The Experience of Experience Design

Mark Rickmeier / 2024 GOTO Copenhagen



Paris, A Rainy Day



Hector shocks Paris

First get to know our users / audience

Historical shifts in how we perceive the world

The Enlightenment

The Romantic Era

Historical shifts in how we perceive the world

The Enlightenment

- Prize reason to understand, control and predict elements in nature
- Intellectual view of the world
- Structure, Patterns
- Science, not myth

The Romantic Era

Historical shifts in how we perceive the world

The Enlightenment

- Prize reason to understand, control and predict elements in nature
- Intellectual view of the world
- Structure, Patterns
- Science, not myth

The Romantic Era

- Prize emotion, imagination, and individual experience
- Structure was not as important as story or substance
- Lived experience of the individual

Historical shifts in how we perceive the world

The Enlightenment

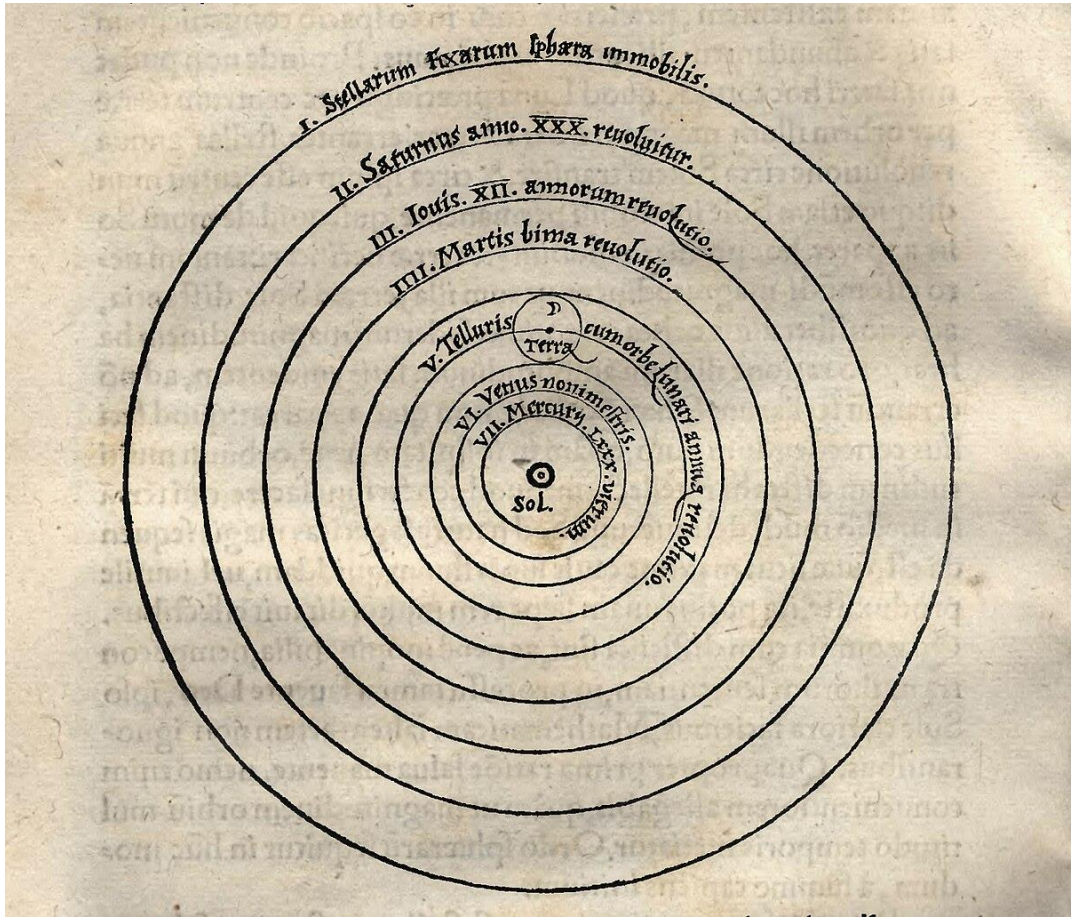


The Romantic Era

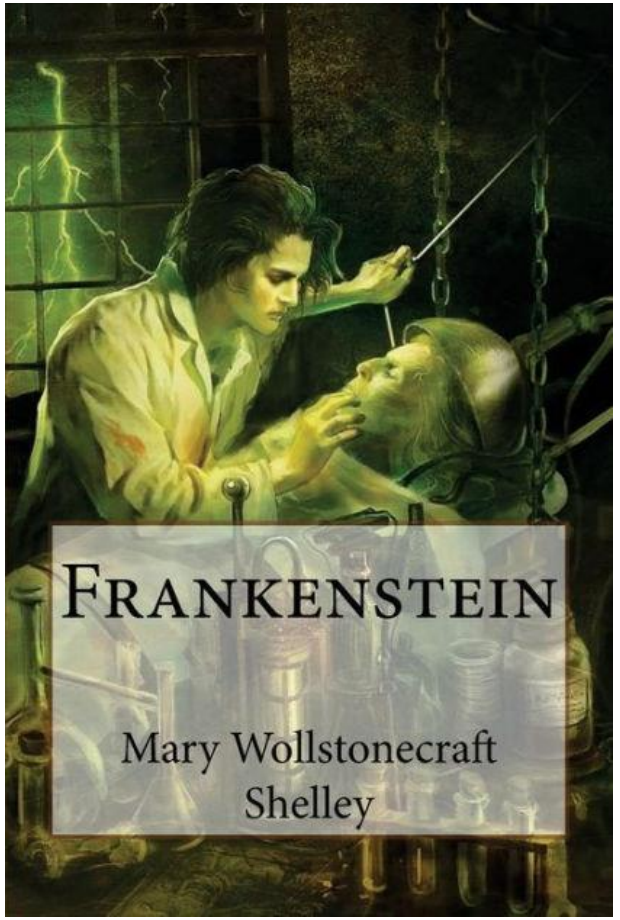


Historical shifts in how we perceive the world

The Enlightenment



The Romantic Era



Historical shifts in how we perceive the world

The Enlightenment



The Romantic Era



Historical shifts in how we perceive the world

The Enlightenment



The Romantic Era





Enter Berlioz

Went to Paris to study medicine

Parents didn't want him to study music

Couldn't play the piano

BUT – he had all the hallmarks of the romantics: Imagination and love of storytelling.

Hector had other ideas for his first symphony...

Symphony <> Experience

- Subvert expectations
- Detailed plot and story guide
- Used multiple senses (sights, sounds)
- Played on emotions of his audience



Hulton Archive / Getty images



First Movement

The Idée fixe (French for “fixed idea”)

Poster for La Symphonie fantastique (1942)



Second Movement

Lovesick stalker

Franz Joseph Grand Ball by Wilhelm Gause



Fourth Movement

March to the scaffold

Pierre-Antoine Demachy - A capital execution, Place de la Révolution

Obsession, drugs, murder, decapitation… now what??



Fifth Movement

Dance of the Witches Sabbath, Part I

Witches Sabbath by David Haire

Judgement Day



Stefan Lochner - Last Judgement

Fifth Movement

Dance of the Witches Sabbath, Part II



Getty / iStock


Allegro assai
TUTTI
Di - es
TUTTI
Vox



Hector didn’t just create a symphony…

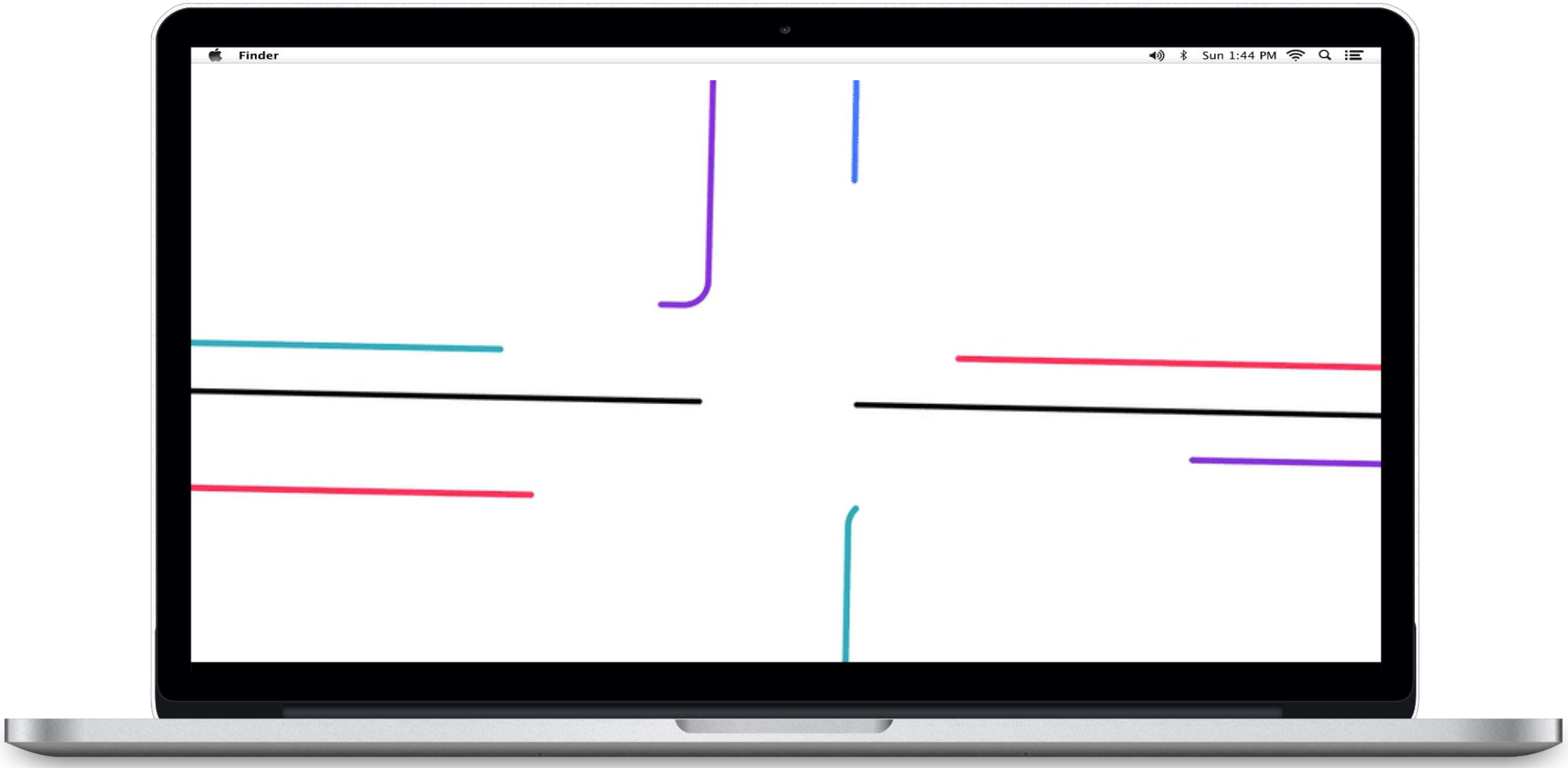
And people LOST their mind.

Experiences are **intentional** and have a **deeper impact** as a result

I love creating unique experiences

Forbes FAST COMPANY




Finder
Sun 1:44 PM

Kermit Collective







walkshop









Unique experiences for holidays

Unique experiences for holidays





Architects

Visual artists

Immersive space designers

Community & event managers



THE COLLEGE OF EXTRAORDINARY EXPERIENCES

Escape room designers

Software engineers

Performance artists

Storytellers, poets, authors

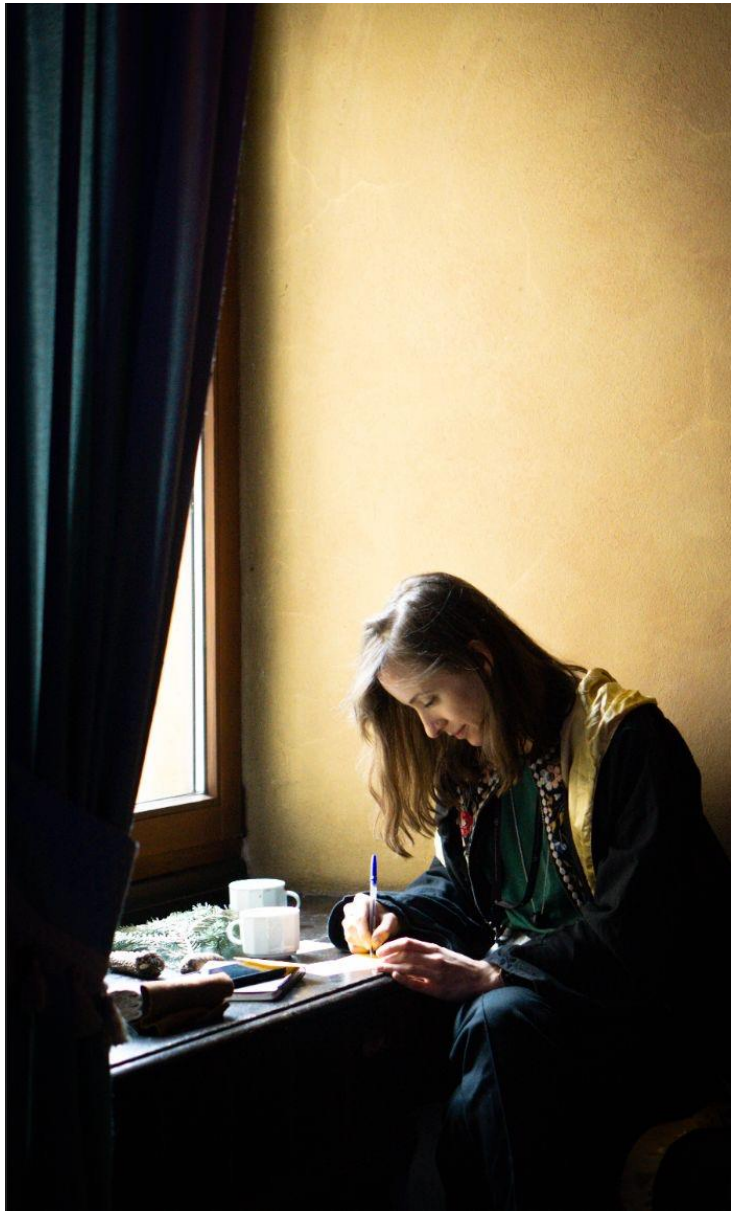

Where do you host an experience design conference?





What do you wear to an experience design conference?


* this is NOT a cult




CO - CREATION







What does orientation and check in feel like at an experience design conference?





Top 5 take aways from the College of Experience Design



#1 Plan each interaction

How to get natural competitors to build things together?



Kermit
Collective

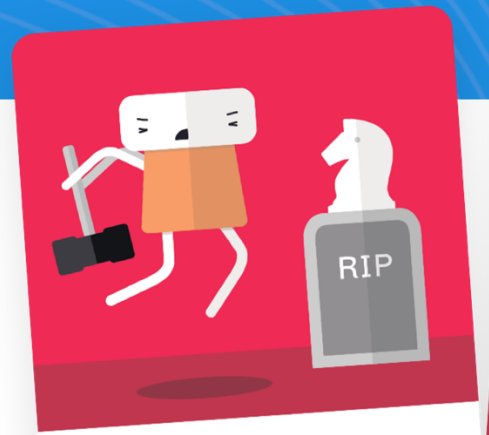
How to guide interactions when the client is IMPOSSIBLE ?



YOU ARE THE

Solo referee

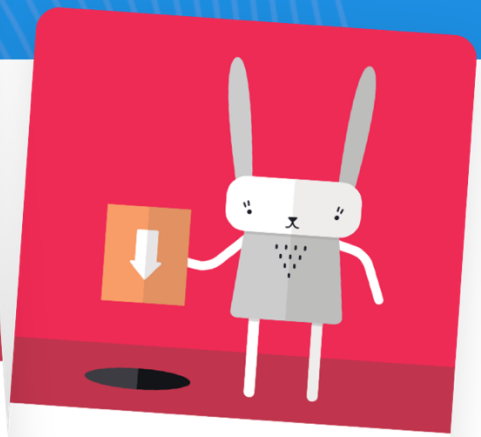
Look out for how individual behavior can affect the group dynamic. Get them back on track with timely feedback and suggestions for improvement.



KNOW WHEN TO STOP

Beating a dead horse

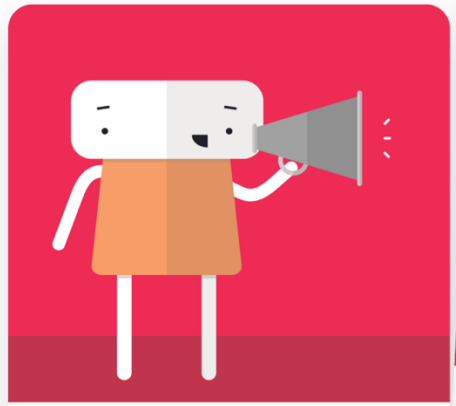
Before repeating for emphasis, say it just once and let others jump in so they can build on the idea and expand it. Let folks know you want their input!



HELP PEOPLE WHO GO

Down a rabbit hole

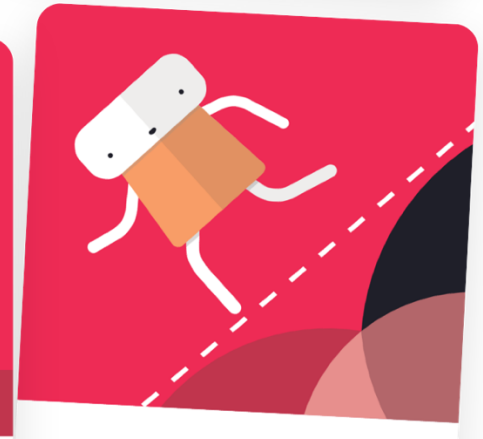
Know your audience and read the room. If the level of detail isn't resonating, check in and see if everyone is following along before going deeper.



HELP THEM FIND THEIR VOICE

Speak up

Remind everyone how valuable their input is and that you want to understand their thoughts. Make sure the microphones and webcams are set up.



WATCH OUT FOR THOSE WHO ARE

Off on a tangent

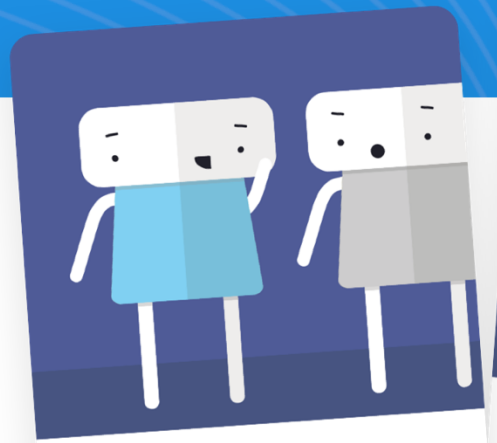
Make sure the meeting agenda, topic, and objectives are set early and made visible during the meeting. Gently guide people back when they wander off topic.



YOU ARE THE

Team referee

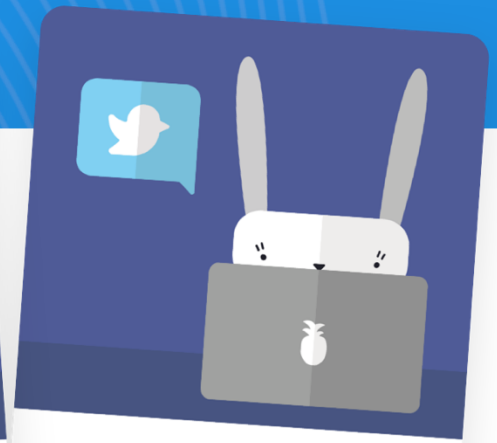
Look out for how groups might derail the team. Help them get back on track with timely feedback and suggestions for improvement.



ONE CONVERSATION AT A TIME

Too much side chatter

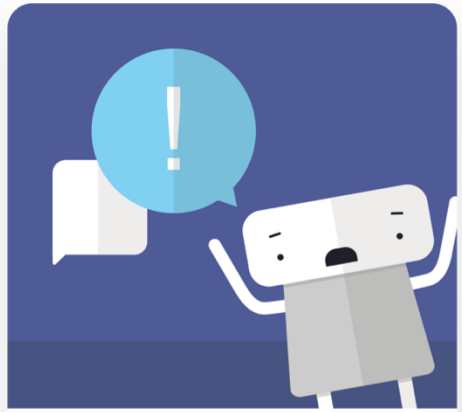
Reinforce that you want everyone to hear the input on a topic. Ideas shared on the side can't benefit the entire group. So only one thread at a time!



STOP THE DISTRACTIONS

Be present

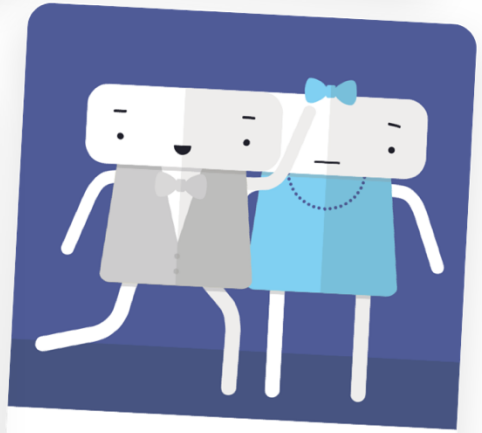
People bring their best ideas and creative output when they actively listen to others and aren't distracted. So put your phones on silent and your laptops down.



WATCH OUT FOR THOSE

Interrupting

Point out when someone gets cut off. Even if accidental, it can make the speaker feel less important and unheard, curtailing their input and creativity.



KEEP AN EAR OPEN FOR

Hepeating

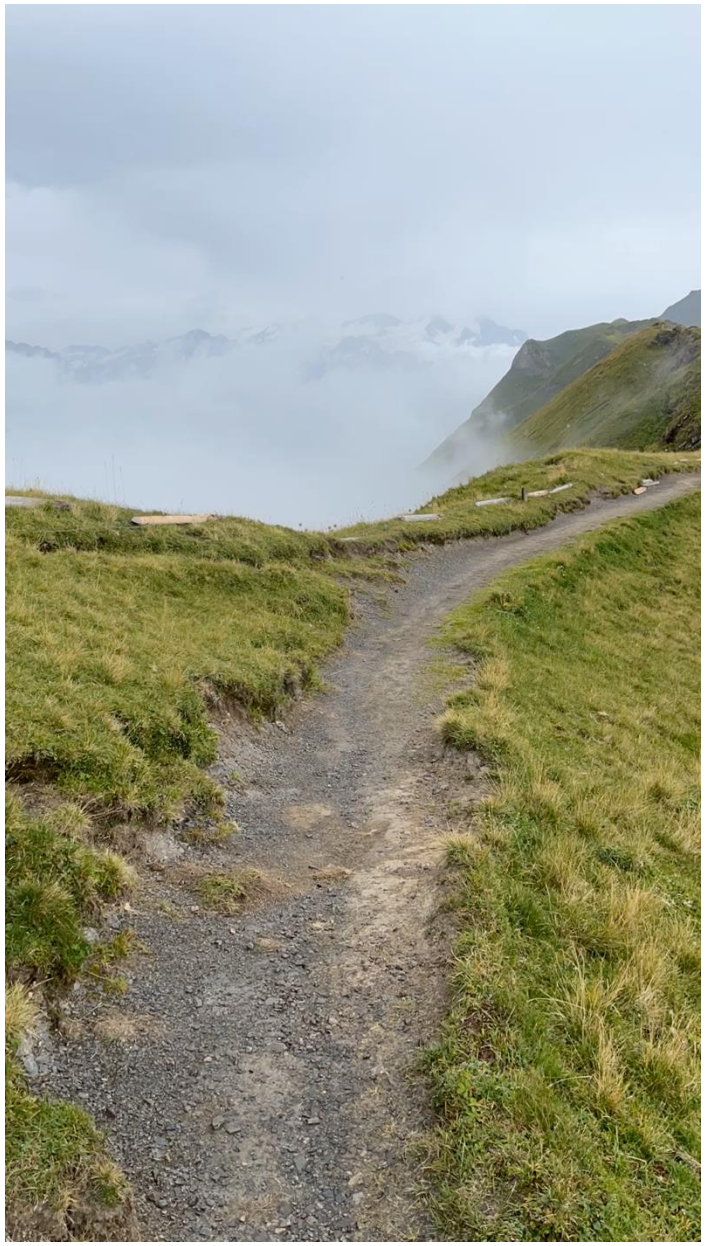
Be vigilant about attributing comments to those who made them first. This often unconscious bias can diminish the contributions of a person or group.


YOU ARE THE
Parking lot attendant
Capture important thoughts that are off topic or not on the agenda. Later you will review, assign, and schedule a time to discuss offline before ending the meeting.
YOU ARE THE
Devil's advocate
Start by listening to the speaker's ideas. When being the devil's advocate, it helps to find some parts that you agree with (even if only their objective).
YOU ARE THE
Angel's advocate
Encourage creative output by actively listening to what is said and build upon ideas to create something utterly original. Start with "Yes, And..."
YOU ARE THE
Meeting host
Before sharing your idea and solution, first acknowledge that a task or decision could be difficult and ask others for inputs and suggestions.
USE IT WISELY ...
Your opinion
When someone raises a topic, give others the right of first response. Allow other ideas to surface before playing an opinion card. You only get 3!
Inclusion Meeting Cards
Meetings done right



#2 Use your physical location and movement to your advantage


#2 Use physical location to guide thought process
walkshop

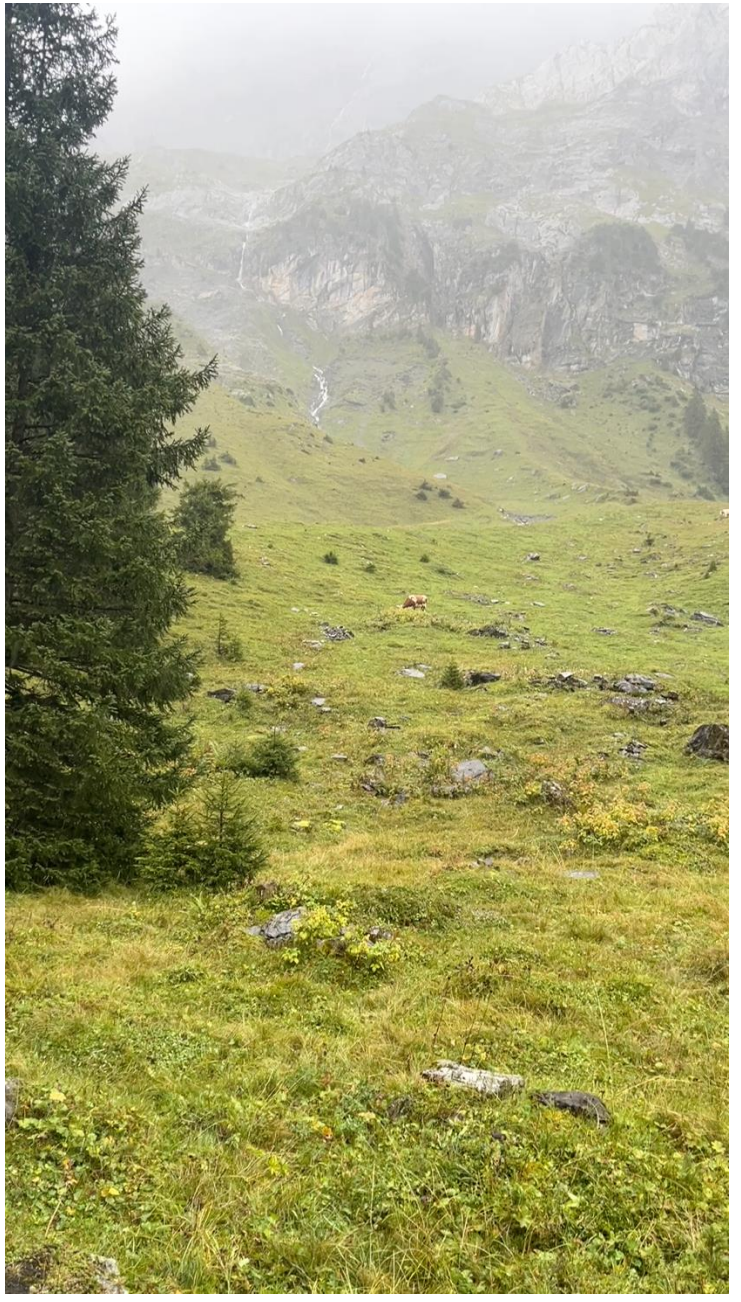


#2 Use physical location to guide thought process

walkshop

Group Top Strengths











#2 Use physical location to guide creativity

Kermit Collective

This | That

#2 Use movement to drive clarity




#3 Shortest distance
between two people
is a story
THE COLLEGE OF
EXTRAORDINARY
EXPERIENCES

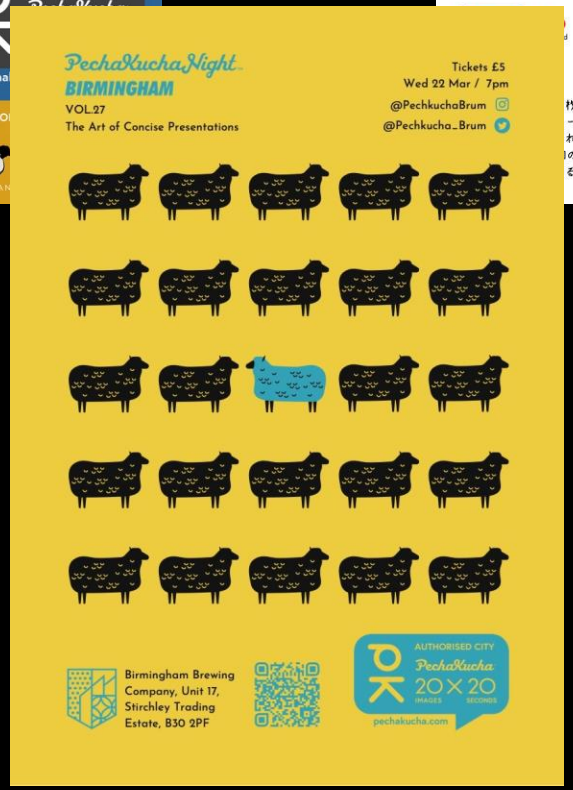
Onboarding

#3 Shortest distance between two people is a story


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る400秒。気軽にご参加ください。
Open: 1
Ticket: ¥


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Tuesday 18 February
6.30 – 9.30pm
SOUTH EAST CREATIVES
European Union
European Regional Development Fund
SECCADS

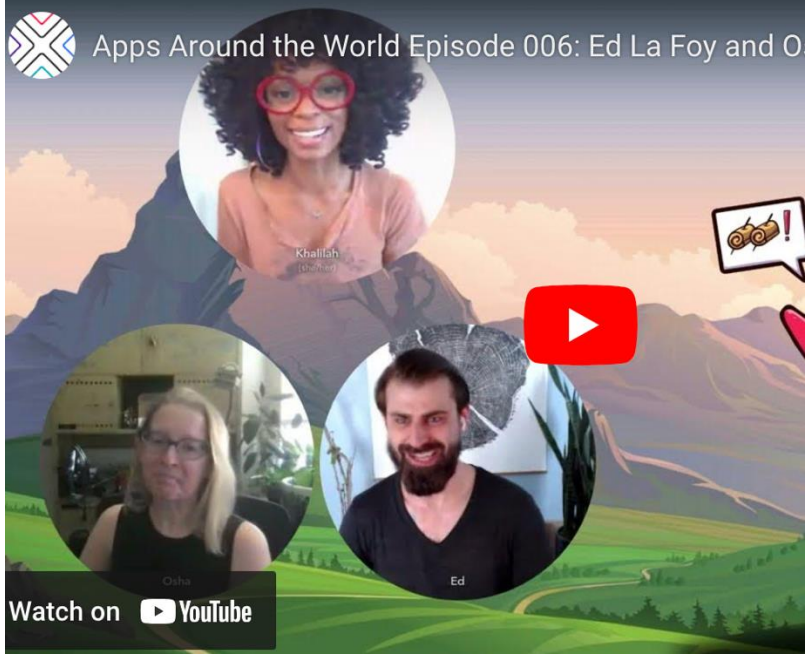

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Architect
GEORGANNE BELL
Sugar Artist
FAZILAT SOUKHAKIAN
Photographer
RILEY RIDD
Welder/Furniture maker
LUCINDA KINDRED
Community Builder
ELIZABETH JAHP
Wasatch Adaptive Sports
LAURA HURTADO
Executive Director UMOCA
WOMEN OF DESIGN BUILD BLUFF
A. Conner, Aimee Eyed, Sierra Moore,
Rachel Sittler, Diane Kayembe, Taylor Carpenter
EMILY EZOLA
USU Music Education
KATHERINE SKOLLINGSBERG
Transportation Planner
MARCH 13TH 2020
THE STATE ROOM 638 S. STATE ST.
REAVELEY
Engineers
sausage
WIA
WOMEN IN ARCHITECTURE

Tell me about your name…

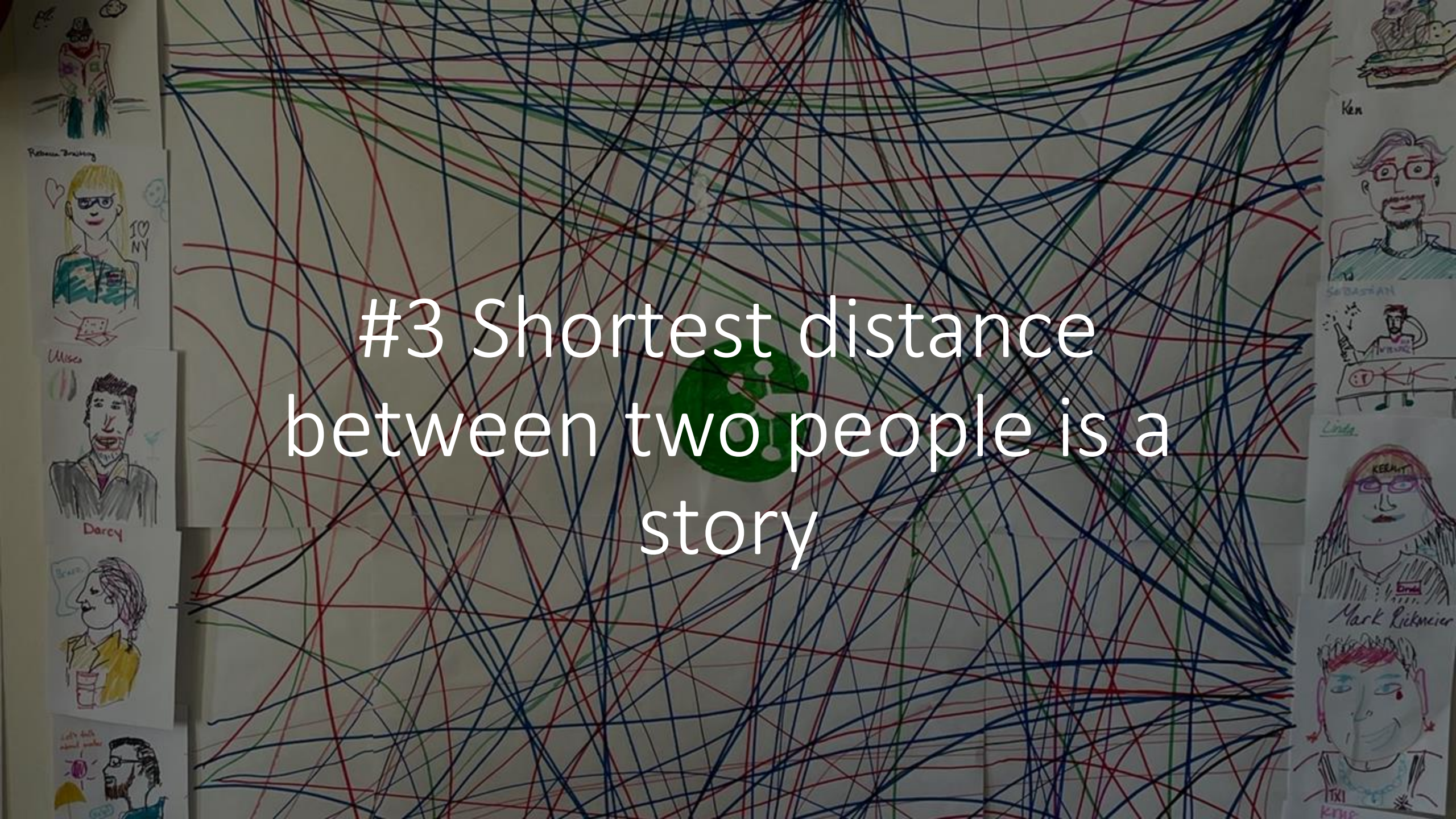


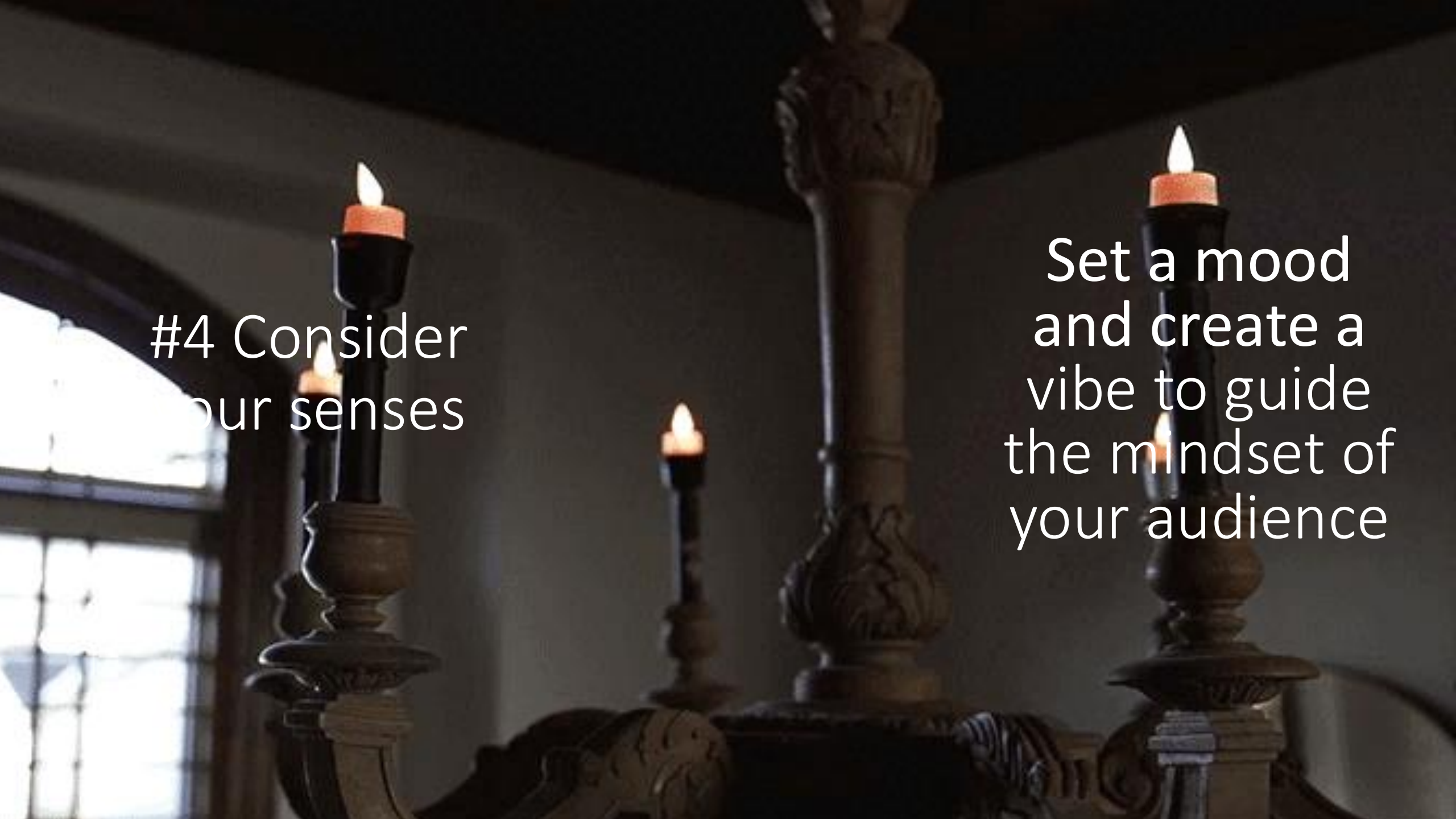

Apps Around the World Episode 003: Jason Hanggi and J...
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#3 Shortest distance between two people is a story



#4 Consider your senses

Set a mood and create a vibe to guide the mindset of your audience



#4 Consider your senses to set a mood and a mindset for the experience






BATH HOUSE
6







walkshop

#4 Consider your senses to set a mood and a mindset for the experience









#5 Create unexpected moments



#5 Create unexpected moments

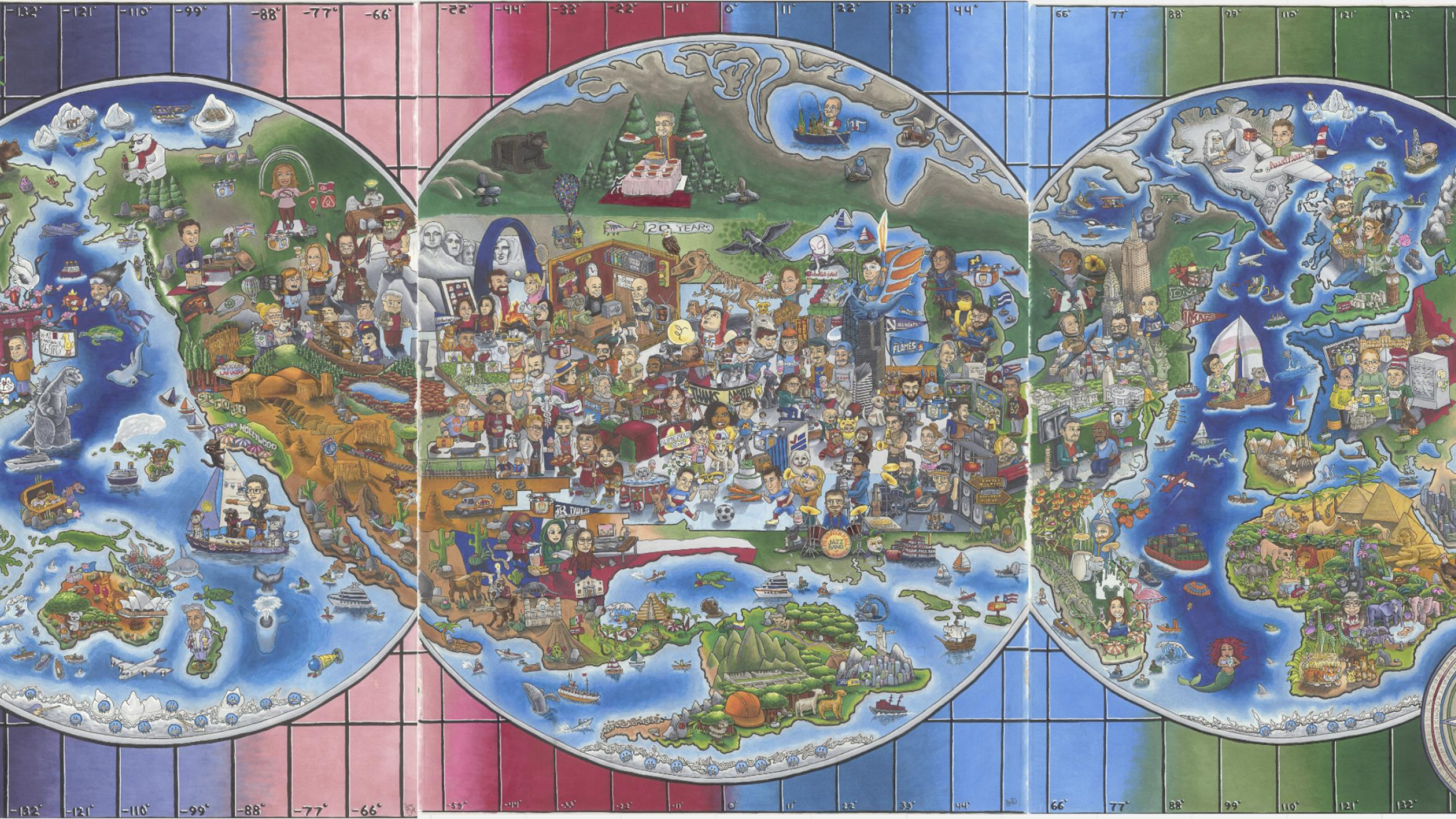
Create Trust


ONE NORTH
Quick Left
Sahaj
Kermit
Collective



#5 Create unexpected moments

Celebrate milestones


-132°
-121°
-110°
-99°
-88°
-77°
-66°
-22°
-11°
0°
11°
22°
33°
44°
66°
77°
88°
99°
110°
121°
132°
20 YEARS
FLAMES
JAZZ BAND
Hollywood
Austrian


THE BATHROOM IS OPEN
REACT
scarlet petal
LAKE BLUFF
WILDCATS
FLAMES
THANKS
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FT. GAYLE
SLIME MOLDS
20×20
ESCAPE ROOM
POETRY




OREGON STATE
WELCOME
TO Fabulous
LAS VEGAS
NEVADA
I ♥ NY
sprout
HOLLYWOOD
TXI
TXI
TXI
TXI
DM
ROUTE



#5 Create unexpected moments

Recognition and Reward


STAY FRESH
CHEESE BAGS







Why design experiences?

Why design experiences?

- Build trust
- Build connection
- Create meaning
- Create moments people will remember

5 take aways from today’s talk

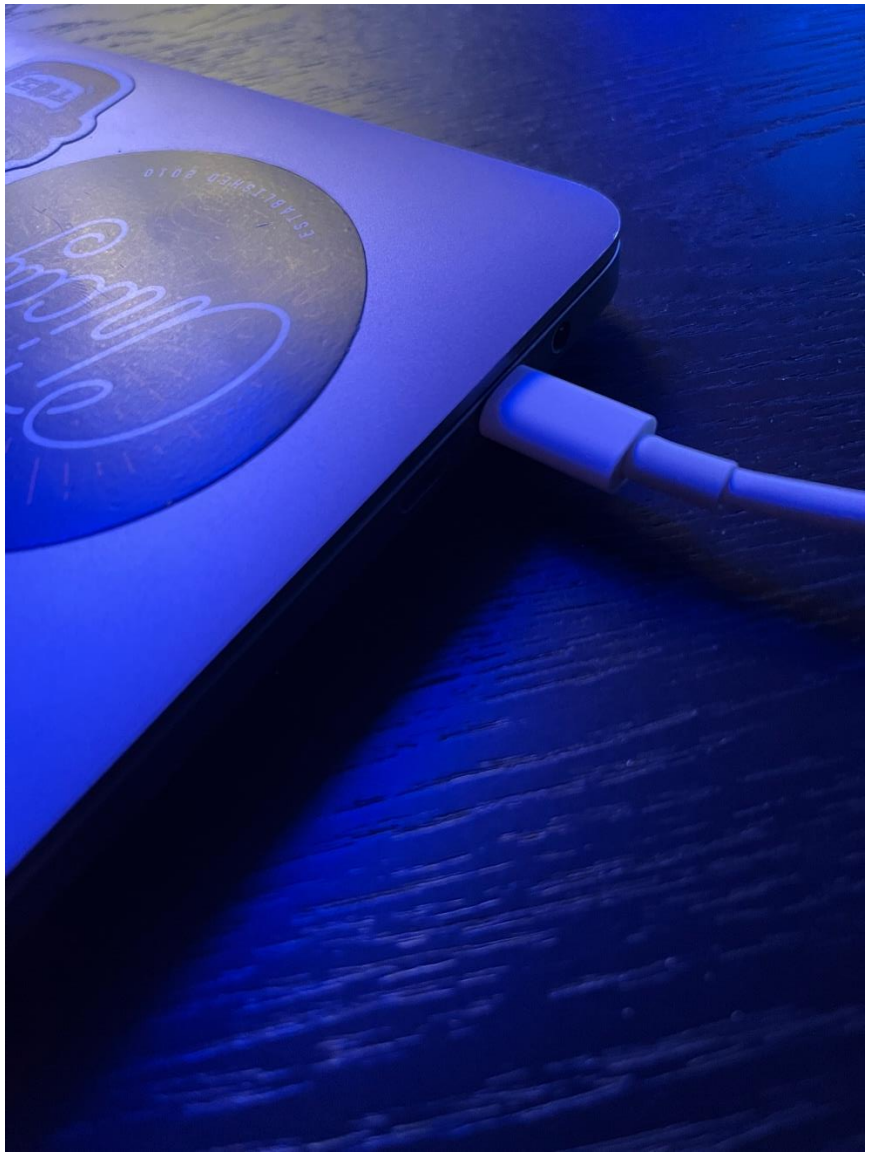
How to design intentional experiences?

- Plan each interaction with intension
- Use physical location and movement
- Storytelling to build connection
- Enhance your senses
- Create unexpected moments



- #1 Plan each interaction with intension
- #2 Use physical location and movement
- #3 Storytelling to build connection
- #4 Enhance your senses
- #5 Create unexpected moments

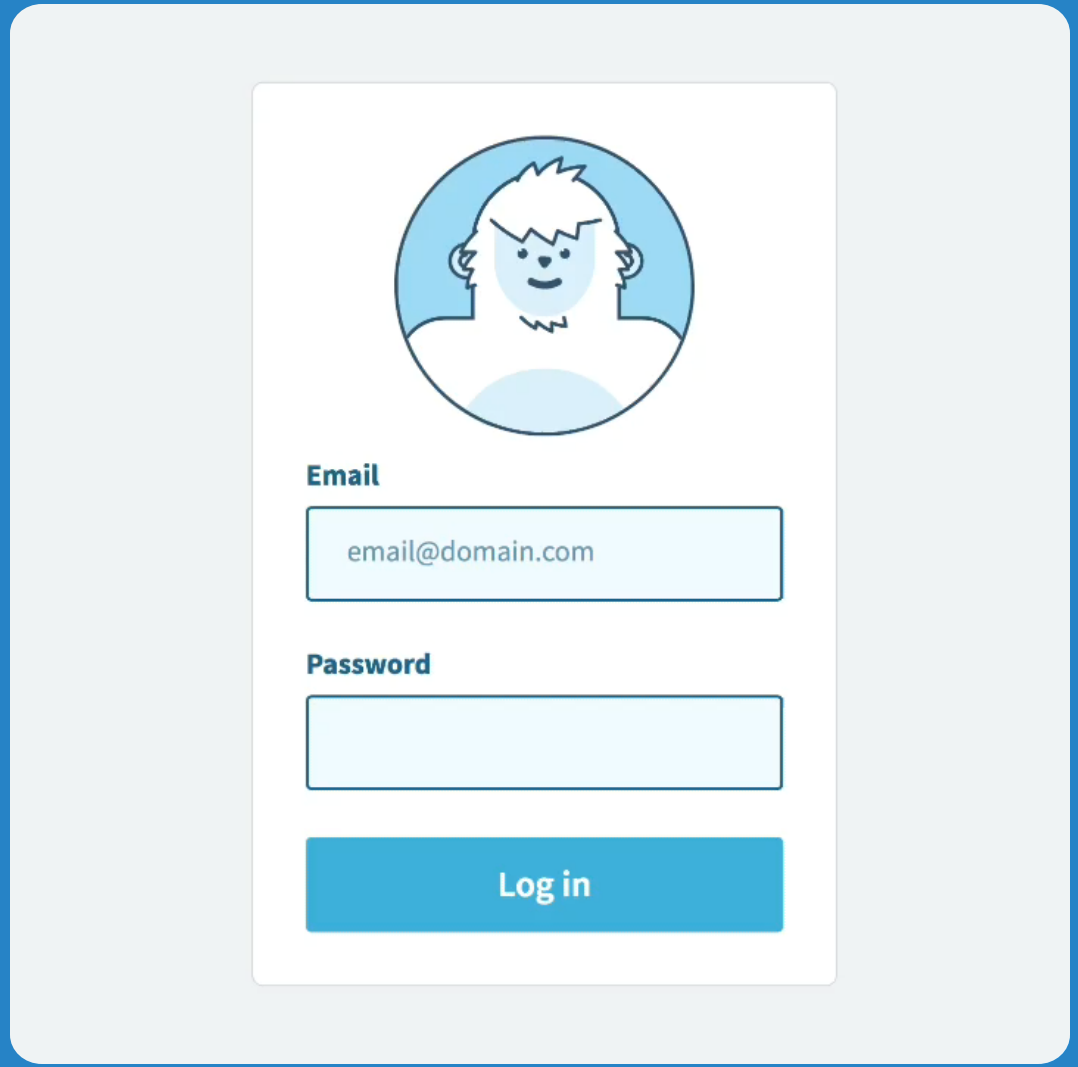
- #1 Plan each interaction with intension
- #2 Use physical location and movement
- #3 Storytelling to build connection
- #4 Enhance your senses
- #5 Create unexpected moments



#1 Plan each interaction

Intentionally plan each moment to encourage feeling

(not just accomplish a task)



Yeti Login // Darin S

#2 Use movement, #4 Engage the senses





Be Extraordinary



Be Intentional

Kermit Collective

RAVINIA®

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