THE FUNDAMENTALS of EXPERIENCE DESIGN

“Designing for experiences is fundamentally about people, their activities, and the context of those activities...”

This started as a simple phrase to explain what it is we do when we design for experiences: We care about people, their activities and the contexts of those activities. Whether designing a web application or a new office building, simply ask: Who are the people we are designing for? What is the activity (or activities) they are trying to do? And what are the contexts in which they are trying to or appear? And people can be an individual or group. It’s that simple. At least on the exploration.

People refers to us (or individuals or like groups) and the things that make us who we are. These include learned and natural behaviors, desires (which may or may not be verbalized) and as well as related things like beliefs systems, prior experiences, motivations, personality and more. In respect to specific activities, we do assume roles such as user, producer, consumer, fan, stakeholder, partner or employee. But, in defining people by these roles, we lose a complete picture of the person.

Activities describe the things people do. This could be a task-focused items, but might also include actions taken that aren’t necessarily directed toward accomplishing a goal (e.g., environment oriented experiences). Activities can also be simply things done to make us feel a certain way (with no explicit task, per se).

Context here is defined as any information that might affect the activity being carried out by a person. Internal context are those things directly affecting the activity itself (e.g., environment oriented experiences). Context can also be simply things done to make us feel a certain way (with no explicit task, per se).

Compete core is defined as any information that might affect the activity being carried out by a person. External context includes those things directly affecting the activity itself (e.g., environment oriented experiences). Context can also be simply things done to make us feel a certain way (with no explicit task, per se).

HOW IS THIS USEFUL?

- Provides a richer understanding of what is involved as it relates to experiences.
- Enables the understanding of how people's roles, tasks, and business goals.
- Provides common reference for various activities and artifacts.
- Can be used to better integrate user-centered and business concerns into business strategy.
- Enables one to compare and contrast activities, roles, and business goals.
- Enables one to understand the environment and technology artifacts.
- Enables one to view activities, roles, and business goals.

The really great experiences are deeply rooted with insights into motivations, desires, emotions, cultural & social patterns, beliefs and other deeper considerations.

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THE CLIFFS NOTES VERSION: (in person notes)

“Cross-Channel Scenarios”

WHAT ABOUT...?

Social Activities

Where it takes place

Who is going on with you

Why you do it

What are the analogous competitive experiences?

Funding? Support? Vision?

What technologies or [user/customer/audience] might do?

Where it takes place

Who makes them?

What are their goals?

What do they need to support this project?

INPUT OUTPUT

Who are you

What do you do

Who makes it possible

What you do

Which lead to...