

DESIRED EXPERIENCES

Marty Gage

VP, Design Research

 **ERFARING**

 **KOKEA**

 **ERFARING**

 **ERFARENHET**

 **BELEVEN**

 **ERFAHRUNG**

 **REYNSLA**

WHAT IS AN EXPERIENCE?

EXPERIENCE:

The emotional outcome that results from the interaction between a person and something.

- 🇩🇰 IDEEL ERFARING
- 🇫🇮 IHANTEELLINEN KOKEA
 - 🇳🇴 IDEELT ERFARING
- 🇸🇪 IDEALISK ERFARENHET
 - 🇮🇹 IDEAAL BELEVEN
- 🇩🇪 IDEAL ERFAHRUNG
- 🇮🇸 TILVALIÐ REYNSLA

IDEAL EXPERIENCE

IDEAL EXPERIENCES:

The emotional outcome
people **desire** when interacting
with something.

THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK

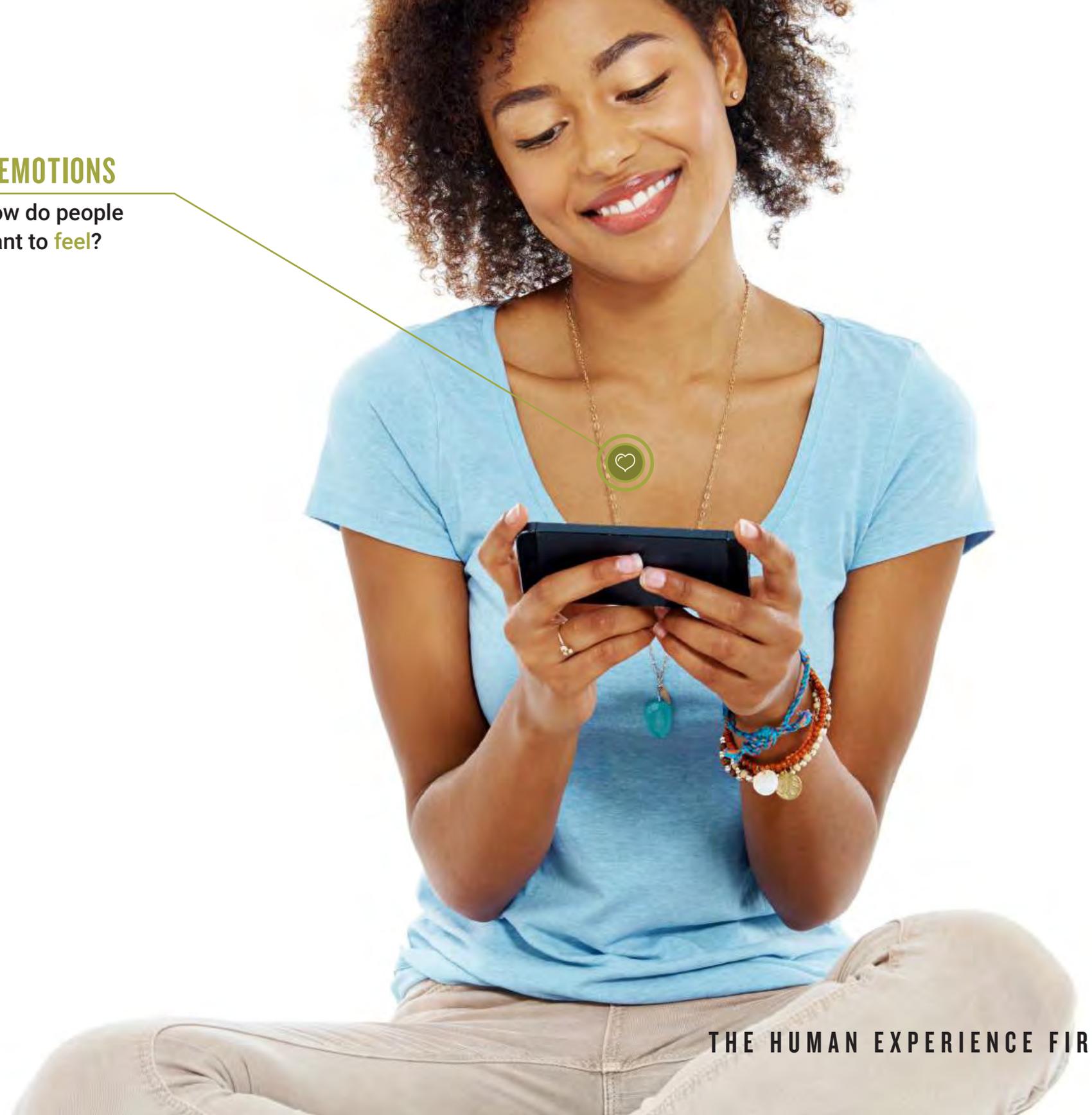
THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK



THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK

I. EMOTIONS

How do people
want to feel?



1. EMOTIONS

How do people want to **feel**?

RELAXED

I have no worries. Everything is taken care of.

FREE TO BE ME

I want to form my own opinions. I feel at ease when I can do this without fear of being judged by others.



PROUD

I want to be unique and stand out from the crowd.



RESPECTED

I want to feel like I am more than just a number. I am highly valued as not only a customer, but as a person.



THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK

1. EMOTIONS

How do people want to feel?

2. BENEFITS

What does your design have to provide in order to make people feel this way?



2. BENEFITS

What does your **design have to provide** in order to make people feel this way?



READY TO TAKE ON THE DAY

I want a nutritional supplement that is always there for me helping me stay fit, active, and healthy.

CONNECTED TO MY FAMILY

Being together around the dinner table with a meal everyone enjoys brings us closer.



PREPARED

I have everything I need
With me.



THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK

1. EMOTIONS

How do people want to feel?

2. BENEFITS

What does your design have to provide in order to make people feel this way?

3. FEATURES

How does your design deliver the benefits?



3. FEATURES

How does your design deliver the benefits?

HEALTHY

My side dish supplements the nutrition that my main dish lacks. It always supports me in balancing my meals.



INTUITIVE

I can use it immediately without a learning curve.



WELCOMING

It is a comfortable place where I can relax and spend some time.



DURABLE

It should be made with materials that stand the test of time.



THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK

1. EMOTIONS

How do people want to feel?

2. BENEFITS

What does your design have to provide in order to make people feel this way?

3. FEATURES

How does your design deliver the benefits?

4. SENSORY CUES

What attributes do people associate with these features?



4. SENSORY CUES

What **attributes** do people associate with these features?

It has...
SUSPENDED PARTICLES

The formula should have visible elements to indicate that the product has a special efficacy.



It has a..
CITRUS SMELL

A citrus scent is good for a cleaning product. In addition to being a fresh and sweet smell, it also seems effective..



It is...
LIGHTWEIGHT BUT STRONG

Any non-essential material is removed or hollowed out.



It is...
SHORT & TO THE POINT

Messages use only a few words in one or two sentences.



It is...
SCIENTIFIC LOOKING

It lets me know that it will work. It is effective and elicits trust.



It has a...
PROGRESS BAR

My ideal app uses a progress bar to show me status updates.



THE ANATOMY OF AN IDEAL EXPERIENCE FRAMEWORK

MESSAGING:

1. EMOTIONS

How do people want to feel?

2. BENEFITS

What does your design have to provide in order to make people feel this way?

DESIGN:

3. FEATURES

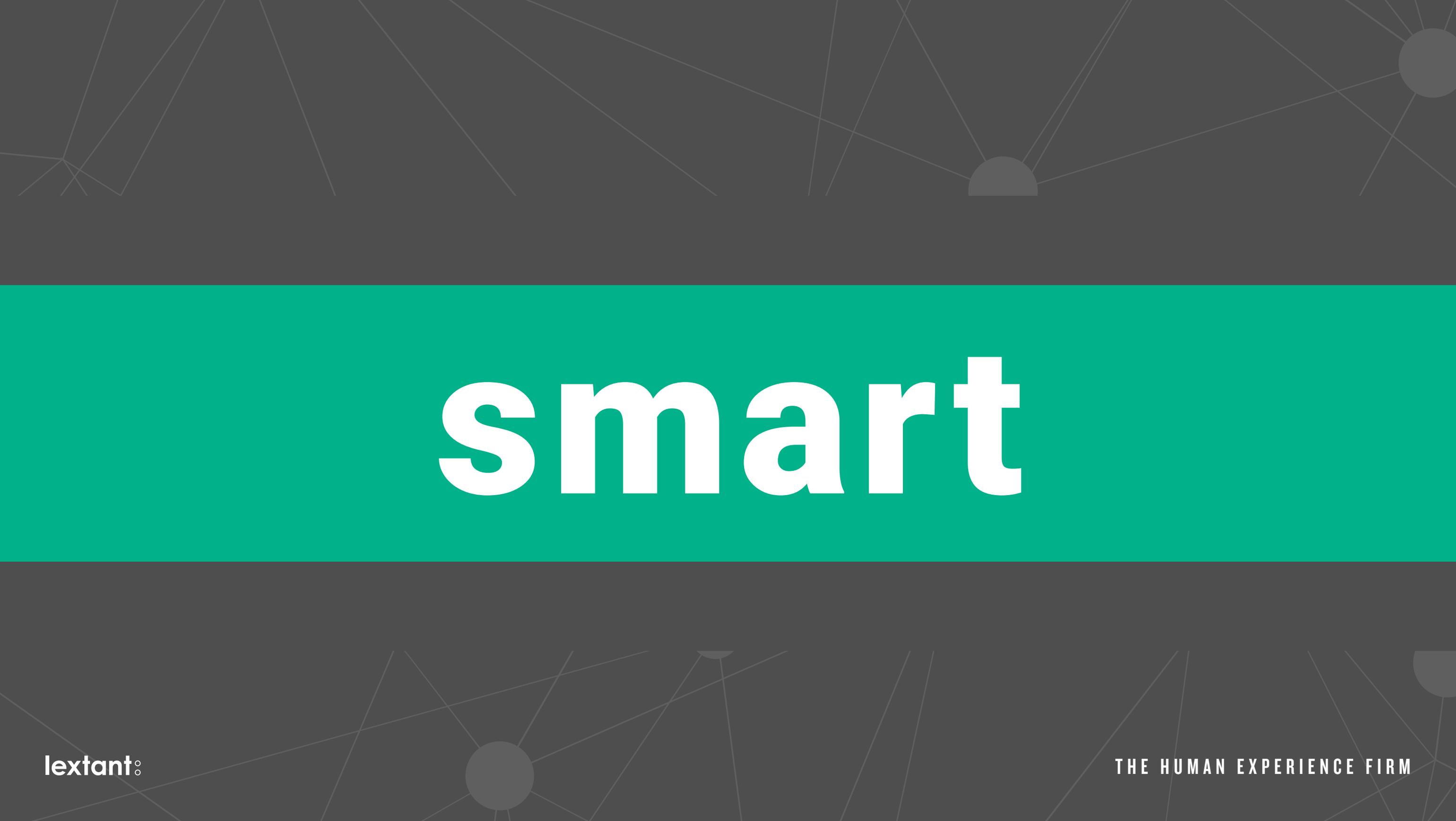
How does your design deliver the benefits?

4. SENSORY CUES

What attributes do people associate with these features?



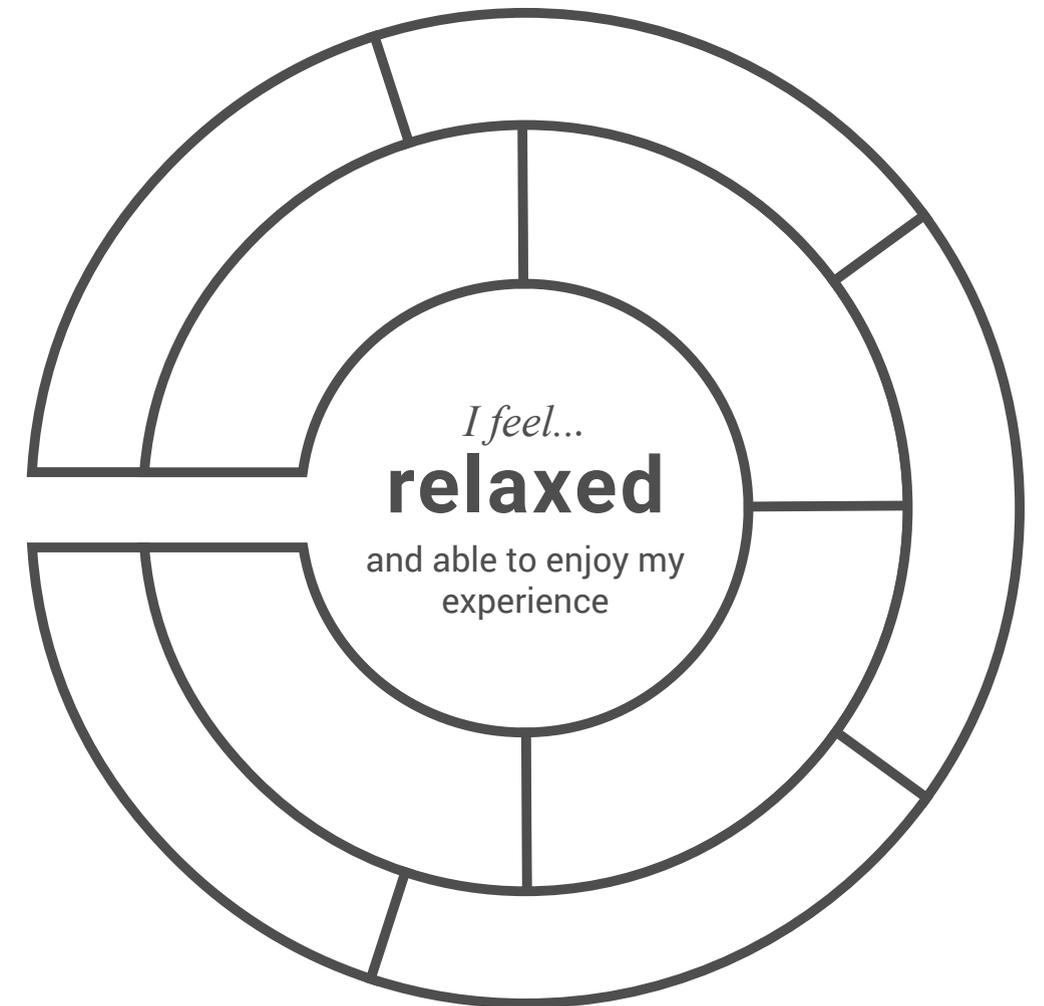
IDEAL FRAMEWORK EXAMPLES



smart

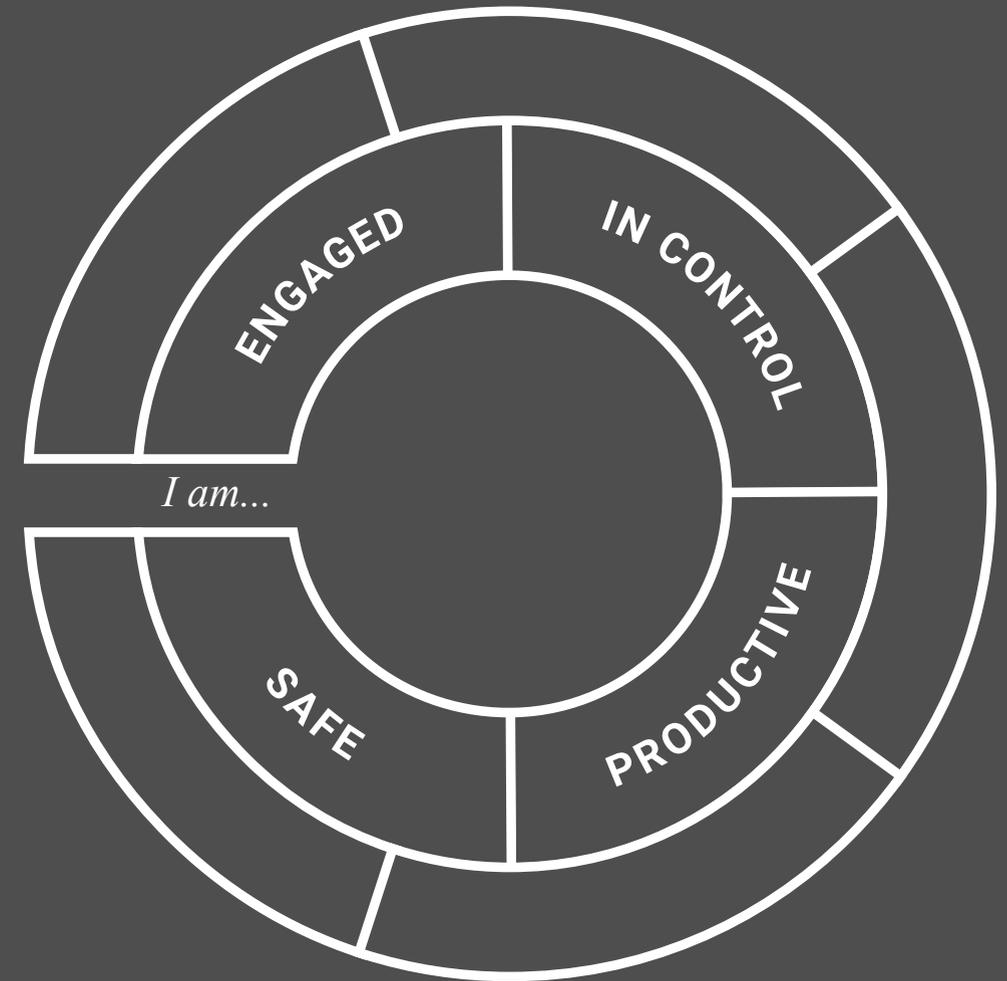
the emotion

**How do people want
to feel when they use
smart technology?**



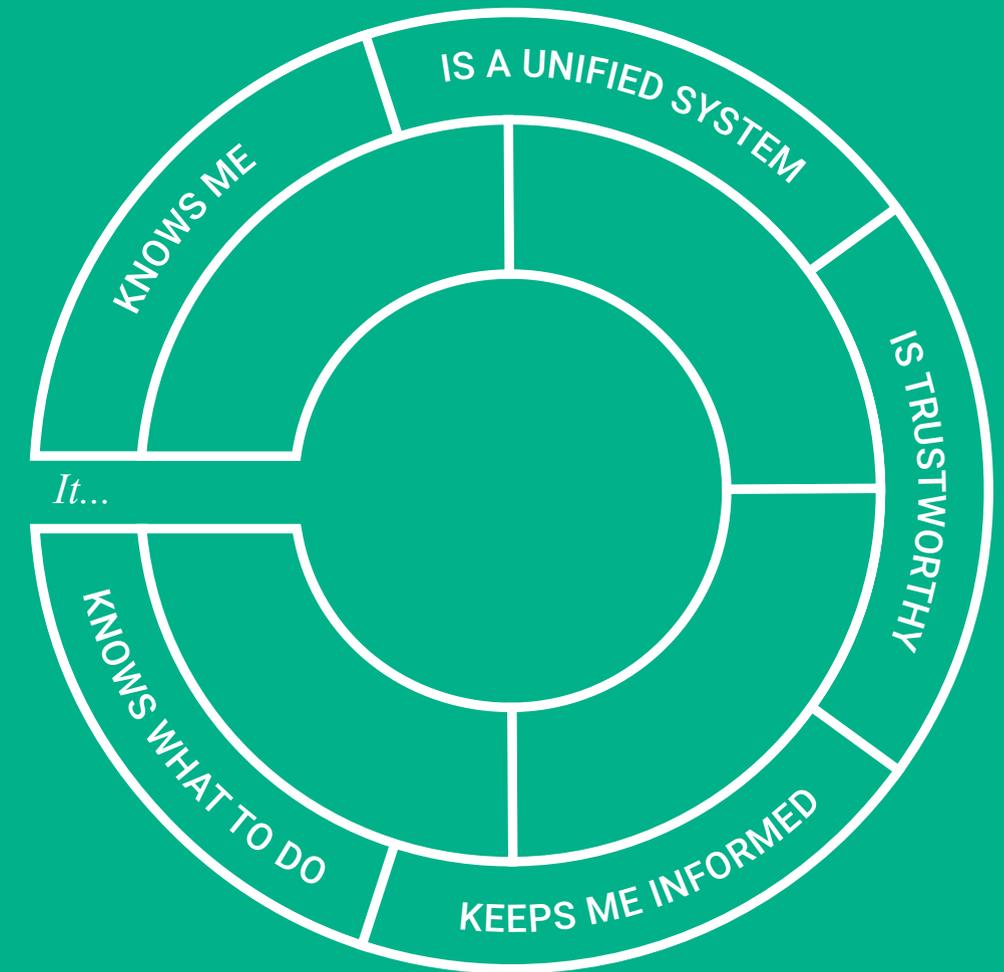
the benefits

What does a smart product/service have to provide to make people feel relaxed?



the features

How does a smart product/service deliver on the benefits: being engaged, in control, productive, and safe?



My ideal experience with smart technology



I am...

ENGAGED

My experience is always fun. It's never a chore.

IN CONTROL

I'm aware of everything that is going on and can make my own decisions on how to react.

PRODUCTIVE

I can achieve everything I need to do as efficiently as possible.

SAFE

I know everyone and everything is okay.

It...

KNOWS ME

It recognizes me, understands me, and knows what I like.

IS A UNIFIED SYSTEM

Everything works together and syncs automatically.

IS TRUSTWORTHY

I know it's always there doing its job.

KEEPS ME INFORMED

It tells me what I need to know at the right time so that I can make better decisions.

KNOWS WHAT TO DO

It monitors its environment, stays up to date, anticipates, and takes action to manage itself, but I have the final say.

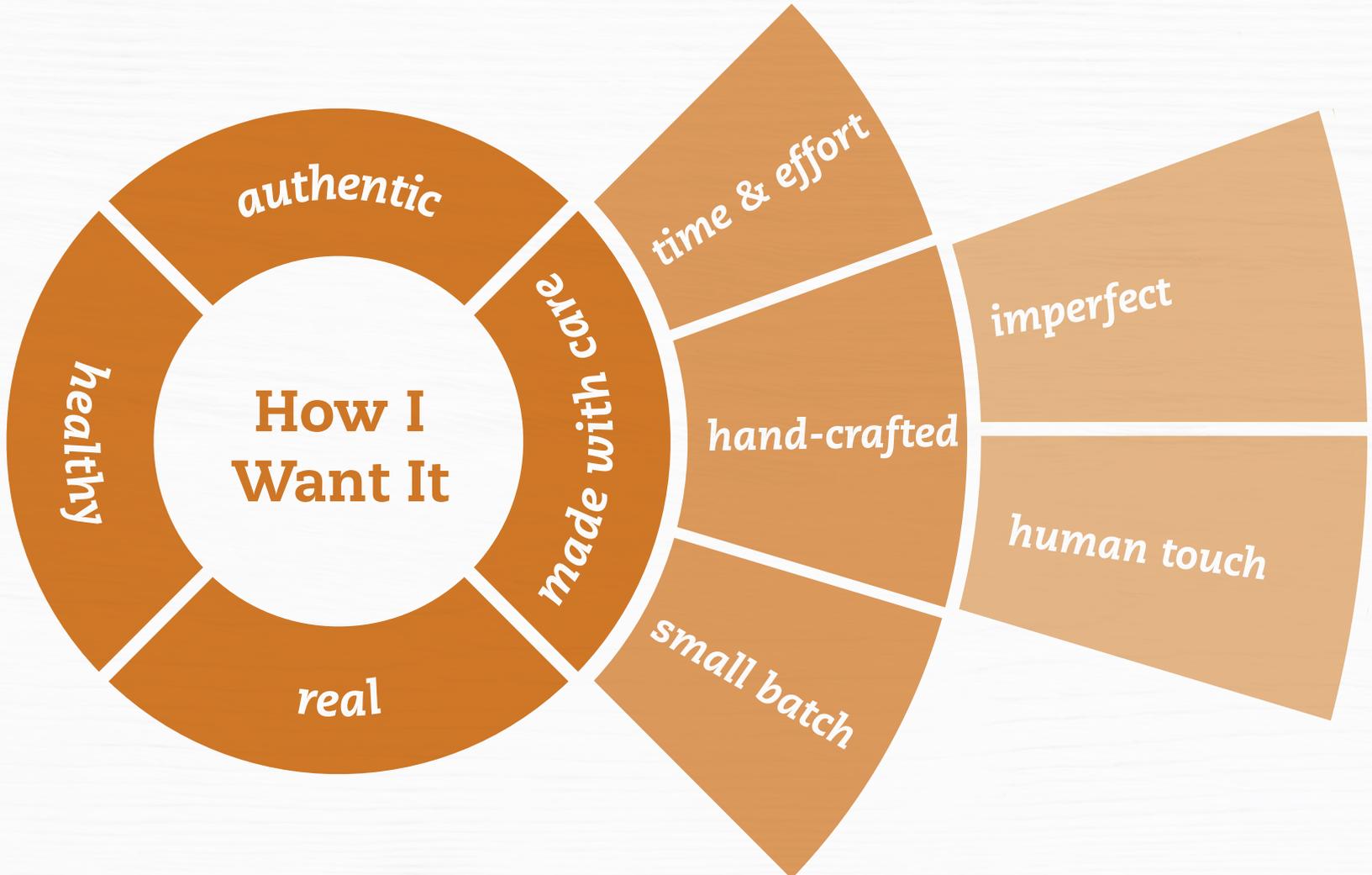
My Ideal Prepared Food Experience



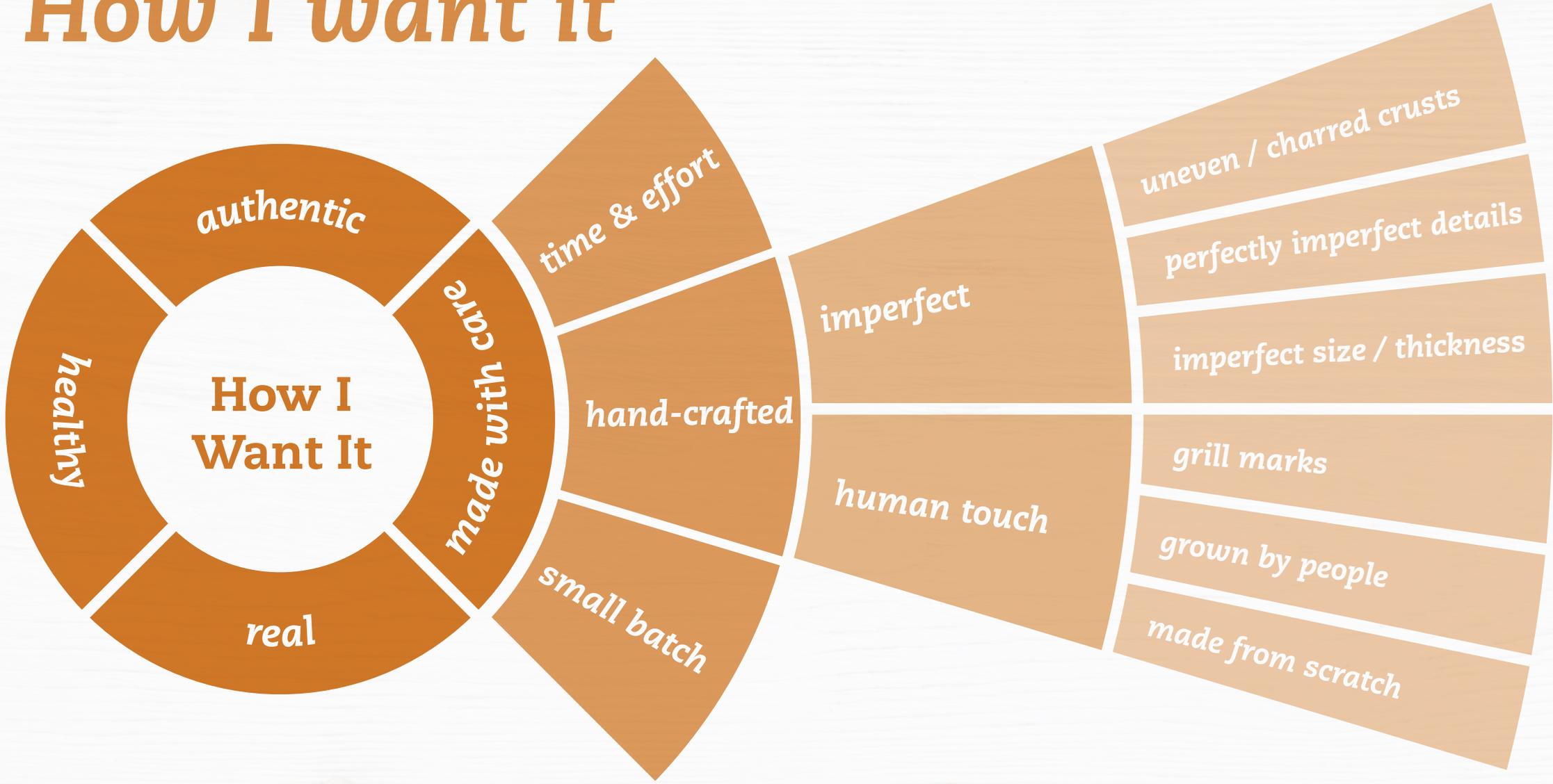
How I want it



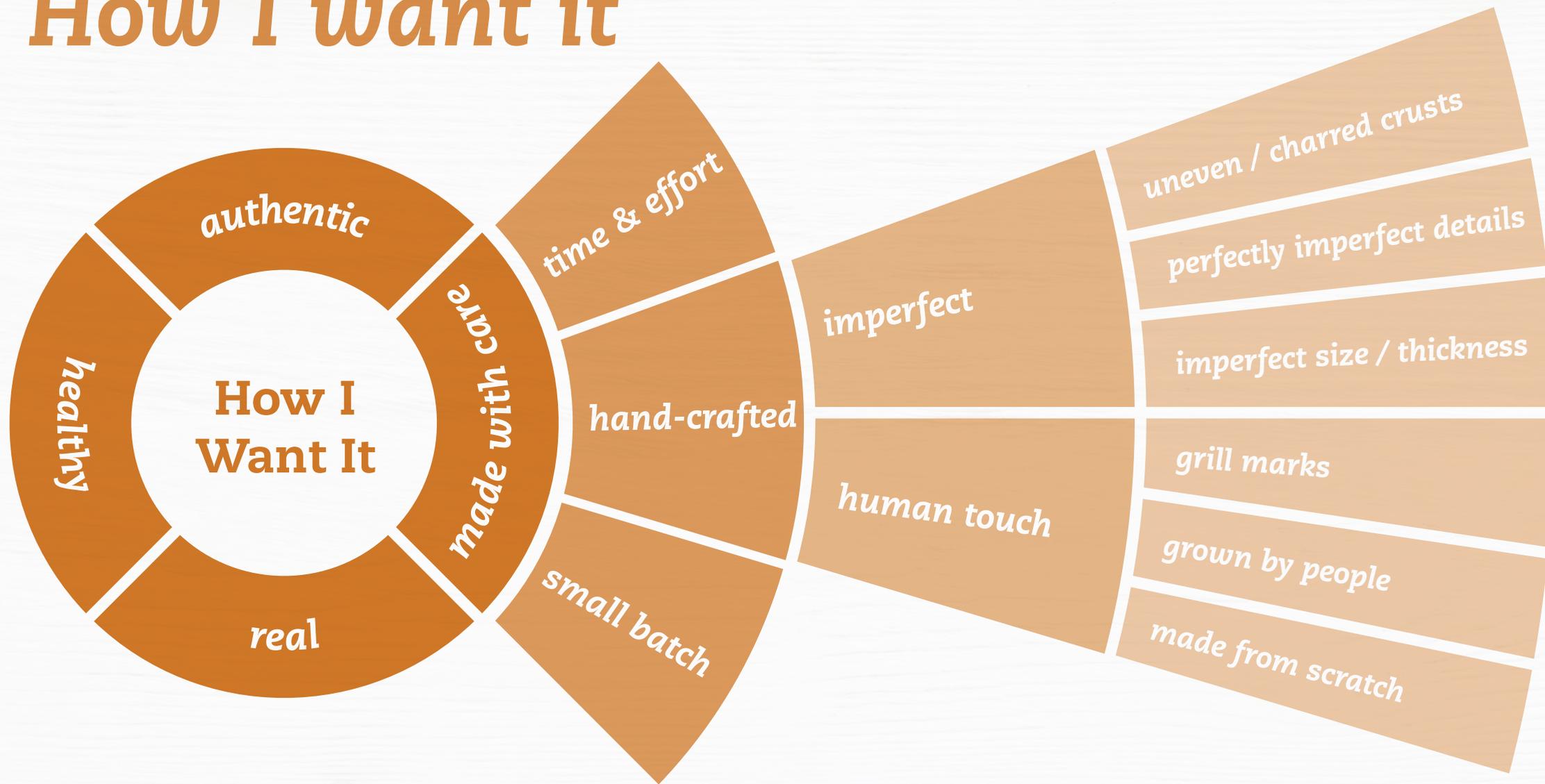
How I want it



How I want it



How I want it



Unevenly Cooked / Charred Crust
I get the impression it was baked in an oven—not a factory.



Perfectly Imperfect Details
When the meal/dessert presentation is less than perfect, I know it's been handmade, such as drizzled seasonings with a ladle or randomly spaced toppings.



Imperfect Size & Thickness
Differences in individual sizes lets me know a machine did not make them.



Grill Marks
When I see grill marks, I believe the meal was made by a chef, so I know it will taste delicious.



Grown By People
When humans grow ingredients, rather than machines, they will be better quality.



Made From Scratch
I want food that gives me a sense that a person crafted the meal for me from scratch—with their own two hands—so I can see the hands delicately making the food.

IDEAL EXPERIENCES:

Connect what you make to
how people feel.

IDEAL EXPERIENCES:

Aspirational.

Actionable.

Looks beyond the category of today.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.

First everyone on the team, and all stakeholders, must agree upon what people want. Once this agreement is achieved, they must decide and agree upon what to make. This is the problem your design will work to solve for the user. This is often referred to as a design brief.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING

1 DEFINE VALUE

This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.

2 DRIVE ALIGNMENT

First everyone on the team, and all stakeholders, must agree upon what people want. Once this agreement is achieved, they must decide and agree upon what to make. This is the problem your design will work to solve for the user. This is often referred to as a design brief.

3 FOCUS CREATIVITY

You know the experiences that people are seeking. You know what features you need to deliver. If your research was actionable your ideas should flow.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



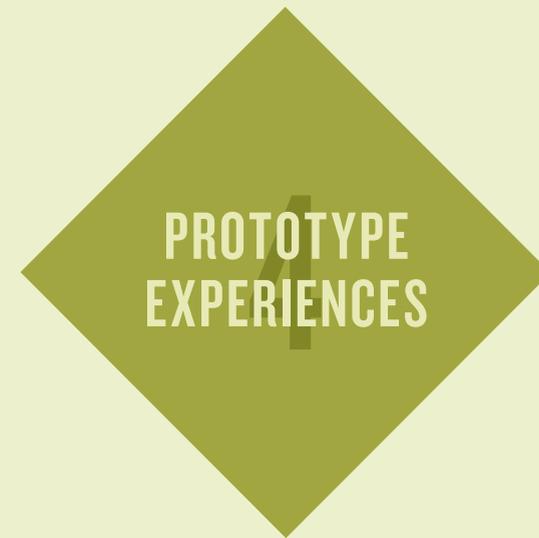
This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.



First everyone on the team, and all stakeholders, must agree upon what people want. Once this agreement is achieved, they must decide and agree upon what to make. This is the problem your design will work to solve for the user. This is often referred to as a design brief.



You know the experiences that people are seeking. You know what features you need to deliver. If your research was actionable your ideas should flow.



You want to embody your idea in a way that clearly communicates to people the experience your design will deliver.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.

First everyone on the team, and all stakeholders, must agree upon what people want. Once this agreement is achieved, they must decide and agree upon what to make. This is the problem your design will work to solve for the user. This is often referred to as a design brief.

You know the experiences that people are seeking. You know what features you need to deliver. If your research was actionable your ideas should flow.

You want to embody your idea in a way that clearly communicates to people the experience your design will deliver.

You need to assess how well your design will deliver the experience people are seeking.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.

First everyone on the team, and all stakeholders, must agree upon what people want. Once this agreement is achieved, they must decide and agree upon what to make. This is the problem your design will work to solve for the user. This is often referred to as a design brief.

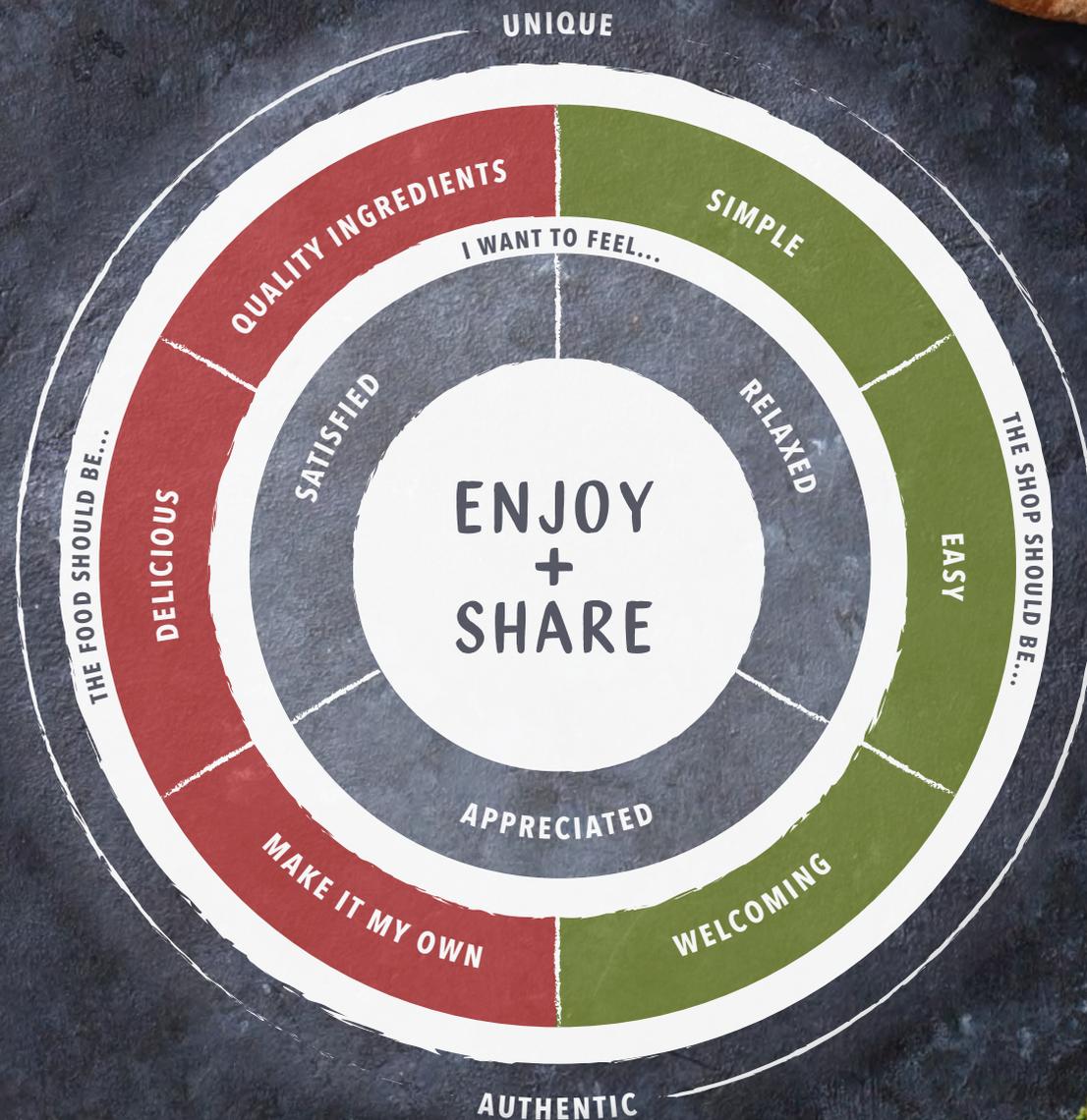
You know the experiences that people are seeking. You know what features you need to deliver. If your research was actionable your ideas should flow.

You want to embody your idea in a way that clearly communicates to people the experience your design will deliver.

You need to assess how well your design will deliver the experience people are seeking.

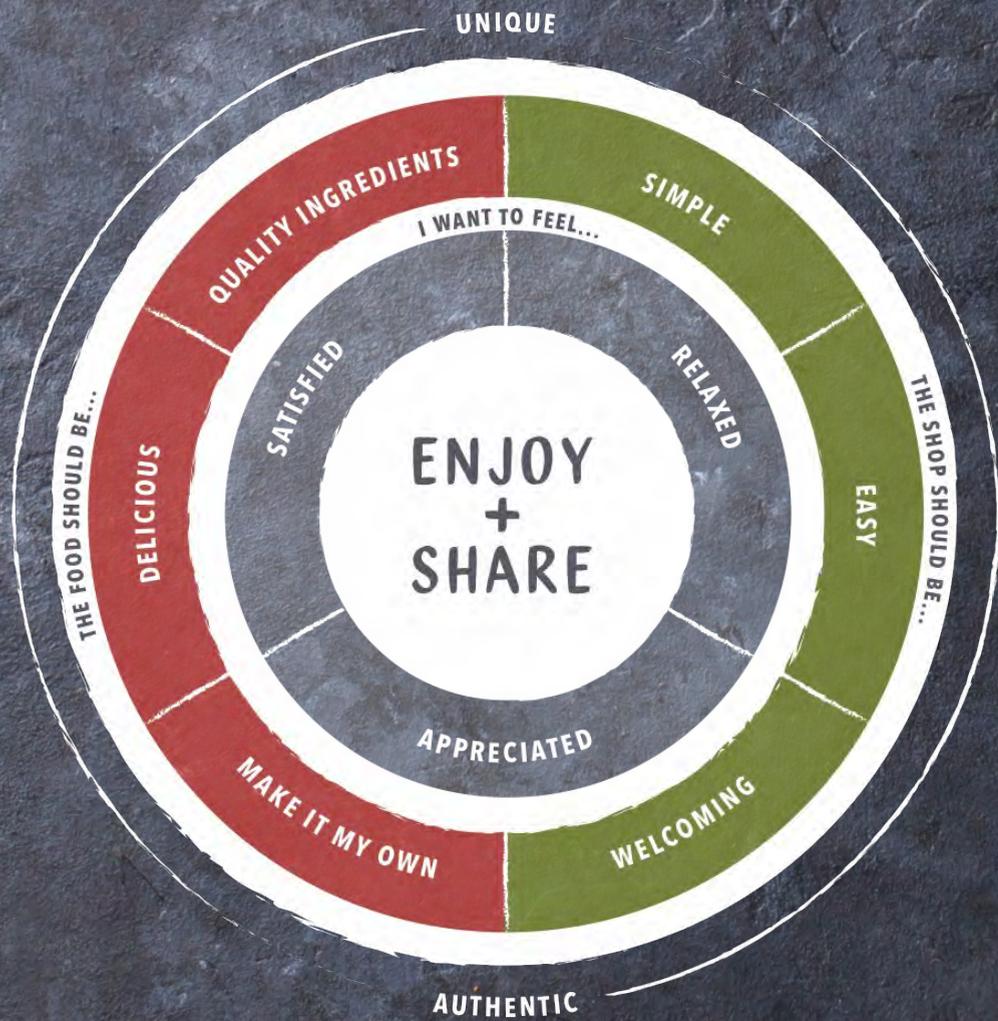
HOW DOES THIS COME TOGETHER?

MY IDEAL HIGH-QUALITY SANDWICH SHOP EXPERIENCE

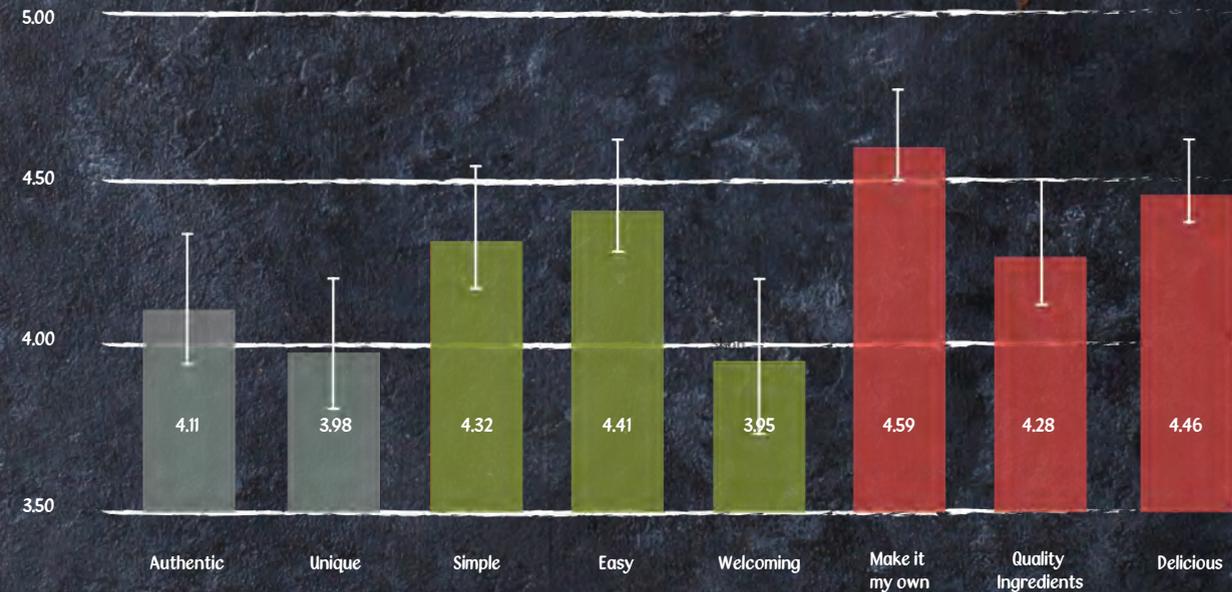




THE IDEAL SANDWICH SHOP EXPERIENCE

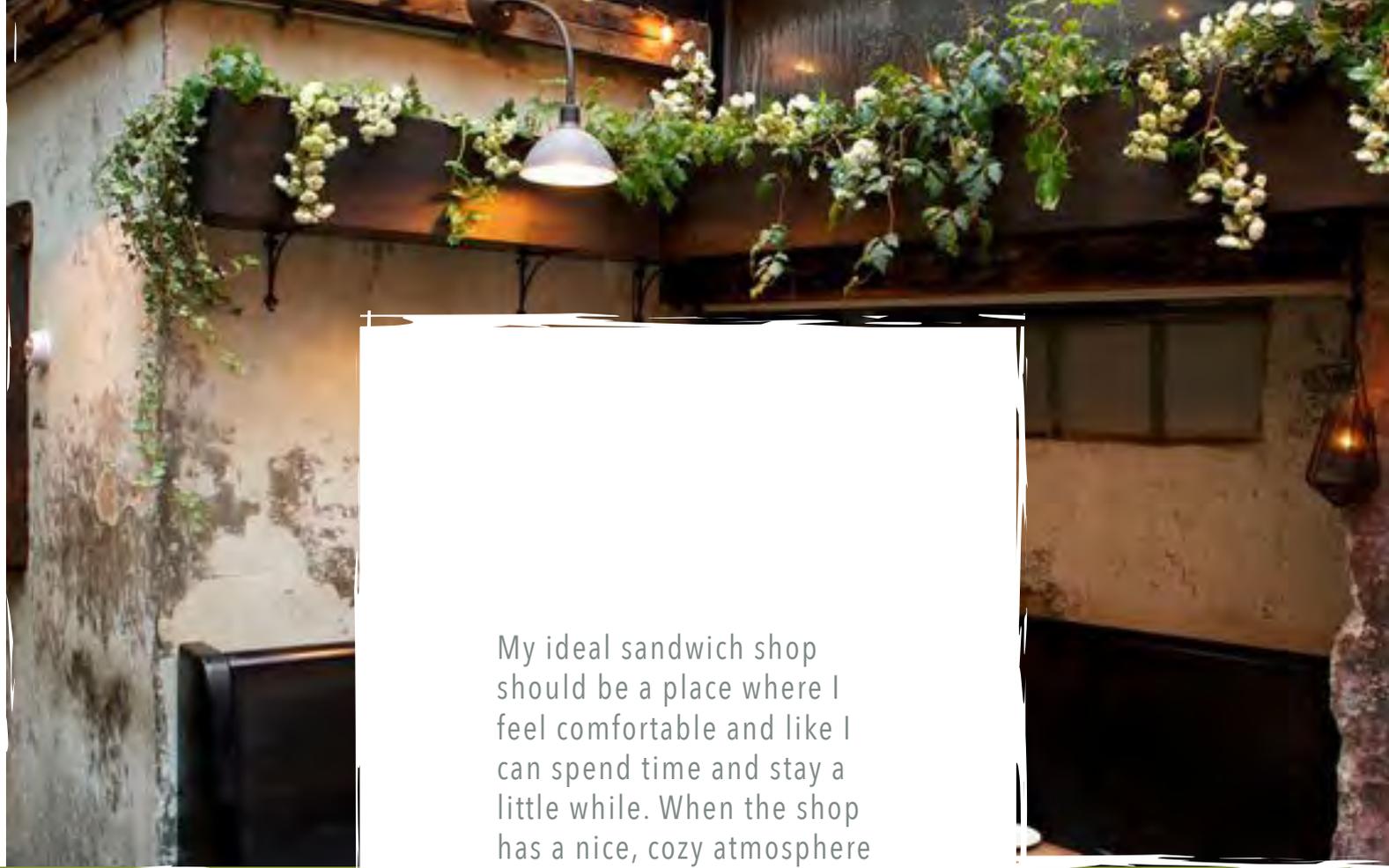


THE SHOP OF THE FUTURE CONCEPT EVALUATION RATINGS



KEY:
Consumers & Non-Consumers

- Food & Shop
- Shop
- Food



My ideal sandwich shop should be a place where I feel comfortable and like I can spend time and stay a little while. When the shop has a nice, cozy atmosphere that I can see someone put time and thought into, then it's a high-quality place where I'll want to come back.

WELCOMING



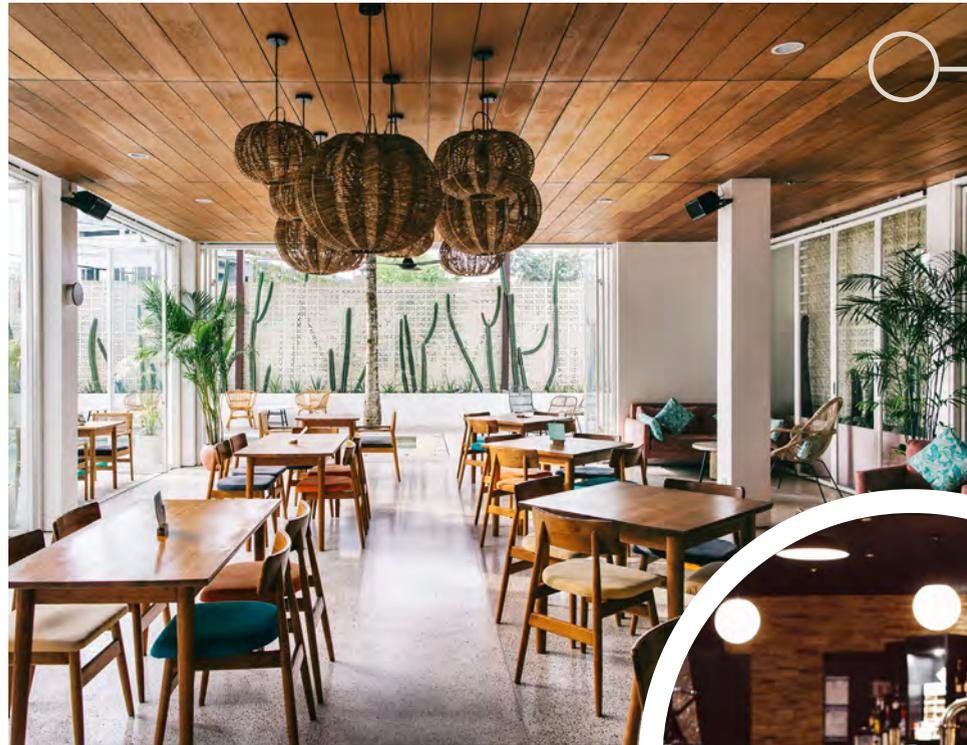
lextant:

THE HUMAN EXPERIENCE FIRM

THE SHOP SHOULD BE WELCOMING, SO IT MUST BE...

BRIGHT

A shop that is full of light invites me to relax and stay for a while.



A bright atmosphere makes the shop more welcoming.



The right amount of light balances dim and bright.

CURRENT EXPERIENCE:

I find Potbelly shops to be dark inside. The shop could be brightened up by using less wood, brighter lights, or brighter colors.

THE SHOP SHOULD BE WELCOMING, SO IT MUST BE...

CLEAN

When a sandwich shop is clean, it tells me that someone cares about how the place looks and takes pride in it.



Clean tables make the shop a place I really want to eat at.

A tidy environment is more inviting, without dusty surfaces or trash on the floor.

CURRENT EXPERIENCE:

When I visited Potbelly, the trash cans were full and there were crumbs and garbage on the tables and floor.

THE SHOP SHOULD BE WELCOMING, SO IT MUST BE...

COMFORTABLE

The shop should have a homey, cozy atmosphere with seating that gives me the impression I'm encouraged to stay.



Soft seating with padding, rather than hard plastic, make me feel more comfortable.



A casual atmosphere, like a friend's living room, is a cozy space where I'd want to spend time.



Couch-like seating that's soft invites me to sit and stay a while.

CURRENT EXPERIENCE:

The seating at Potbelly was wooden and hard, which made me feel like I was being pushed to leave. Adding some cushions would make me feel more comfortable.

THE SHOP SHOULD BE WELCOMING, SO IT MUST HAVE...

HAPPY PEOPLE

When people are genuinely happy to help me, it makes me feel like they care about my experience and welcoming me.



A mom-and-pop shop seems authentic to me because it needs customers in order to succeed and really wants them to have a positive experience.



When the **staff strikes up conversation**, it makes them seem more friendly.



Smiling people tell me that they are friendly and happy to be there.

CURRENT EXPERIENCE:

When I visited Potbelly, the staff was not friendly. They did not greet me, look me in the eyes or smile.

THE SHOP SHOULD BE WELCOMING, SO IT MUST...

INVITE ME TO STAY

I want my ideal sandwich shop to give me the feeling that I can stay and hang out for a bit; I'm not being rushed.



Entertainment options, including wifi, board games or a lending library, tell me I'm welcome to spend time there.



A one-of-a-kind experience, such as a vinyl wall of music that lets me pick my own tunes, draws me in.

THE SHOP SHOULD BE WELCOMING, SO IT MUST HAVE...

PLEASANT SOUNDS

I want the sounds of my ideal sandwich shop to be enjoyable and inviting.



When I hear **conversation and background noise**, it sounds like a place I want to be.



Low-key music that is calm makes the shop feel inviting.

CURRENT EXPERIENCE:

I did not like the live music at Potbelly. It was too loud and distracting. I also felt it was odd that there was no official place for the musician to stand. The live music would not make me want to visit again.

THE SHOP SHOULD BE WELCOMING, SO IT MUST HAVE...

INVITING DECOR

I want my ideal sandwich shop to be a place that draws me in with elements that interest me or look appealing.

Brick material gives a space a welcoming feel.

Decor on the walls makes a shop appealing to me.

Plants should be used in the space so that it's more inviting.

Decor with warm tones in the paint or wood help make a sandwich shop feel more inviting.



When I can **see people eating inside** a sandwich shop, it makes me want to go inside as well.

Having **colorful decor** would make my ideal sandwich shop inviting.

Using **wood materials** would help to make the environment feel like a place I want to spend time.

CURRENT EXPERIENCE:

The Potbelly stores have too much wood. I'd like to see it broken it up a bit by adding a variety of materials, or tables and chairs made of something else.



THE SHOP SHOULD BE WELCOMING, SO IT MUST HAVE...

PERSONAL SPACE

I want to have my own space in my ideal sandwich shop so that I can hold a conversation, have some privacy and not be so close to everyone else.



The shop should have **outdoor space** as an option for seating.



The shop should be **spacious**, with enough room between tables, so that there is some distance between me and the other diners.



A **booth or nook** allows me to have my own area to dine.

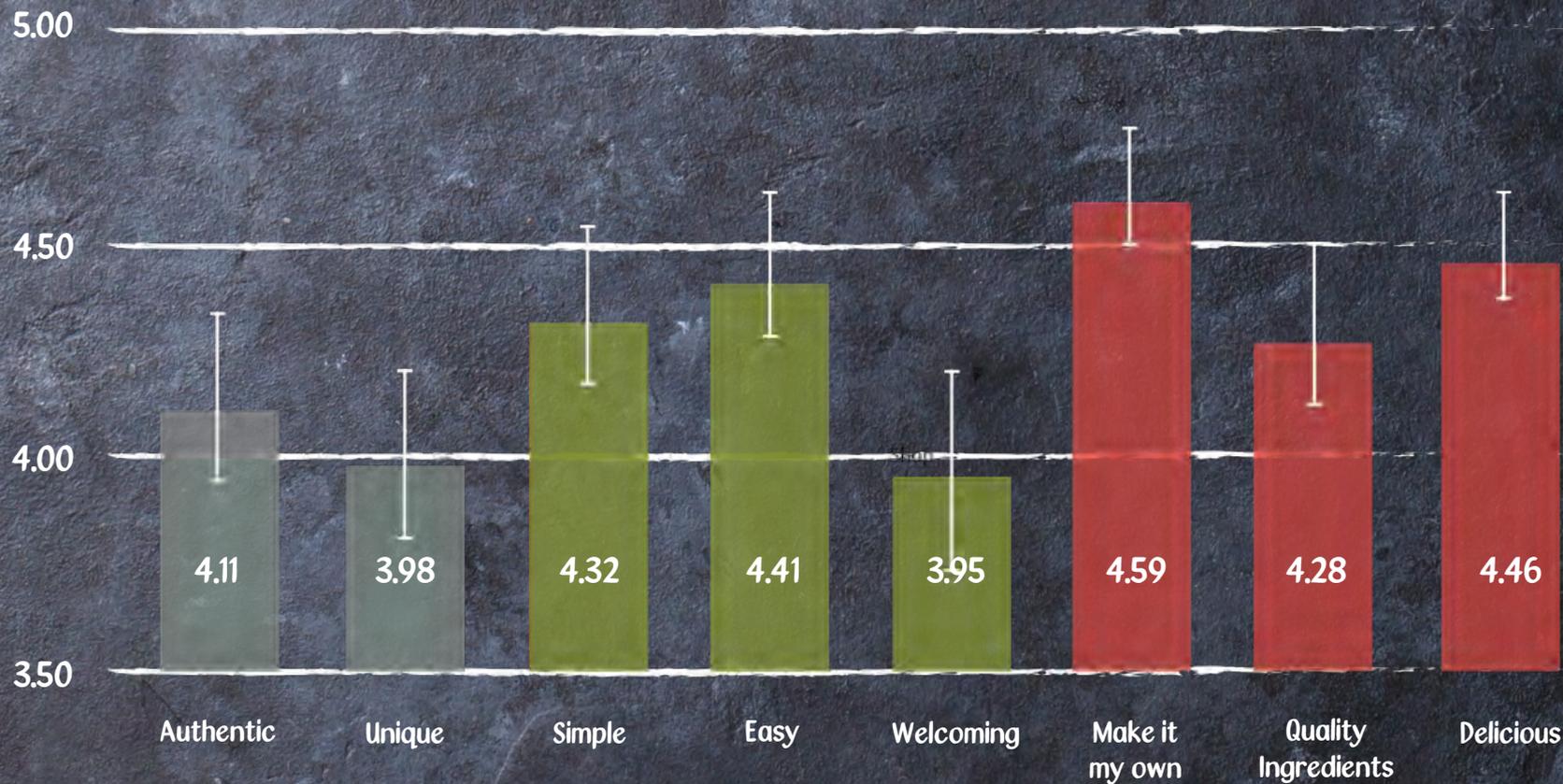
CURRENT EXPERIENCE:

I'd like to have more options for types of tables at Potbelly. I'd like a variety of table sizes to fit different party sizes, multiple table heights, as well as different table styles, including booths, large tables and window seating. I find it frustrating when I see one person using a table that is meant to seat four.

I felt like the tables at Potbelly were too close together and did not offer enough personal space. I also didn't have an open spot in the shop that I could easily stand in if I wasn't ready to get in line just yet.

THE SHOP OF THE FUTURE CONCEPT EVALUATION RATINGS:

Overall Averages



Overall, the Store of the Future concept scored positively on every metric. Although certain areas presented opportunities for improvement, the metric scores indicate the store concept would provide a positive overall experience.

Significant Differences:

- Delicious rated significantly higher than Unique and Welcoming
- Simple rated significantly higher than Unique and Welcoming
- Make it My Own rated significantly higher than Authentic, Unique, and Welcoming
- Easy rated significantly higher than Unique and Welcoming

KEY:
Both Consumers &
Non-Consumers

- Food & Shop
- Shop
- Food

Welcoming

Welcoming: Metrics Measured

Welcoming: Inviting Environment

- The design of the shop feels inviting.
- The materials make the space feel inviting.
- I can tell someone put thought into making the shop's atmosphere comfortable.
- The shop's atmosphere would make me want to return.

Welcoming: Clean & Bright

- The environment looks bright.
- There is a balance of light in the space.

Welcoming: Invites me to Stay

- The design of the shop encourages me to stay for a while.
- The shop looks entertaining.

Welcoming: Inviting Decor

- The decor feels warm.
- The color of the decor is inviting.
- The materials make me want to spend time in the space.
- The window decorations look fun and quirky.

Welcoming: Personal Space

- The shop's seating area feels spacious.
- I can dine on my own in this space.
- I have a variety of seating options.

Welcoming: Comfortable

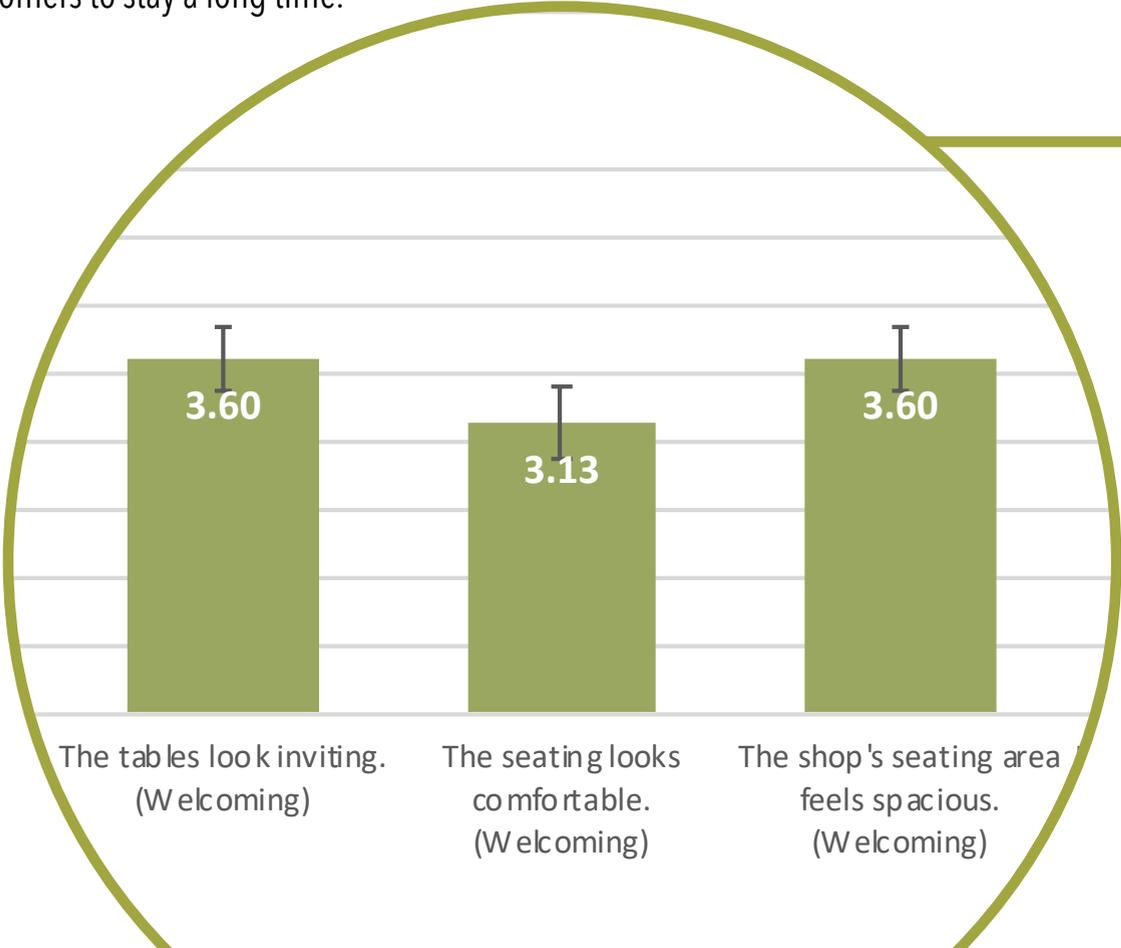
- The design of the shop looks comfortable.
- The tables look inviting.
- The seating looks comfortable.



WELCOMING: Metric Ratings



Overall comfort of the dining area detracted from the shop's atmosphere. The shop experience was rated lower in terms of seating comfort, spaciousness, inviting tables, and the sense that the space was designed for customers to stay a long time.





EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.

First everyone on the team, and all stakeholders, must agree upon what people want. Once this agreement is achieved, they must decide and agree upon what to make. This is the problem your design will work to solve for the user. This is often referred to as a design brief.

You know the experiences that people are seeking. You know what features you need to deliver. If your research was actionable your ideas should flow.

You want to embody your idea in a way that clearly communicates to people the experience your design will deliver.

You need to assess how well your design will deliver the experience people are seeking.

THE SHOP SHOULD BE WELCOMING, SO IT MUST BE...

COMFORTABLE

The shop should have a homey, cozy atmosphere with seating that gives me the impression I'm encouraged to stay.



Soft seating with padding, rather than hard plastic, make me feel more comfortable.



A casual atmosphere, like a friend's living room, is a cozy space where I'd want to spend time.



Couch-like seating that's soft invites me to sit and stay a while.

CURRENT EXPERIENCE:

The seating at Potbelly was wooden and hard, which made me feel like I was being pushed to leave. Adding some cushions would make me feel more comfortable.

THE SHOP SHOULD BE WELCOMING, SO IT MUST HAVE...

PERSONAL SPACE

I want to have my own space in my ideal sandwich shop so that I can hold a conversation, have some privacy and not be so close to everyone else.



The shop should have **outdoor space** as an option for seating.



A **booth or nook** allows me to have my own area to dine.

The shop should be **spacious**, with enough room between tables, so that there is some distance between me and the other diners.



CURRENT EXPERIENCE:

I'd like to have more options for types of tables at Potbelly. I'd like a variety of table sizes to fit different party sizes, multiple table heights, as well as different table styles, including booths, large tables and window seating. I find it frustrating when I see one person using a table that is meant to seat four.

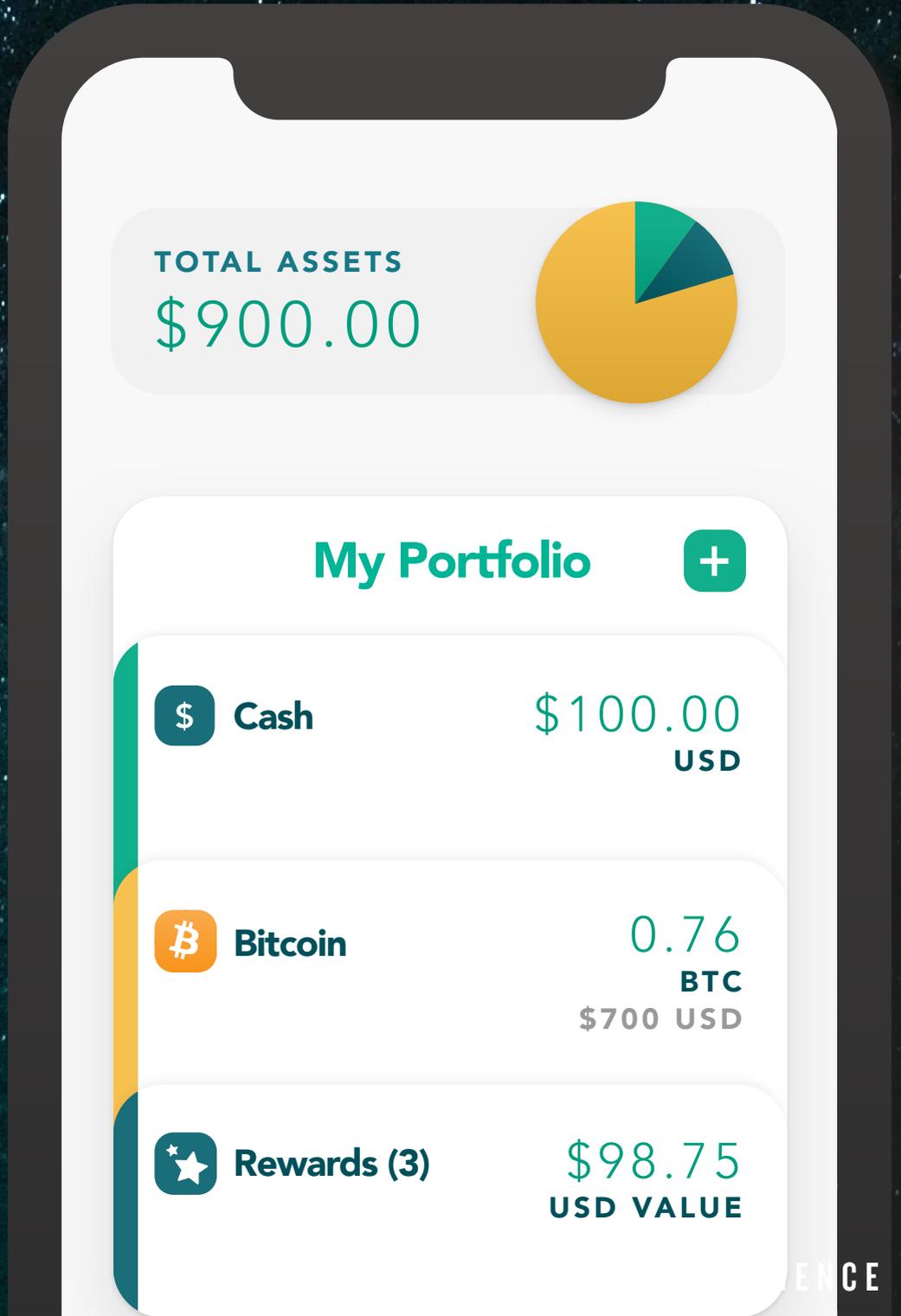
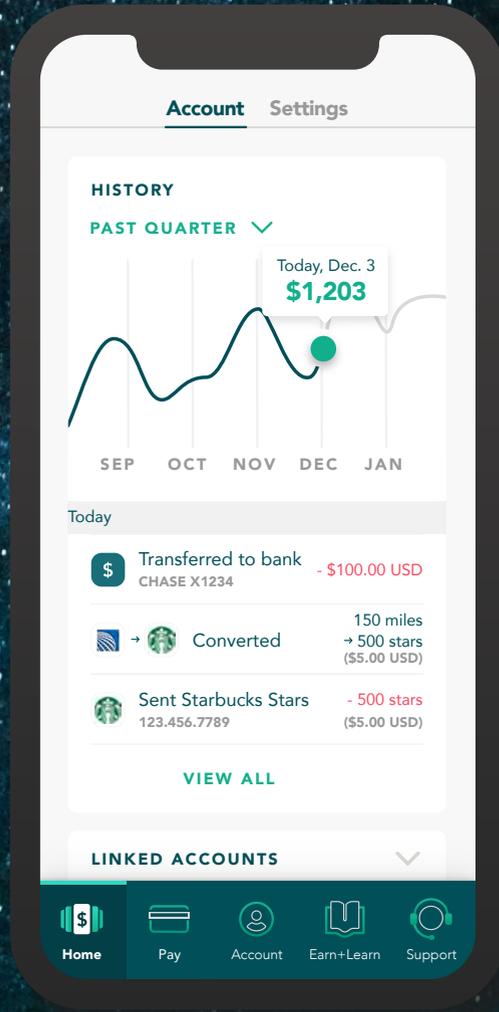
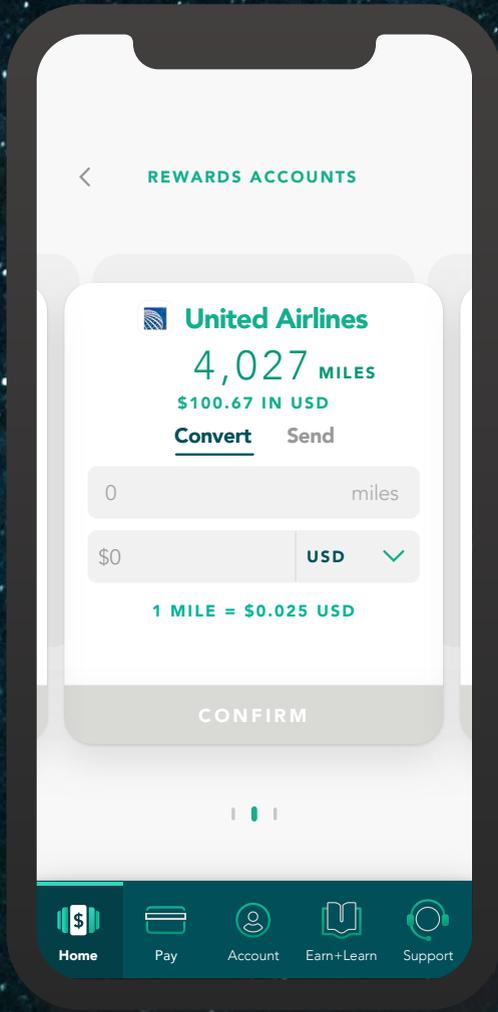
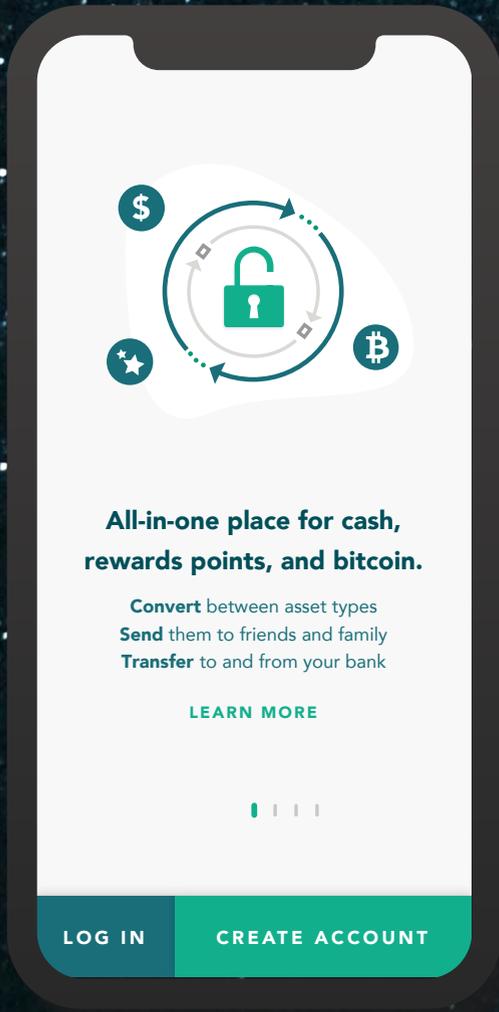
I felt like the tables at Potbelly were too close together and did not offer enough personal space. I also didn't have an open spot in the shop that I could easily stand in if I wasn't ready to get in line just yet.

WORKS FOR ANYTHING











lextant:

THE HUMAN EXPERIENCE FIRM



lextant:

THE HUMAN EXPERIENCE FIRM



- 🇩🇰 IDEEL ERFARING
- 🇫🇮 IHANTEELLINEN KOKEA
 - 🇳🇴 IDEELT ERFARING
- 🇸🇪 IDEALISK ERFARENHET
 - 🇮🇹 IDEAAL BELEVEN
- 🇩🇪 IDEAL ERFAHRUNG
- 🇮🇸 TILVALIÐ REYNSLA

IDEAL EXPERIENCES:

The emotional outcome
people **desire** when interacting
with something.

IDEAL EXPERIENCES:

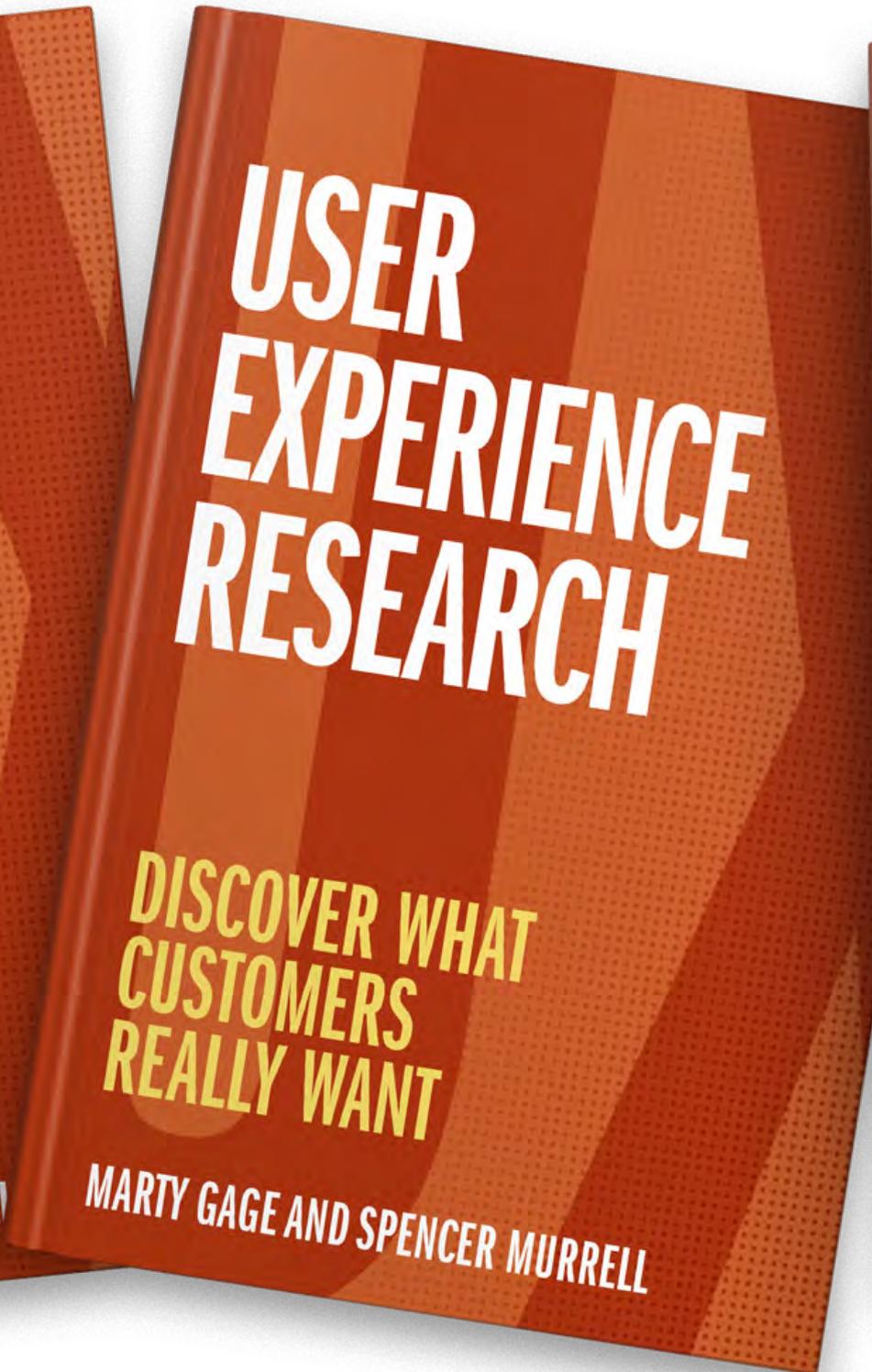
Connect what you make to
how people feel.

IDEAL EXPERIENCES:

Aspirational.

Actionable.

Looks beyond the category of today.



EXAMPLE LEARNING OBJECTIVES

Discover how a financial services app should communicate privacy and security to its users.

Define the desires and pain points of patients receiving a diagnosis for the first time.

Understand how small business owners make decisions about their products and finances.

©2021 Lextant. All Rights Reserved.

MODERATION
Familiarize yourself with the discussion guide and be ready to go offscript. Have an introduction prepared to ease your participant into the subject and review the moderation do's and don'ts from Chapter 4.

EXERCISE MATERIALS
If you will be using a collage exercise as part of your interview, make sure everything is read and accessible to everyone. Have a dial camera accessible and a stimulus packets printed and organized. Try to avoid rumbling around looking for things.

©2021 Lextant. All Rights Reserved.

THE ANATOMY OF EXPERIENCE FRAMEWORK

The Anatomy Of Experience Framework is a tool we use to describe experiences. It is broken down into four interrelated categories: emotions, benefits, features, and sensory cues. These categories represent the information you need to understand in order to design something meaningful.

Emotions and benefits insights can be used to craft messaging while features and sensory cues insights are useful for design.

MESSAGING:

1. EMOTIONS
How do people want to feel?
Example: I feel confident that my phone will not break.

2. BENEFITS
What does your design have to provide in order to make people feel this way?
Example: My phone will not break.

DESIGN:

3. FEATURES
How does your design deliver the benefits?
Example: My phone is shockproof.

4. SENSORY CUES
What sensory cues do people associate with these features?
Example: My phone has rubberized contact surfaces.

©2021 Lextant. All Rights Reserved.

APPENDIX: CHAPTER SUMMARIES

CHAPTER/SECTION

INTRODUCTION

SUMMARY

1 A User-Driven Perspective on Design Thinking

Defining Value: What Principle Really Went

Ideal Experience Research

2 Define Your Research Objectives

Select A Research Approach

Consider The End Deliverable

4 Create A Discussion Guide

Conduct Interviews

©2021 Lextant. All Rights Reserved.

APPENDIX: CREATING A RESEARCH APPROACH

TYPE OF INFORMATION THAT CAN BE ELICITED	DEFINITION	DESIGN APPLICATION
Use Case	How a person engages with a product or service to fulfill a goal.	You have a clear understanding of the situations you are designing for.
Context	The environment or circumstance of use.	You understand the unique moments and the impact of each one is addressed.
Definitive Moments	The interactions that result in a person when using or doing something.	You are aware of the key moments and can ensure that each one is addressed.
Usage Experience	The specific steps a person goes through when using or doing something.	You identify what can be improved.
Process		
Attitudes		
Motivations		

©2021 Lextant. All Rights Reserved.

CHAPTER 1: UNDERSTANDING EXPERIENCES WITH STIMULI

GETTING THE KIT STARTED

Here are some examples of categories for building a multisensory stimuli kit. For example, to build a stimuli kit you might think of things made from...

©2021 Lextant. All Rights Reserved.

EXPERIENTIAL PERSPECTIVE ON DESIGN THINKING



This step is about discovering what people really want. Defining what people value allows you to design something with the potential to deliver a truly meaningful experience.



A USER-DRIVEN PERSPECTIVE ON DESIGN THINKING

Define value, aligning teams on what people want. Direct creativity toward solving problems grounded in desired experiences Prototype in a way that communicates experientially. Measure ideas based upon what people find valuable.



DEFINING VALUE: WHAT PEOPLE REALLY WANT

Utilize a structured process to define value. The rest of this book is built on this approach.



IDEAL EXPERIENCE RESEARCH

Think experientially. Connect the dots between what you make and how it makes people feel.

USING THE PRINCIPLES



ASPIRATIONAL

Aspirations, desires, or what people wish for are the high level outcome of the anatomy framework.



HOLISTIC

The Anatomy of Experience framework describes complete experiences and connects them to things in the world.



ACTIONABLE

Sensory cues are concrete.



VISUAL

Different types of imagery can be used to describe each of the four components of the Anatomy framework.



Relevant



Aspirational



Holistic



Rigorous



Actionable



Visual



lextant:

Certificate of Completion

THIS CERTIFICATE IS AWARDED TO:

Your Name!

For demonstrating the six key principles: relevant, aspirational, holistic, rigorous, actionable and visual. These principles guide their thinking and are exemplified in their work to define value in order to create meaningful experiences.

Lextant Certification

04/14/2021

MARTY GAGE: VP, DESIGN RESEARCH

SPENCER MURRELL: VP, INSIGHT TRANSLATION

USEREXPERIENCERESEARCH.COM

PROFESSORS:

Go to **wiley.com**

Search **user experience research**

Click on **digital evaluation copy**

THANK YOU

THANK YOU
preely.