



Aalto University
School of Arts, Design
and Architecture

Getting Started with Experience Design

Declarations of Design, Helsinki Design Week 2016

A!

Aalto University
School of Arts, Design
and Architecture

enCore

Virpi Roto
Research
Fellow



Yichen Lu
Doctoral
Candidate



**Design
for
Experiences**



Haiyan Xue
Doctoral
Candidate

Schedule

14.30-15.00 Introduction to Experience Design

15.00-15.30 Exercise:

Experience Design for Helsinki Design Week 2017

15.30-16.00 Presentations and Wrap-up



An Experience Design Example

What is “Experience”?

A subjective, dynamic, situated and holistic concept

- **Momentary Experience:** moment-by-moment using sth in a certain way
- **An Experience:** Memories of experiences we have
- **Co-experience:** people constructing and at the same time experiencing a situation together



**Momentary
Experience**



An experience



Co-experience

Time spans of Experience

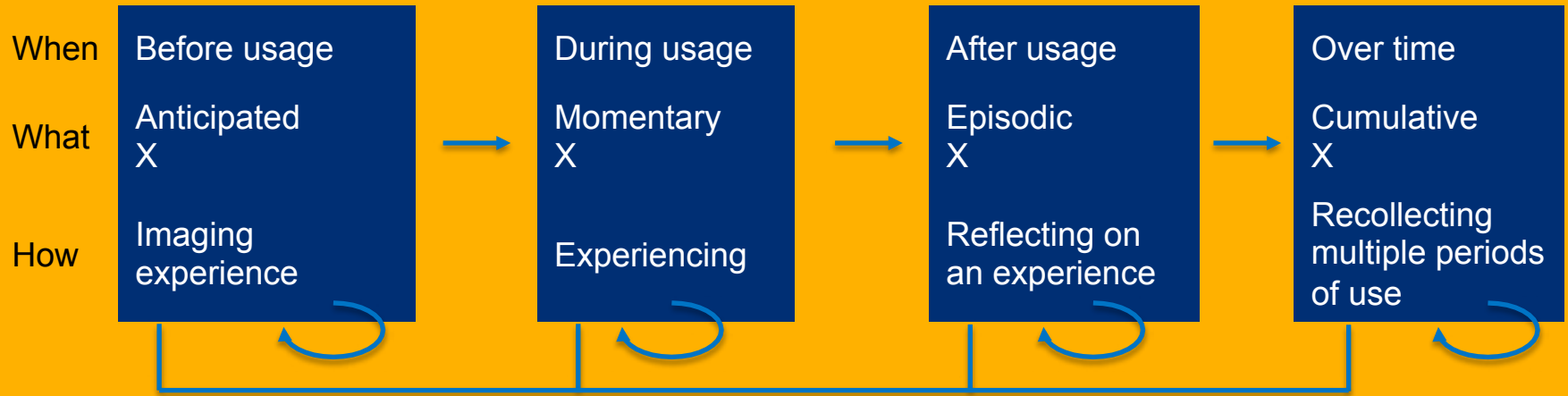


Fig1. **Time spans of experience**, the terms to describe the kind of user experience related to the spans, and the internal process taking place in the different time spans. (Roto et al. 2011)

Start with “Why”

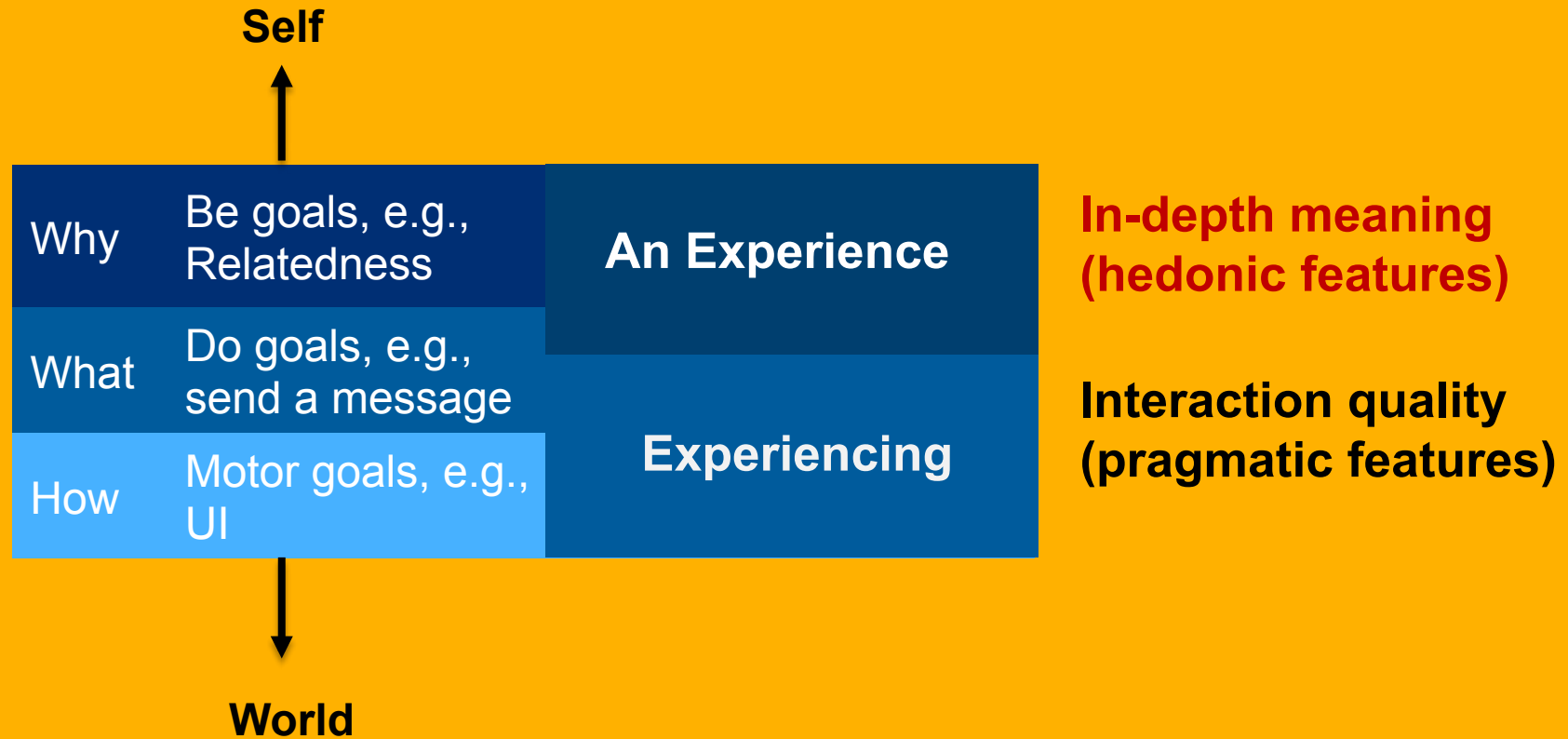


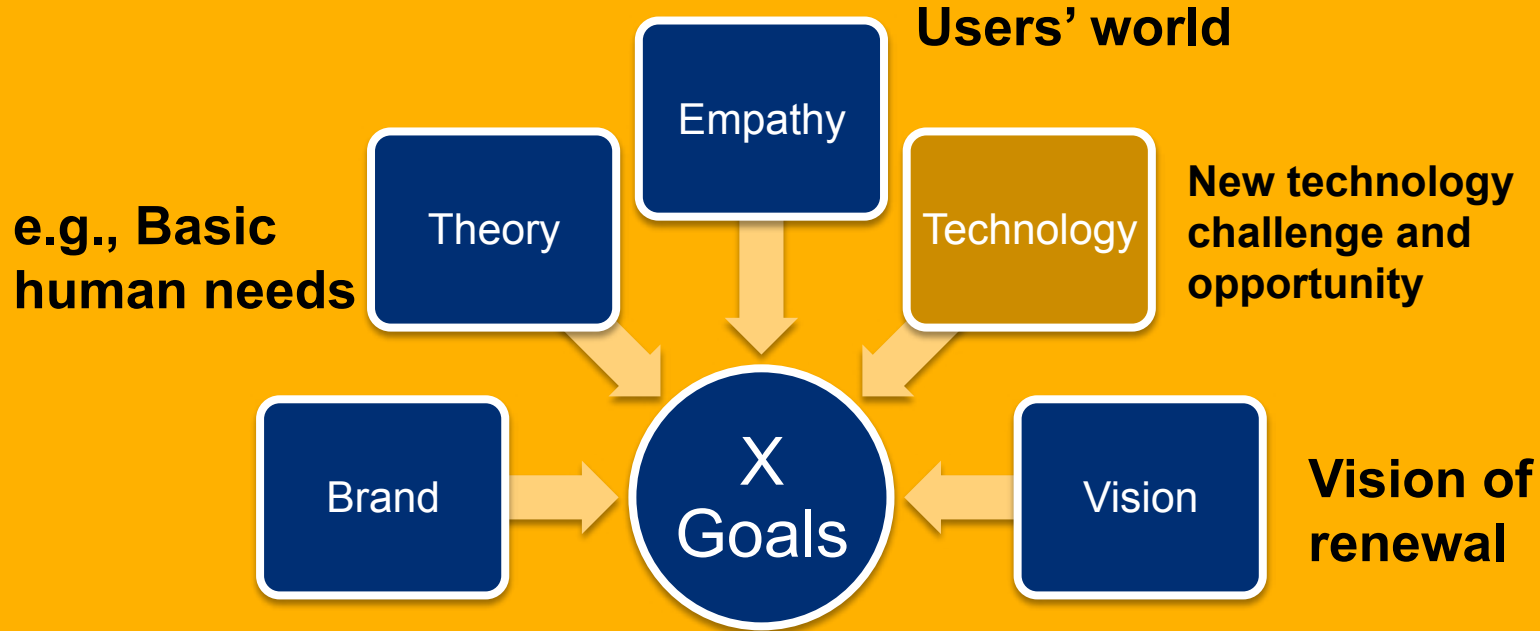
Fig1. A three level hierarchy of goals (Hassenzahl 2010)

Experience goal

An experience goal describes the intended momentary emotion or the meaningful relationship/bond that a person has towards the designed product or service.



Different Approaches of X Goal Definition



BX-CX-UX

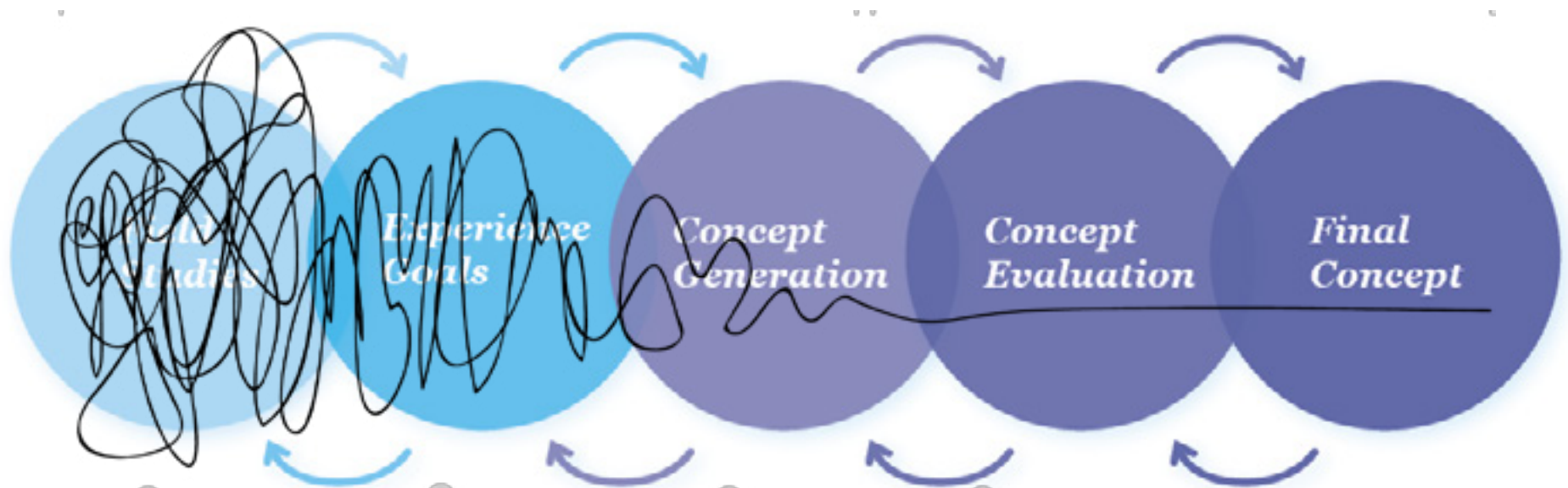
(Kaasinen et al.2015)

Experience goal-driven approach

Lu & Roto 2014

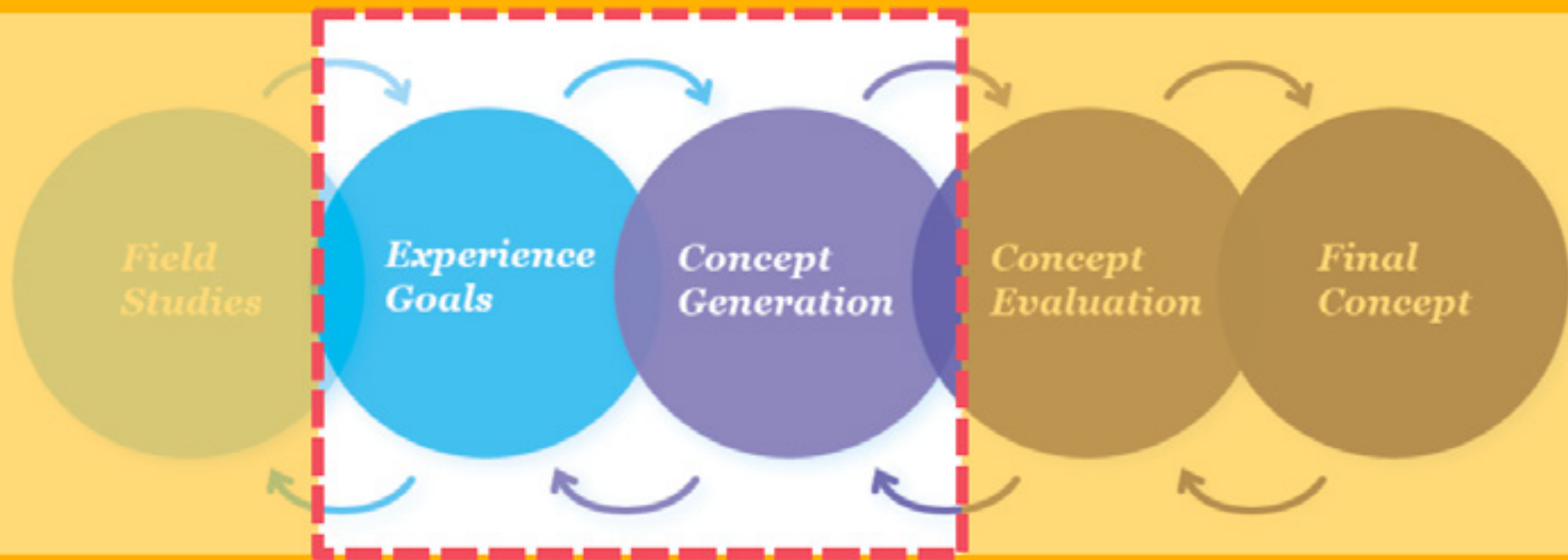
Experience goals address in-depth meaning and drive the design process.

Two steps: setting X goals + goal realization



Experience goal-driven process

Lu & Roto 2014



Exercise: Experience design for HDW'17

Part 1: Individual work

- **Each table forms one group**
- **Think by yourself: why do you attend HDW 2017?**
 - Write down on a post-it note
 - Ask yourself 'Why' – why do you think that is important for you? Repeat.
- **Take the list of experience goal examples.**
- **Which experiences match your thinking above? (3min)**

Exercise: Experience design for HDW'17

Part 2: Group work

Group work: set experience goals (Xgoals), Ideate concepts

- **Pick a person to design for**
 - The person will tell about her/his 'dreams' about HDW'17
- **Template: Fill in Persona's name, Why to attend, Context (3min)**
- **Tell a dream-come true story along the time spans (5min)**
 - Integrate relevant experiences
- **Choose Xgoals (5min)**
 - Ok to have different Xgoals for different phases
- **Ideate concepts – tools, services, spaces, events, ... (8min)**
 - For one or several phases of the story
 - Ok to split the group into 2 groups

Exercise: Experience design for HDW'17

Part 3: Presentation

Present group work result:

- **Pick one concept to be presented**

Include in presentation:

- **Experience goal(s) behind the idea**
- **Why those Xgoals**
- **The concept**



Aalto University
School of Arts, Design
and Architecture

Questions?

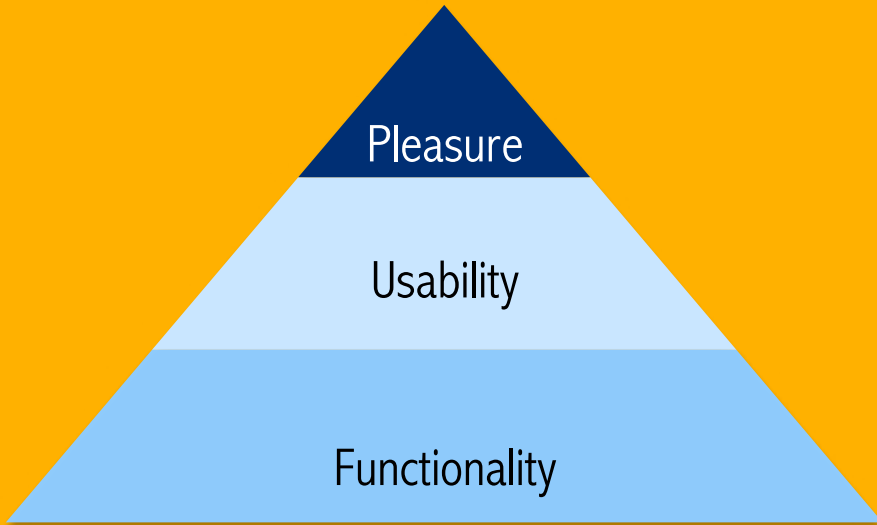
Workshop facilitators:

Yichen Lu, Virpi Roto, Haiyan Xue (first.last@aalto.fi)

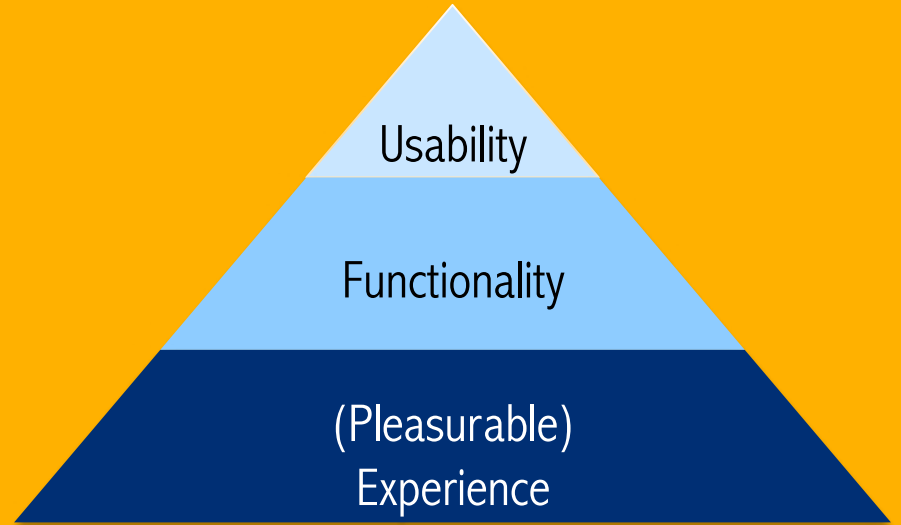
References:

- Kaasinen, Eija, et al. "Defining user experience goals to guide the design of industrial systems." *Behaviour & Information Technology* 34.10 (2015): 976-991.
- Lu, Yichen, and Virpi Roto. "Towards meaning change: experience goals driving design space expansion." *Proceedings of the 8th Nordic Conference on Human-Computer Interaction: Fun, Fast, Foundational*. ACM, 2014.
- Hassenzahl, Marc. "Experience design: Technology for all the right reasons." *Synthesis Lectures on Human-Centered Informatics* 3.1 (2010): 1-95.

What is “Experience Design”?



Technology-driven



Experience-driven

