Creating Meaningful Experiences

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CITRENZ 1
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Why Experience Design?
Usability
Ctrl + Alt + Delight
What is Experience Design, then?
Experiences are designable
Everything we create is an experience
All design is the process of making experiences
We recognize some experiences easily.
We recognize some experiences easily.
We recognize some experiences easily.
But what, exactly, is an experience?
EXPERIENCE

BREADTH
- Product
- Service
- Brand
- Name(s)
- Channel/Environment
- (Space)
- Promotion
- Price
Breadth
Every sensorial decision is a trigger:

- color
- texture
- smell
- taste
- typeface
- sound
- music
- voice
- pattern
- icon
- symbol
- interaction
- layout
- concept
- temperature
- expression
- etc...
Wedding
EXPERIENCE

BREADTH
Product
Service
Brand
Name(s)
Channel/Environment
(Space)
Promotion
Price

TRIGGERS
Sight
Sound
Smell
Taste
Touch
Concepts
Symbols

INTENSITY
Reflex
Habit
Engagement
Intensity
Intensity
Function (Performance): Does this do what I need?
Price (Value):
Does this do what I need at a price that’s worth it?
Emotions (Lifestyle): Does this make me feel good?
Status/Identity (Values):  
Is this me?
Meaning (Reality):
Does this fit into my reality?
Core Meanings:

Accomplishment
Beauty
Creation
Community
Duty
Enlightenment
Freedom

Harmony
Justice
Oneness
Redemption
Security
Truth
Validation
Wonder
Core Meanings:

Definitions:

makingmeaning.org
Meaning is more powerful than Price and Performance
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Meaning lasts longer than emotions
Meaning transcends values
Meaning transcends values
The most successful experiences are meaningful
Meaning is at the core of Values: Priorities and Expressions
Nike:

Accomplishment
Beauty
Creation
Community
Duty
Enlightenment
Freedom
Harmony
Justice
Oneness
Redemption
Security
Truth
Validation
Wonder
Walmart:

Accomplishment
Beauty
Creation
Community
Duty
Enlightenment
Freedom
Harmony
Justice
Oneness
Redemption
Security
Truth
Validation
Wonder
Meaning is the deepest connection you can make with a customer/user/audience.
Successful experiences are meaningful (and not merely novel)
Design is the process of evoking meaning.
How does this relate to business & strategy?
What meanings do your customers prioritize?
What meanings does your organization prioritize?
What meanings do you prioritize?
What meanings do your competitors trigger?
How do you put this into the development process?
A meaning-filled development process:

Corporate Strategy Development
(what business should we be in?)
(what should we make/offer?)

Product & Service Development
(how we should make it best?)
A meaning-filled development process:

<table>
<thead>
<tr>
<th>Business Strategy</th>
<th>Business Development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analyze</strong></td>
<td><strong>Synthesize</strong></td>
</tr>
<tr>
<td>- Lead</td>
<td>- Strategy</td>
</tr>
<tr>
<td>- Define Process &amp; Organization</td>
<td>- Prioritize Opportunities</td>
</tr>
<tr>
<td>- Collect &amp; Synthesize</td>
<td>- Model Benefits</td>
</tr>
<tr>
<td>- Forecast Opportunities</td>
<td>- Generate Concepts</td>
</tr>
<tr>
<td>- Build Inventory of Opportunities</td>
<td>- Develop Models</td>
</tr>
<tr>
<td>- Experience</td>
<td>- Refine &amp; Test</td>
</tr>
</tbody>
</table>

**Inputs/Processes:**
- Business Strategy
- Brand Strategy
- Technology Strategy
- Market Insight/Research

**Deliverables:**
- Revised Strategies
- Business Scenarios
- Market Opportunities
- Product/Service Concepts
- Proofs of Concept

- Business Market Research
- Technology Research
- Customer Insight/Research

- Target Offerings
- Project Briefs
- Business Plans
- Development/Launch Strategy
- Requests for Proposals
A meaning-filled development process:

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A meaning-filled development process:
Research Techniques:
- Interviews
- Careful Surveys
- Shadowing
- Games, etc.

The Meaning of Things
by Mihaly Csikszentmihalyi
Who’s doing this?
Who’s doing this?

You
Should companies evoke meaning?
Should companies evoke meaning?
Why not?
Is meaning manipulation?
Is meaning manipulation?
Maybe, maybe not
Are you creating anything meaningful?
What’s meaningful to you?
Can meaning kill consumerism?