

EXPERIENCE DESIGN

Experience Design

A world map in a dark blue color is the background. Overlaid on the map are several white line-art icons of lightbulbs. One is in North America, one in South America, and a cluster of five is in Europe. In the bottom right, there is an icon of an open box with several lightbulbs inside it.

Scott Klemmer

In this lesson, you will learn the importance of understanding the who, what, where, when, how and why people work the way they do.

[on board: who, what, where, when, how, and why]

You'll learn how to understand their needs, goals, and values, sequences, and the system in which they occur and how to gain this understanding through different research methods. Based on these you can create a compelling, responsive designed experience.

Slides by Liz Gerber

All designed experiences involve

- 1. people*
- 2. activities*
- 3. context*

Consider the following case study in which we were redesigning the gas refueling experience - an experience that many of us have experienced but few enjoy.

1. People







2. Activities



QZ 1	ABC 2	DEF 3		
GHI 4	JKL 5	MNO 6		PAY INSIDE
PRS 7	TUV 8	WXY 9		
CLEAR			HELP	CANCEL

Handwritten note on a yellow sticky paper:
Screen
are correct
press clear.
For debit pay inside

Pre



3. Context







From this example, you can see what you can learn by watching people do their every day work, the order in which they do things, and the other systems in which they act.

Refueling gas was not as simple as we had previously imagined.