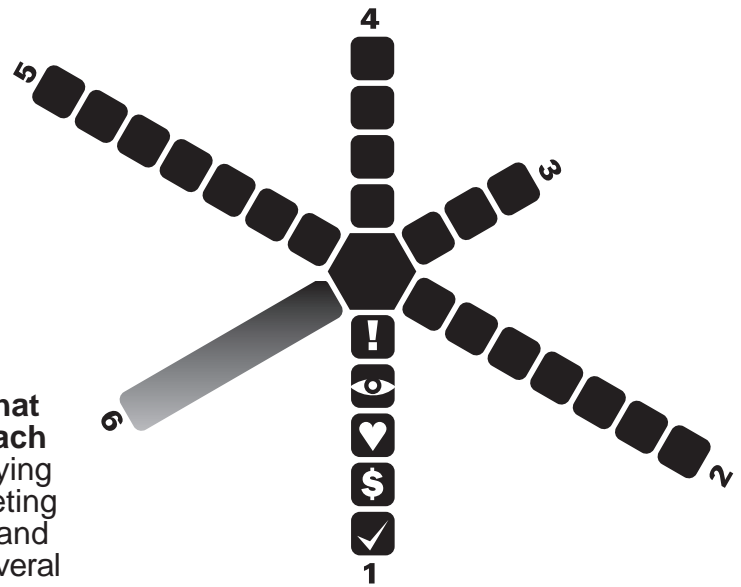


---

## The 6 Dimensions of Experience:

1. **Significance:** Function/Performance, Price/Value, Emotion/Lifestyle, Values/Identity, Meaning. Refer to the Meaning Template for instruction on how to assess meaning.
2. **Breadth:** Product, Service, Brand, Nomenclature (Naming), Channel (Environment), Promotion, Price.
3. **Intensity:** Reflex, Habit, Engagement.
4. **Duration (Time):** Initiation (Start), Immersion, Conclusion (End), Continuation (Repeat).
5. **Triggers:** Taste, Sight (Visuals), Sound (Music, Voice, Effects), Smell, Touch/Texture, Concepts, Symbols.
6. **Interaction:** Passive, Static, Reactive, Interactive.

**Step 1: For each dimension above, evaluate what your target customers already experience in each of these categories.** For example, through surveying the market and comparison with existing or competing experiences, list the form these experiences take and how they are presented currently. (You may need several pages and it's a good idea to document these with examples in a variety of media, such as photographs).



---

**Step 2: Create a checklist of these criteria and categories for use when conducting user research.** For example, through interviews, observation, photo scans, or other ethnographic techniques, be aware of how your customers respond in different senses, or throughout the entire duration of the experience (which may extend from the moment they perceive a need through purchasing and use, until they finally dispose of the product or halt using the service). Allow these categories to expand your observation and learning around the needs and desires you focus upon. What experiences do your users love (and why)? Which ones do they dread (and why)? What aspects are contributing to the experience being great or terrible. Which are appropriate and which aren't?

---

**Step 3: Use the same checklist to compare existing or competing experiences and offerings along these criteria.** Look for mismatch or lack of overlap between what you understand users to respond well to and what current offerings provide.

---

**Step 4: Identify opportunities to satisfy customers in unique ways by highlighting those aspects of the experience that you've found important and that are currently lacking in offerings. Concentrate on these throughout the development process.**

---

**Step 5: When developing triggers for the design of the product, service, or event and its promotion, instructions, and messaging, be sure to choose triggers (materials, colors, textures, layouts, sounds, smells, tastes, etc.) that communicate the core meanings and associated values and emotions you've observed appropriate from your customer research.** Successful design is often a series of choices of details that communicates in ways that are appropriate for the target audience or customers, not an attempt to "tell" customers what they should think or how they should respond. Identifying these triggers early will save you time and development costs and still provide ample opportunity to innovate and build unique offerings.