The Dimensions of Experience & Meaning

<course name here>
Why experiences?
From: *The Experience Economy*, Pine and Gilmore
Experiences are designable
Everything we create is an experience
We recognize some experiences easily.
We recognize some experiences easily
We recognize some experiences easily.
People don’t just travel to see things
They travel to experience
Design is the process of making experiences
But what, exactly, is an experience?
Breadth
EXPERIENCE

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

TRIGGERS
Sight
Sound
Smell
Taste
Touch
Concepts
Symbols
Every sensorial decision is a trigger: color, texture, smell, taste, typeface, sound, music, voice, pattern, icon, symbol, interaction, layout, concept, temperature, expression, etc...
Intensity
Intensity
Function (Performance): Does this do what I need?
Price (Value): Does this do what I need at a price I’m willing to pay?
Emotions (Lifestyle): Does this make me feel good?
Status/Identity (Values):
Is this me?
Meaning (Reality):
Does this fit into my world?
Core Meanings:

Accomplishment  
Beauty  
Creation  
Community  
Duty  
Enlightenment  
Freedom  

Harmony  
Justice  
Oneness  
Redemption  
Security  
Truth  
Validation  
Wonder
Core Meanings:

Definitions:
makingmeaning.org
Meaning is at the core of Values: Priorities and Expressions
Accomplishment  
Beauty  
Creation  
Community  
Duty  
Enlightenment  
Freedom

Harmony  
Justice  
Oneness  
Redemption  
Security  
Truth  
Validation  
Wonder

Nike:  

JUST DO IT
Apple (iPod):

Accomplishment
Beauty
Creation
Duty
Enlightenment
Freedom

Harmony
Justice
Oneness
Redemption
Security
Truth
Validation

Community
Apple (Macintosh):

Accomplishment  Harmony
Beauty          Justice
Creation        Oneness
Community       Redemption
Duty           Security
Enlightenment  Truth
Freedom        Validation
Wonder
Accomplishment
Beauty
Creation
Community
Duty
Enlightenment
Freedom
Harmony
Justice
Oneness
Redemption
Security
Truth
Validation
Wonder
Beauty, Community, Wonder...

Films
TV & Radio
Music
Theme parks
Travel (cruises, etc.)
Clothing
Souvenirs
Toys
Computers
Games
Cars & Buses?
Phones & PDAs?
Furniture?
Security Systems?
Food & Agriculture?
Education (schools)?
Financial Services?
Healthcare?
Governments?
Successful experiences are meaningful (and not merely novel)
Design is the process of evoking meaning.
How does this relate to business & strategy?
Strategic Design:

Corporate Meaning Priorities

Team Meaning Priorities

Customer Meaning Priorities

Your Focus
Strategic Design:

Corporate Meaning Priorities

Team Meaning Priorities

Customer Meaning Priorities

Competitors’ Meaning Priorities

Your Focus
Corporate: Accomplishment

Focus: Beauty & Wonder

Team: Harmony

Customer: Security

Beauty

Wonder

Beauty

Wonder

Focus: Beauty & Wonder
Strategic Design:

Corporate: Accomplishment Beauty Wonder

Team: Harmony Justice Wonder

Customer: Validation Creation Duty

No Focus!
The 15 Core Meanings:

*Appreciation*—achieving goals and making something of present, a sense of satisfaction that can result in productivity, focus, learning, and success. Appreciation can mean different things to different people, depending on the context and the individual's goals and values. It can be a way of life, a sense of humor, a sense of accomplishment, or a sense of achievement. Appreciation can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Growth*—the perception of opportunities to learn and develop that are available and accessible. Growth can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Growth can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Authority*—the perception of power, control, and influence that is available and accessible. Authority can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Authority can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Innovation*—the perception of opportunities to learn and develop that are available and accessible. Innovation can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Innovation can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Creativity*—the perception of opportunities to learn and develop that are available and accessible. Creativity can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Creativity can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Empowerment*—the perception of opportunities to learn and develop that are available and accessible. Empowerment can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Empowerment can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Performance*—the perception of opportunities to learn and develop that are available and accessible. Performance can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Performance can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Productivity*—the perception of opportunities to learn and develop that are available and accessible. Productivity can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Productivity can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Quality*—the perception of opportunities to learn and develop that are available and accessible. Quality can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Quality can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Safety*—the perception of opportunities to learn and develop that are available and accessible. Safety can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Safety can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Success*—the perception of opportunities to learn and develop that are available and accessible. Success can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Success can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Security*—the perception of opportunities to learn and develop that are available and accessible. Security can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Security can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Stability*—the perception of opportunities to learn and develop that are available and accessible. Stability can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Stability can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Tradition*—the perception of opportunities to learn and develop that are available and accessible. Tradition can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Tradition can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Trust*—the perception of opportunities to learn and develop that are available and accessible. Trust can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Trust can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Confidence*—the perception of opportunities to learn and develop that are available and accessible. Confidence can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Confidence can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

*Quality*—the perception of opportunities to learn and develop that are available and accessible. Quality can mean different things to different people, depending on their goals and values. It can be a way of life, a sense of accomplishment, a sense of achievement, or a sense of growth and development. Quality can also be a way of expressing gratitude, a sense of thankfulness, and a sense of appreciation for others.

The 6 Dimensions of Experience:

1. **Significance**: Functions/Performance, Price/Value, Emotional/Visual/Identity, Meaning. Refer to the Meaning Categories of Interactive Design (see page 12).
2. **Innovation**: Functions/Performance, Price/Value, Emotional/Visual/Identity, Meaning. Refer to the Meaning Categories of Interactive Design (see page 12).
3. **Provision**: Functions/Performance, Price/Value, Emotional/Visual/Identity, Meaning. Refer to the Meaning Categories of Interactive Design (see page 12).
4. **Resonance**: Functions/Performance, Price/Value, Emotional/Visual/Identity, Meaning. Refer to the Meaning Categories of Interactive Design (see page 12).
5. **Completion**: Functions/Performance, Price/Value, Emotional/Visual/Identity, Meaning. Refer to the Meaning Categories of Interactive Design (see page 12).
6. **Intervention**: Functions/Performance, Price/Value, Emotional/Visual/Identity, Meaning. Refer to the Meaning Categories of Interactive Design (see page 12).

**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 combining 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, observations, photo studies, or other ethnographic techniques, be aware of how your customers respond in different contexts, 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 the service). Allow these categories to expand your observation and learning about the needs and desires you observe. 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, layout, sounds, smells, tactile, etc.) that communicate the core meanings and associated values. The messages you’ve observed from your customer research. Succeed is often a series of choices of design elements that communicate in ways that are appropriate for the target audience or customers, not an attempt to "sell" customers what they should think or how they should respond. Identifying these triggers early will save you time and development costs and provides ample opportunity to innovate and build unique offerings.

Step 4: Which core meanings are unique in comparison with your competitors? These should be your product development, messaging, and strategic focus.
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:

**Business Strategy**
- Analyze
  - Product Development
  - Process & Organization
  - Technology
  - Market Insight/Research

**Business Development**
- Synthesize
  - Opportunities
  - Model
  - Benefits
  - Concepts
  - Develop Models
  - Refine & Test

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

**Deliverables:**
- Revised Strategies
- Business Scenarios
- Market Opportunities
- Product/Service Concepts
- Proofs of Concept
- Target Offerings
- Project Briefs
- Business Plans
- Development/Launch Strategy
- Requests for Proposals
A meaning-filled development process:

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

Business Strategy
- Define Process & Organization
- Collect & Synthesize
- Foresee Opportunities
- Build Inventory of Opportunities
- Prioritize Opportunities
- Model Benefits
- Generate Concepts
- Develop Models
- Refine & Test

Business Development
- Engineering
- Experience

Deliverables:
- Revised Strategies
- Business Scenarios
- Market Opportunities
- Product/Service Concepts
- Proofs of Concept
- Target Offerings
- Project Briefs
- Business Plans
- Development/Launch Strategy
- Requests for Proposals
A meaning-filled development process:
Research Techniques: Interviews, Careful Surveys, Shadowing, Games, etc.

The Meaning of Things by Csikszentmihalyi
Some questions:
Who’s doing this?
Who’s doing this?
You
What meanings do your customers prioritize?
What experiences do they seek?
Is meaning manipulation?
Should companies evoke meaning?
Does everything we design already evoke meaning?
Are you creating anything meaningful?
What’s meaningful to you?