

Creating **Meaningful Experiences**

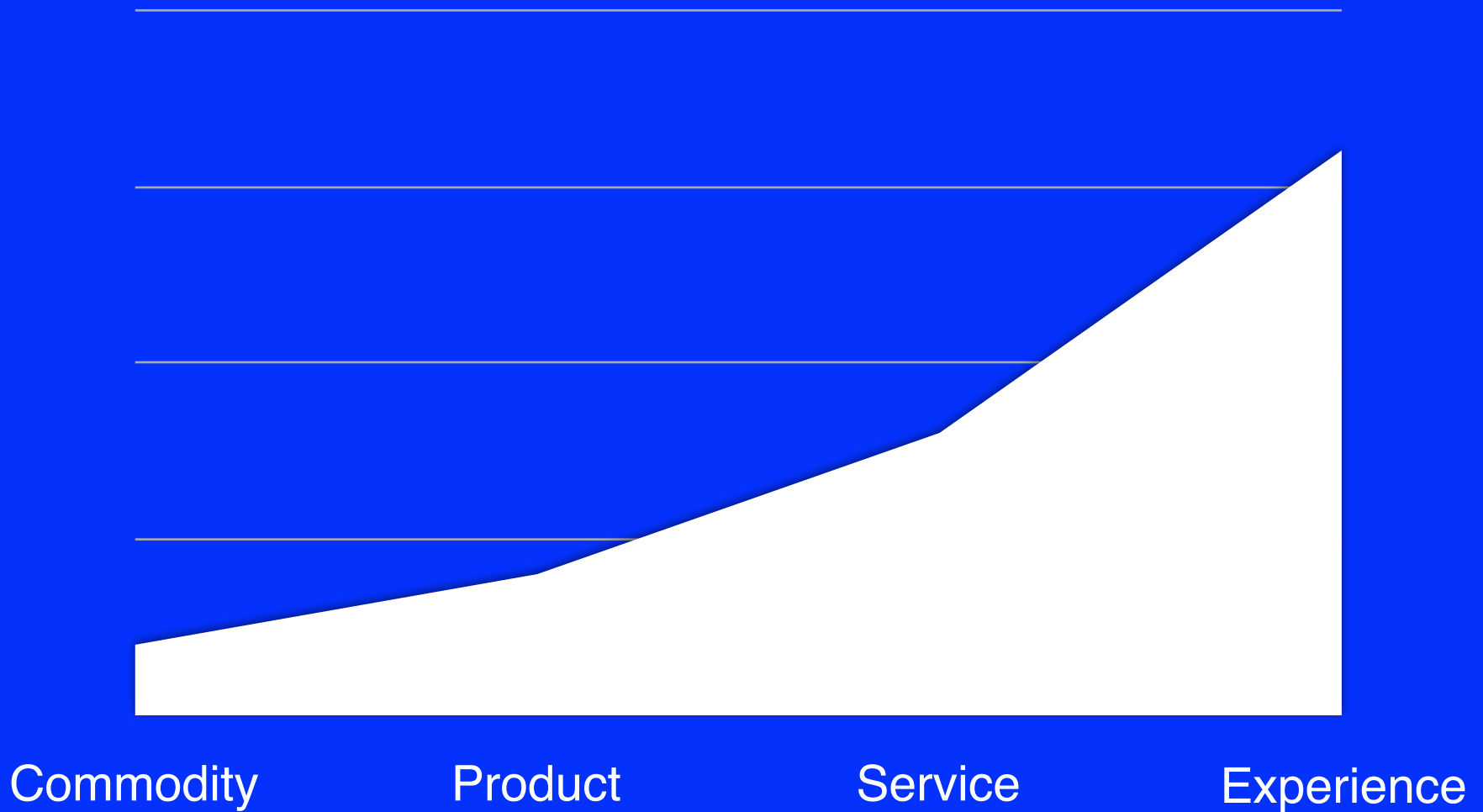
Nathan Shedroff
CITRENZ 1
2010

Why Experience Design?

Usability

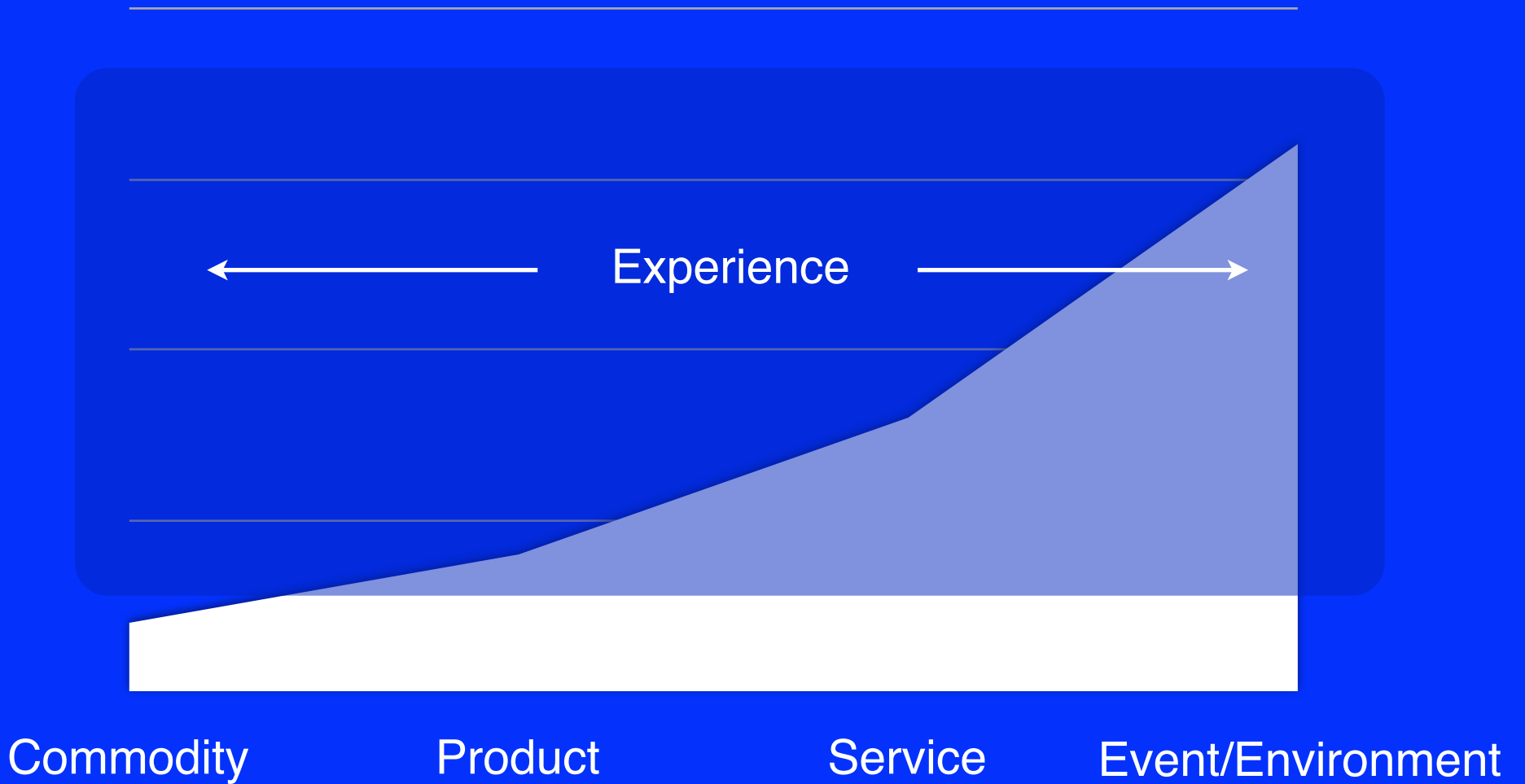
Ctrl + Alt + Delight

Price/Value



From: *The Experience Economy*, Pine and Gilmore

Price/Value




What is Experience Design,
then?

Experiences are designable

Everything we create
is an experience

All design is the process
of making experiences

A red pirate ship is docked at a rocky pier. The ship has a black hull with red accents and a white and red striped flag. The pier is made of dark, layered rocks, and a waterfall flows over it into a body of greenish water. The background shows green trees and a clear blue sky.

We recognize some experiences easily

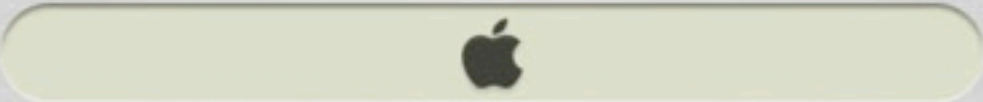


We recognize some
experiences easily

A newborn baby is lying in a hospital bed, wearing a white hospital ID band on their right wrist. The baby is wrapped in a patterned blanket and is looking towards the camera. The background shows the metal frame of the hospital bed and a window with blinds. The text "We recognize some experiences easily" is overlaid in white on the image.

We recognize some experiences easily





検索

ミュージックストアを検索



- ソース
- ライブラリ
 - Podcasts
 - パーティーシャッフル
 - ラジオ
 - ミュージックストア
 - トップ 25
 - 最近再生した曲

アカウント: サインイン

THE COMPLETE U2

限定ボックスセット + デジタルブックレット

シリーズ 限定オーディオブック

藤沢周平を読む

隠し剣鬼ノ爪

Gwen Stefani

限定リミックス

Music Store を選ぶ

ジャンルを選ぶ

音楽をブラウス
パワーサーチ

Podcasts **NEW**
オーディオブック
iMix
映画予告編

アローアンス
ギフトカード
iTunes Music Card
コードを使う
サポート

新作アルバム 全て見る

- Mink
- Drawing Restra... Björk
- ピラミッド ピラミッド
- Soul Punch クレイジーケンバンド

限定トラック 全て見る

- iTunes Originals globe
- FINAL FANTAS... Junya Nakano, Ma...
- Let It Bleed The Rolling Stones
- In Between Dr... Jack Johnson

- Today's トップソング
- Smily 大塚愛
 - My Way DefTech
 - Let's Get It Start... ブラック・アイド・ピーズ
 - Vertigo U2
 - 黒毛和牛上塩タン... 大塚愛
 - ネコに風船 大塚愛
 - タイガー&ドラゴン クレイジーケンバンド
 - 愛のメモリー 松崎しげる
 - Sunny Cher
 - パンサー好きで... ウルフルス
- トップ 100 ソング

- iTunes Originals
- globe
 - ウルフルス
 - Björk
 - Jack Johnson
 - LL Cool J
 - PJ Harvey
- 全て見る

- 特集アーティスト
- B'z
 - ウルフルス

土岐麻子

STANDARD
ON THE JOFA
アルバム + 限定トラック

HIFANA

フリーダウンロード
今週のシングル

ラジオNIKKEI

PODCAST: ニュース

LITTLE CREATURES
NIGHT PEOPLE

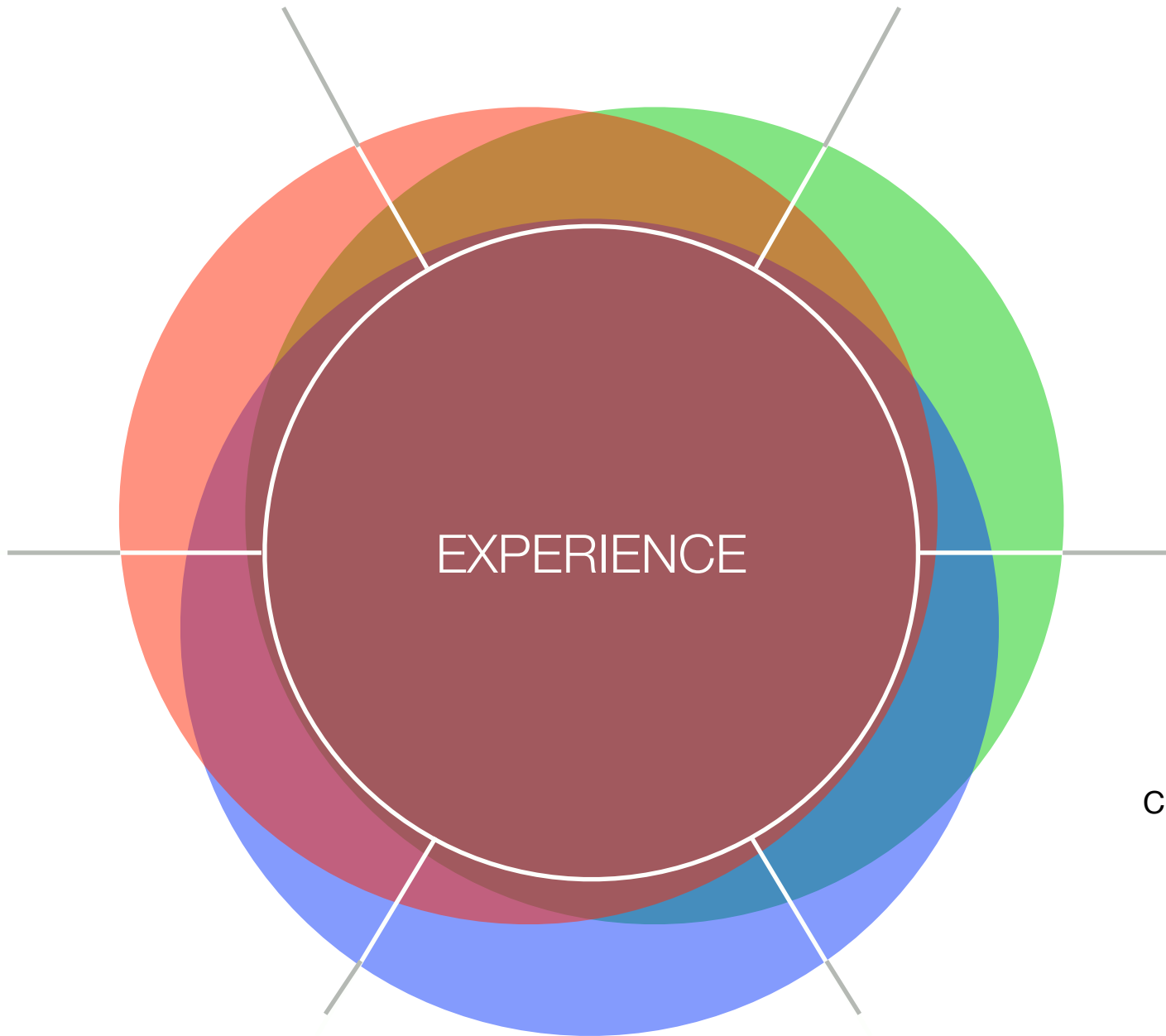
the rolling stones

- Today's トップアルバム
- iTunes Originals ... ウルフルス
 - 黒毛和牛上塩タン... 大塚愛
 - 1 x 2 (Limited Ed... DefTech
 - Happy Days - Single



But what, exactly,
is an experience?





EXPERIENCE

BREADTH

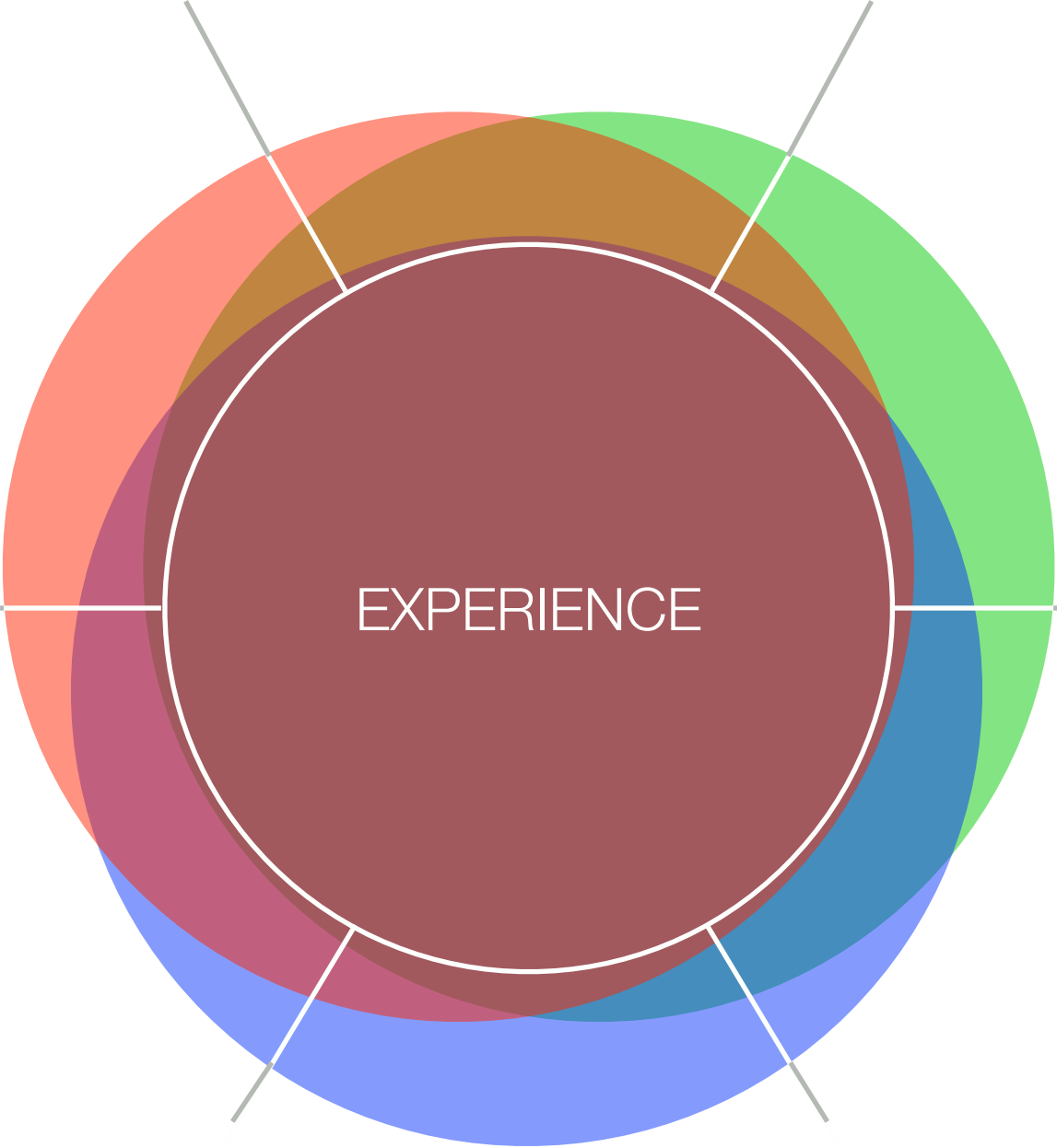
- Product
- Service
- Brand
- Name(s)
- Channel/Environment
- (Space)
- Promotion
- Price



Breadth

TRIGGERS

- Sight
- Sound
- Smell
- Taste
- Touch
- Concepts
- Symbols



EXPERIENCE

BREADTH

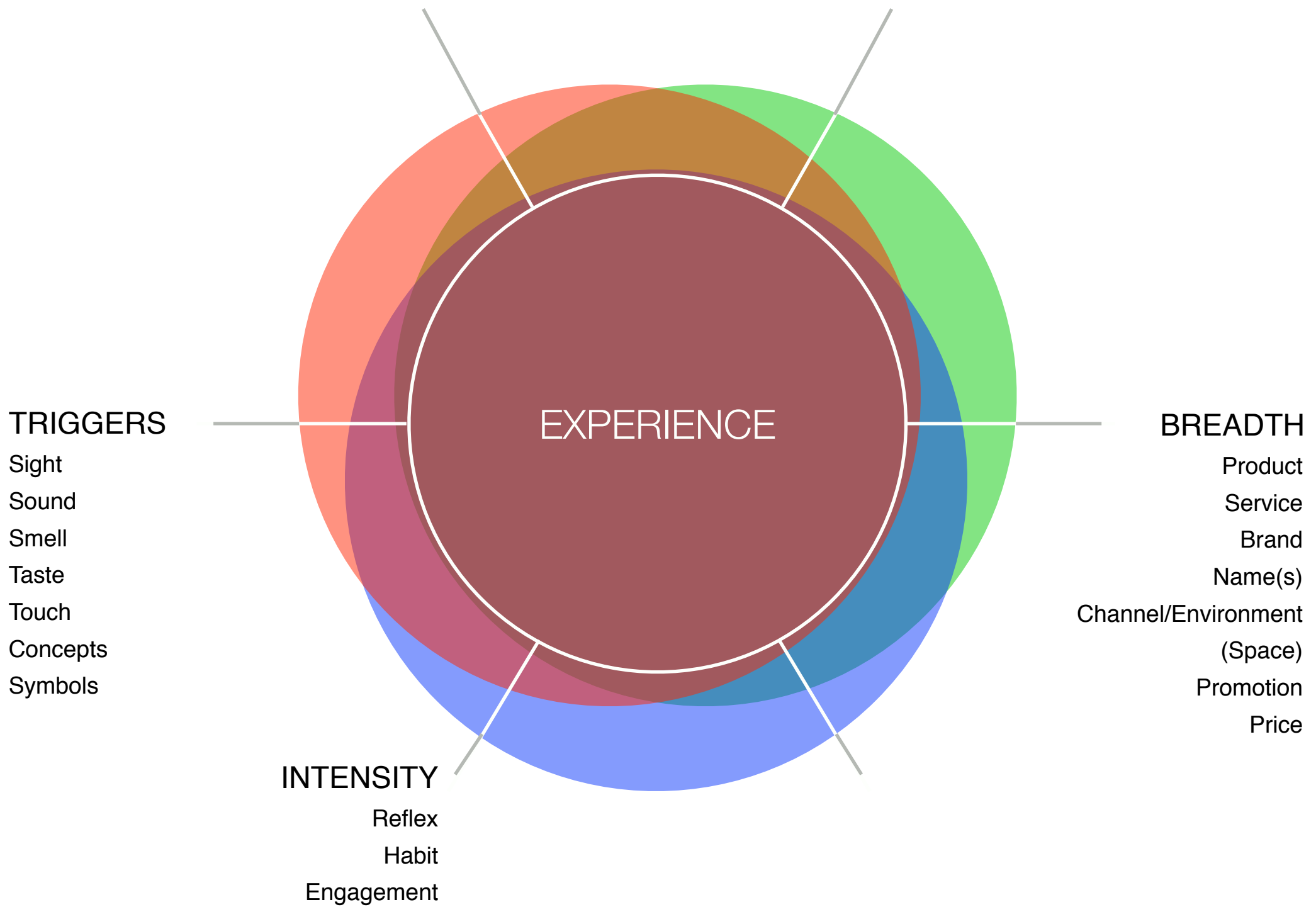
- Product
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- Promotion
- Price

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

TRIGGERS

- Sight
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BREADTH

- Product
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- Name(s)
- Channel/Environment
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INTENSITY

- Reflex
- Habit
- Engagement



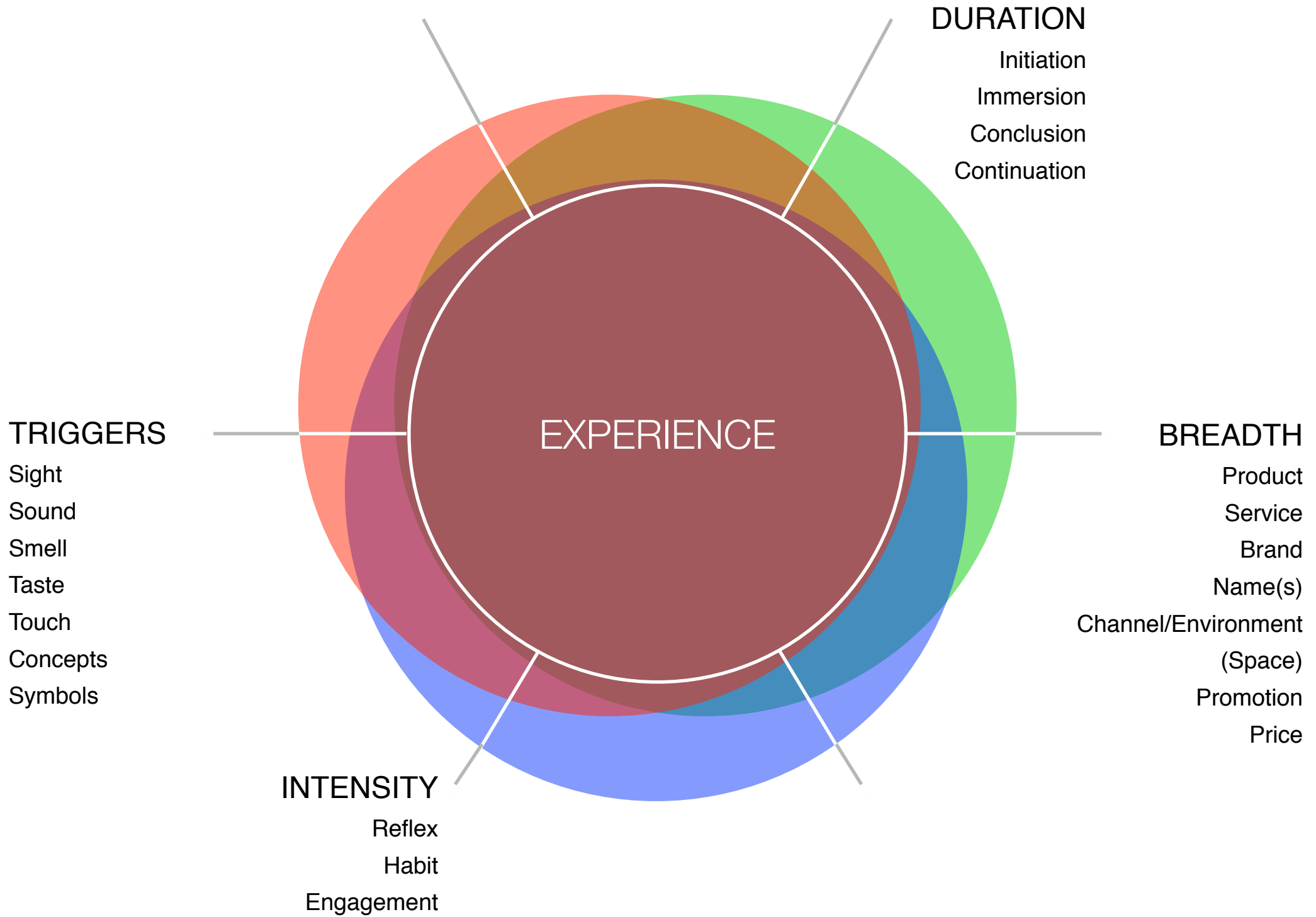
Intensity

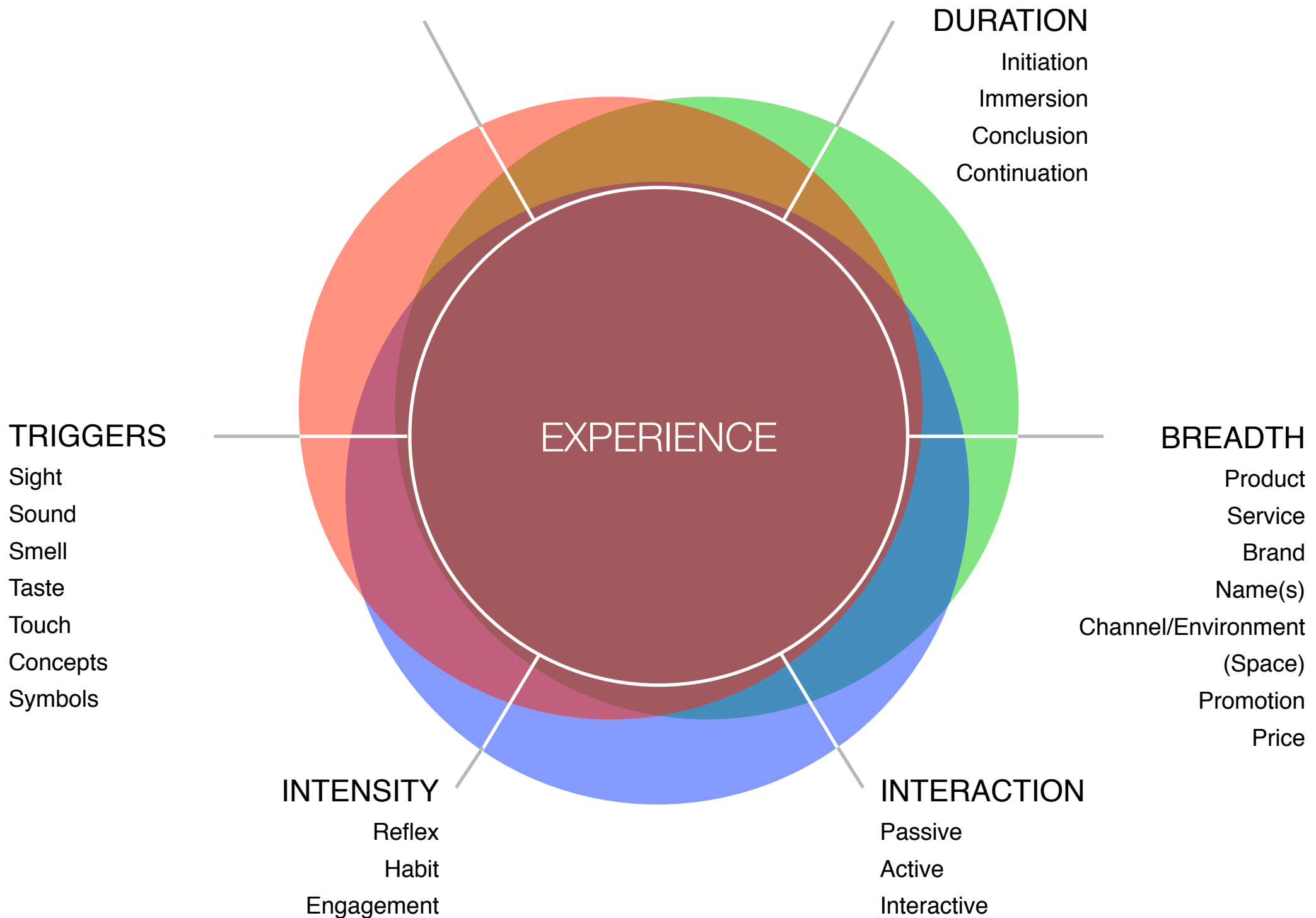


Intensity



Intensity







SIGNIFICANCE

- Meaning
- Status/Identity
- Emotion/Lifestyle
- Price
- Function

DURATION

- Initiation
- Immersion
- Conclusion
- Continuation

TRIGGERS

- Sight
- Sound
- Smell
- Taste
- Touch
- Concepts
- Symbols

BREADTH

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

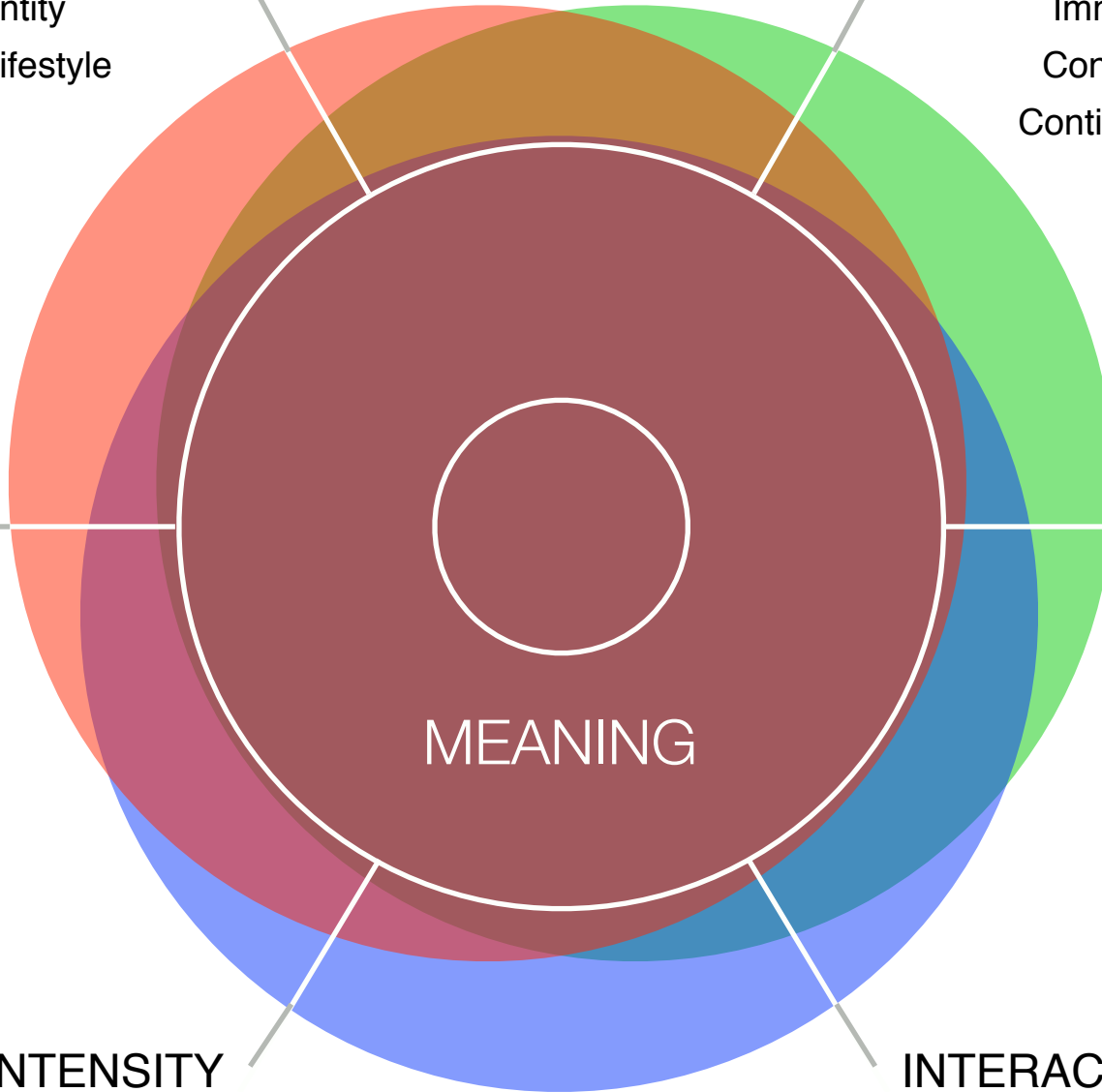
INTENSITY

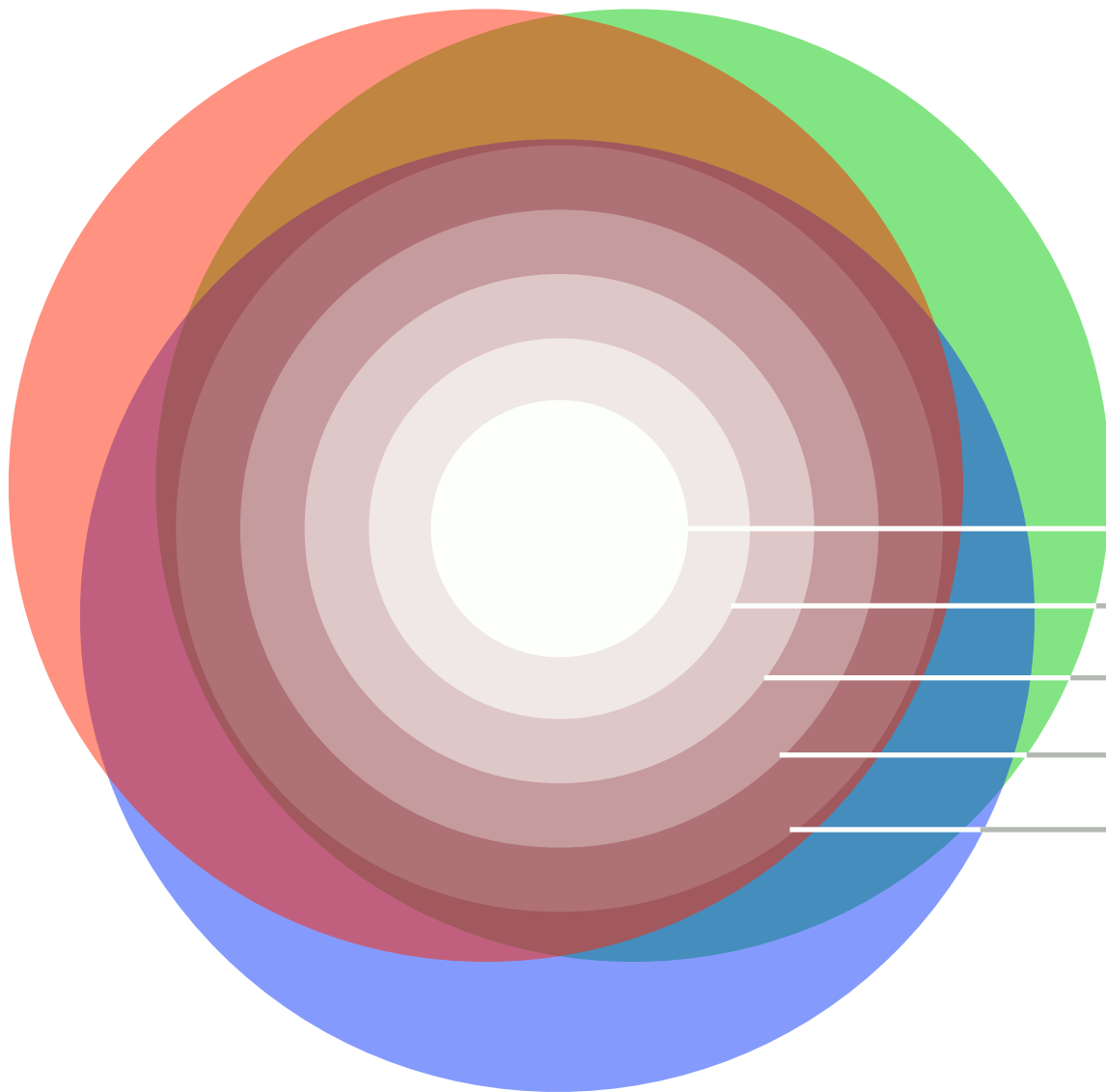
- Reflex
- Habit
- Engagement

INTERACTION

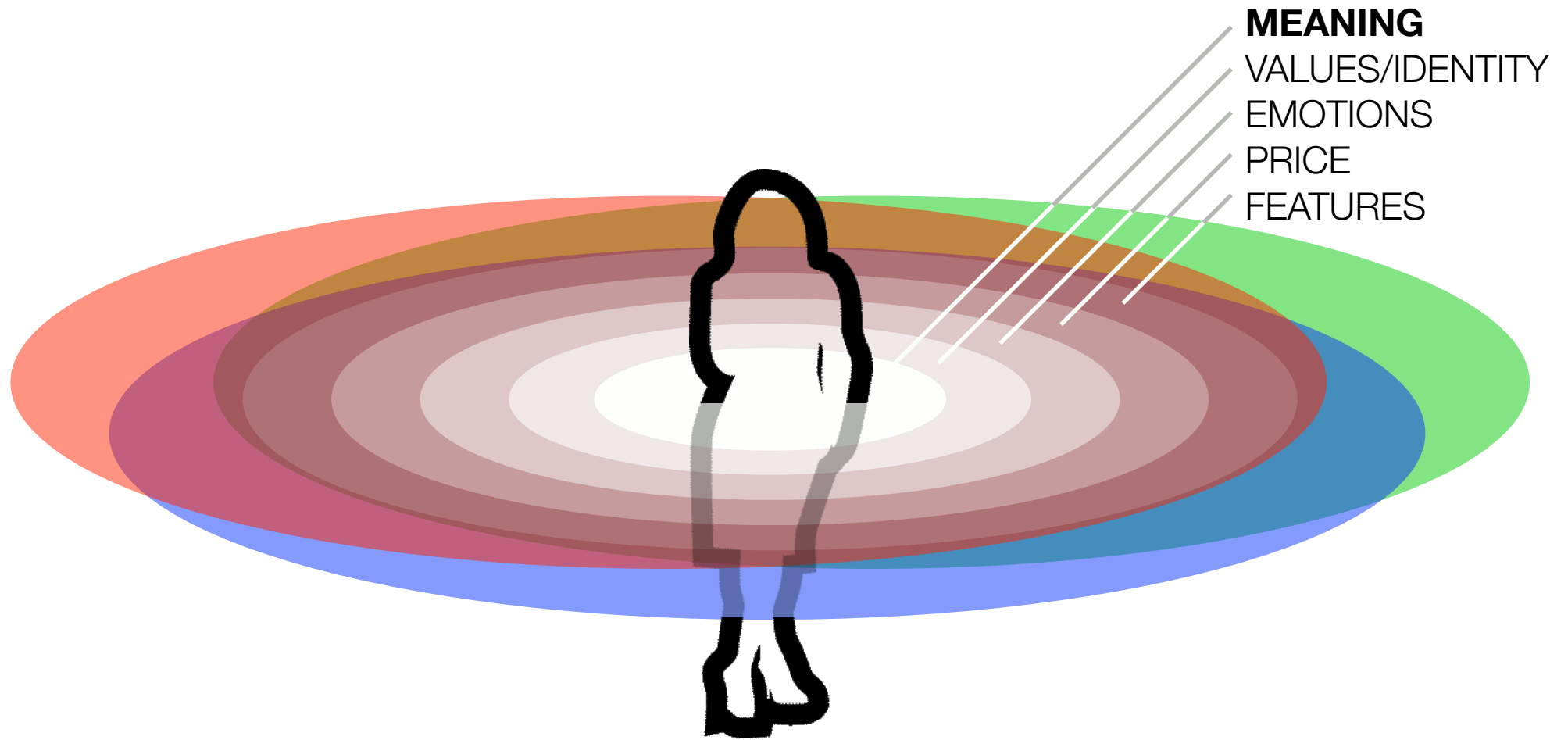
- Passive
- Active
- Interactive

MEANING





MEANING
VALUES
EMOTIONS
PRICE
FEATURES



Nutrition Facts

Serving Size 1 order (138g)

Amount Per Serving

Calories 300 Calories from Fat 110

% Daily Value*

Total Fat 12g 18%

Saturated Fat 5g 25%

Cholesterol 235mg 78%

Sodium 840mg 38%

Total Carbohydrate 29g 10%

Dietary Fiber 2g 8%

Sugars 3g

Protein 18g

Vitamin A 10%

Vitamin C 2%

Calcium 30%

Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet.
Your daily values may be higher or lower depending on
your calorie needs.

NutritionData.com

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?



A person wearing a costume with large, textured, horn-like structures on their head. The person is looking directly at the camera. The background is dark with red and orange lighting, suggesting a stage or performance setting.

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



Meaning is more powerful than
Price and Performance



Meaning lasts longer
than **emotions**

A close-up, low-angle shot of the United States flag waving in the wind against a clear blue sky. The flag's stars and stripes are clearly visible, and the fabric has a dynamic, flowing appearance. The text "Meaning transcends values" is overlaid in white, with "values" in a bold font.

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

Apple (iPod):

Accomplishment

Beauty

Creation

Community

Duty

Enlightenment

Freedom

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Justice

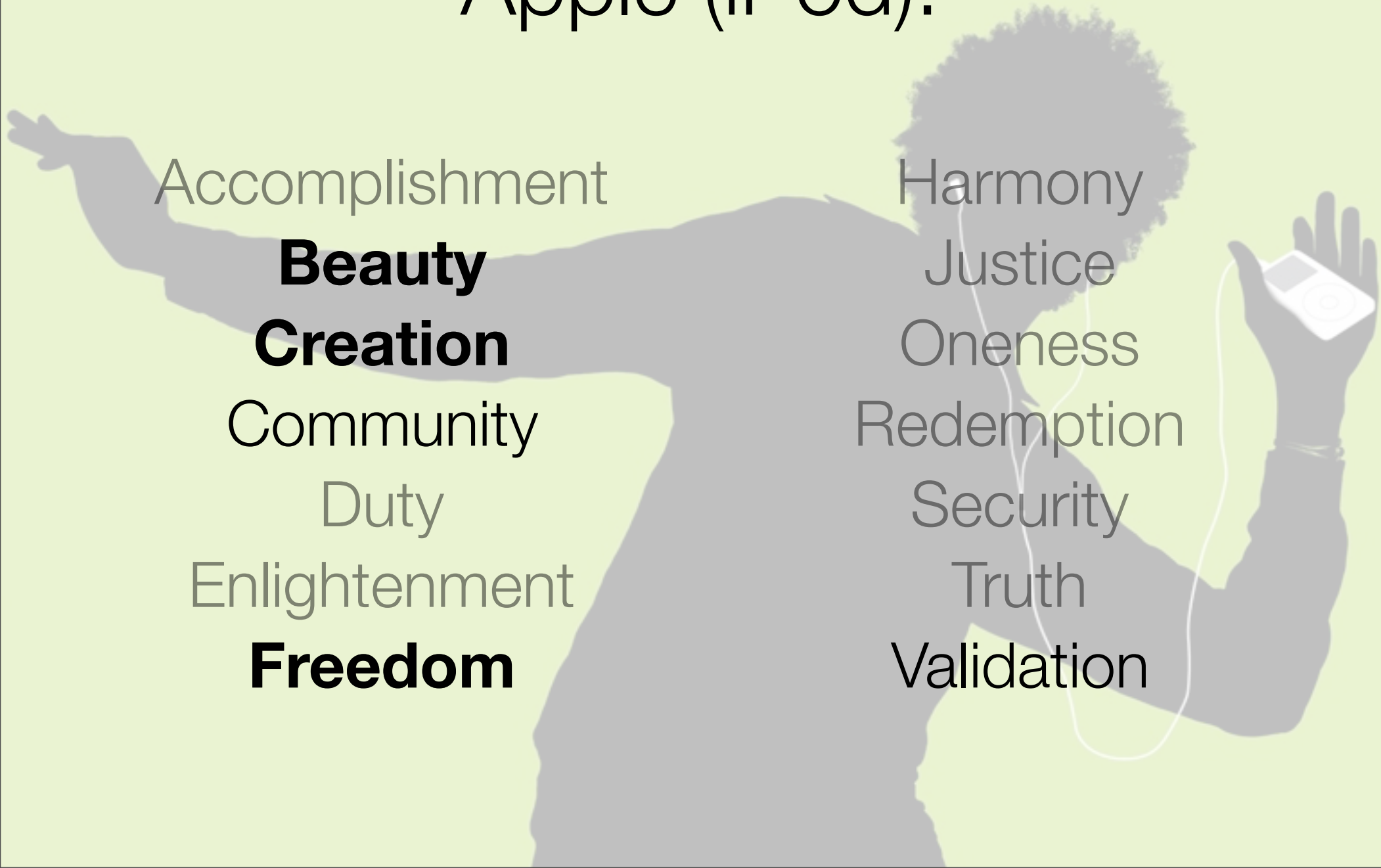
Oneness

Redemption

Security

Truth

Validation





Target:

Accomplishment

Beauty

Creation

Community

Duty

Enlightenment

Freedom

Harmony

Justice

Oneness

Redemption

Security

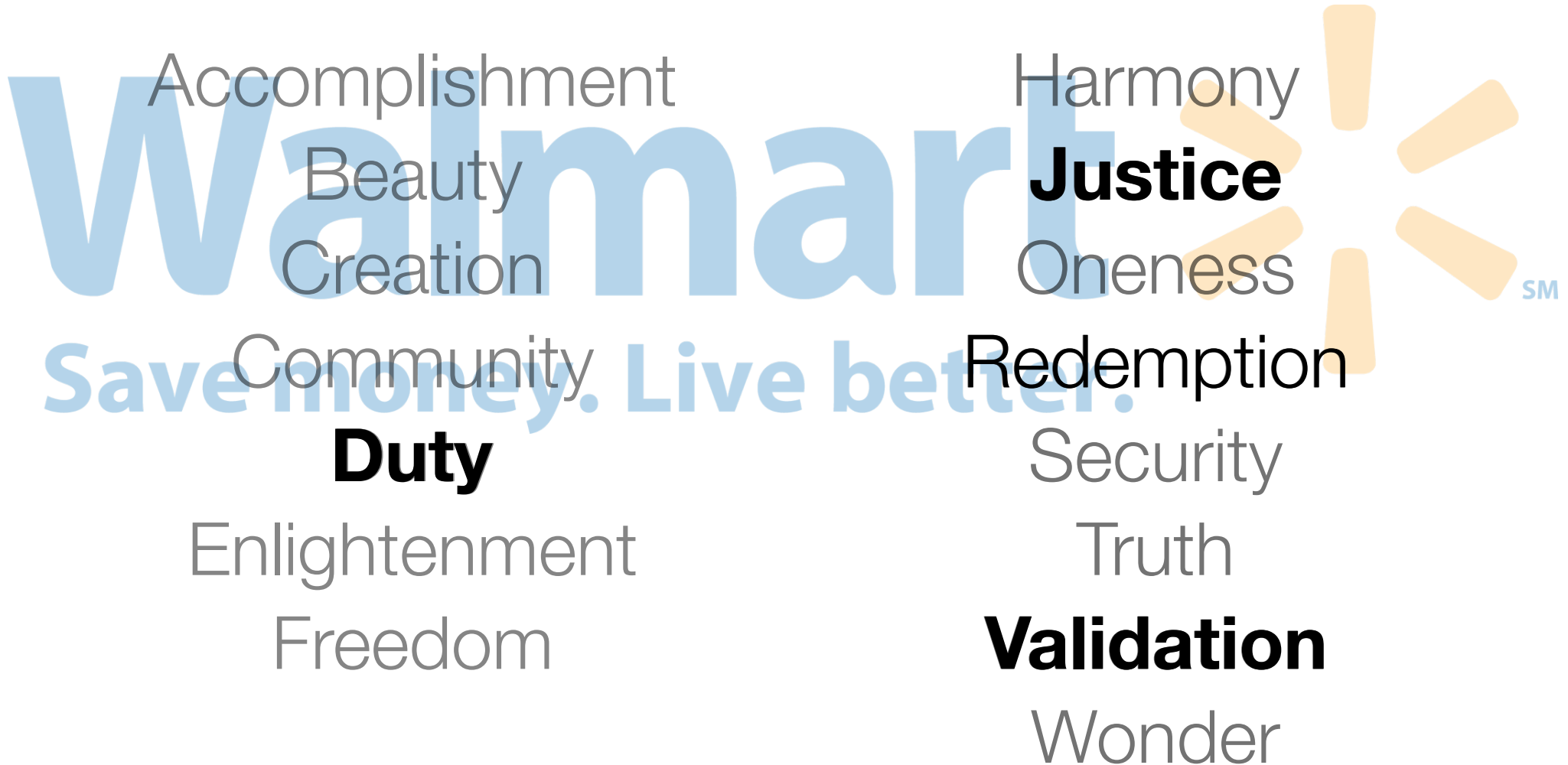
Truth

Validation

Wonder

TARGET

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?



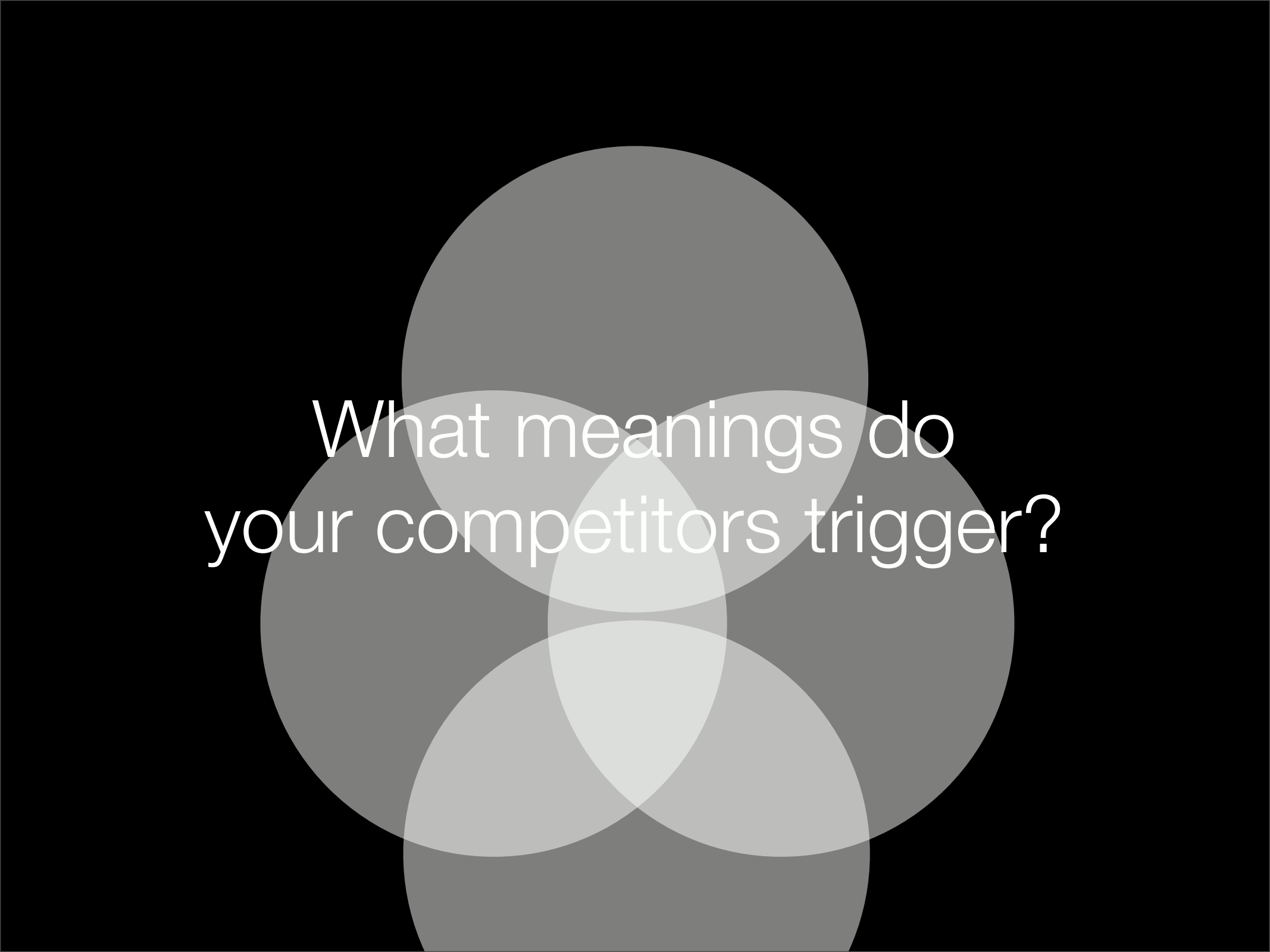
What meanings do
your customers prioritize?



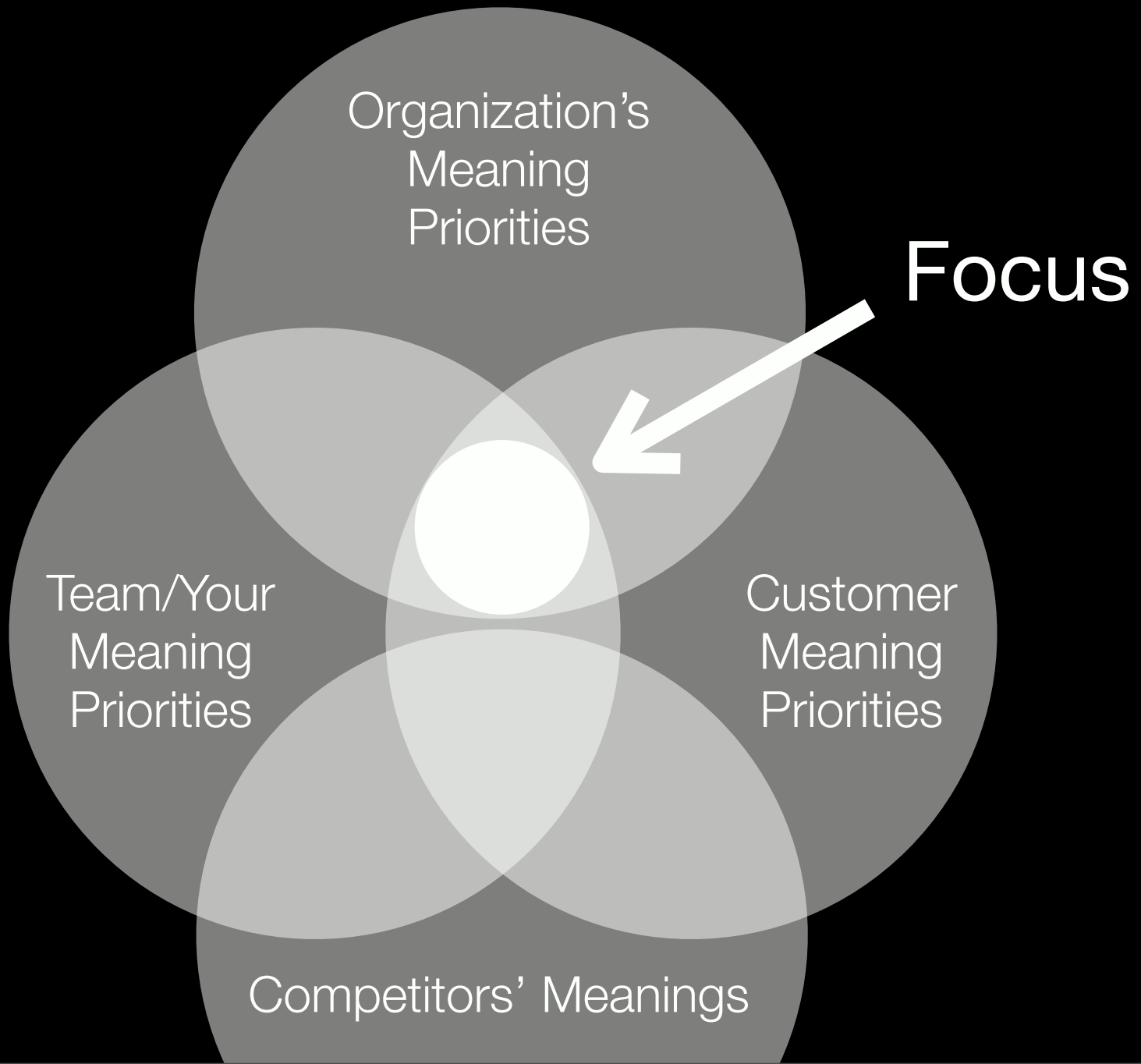
What meanings does
your organization prioritize?



What meanings do
you prioritize?

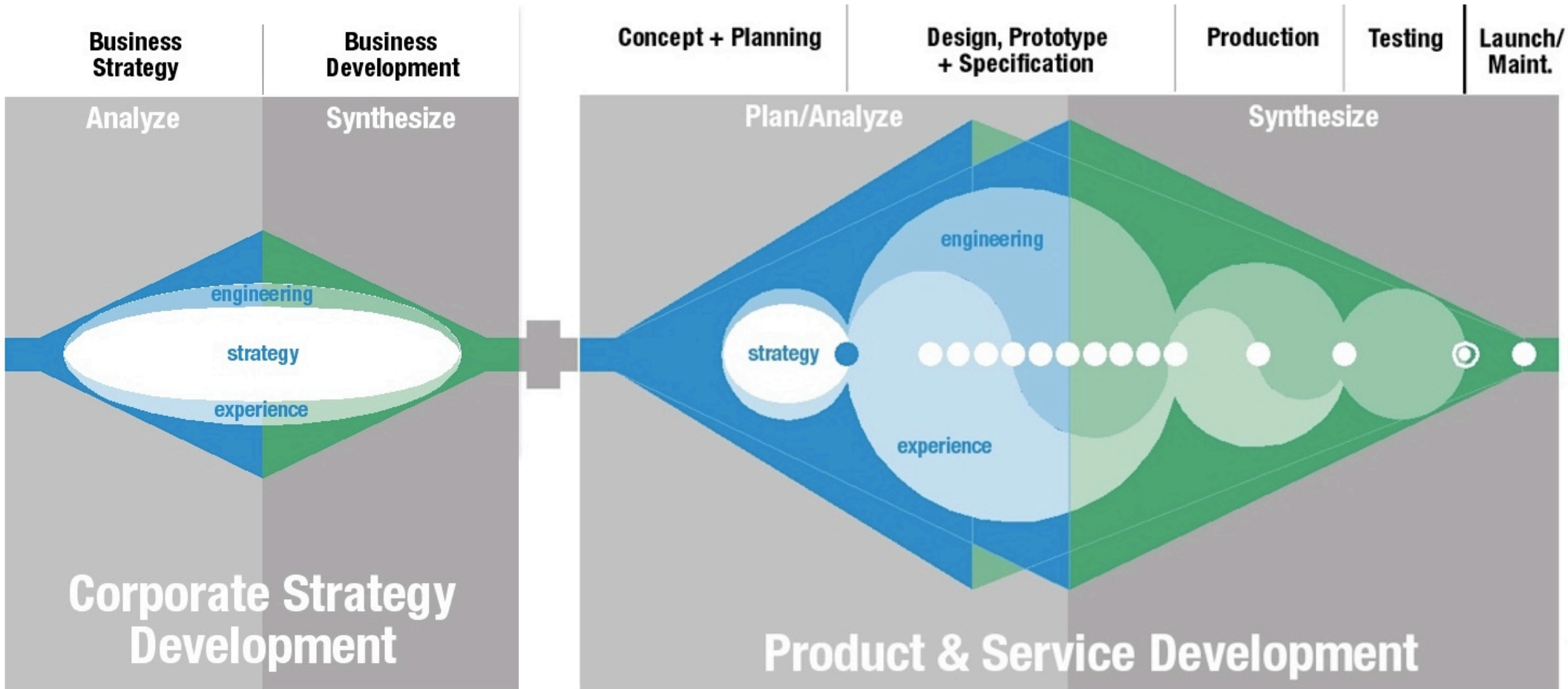


What meanings do
your competitors trigger?



How do you put this into the
development process?

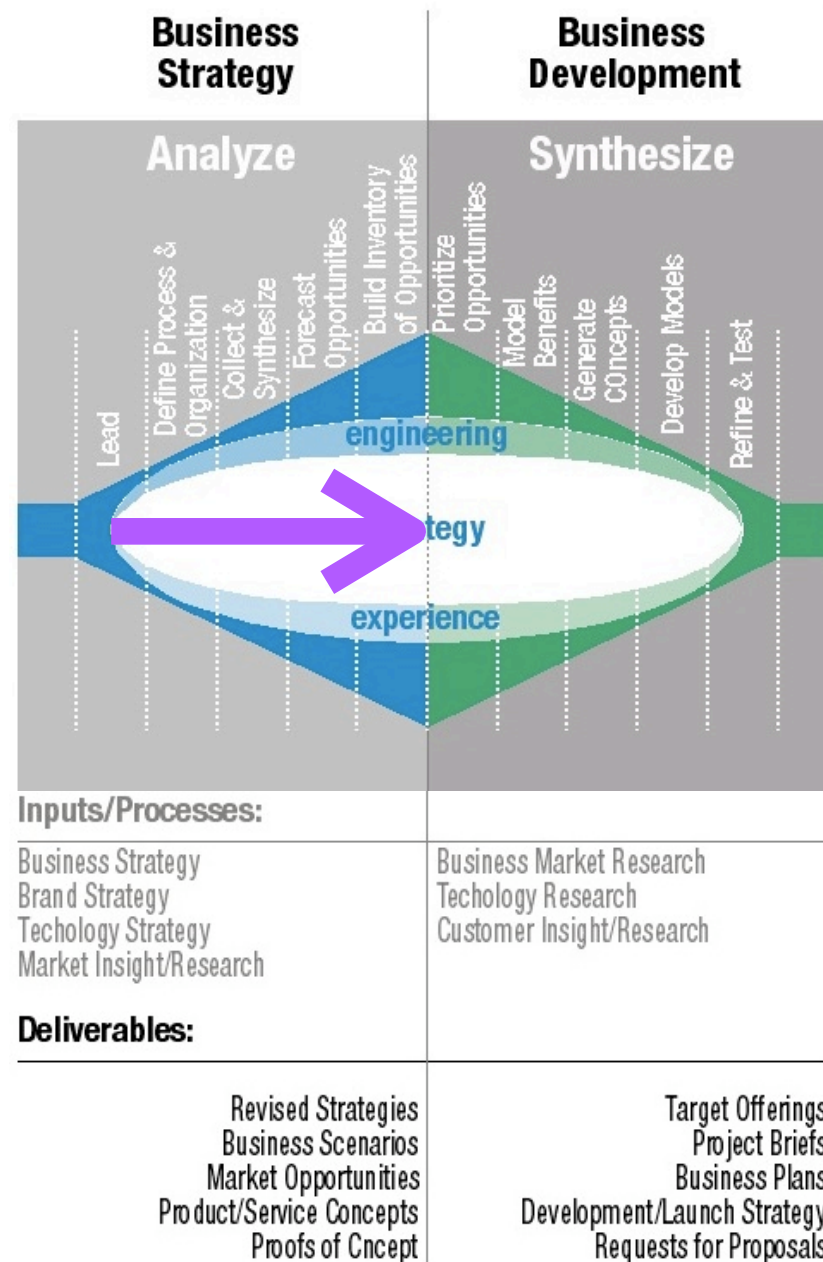
A meaning-filled development process:



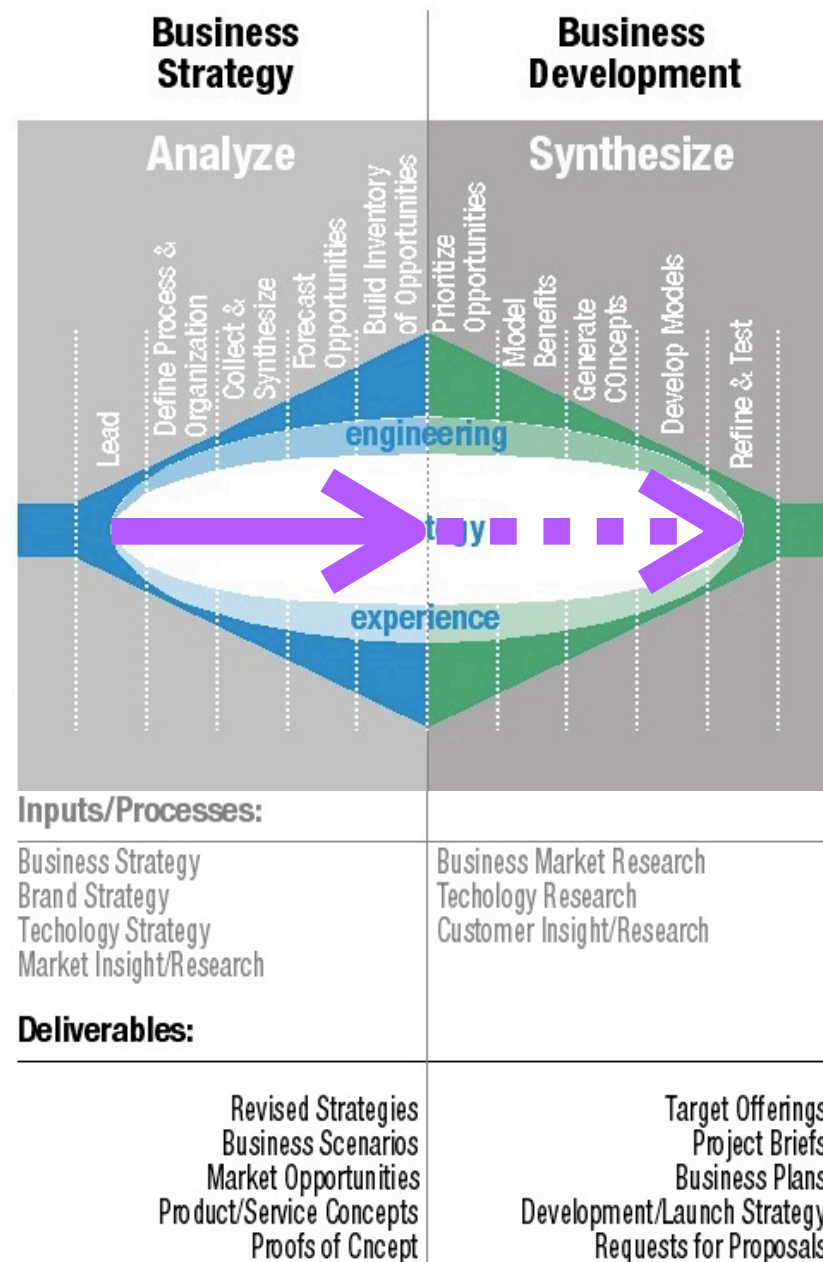
(what business should we be in?)
(what should we make/offer?)

(how we should make it best?)

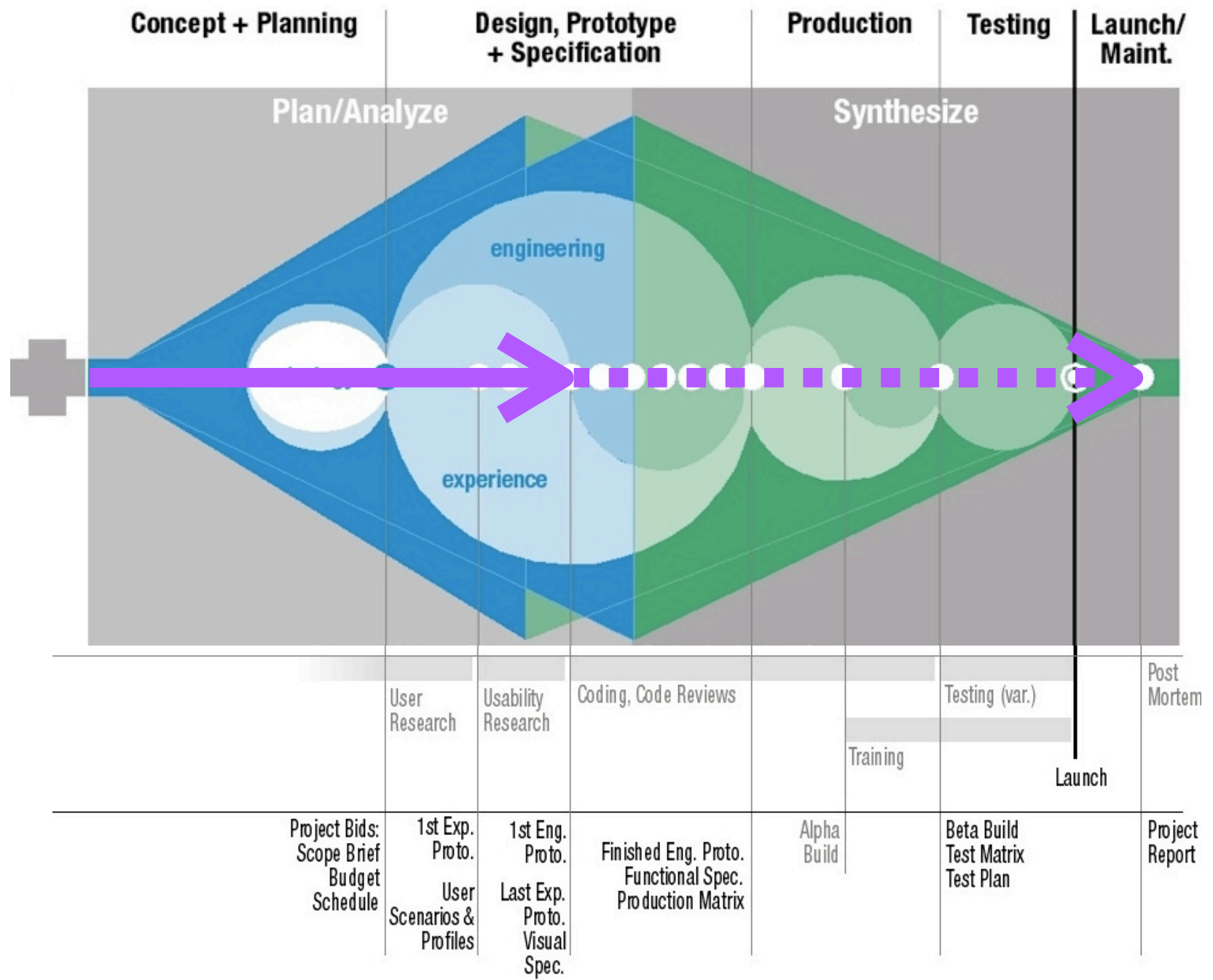
A meaning-filled development process:



A meaning-filled development process:



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?

nathan@nathan.com
nathan.com/thoughts