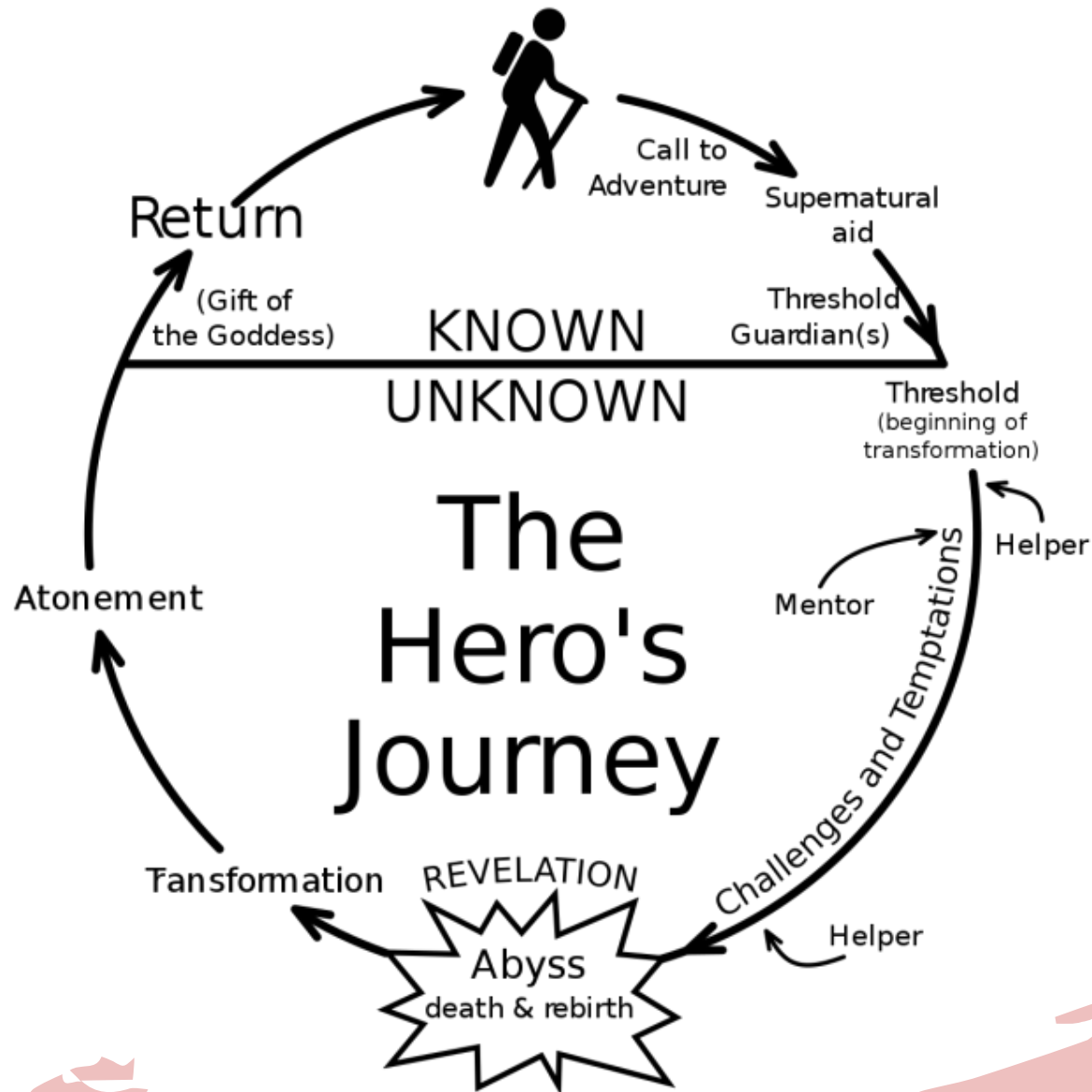
Dramaturgy

Theory

freytag's pyramid



Tools



Tools

STORYTELLING



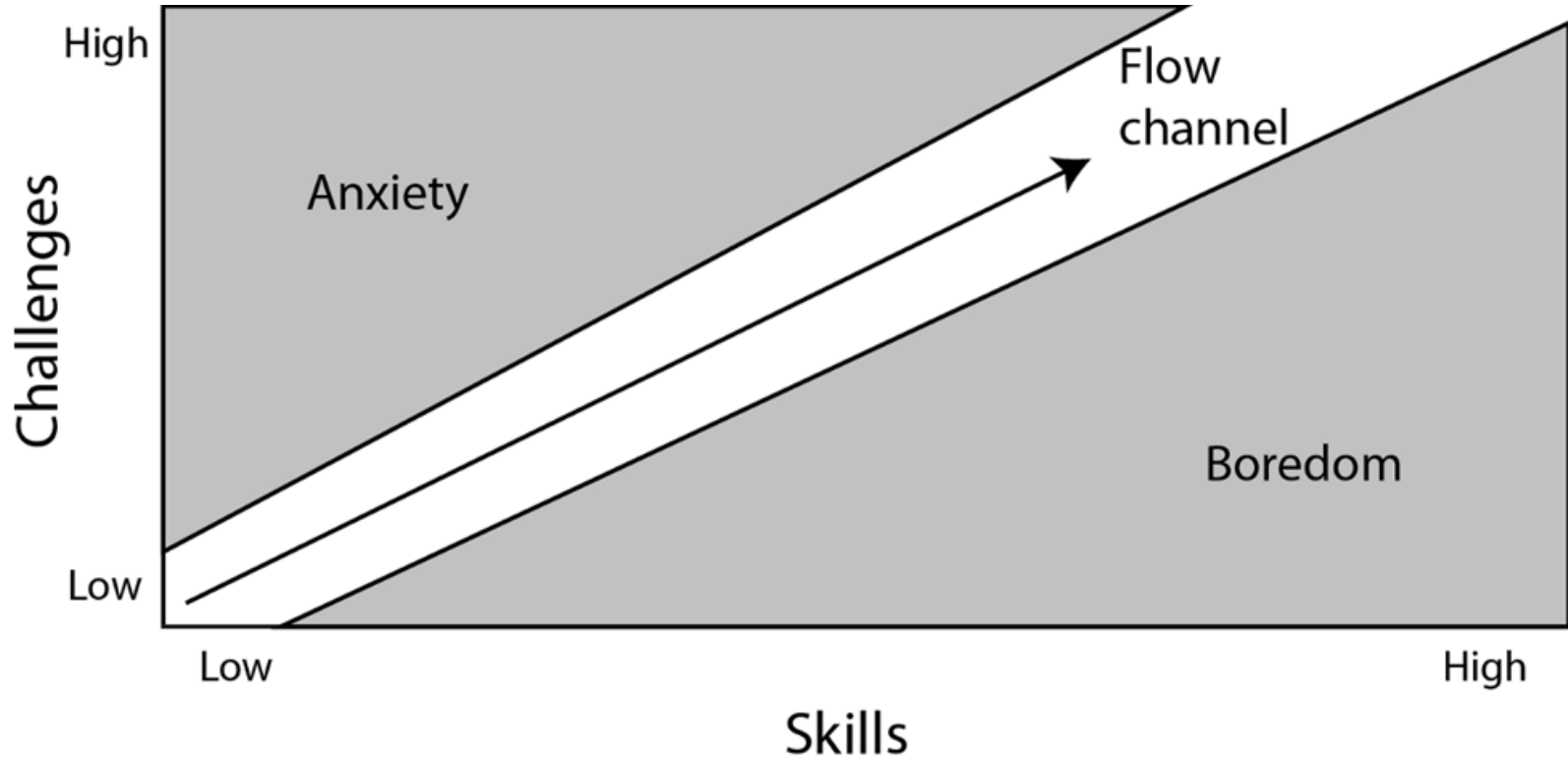
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Red thread consistency

GAMIFICATION



Theory



Flow- the psychology of optimal experience
- Mihaly Csikszentmihalyi, 1975

Tools

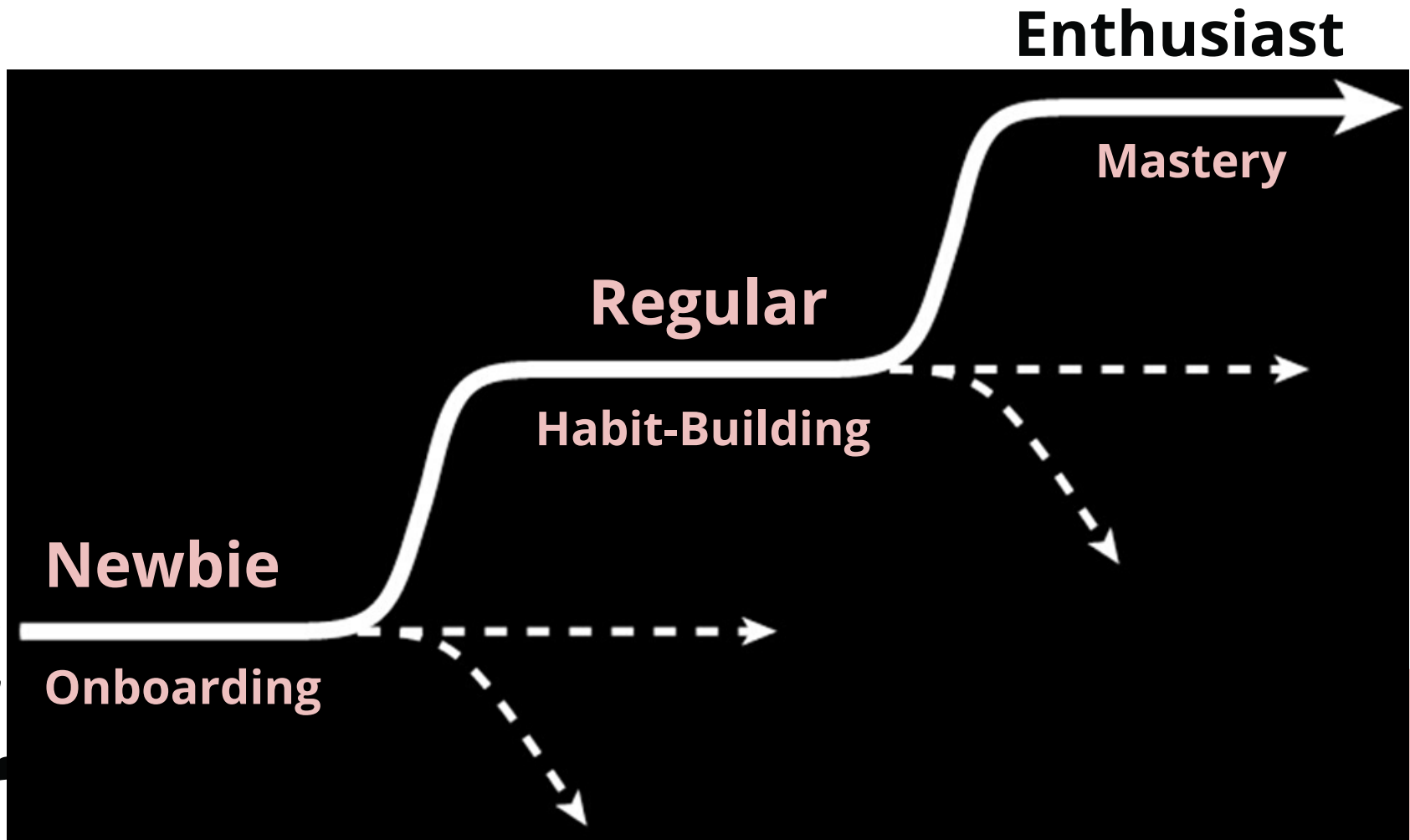
GAMIFICATION



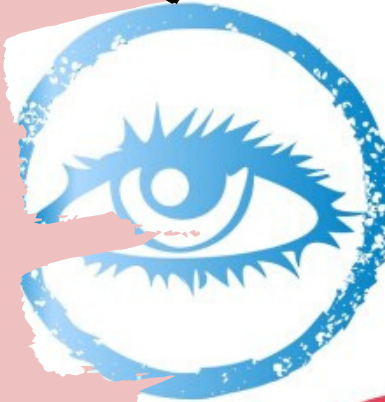
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Tools

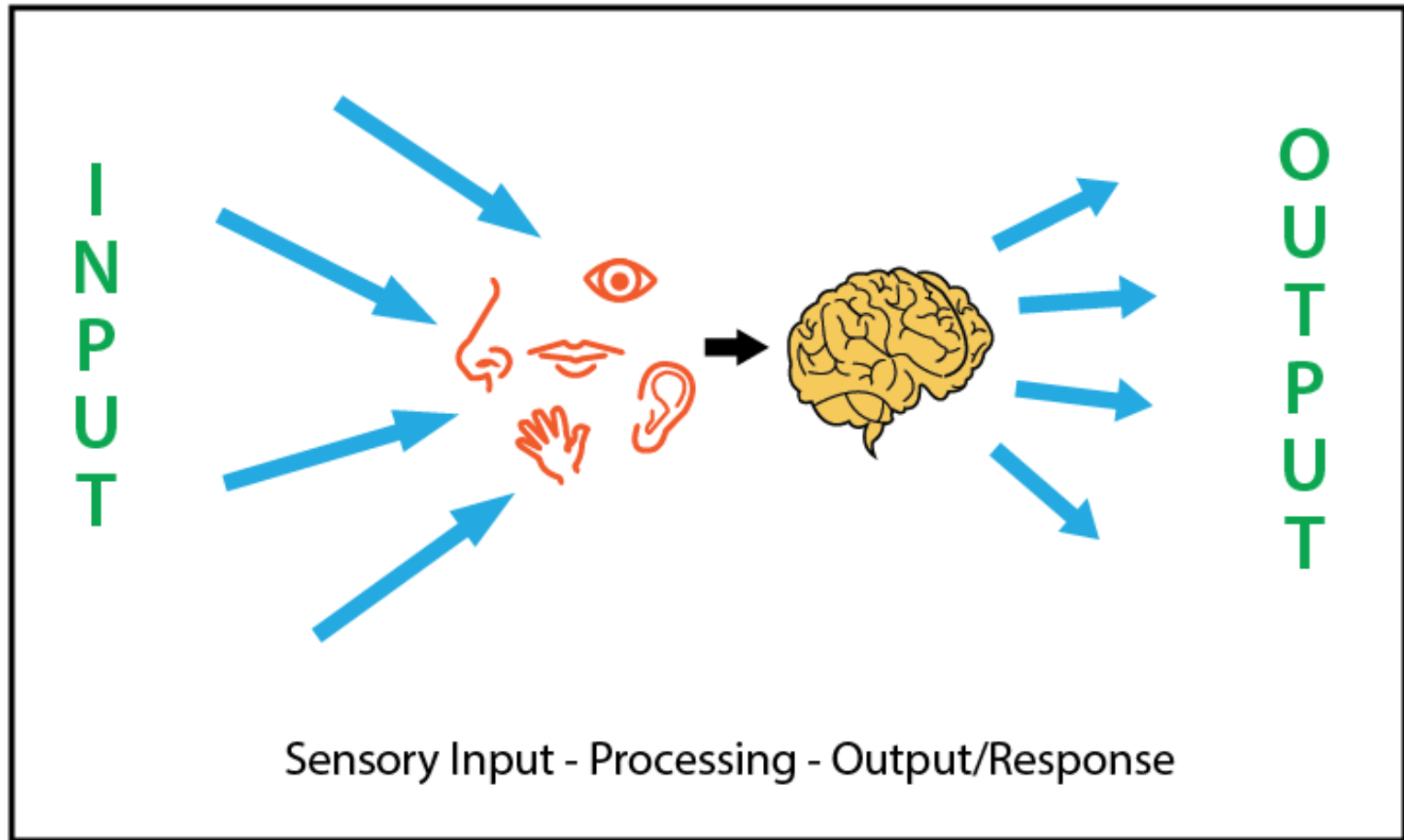
The Players Lifecycle: 3 stages



SENSORY PERCEPTION

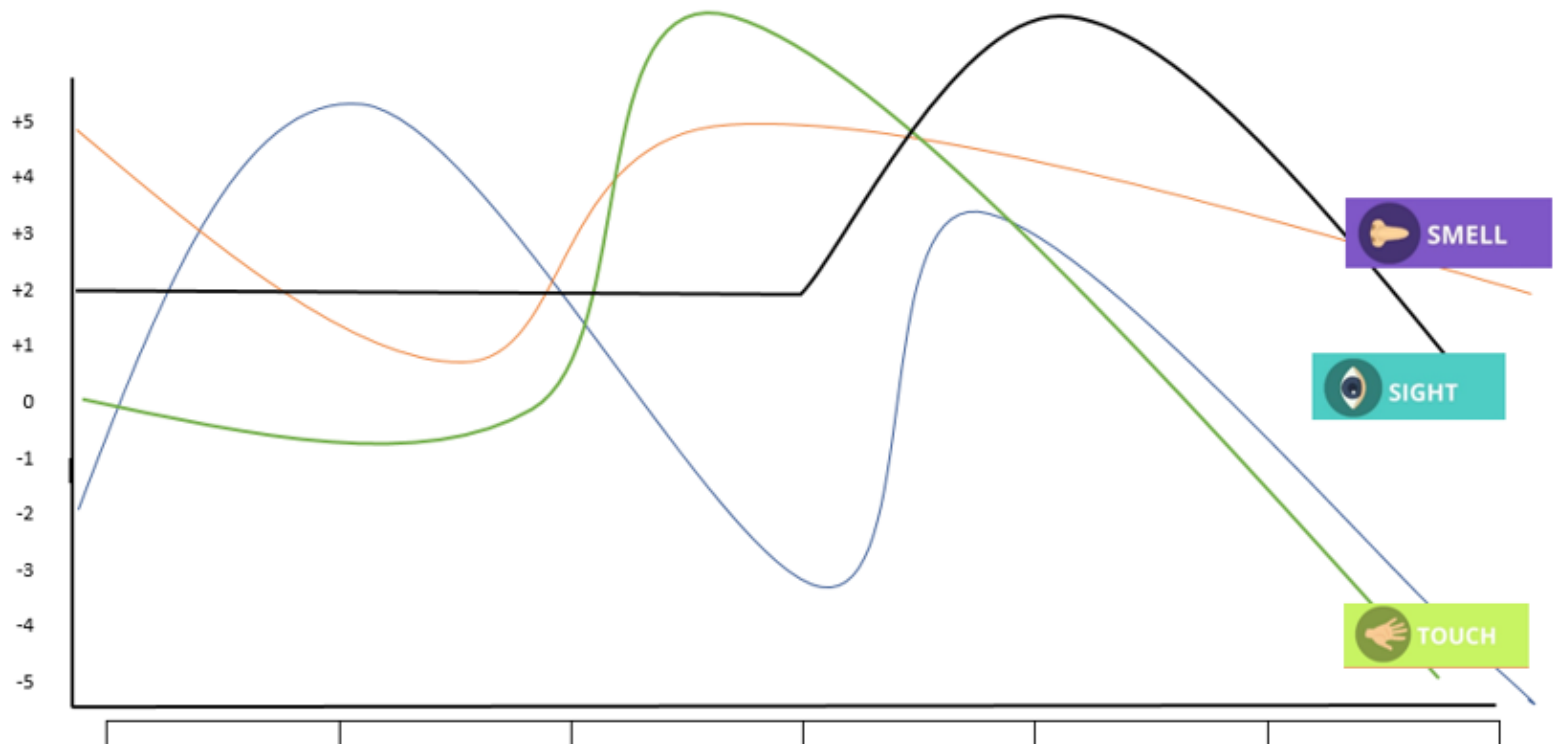


Theory



Tools

Sensory mapping framework



On the horizontal line identify criteria to be assessed (e.g. channels, parts of the journey, moments of truth etc.)

One by one sense rate the criteria on the scale from 1 to 5 (1 non-existent and 5 well used)

Identify the gaps (e.g. times when you use only some senses)

Try to fill the gaps to enhance the experience (e.g. what could you do to improve missing or badly used sense in that part of the experience?)

What would these findings mean for your project? Would you need to change some parts? If yes, how? What would it do to the overall experience?

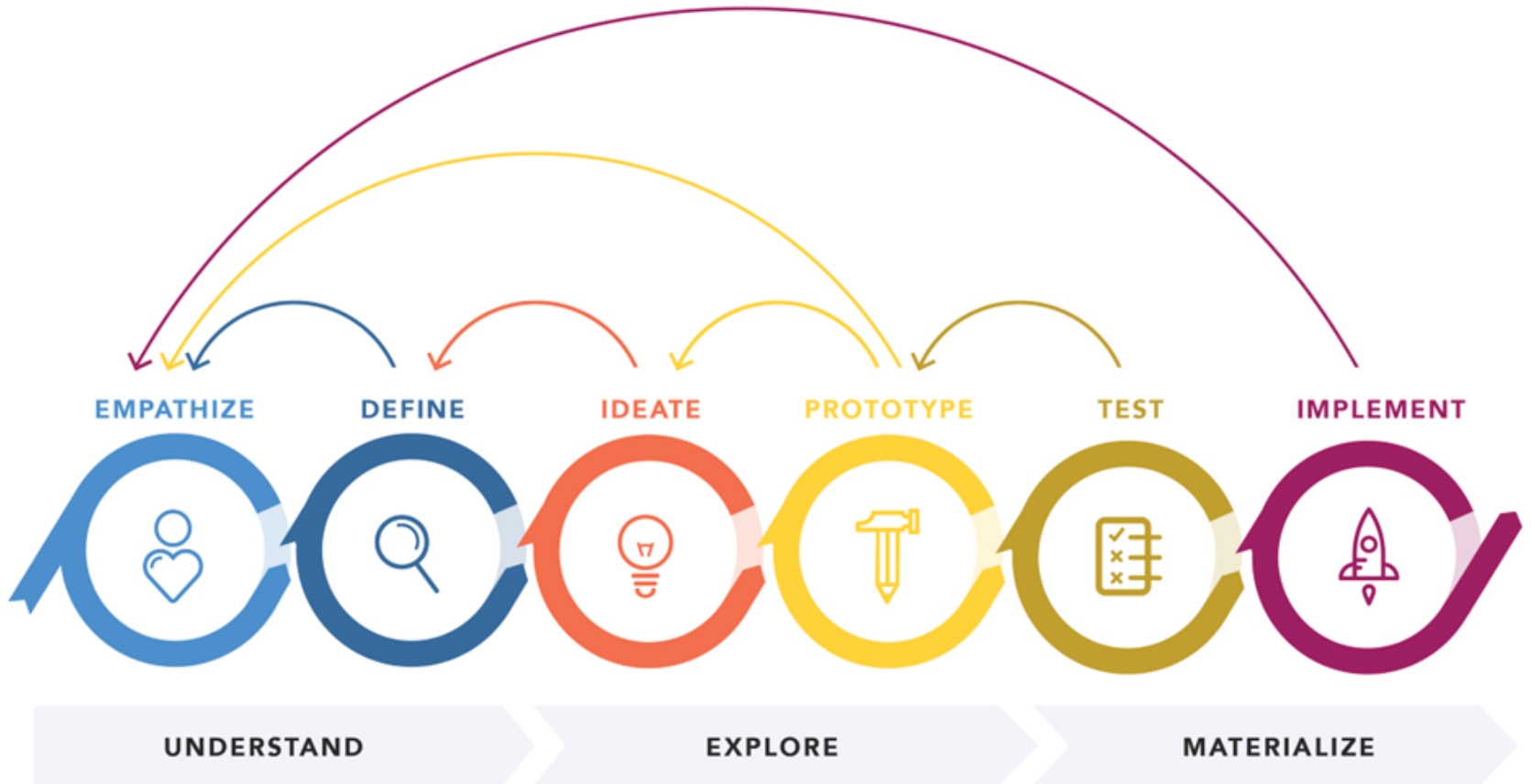
DESIGN THINKING



Design thinking refers to the cognitive, strategic and practical processes by which design concepts are developed.



Tools



It's a way of applying design methods to problem solving and innovation for competitive advantage.

Experience Design

Is not a checklist, a recipe, or a series of maneuvers; it is a way of thinking.

It uses brand as a compass for identifying differentiated value and experience. It considers how products, services, and solutions play a role in delivering value over time and how this must be accounted for, even in the early phases of innovation or the product design process.

It considers all stages of the customer journey as opportunities to provide value and further engage customers.

And, it brings the concept of time to the table as a way of exploring options, innovation, implications, and interdependencies.



**Thanks for your
attention!**

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