ride the bomb

experience design *v. 0.4*

the sensation of change

To **experience something** requires that we recognize an alteration to our environment, our bodies, our minds, our spirit, or any other aspect of ourselves that can sense change.

Diller, Shedroff, Rhea.2006. Making Meaning.

Experience is a very dynamic, complex and subjective phenomenon. It depends upon the perception of multiple sensory qualities of a design, interpreted through filters relating to contextual factors.

Buchenau, Suri 2000

What is the experience of a run down a mountain on a snowboard?

it depends upon the weight and material qualities of a board, the bindings and your boots, the snow conditions, the weather, the terrain, the temperature of air in your hair, your skill level, your current state of mind, the mood and expression of your companions.

Buchenau, Suri 2000

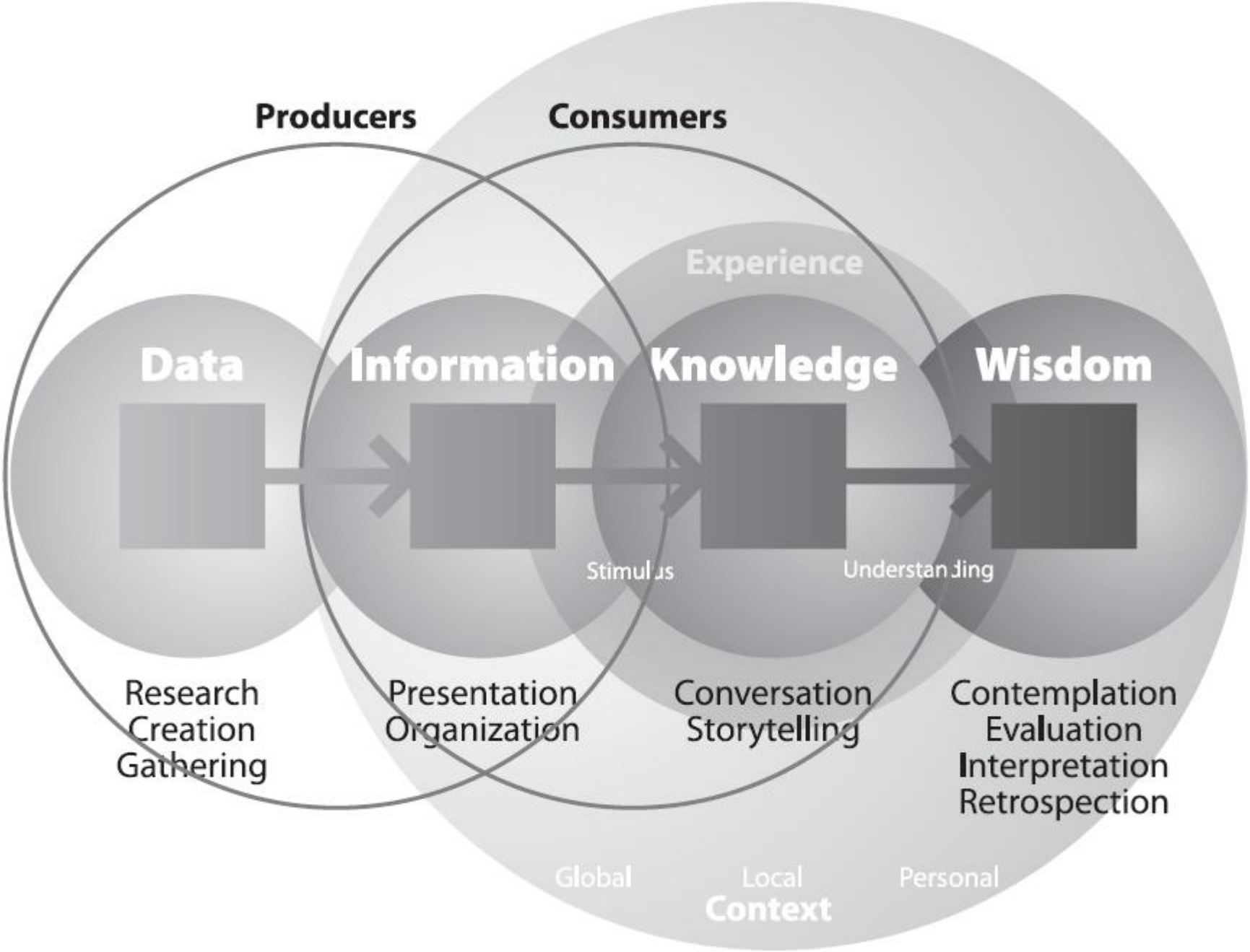
The experience of even simple artifacts does not exist in a vacuum but, rather, in **dynamic relationship** with other people, places and objects. Additionally, the quality of people´s experience changes over time as it is influenced by variations in these contextual factors.

Buchenau, Suri 2000

Despite the technocratic and materialistic bias of our culture, **it is ultimate experiences that we are designing, not things.**

Yes, physical objects are often the most tangible and visible outcomes of design, but the primary function is to **engage us in an experience** - an experience largely shaped by the *affordances* and *character* embedded into the product itself.

Bill Buxton. Sketching user experiences. 2007.


Producers
Consumers
Experience
Data
Information
Knowledge
Wisdom
Stimulus
Understanding
Research
Creation
Gathering
Presentation
Organization
Conversation
Storytelling
Contemplation
Evaluation
Interpretation
Retrospection
Global
Local
Personal
Context

conocimiento

Soluciones suficientemente generalizadas ganadas a través de la experiencia.

Shedroff. 2001. Experience design 1.

sabiduría

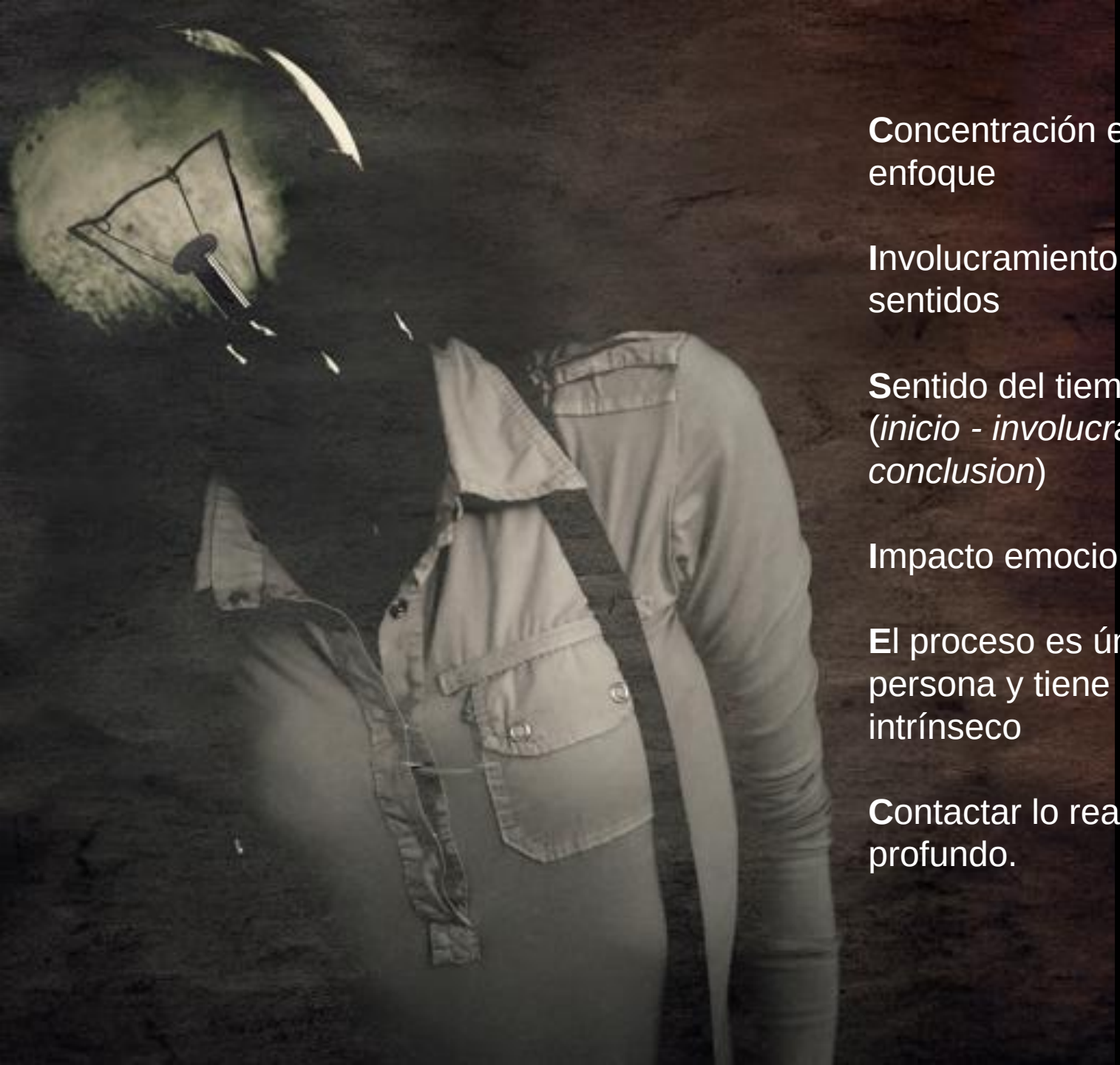
Puntos de vista y valores suficientemente generalizados que pueden ser aplicados a muchas situaciones variadas.

Shedroff. 2001. Experience design 1.

takeaway

What will you **remember**?
What makes your life **worth** living?

Shedroff. 2001. Experience design 1.



Concentración elevada y enfoque

Involucramiento de todos los sentidos

Sentido del tiempo alterado (*inicio - involucramiento - conclusion*)

Impacto emocional

El proceso es único para cada persona y tiene un valor intrínseco

Contactar lo real, lo básico y profundo.

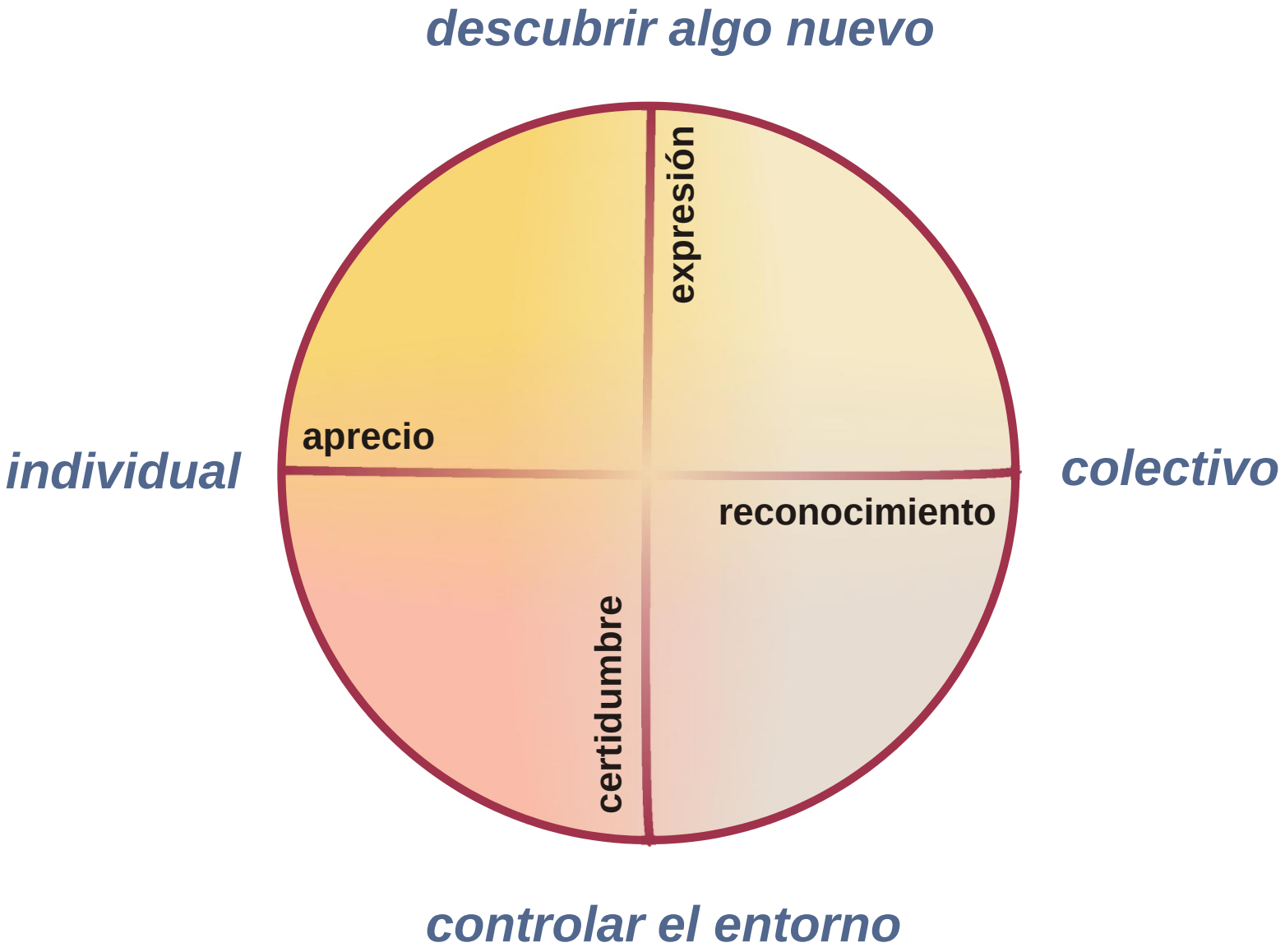
Vivencia: hacer-interiorizar-ser

Hay un elemento y sentido de juego y anticipación

Existe la sensación de control sobre la situación

Hay un balance entre el reto y la capacidades

Motivaciones Básicas



Fuente: Boswijk, Thissen, Peelen. 2006. A new perspective on experience economy

Companies **stage** an experience whenever they engage customers, connecting with them in a personal, memorable way.

Pine Gilmore. 1999. Welcome to the experience economy.

desmaterializacion

commodities

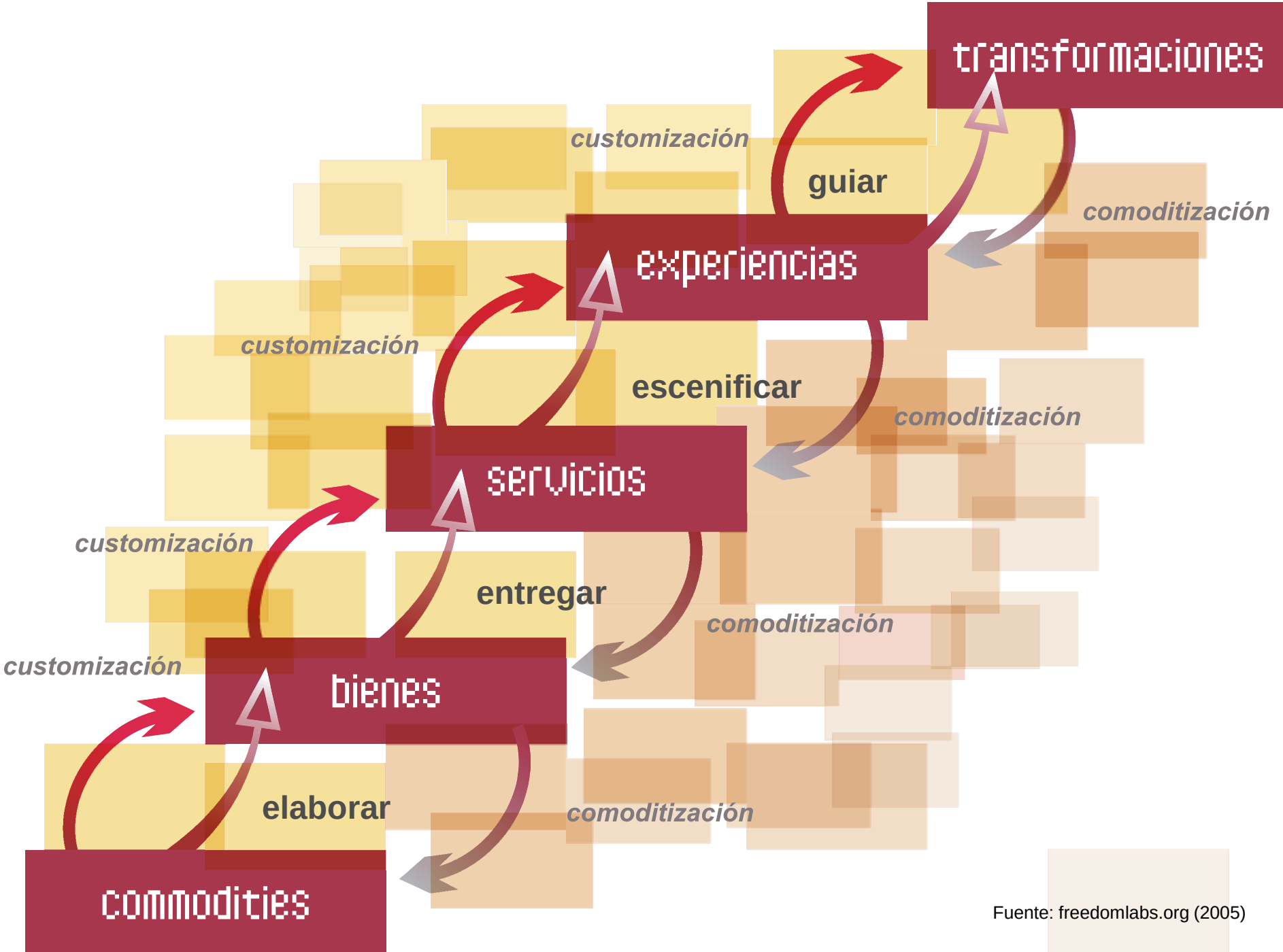
bienes

servicios

nuevas ofertas económicas

materializacion

Fuente: freedomlabs.org (2005)



Fuente: freedomlabs.org (2005)

noise = Commodities: Value is for raw **materials**.

Data = Products: Value is for tangible **things**.

Information = Services: Value is for **activities**.

Knowledge = Experiences: Value is the **time customers spend with you**.

Wisdom = Transformations: Value is the **demostrated outcome** the customer achieves.

Shedroff. 2001. Experience design 1.

Fuente: Pine (1999)

Oferta Económica	materias primas indiferenciadas	bienes	servicios	experiencias	transformaciones
economía	agraria	industrial	servicio	experiencia	transformación
función económica	extracción	elaborar	entregar	escenificar	guiar
naturaleza de la oferta	fungible	tangible	intangible	memorable	efectual
atributo clave	natural	estandarizado	a la medida	personal	individual
método de suministro	almacenado a granel	inventariado después de la producción	entregado según demanda	revelado durante un periodo	sostenido a través del tiempo
vendedor	mercader	fabricante	proveedor	experimentado	inductor
comprador	mercado	comprador	cliente	invitado	aspirante
factores de demanda	características	atributos	beneficios	sensaciones	rasgos culturales

Valor desde la perspectiva comercial

funcionalidad

Organización → **Persona**

← *dinero*

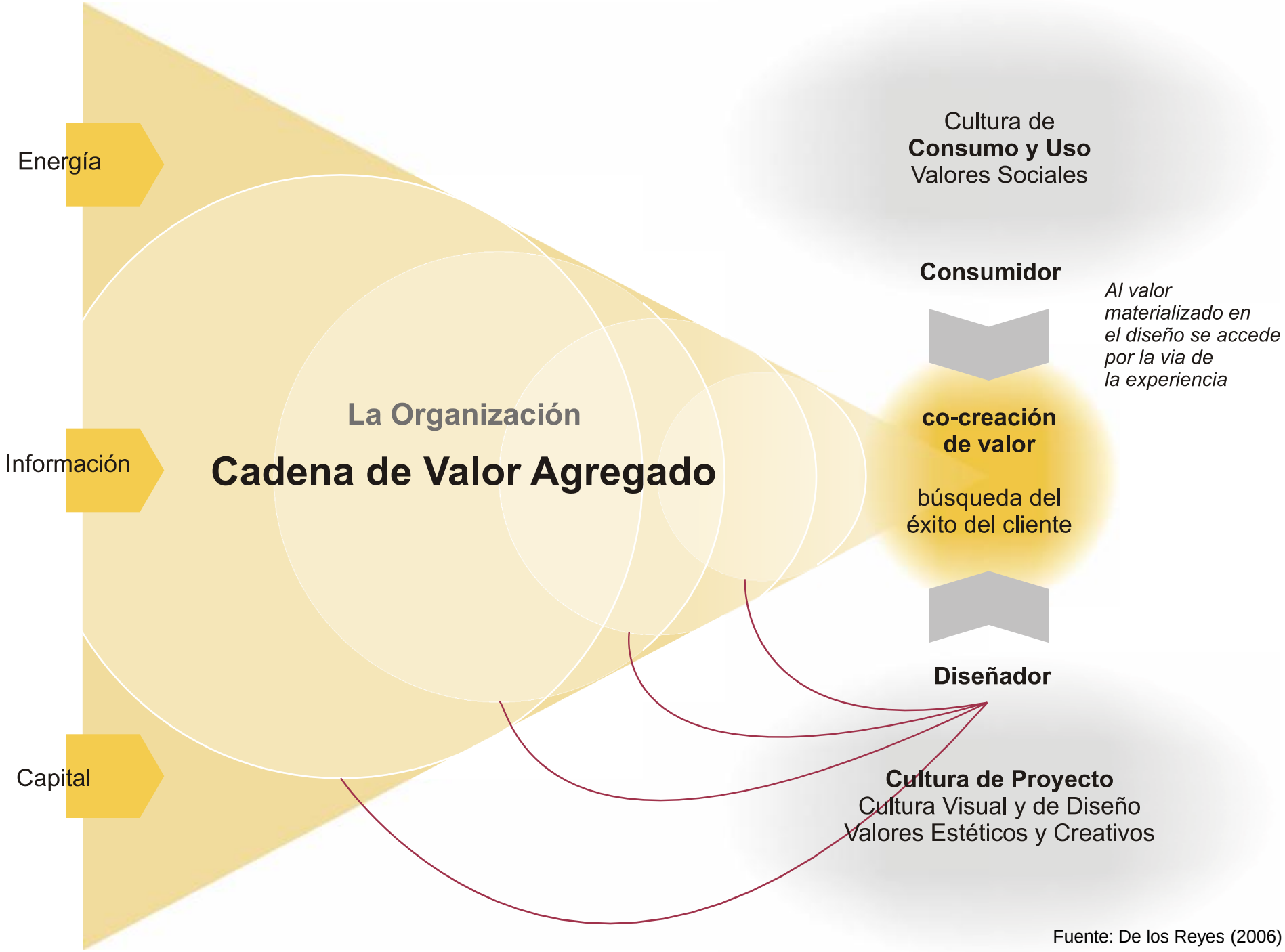
Valor desde la perspectiva humana

más que funcionalidad...

Organización ⇄ **Persona**

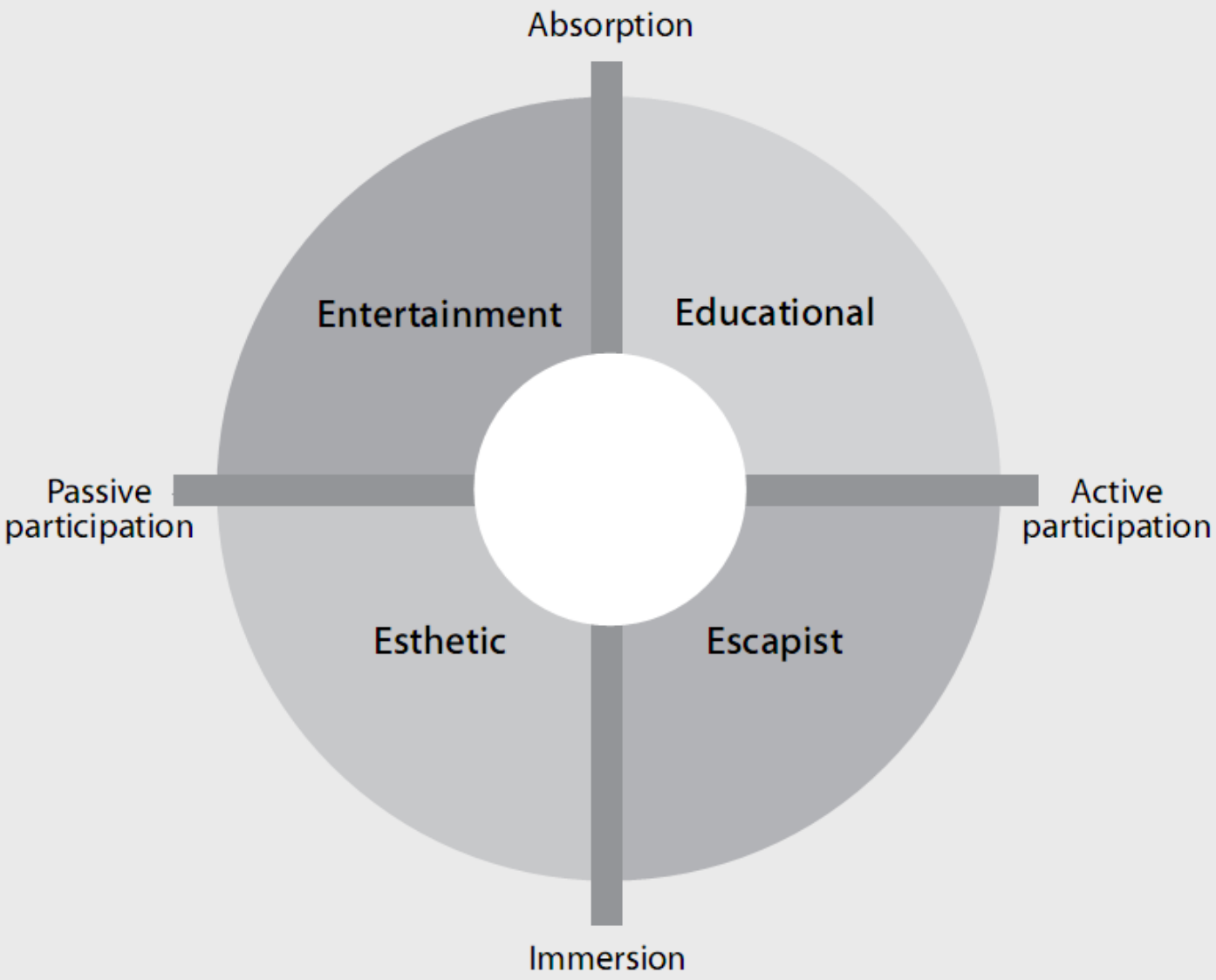
más que dinero...

Fuente: Boswijk, Thissen, Peelen. 2006. A new perspective on experience economy

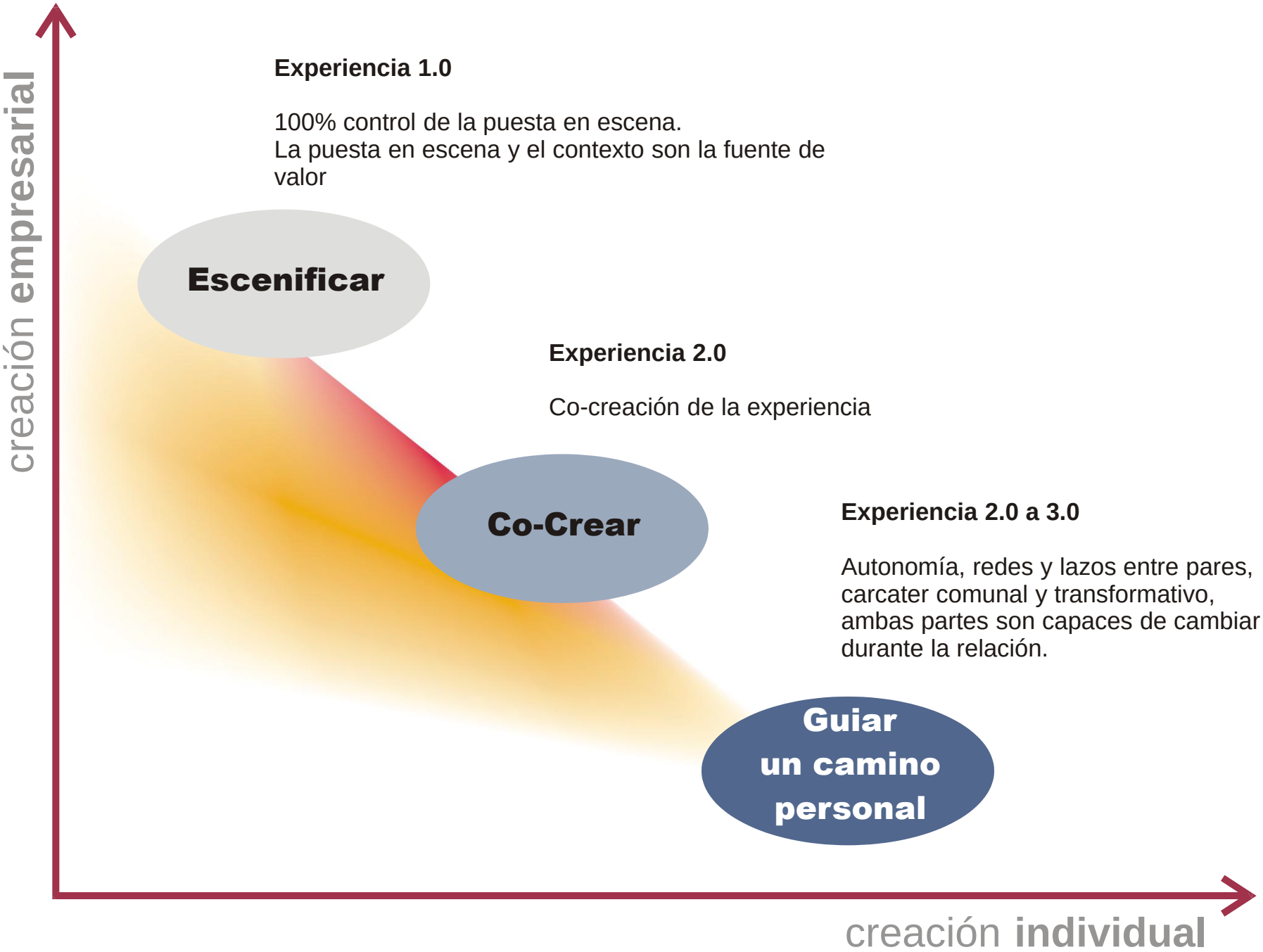


Fuente: De los Reyes (2006)

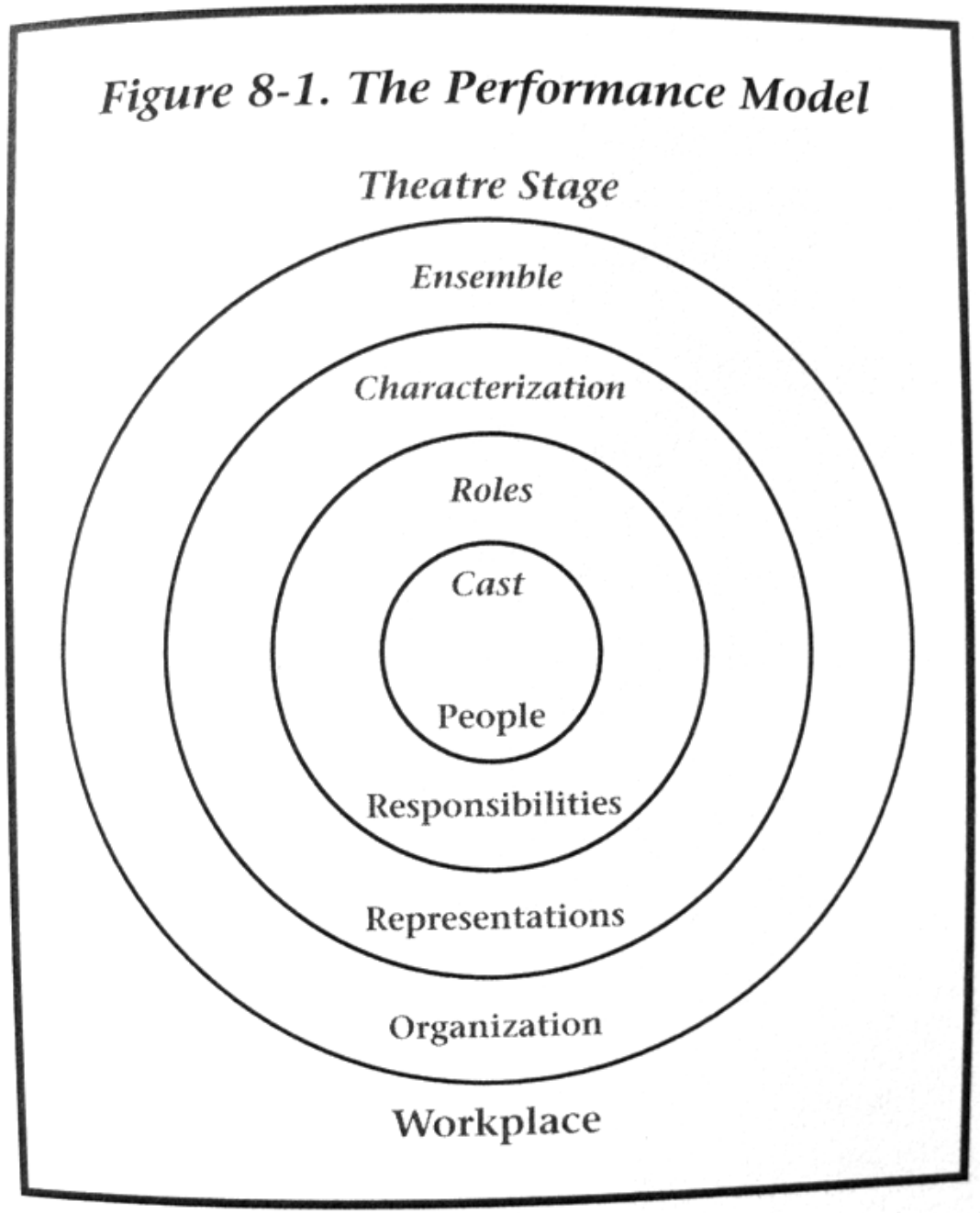
The Four Realms of an Experience



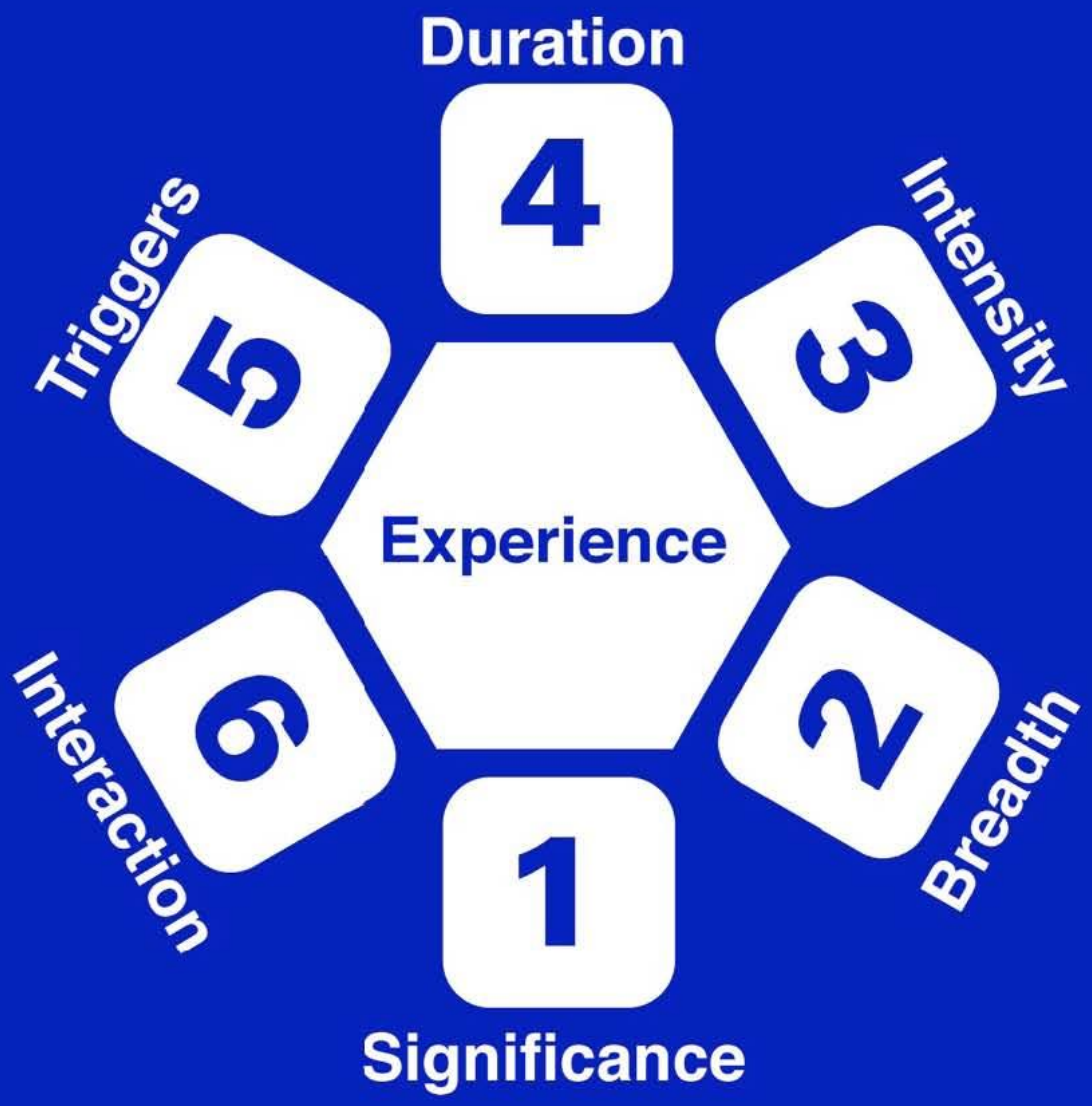
Fuente: Pin



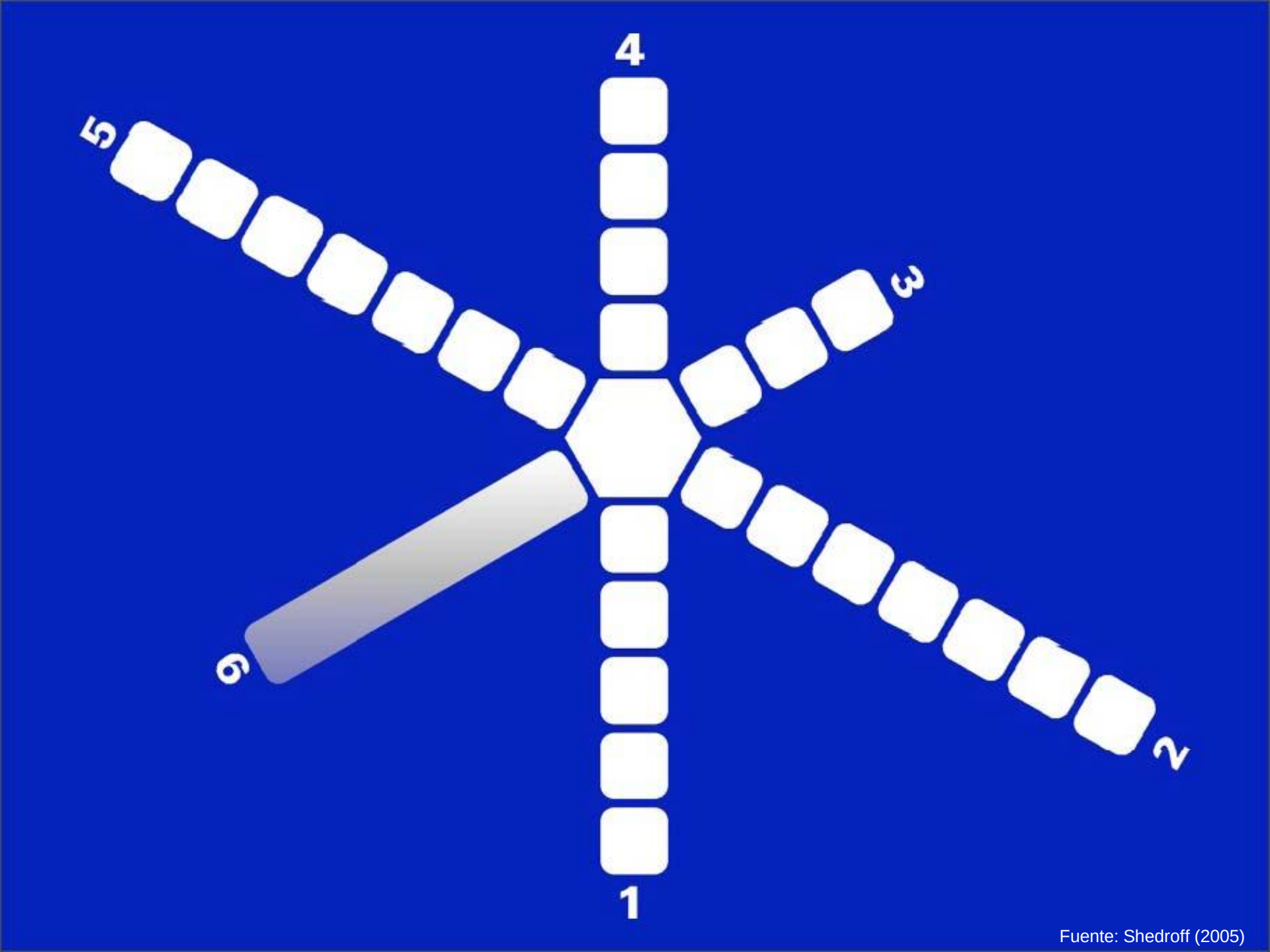
Fuente: Boswijk, Thissen, Peelen. 2006. A new perspective on experience economy



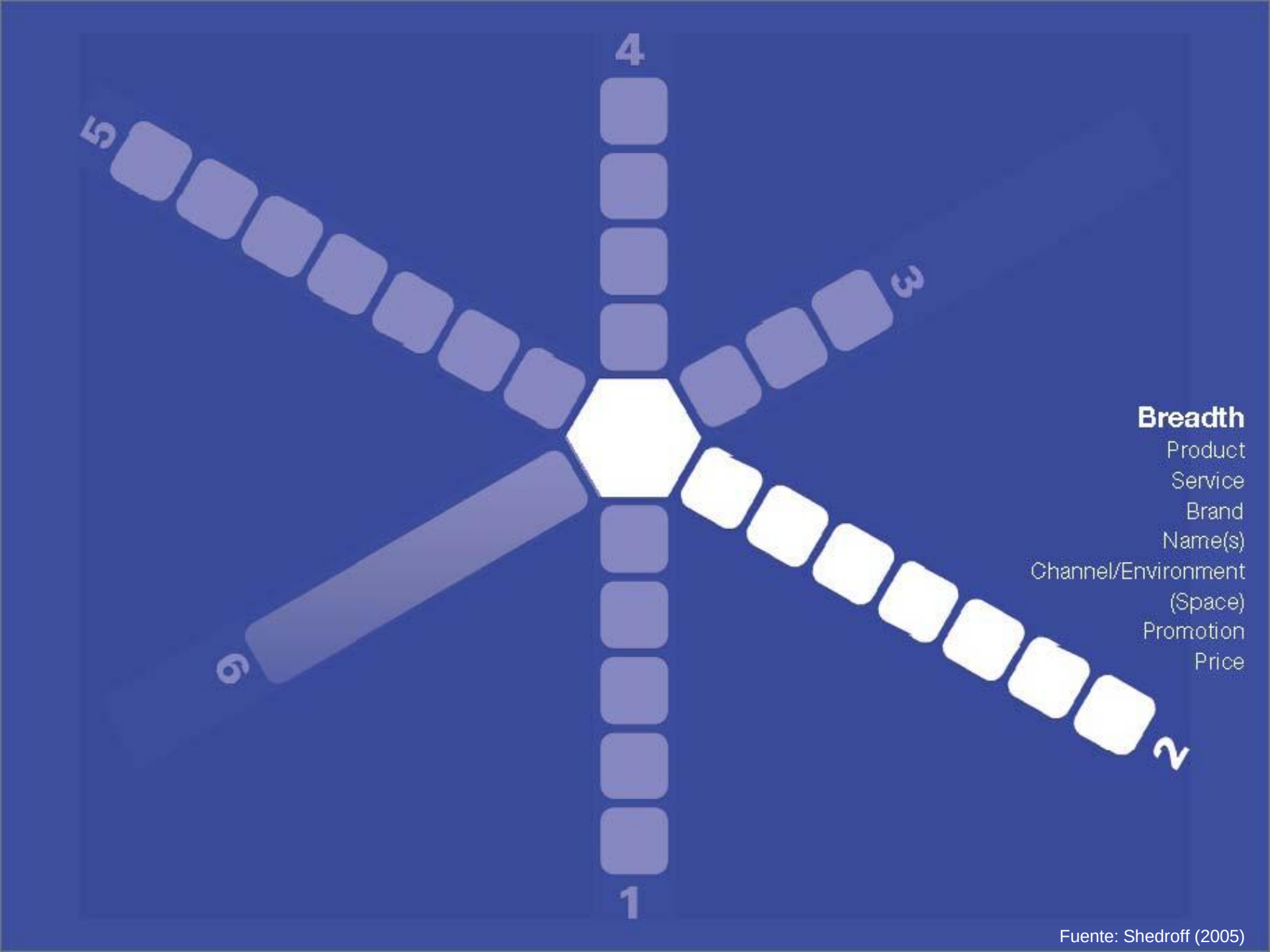
Fuente: Pine, Gilmore (1999)



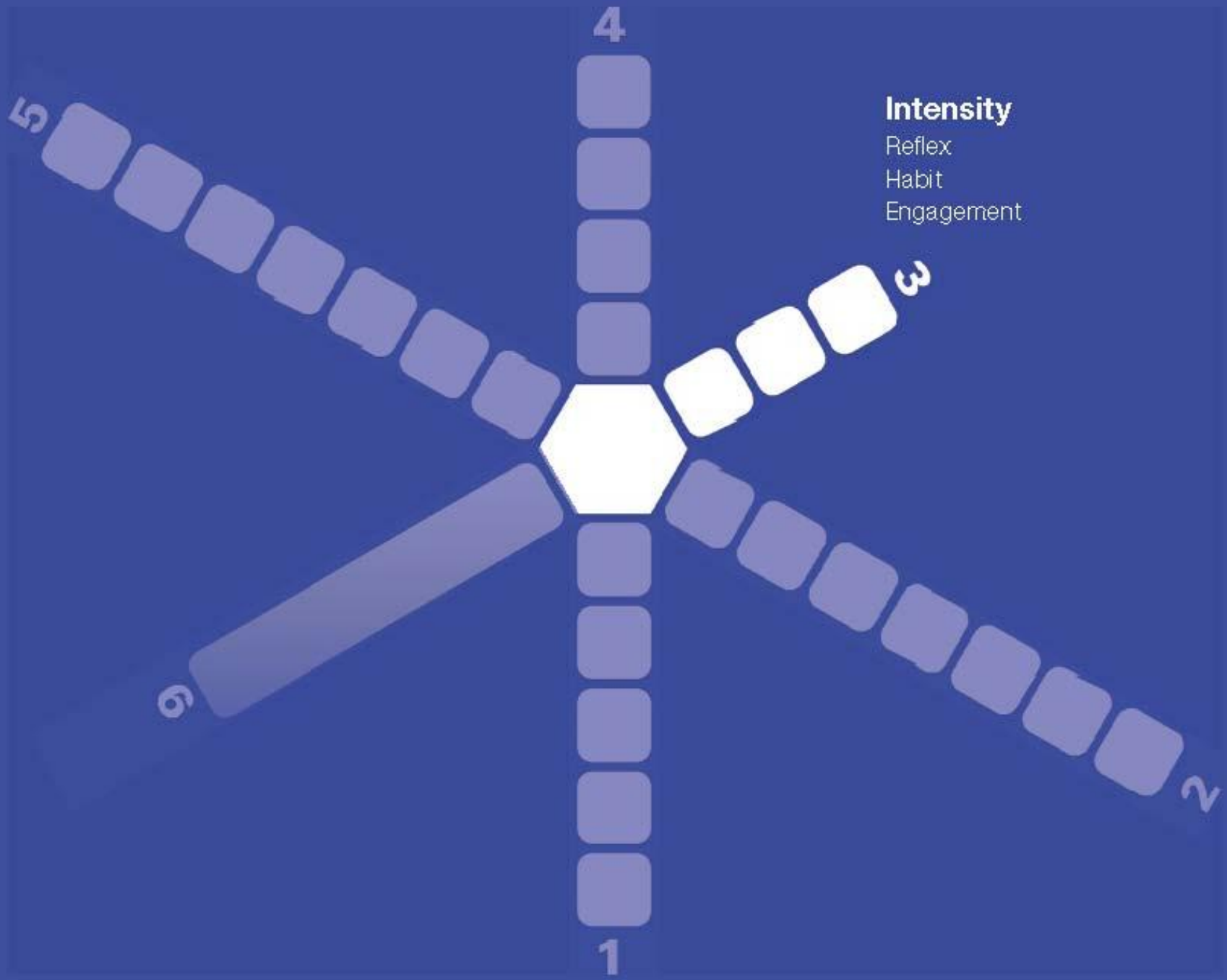
Fuente: Shedroff (2005)



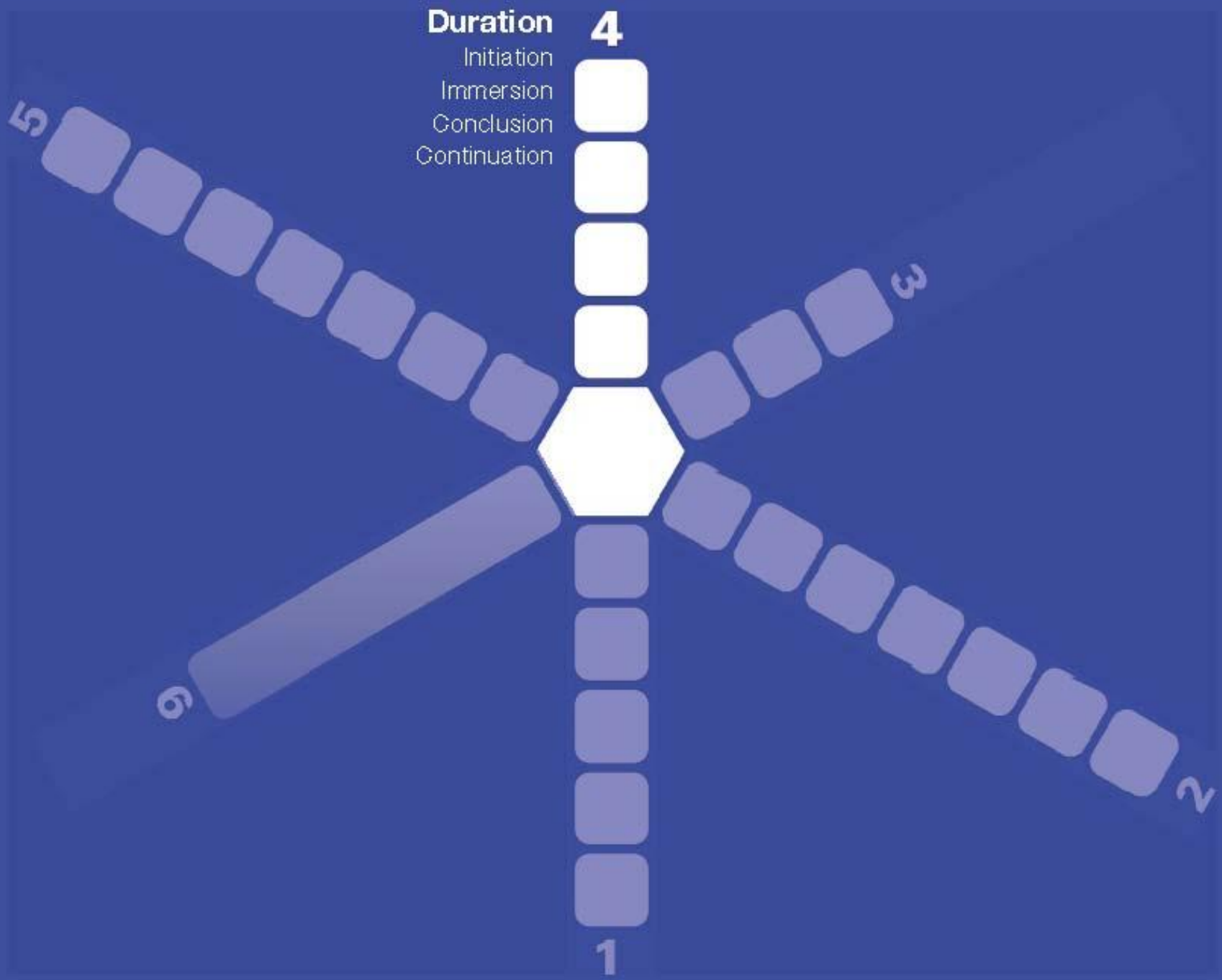
Fuente: Shedroff (2005)



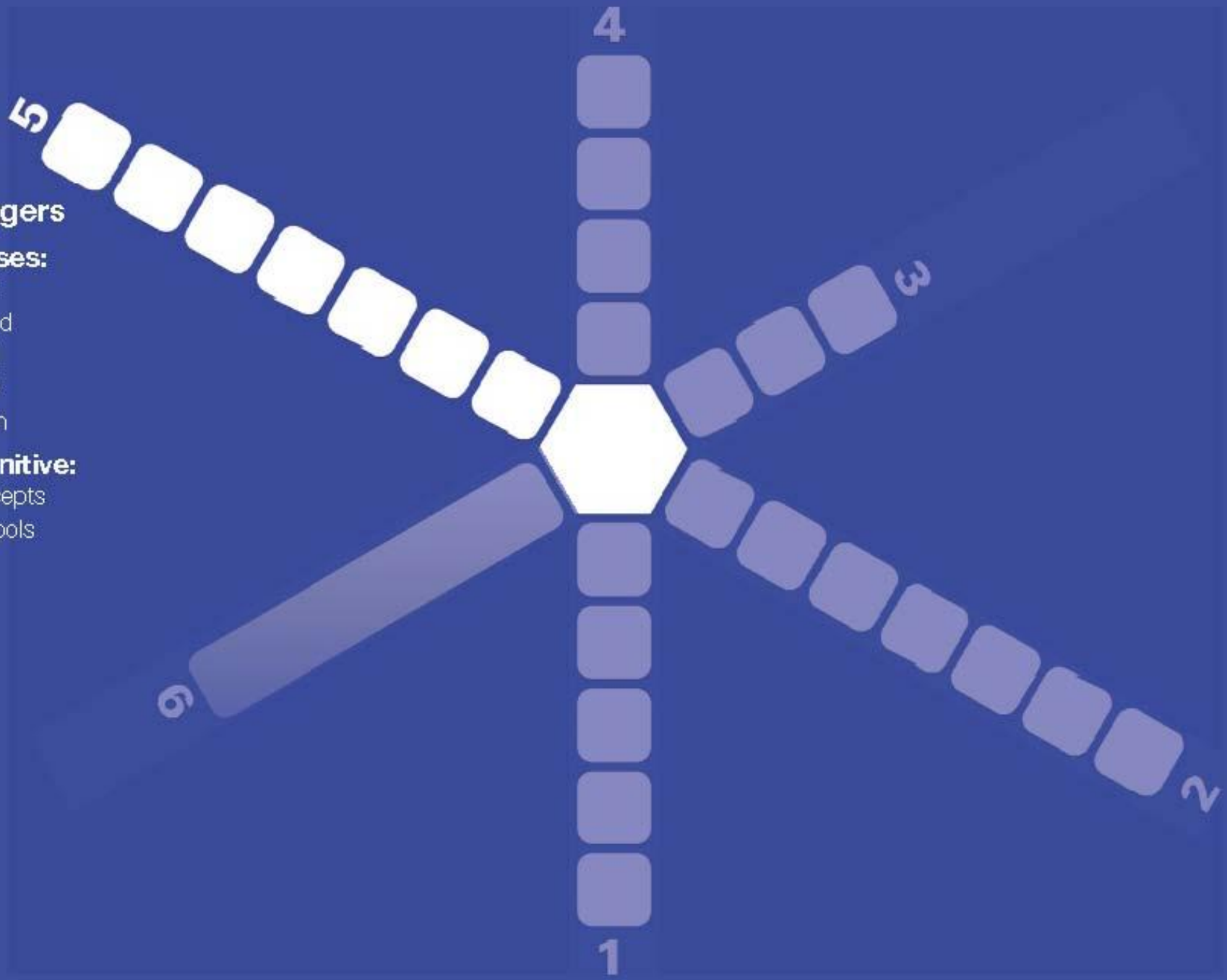
Fuente: Shedroff (2005)



Fuente: Shedroff (2005)



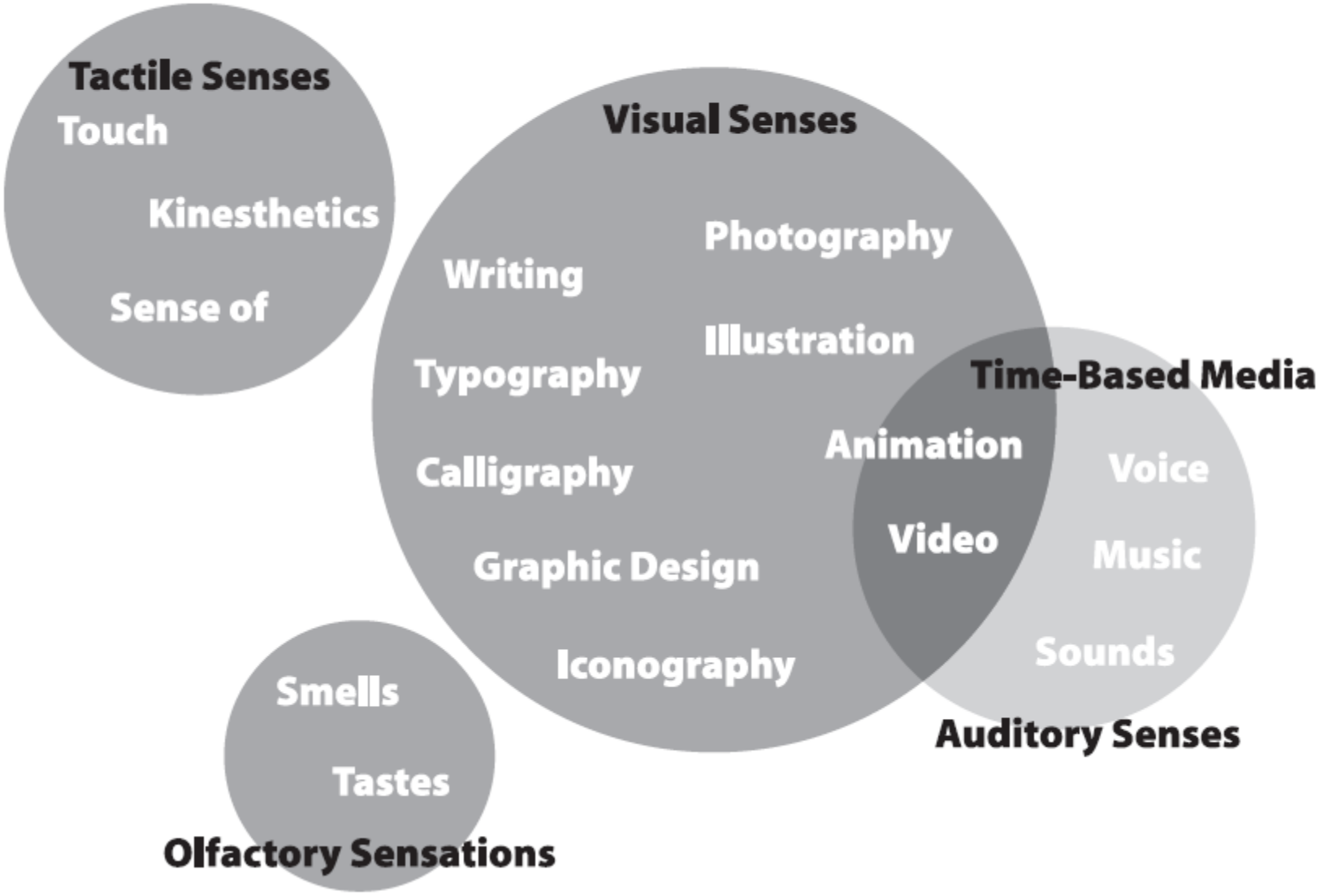
Fuente: Shedroff (2005)

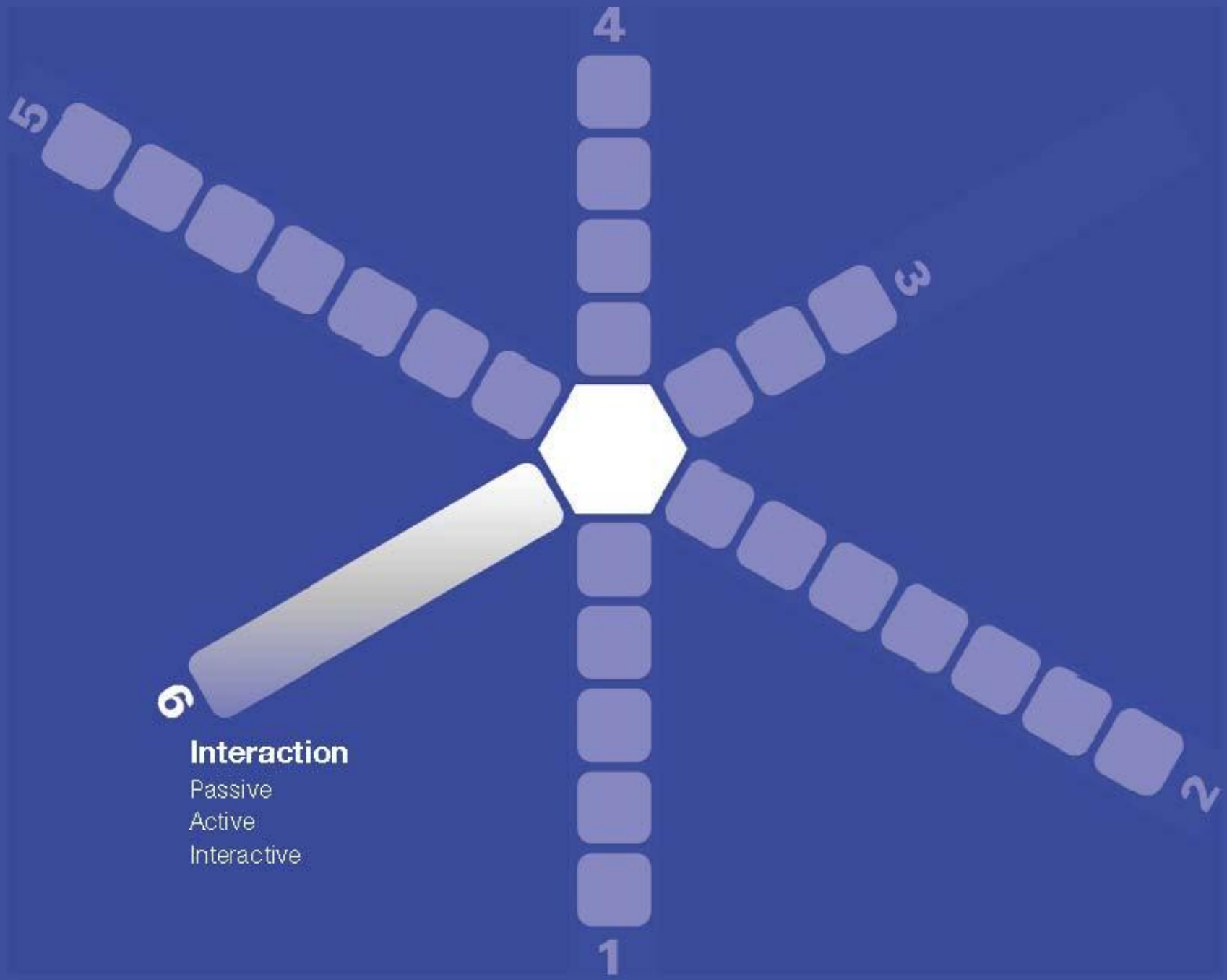


Triggers

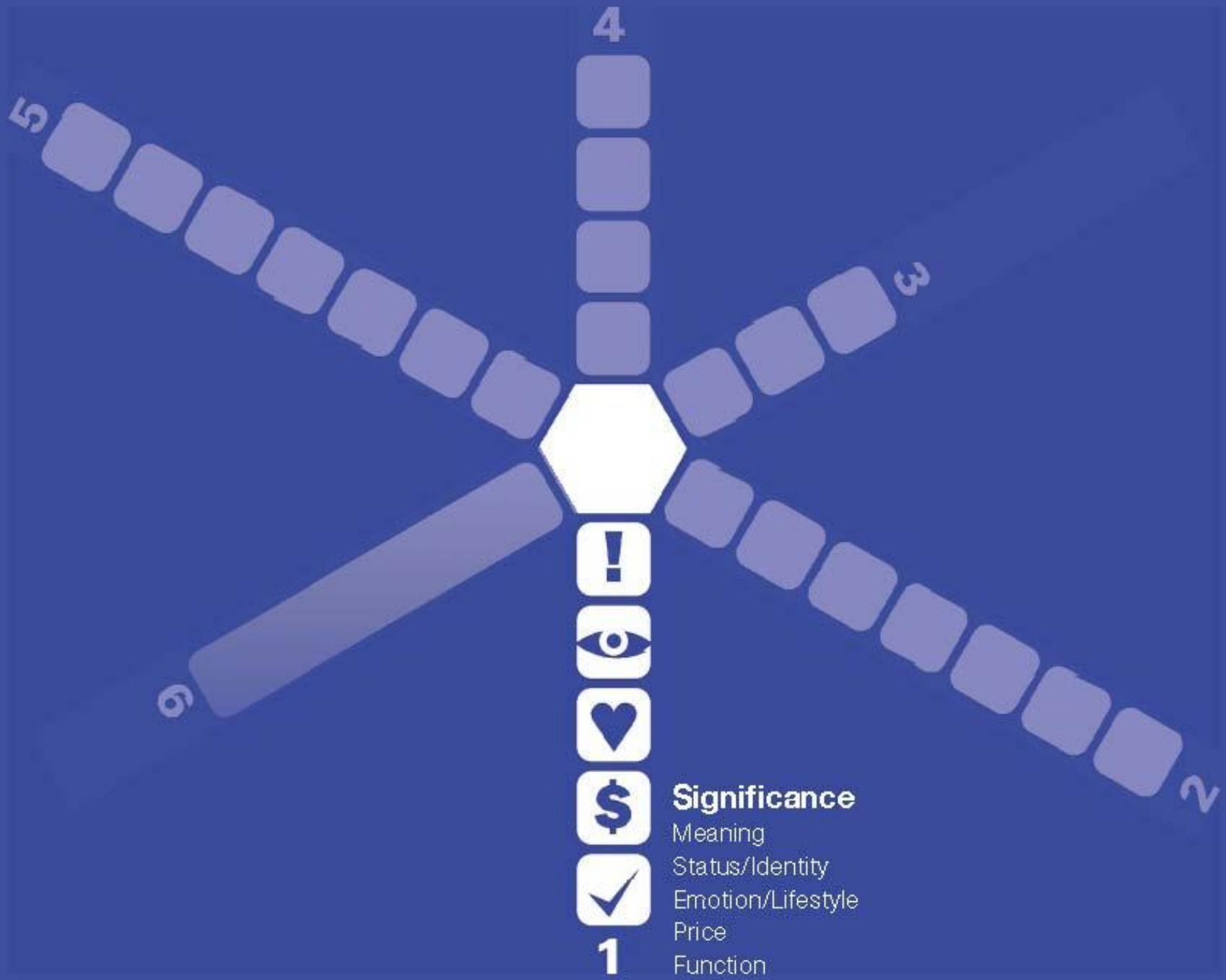
Senses:
Sight
Sound
Smell
Taste
Touch

Cognitive:
Concepts
Symbols


Tactile Senses
Touch
Kinesthetics
Sense of
Visual Senses
Photography
Writing
Illustration
Typography
Calligraphy
Graphic Design
Iconography
Time-Based Media
Animation
Video
Voice
Music
Sounds
Auditory Senses
Smells
Tastes
Olfactory Sensations



Fuente: Shedroff (2005)

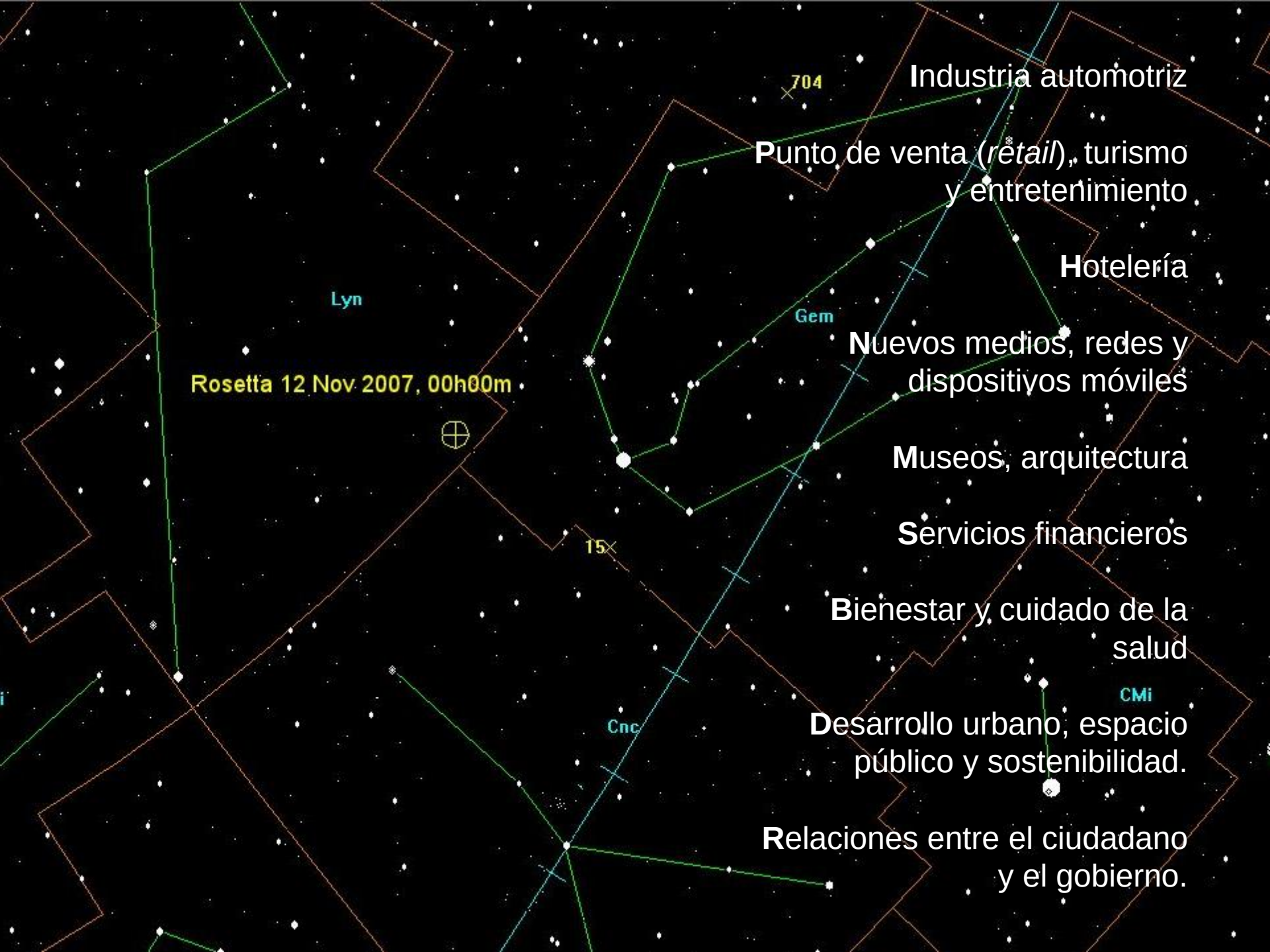


Fuente: Shedroff (2005)

Table 1. *Finnis: basic reasons for action*

Life itself—its maintenance and transmission—health, and safety
Knowledge and aesthetic experience. "Human persons can know reality and appreciate beauty and whatever intensely engages their capacities to know and to feel."
Some degree of excellence in *Work and Play*. "Human persons can transform the natural world by using realities, beginning with their own bodily selves, to express meanings and serve purposes. Such meaning-giving and value-creation can be realized in diverse degrees."
Friendship. "Various forms of harmony between and among individuals and groups of persons—living at peace with others, neighbourliness, friendship."
Self-integration. "Within individuals and their personal lives, similar goods can be realized. For feelings can conflict among themselves and be at odds with one's judgements and choices. The harmony opposed to such inner disturbance is inner peace."
Self-expression, or Practical Reasonableness. "One's choices can conflict with one's judgments and one's behavior can fail to express one's inner self. The corresponding good is harmony among one's judgments, choices, and performances—peace of conscience and consistency between one's self and its expression."
Religion. "Most persons experience tension with the wider reaches of reality. Attempts to gain or improve harmony with some more-than-human source of meaning and value take many forms, depending on people's world views. Thus, another category. . .is *Peace with God, or the gods, or some nontheistic but more-than-human source of meaning and value*."

Source: Grisez *et al*. (1987).



Industria automotriz

Punto de venta (*retail*), turismo y entretenimiento

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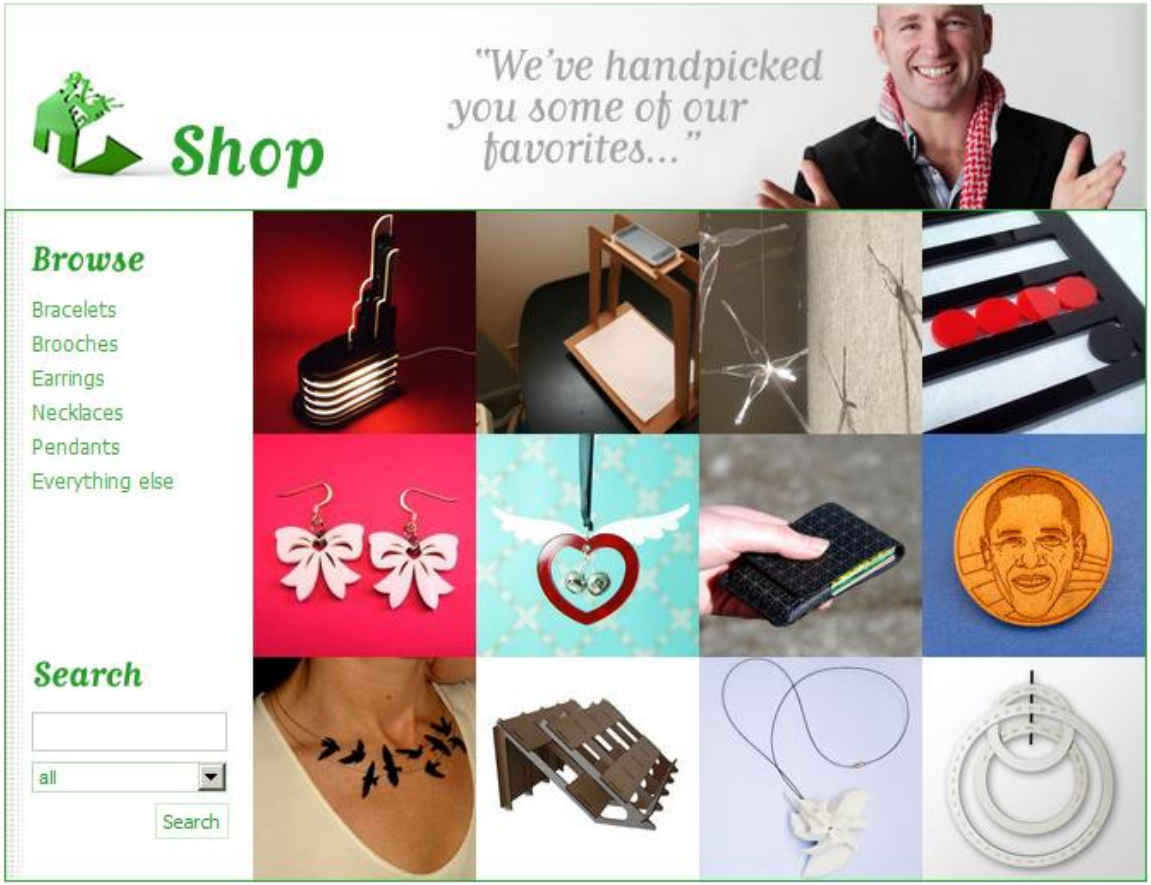

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Make

MATERIALS:
- Acrylic
- PETG
- Styrene
- Hardboard
- MDF
- Plywood
- Veneer MDF (Double-sided)
- Whiteboard

Acrylic

Amber TINT
0.12 inches

Arctic Ice (Frosted 1-side)
0.12 inches 0.18 inches
0.24 inches

Black
0.12 inches 0.18 inches
0.24 inches

Blue
0.12 inches

Blue TINT
0.12 inches

Clear TRANSPARENT
0.08 inches 0.12 inches
0.18 inches 0.24 inches
0.31 inches

Fluoro-Green TINT
0.12 inches

Fluoro-Pink TINT
0.12 inches

Green
0.12 inches

scurzuzu showroom

Back to main showroom

Product plans | All items | Profile

Spazzy Squirrel Table Decoration - Plans

USD $10.00

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There are 3 photos for this item

THIS SQUIRREL HAS GONE NUTS!

I cut this squirrel out of construction paper a few years ago when I was making placemats for a holiday dinner. When Ponoko introduced their Photomake service, I thought it was a perfect opportunity to turn the little critter into a 3D version that could sit on a side table, or in a centerpiece, or amongst your books on your shelves. So I scanned the original, cleaned it up it in Photoshop, and handed it off to Ponoko to do their magic.

scurzuzu
aka Chris Walters

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Ponoko experience:

Joined: 30 Apr, 08
Currently selling: 1 design file

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Get Showroom RSS Feed

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décor (all)
fall (all)
forest (all)
funny (all)
mammal (all)
rodent (all)
silhouette (all)
silly (all)
squirrel (all)
ugly (all)
weird (all)

Executor | **LUCIANO**

THE Feature Shoe

JET STREAM Noreaster

Behold! The converging winds of comfort and style brings you a subtle boot, like the calm before the storm. In dark buffalo-finished Portuguese leather with laser etched latitudes will arrive this fall with a high impact on the salty seas of fashion.

see shoe details **here**.

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&

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My teacher has a

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WE ARE ALL ONE BIG, BEAUTIFUL BRAIN

YOUR IDEAS COULD BECOME ACTUAL SHOES!

Open Source Footwear works like Open Source Software: anyone can contribute and the best ideas get real recognition.

ARE YOU FRUSTRATED, NOT FINDING THE SHOES YOU REALLY WANT?

IS YOUR IMAGINATION ahead of the whole shoe industry and you're sick of waiting for them to catch up? Here's your chance to go over their heads and deal with someone who actually cares what you want. All that you need is that brilliant idea. Even just for part of a shoe - scribble it down and send it to us. We don't care if it's on a bar napkin, as long as we can make it out. So, fax it, mail it, email it, bring it in, just get it to us!

Will I Be Rich? **Are you insane? Nobody gets paid for Open Source Footwear designs because nobody owns them.** That's right: once you send us your design, it becomes public domain, freely available to all. We might use the whole thing, base a design of our own on it or just part of it. And your idea might only *be* for part of a shoe anyway. This

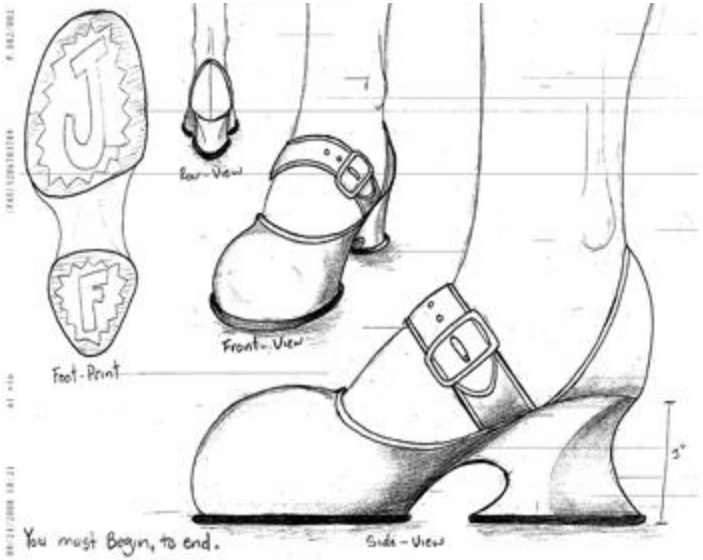
Do It!

The FORM

Here's our official form. Do you *have* to use our official form? Hell, no. We don't care if you draw on the back of the Magna Carta. This ain't no contest - this is Open Source Footware.

SUBMIT

Ready: Aim Fluevog! Once the sun's risen and you've cleaned up the chicken entrails, it's time to put your design into the cannon and fire it at us. Just follow the instructions - so simple, even we can do it.



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Sound Off

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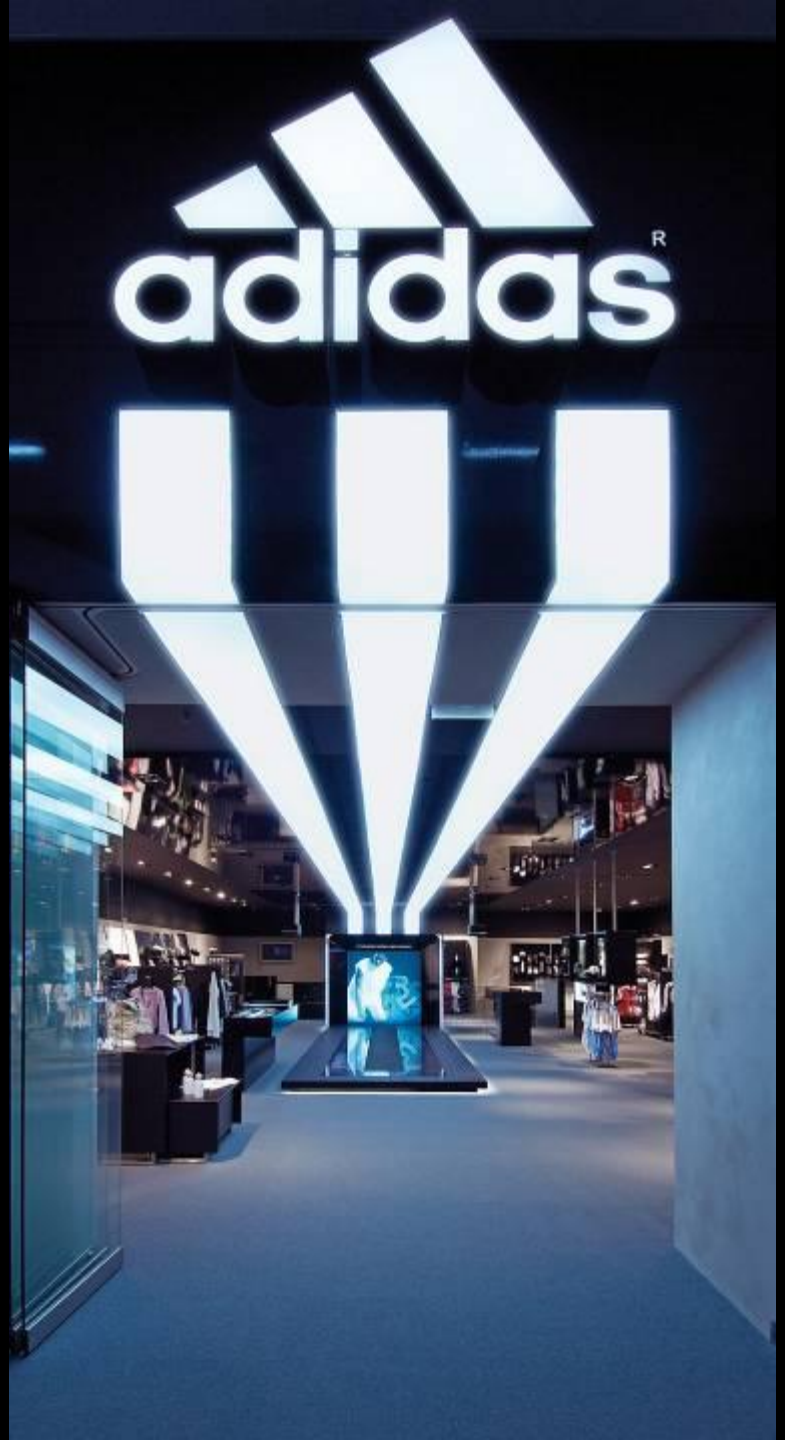
adidas

PORSCHE DESIGN

CASUAL
GYM

mi innovation center///infospace

« Back to Press Section

boutique hotels

the hotel as home away from home

the hotel as theater

"cheap chic"

"lobby socializing"

the indoor/outdoor lobby

the urban resort

the urban spa

'I want the experience of visiting one of my hotels to be more like seeing a great movie, reading a wonderful book, or watching a memorable play not just as a place to sleep. But a place where you feel an honest, emotional connection. Where you feel like you are an integral part of the magical story that is unfolding around you - because you are.‘

Ian Schrager

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Cases

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Sony ICF-C1iP Dock with Clock

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- Shure SE420-K Earphones
- Griffin TuneJuice 2 Battery Backup for iPod
- iH85BX Bike to Beach Speaker System for iPod
- i-P23 Portable Speakers Quiksilver Edition...
- Belkin Mini Stereo Cable
- i-P23 Portable Speakers Roxy Edition from...
- iHome iH19 Portable Stereo Sport Case for...
- iHome iH20 Hidro-Fi Shower to Shore...
- iHome iH27 Portable Speakers with Alarm Clock...
- iHome iH82 Outloud Portable Stereo Speaker...
- Sonic Impact i-F3 Portable Speakers (Black)

Top Sellers

1. iPod nano
2. iPod touch
3. iPod classic
4. iPod shuffle
5. Belkin Retractable Mini-Stereo Cable...
6. Apple iPod Socks
7. Kensington Digital FM Transmitter/Auto...
8. XtremeMac Car Charger for iPod (White)
9. Belkin Retractable Mini-

iPod
9:42 AM
Safari
YouTube
Calendar
Contacts
Clock
Calculator
Settings
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Videos
Photos
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iTunes Essentials
Maroon 5
It Won't Be Soon Before Long
KT Tunstall
Drastic Fantastic
Colbie Caillat
Coco

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Pickleview
San Francisco Muni
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gracias

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