



YOUR GUIDE TO

**EXPERIENCE
DESIGN FOR
BEGINNERS**



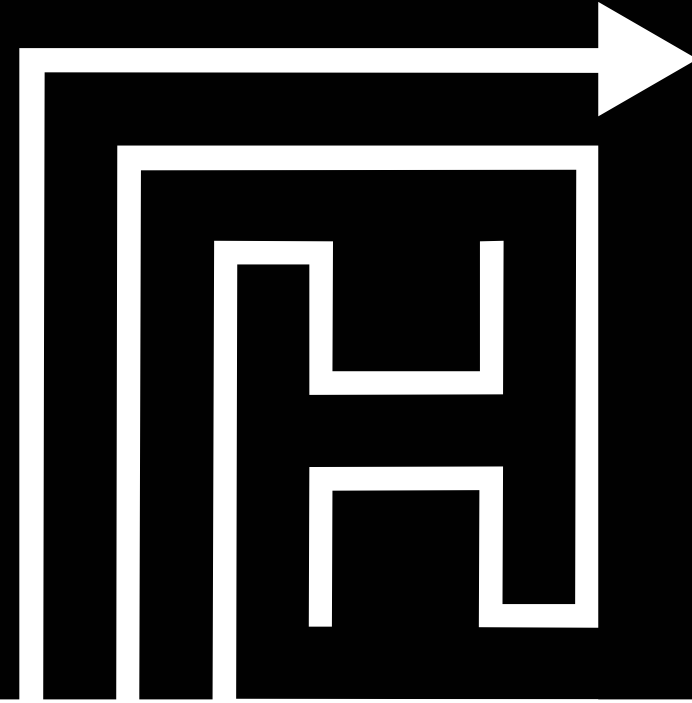
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EXPERIENCE DESIGN

CONTRIBUTES TO THE ART OF

HOSTING FOR THE CULTURAL SECTOR



The art of hosting will be increasingly necessary for CHOs in the future as expert cultural knowledge becomes more easily accessible through digital technologies. CHOs of the future will then have to reinvent their role as experts to central facilitators of culture across global and local communities in new meaningful ways. To resonate with future audiences experience design is a helpful tool.

THE BASICS

Experiences

Everything we sense is an experience

- from going to the bathroom to climbing mount everest.

The experience is the product

- as designers we create custom experiences for someone.

The experiencer is the end-user

- that someone is a customer or a user related to our organization.

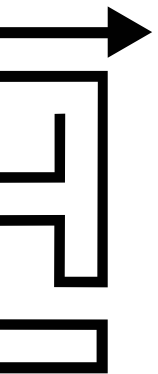
Memories

When talking experience economy we are essentially selling memories.

Individual or shared with others. For better or for worse.

When the end-user is remembering the experience it is a success.

When the end-user recommends it to someone else it is an even bigger success.





THE MEANINGFUL EXPERIENCE

To create a meaningful experience to be remembered, four factors need to be fulfilled for the experiencer.

Narrative

Affect

Ownership

Transformation

On the following slides we will look at each factor separately.

NARRATIVE

The experiencer is the main character of their own story.

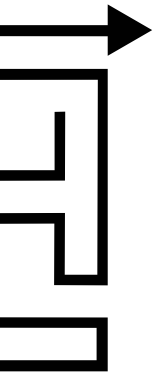
- This means that the experiencer identifies with the narrative and the environment where it unfolds.

The experiencer has a goal they want to fulfill.

- They want to learn something new, to show off a skill or have a good time with friends.

In any good story there are both heroes and villains all of whom are influencing the narrative of the main character.

- Consider what the experiencer want to achieve from taking part in the experience, which obstacles they encounter and how they can overcome them.



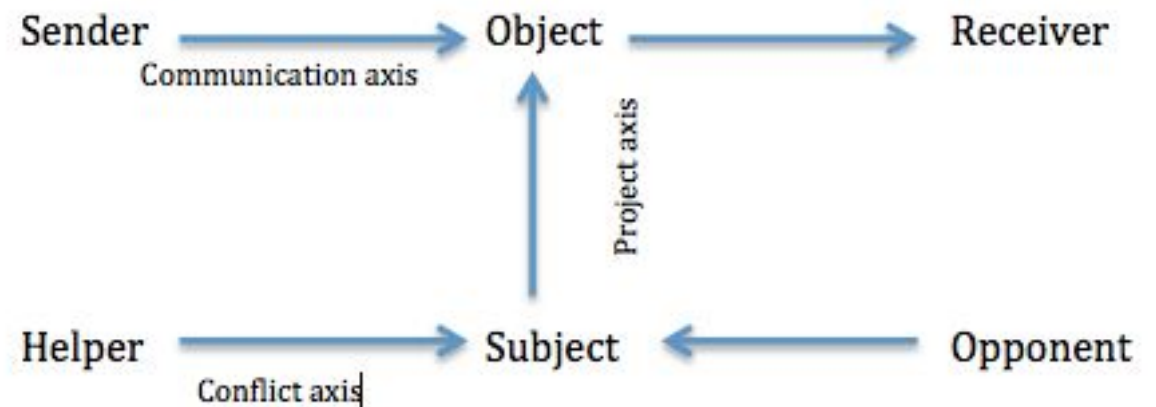
NARRATIVE

The actantial model

Building a narrative around the experiencer it can be beneficial to consider the actantial model.

Put simply the experiencer (subject) desire something (object) which is offered by someone (sender). They often need a (helper) to overcome the (opponent) and finally become the (receiver).

The actants are not necessarily human characters; a helper or an opponent might be, e.g., a natural phenomenon, like the weather, or an institution.



AFFECT

See, hear, smell, taste, touch and feel.

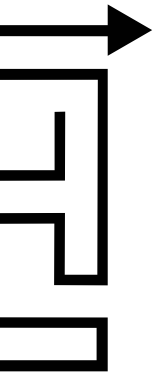
- We tend to focus on visual and auditory stimulations when designing activities and exhibits. Consider how other senses can be brought into play.

The senses are stimulating our memories.

- Have you ever encountered a certain smell that took you right back to a childhood memory? Smell is processed the same place in our brain as memories and emotions.

Our senses are triggering our emotional reactions.

- Use the stimulation of the senses in your experience design to enhance the emotions of the experienter.



OWNERSHIP

Active vs. passive

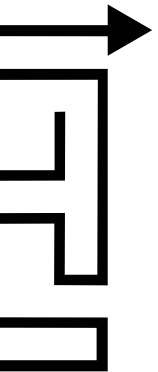
- Experiences can be active or passive in the sense that we can either engage with the experience or just sit back and enjoy the show.

Active experiences often consist of something that needs to be done.

- The more we can interact with and maybe even influence the outcome of the experience, the more ownership we will take.

How do we design an experience for the experiencer where they are able to act on their own, contribute and thereby also potentially flop.

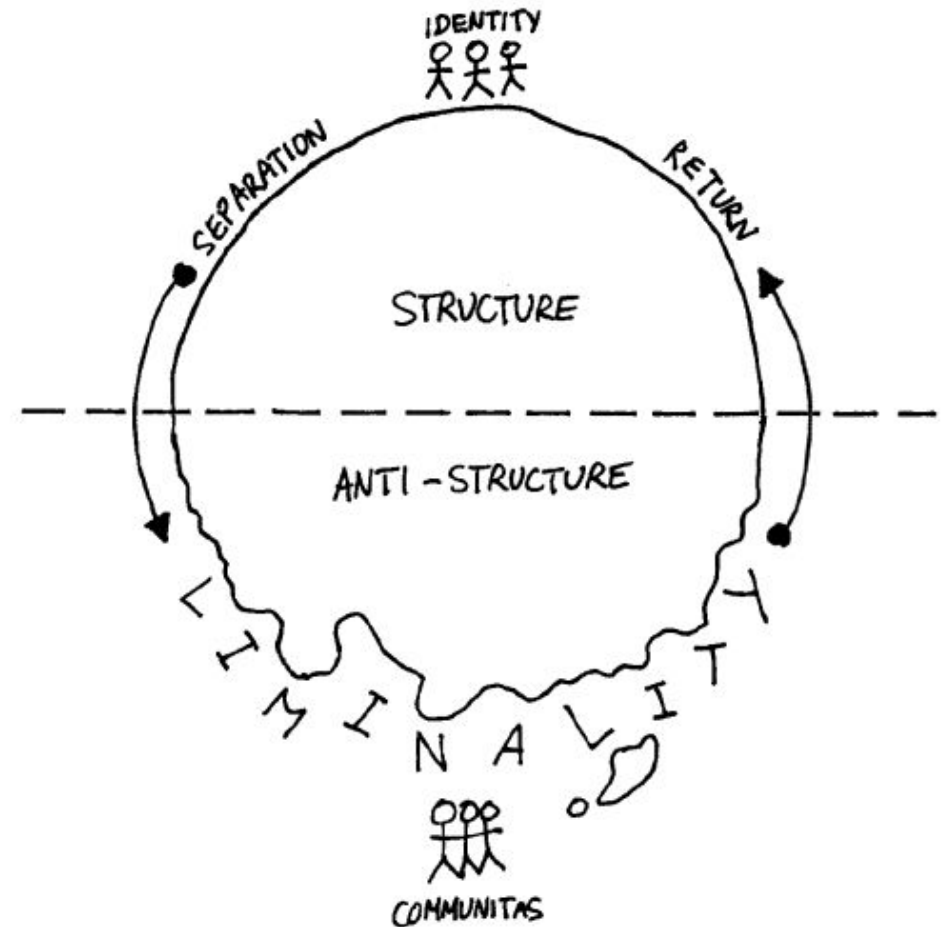
- As designers we can make room for the unexpected by letting the experiencer contribute and thereby co-create the experience.



OWNERSHIP

Presented with the possibility to challenge the outcome of the experience the experiencer is offered ownership, but it requires a leap of faith into liminality, which is separated from the structured experience.

By engaging with the unexpected outside the realm of the planned experience, the experiencer has the chance to return now owning a part of the experience themselves.



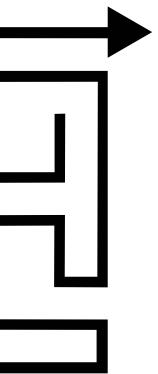
TRANSFORMATION

Before - during - after.

- An experience is a closed temporal space which the experiencer enters and leaves individually or together with others. It has a beginning and an end.

Who were the experiencer before the experience and who will they become after?

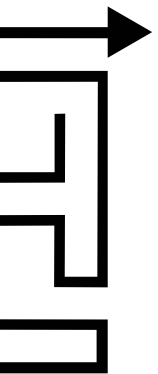
- The experiencer has a motivation for taking part in the experience. It can be vague or it can very specific. Our ambition as designers is to accommodate this motivation or to provoke a meaningful surprise. If the experincer leaves the experience unchanged we have failed in facilitating meaningful memories. (And thereby lost our chance of getting a returning customer or an ambassador to promote our organization).



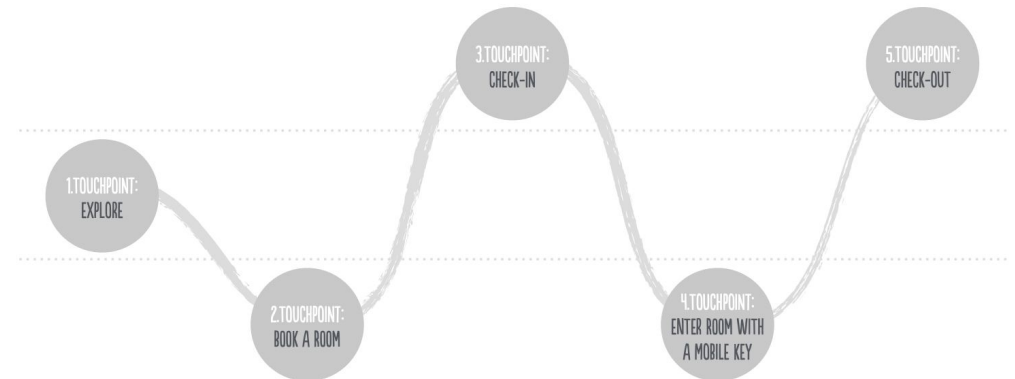
TRANSFORMATION

The temporal space can be divided into touchpoints where the experiencer interacts with the experience marking their customer journey towards transformation.

As an experience designer these touchpoints are the cues used to bring forth the narrative, bring the senses into play and allocating space for the experiencer to contribute and take ownership.



Customer Experience focuses on the design and implementation of **all touchpoints** across the **entire customer journey and channels**.





FURTHER USE

This introduction to experience design is meant as inspiration for creating more meaningful experiences for participants in any CHOs activities. The principles can be used for anything from exhibitions to co-creation sessions with the local community.



Source: Rasmus Kastrup Brorly

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