

Discipline

Experience design

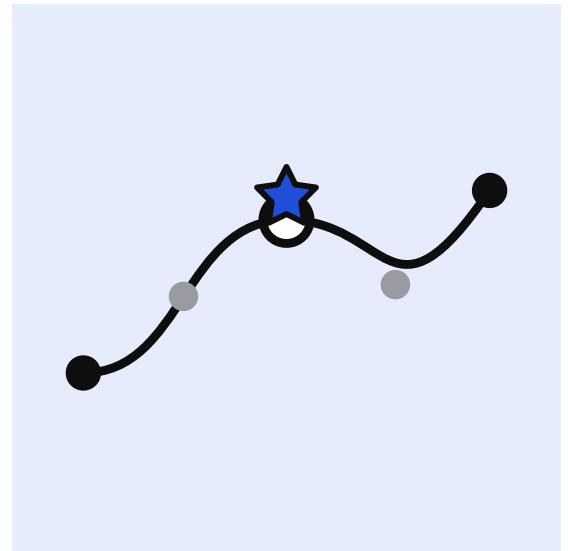
Designs the experience a person has with a product, a service or a place: what they do, what they feel and what they remember afterwards.

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.

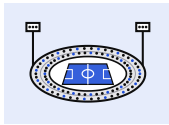
✗ Avoid

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.

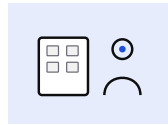
Especialidades



Specialty

Fan experience

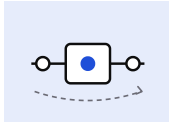
Designs what the audience of a sports event goes through, from getting into the stadium to leaving.



Specialty

Employee experience design

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

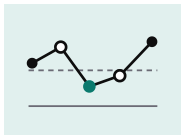


Specialty

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.

Connections

Builds on

■ Services marketing

■ Behavioral economics

■ Peak-end rule

■ Emotional design

Related to

■ Game design

■ Service design

■ Multisensory design

■ UX 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 \(https://hbr.org/1998/07/welcome-to-the-experience-economy\)](https://hbr.org/1998/07/welcome-to-the-experience-economy)
- Hassenzahl, M. (2010). *Experience design: Technology for all the right reasons*. Morgan & Claypool.

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