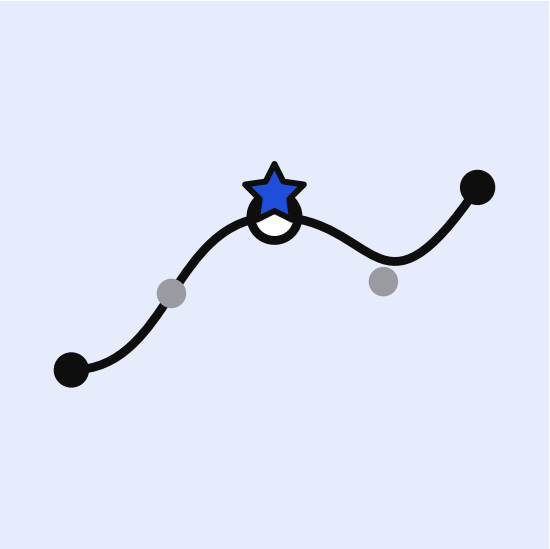
Discipline

# Experience design

Designs the experience a person has with a product, a service or a place: what they do, what they feel and what they remember afterwards.



In Spanish
*Diseño de experiencias*

Origin
Pine and Gilmore (1998); Hassenzahl (2010)

## What it deals with

A product can work well and still leave people indifferent. What people remember and talk about is the experience, not the features.

## Principles

### The why first
What need or emotion lies behind what the person does.

### Then the what
What they can do with the product.

### Finally the how
The buttons, screens and gestures they use to do it.

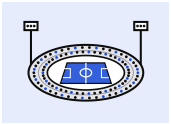
## Applications in design

### ✓ Use it like this
Ask why someone would use your product before deciding what it will do.

### ✗ Avoid
Confusing experience with aesthetics or with adding surprises.

### 👁 Don't fall for it
What the person remembers may differ from what they experienced: design the ending too.

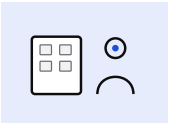
## Especialidades



Specialty

### Fan experience

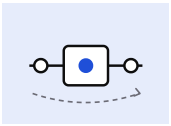
Designs what the audience of a sports event goes through, from getting into the stadium to leaving.



Specialty

### Employee experience design

Applies design to the relationship between people and the organization they work for.

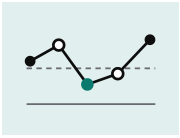


Specialty

### Customer experience design

Designs how a person experiences their relationship with a company, before, during and after buying.

## Methods and tools



Method

### Journey map

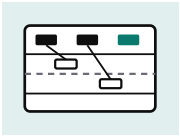
A map of a person's path through a service, with what they do, use and feel at each step.



Method

### Experience prototyping

Living firsthand what it would be like to use something, with a simple setup, before building it.



Artifact

### Service blueprint

A map of the service that shows both what the person experiences and what makes it possible.

## Connections

Builds on

- Services marketing
- Behavioral economics
- Peak-end rule
- Emotional design
- Gastrophysics

Related to

- Game design
- Service design
- Multisensory design
- UX design
- Eating design
- Food design

# Authors and works

| | | |
|---|---|---|
| 1998 | **B. Joseph Pine II and James H. Gilmore** | Argued that experiences are an economic offering of their own, distinct from products and services. |
| 2010 | **Marc Hassenzahl** | Described experience as a story that is remembered and proposed designing from the person's needs. |

## Sources

### Original sources


- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. Harvard Business Review, 76(4), 97–105. View source (https://hbr.org/1998/07/welcome-to-the-experience-economy)
- Hassenzahl, M. (2010). Experience design: Technology for all the right reasons. Morgan & Claypool.
- Buchenau, M., & Fulton Suri, J. (2000). Experience prototyping. In Proceedings of the 3rd Conference on Designing Interactive Systems (DIS '00) (pp. 424–433). ACM. View source (https://doi.org/10.1145/347642.347802)


### Secondary sources


- Kalbach, J. (2016). Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams. O'Reilly.


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