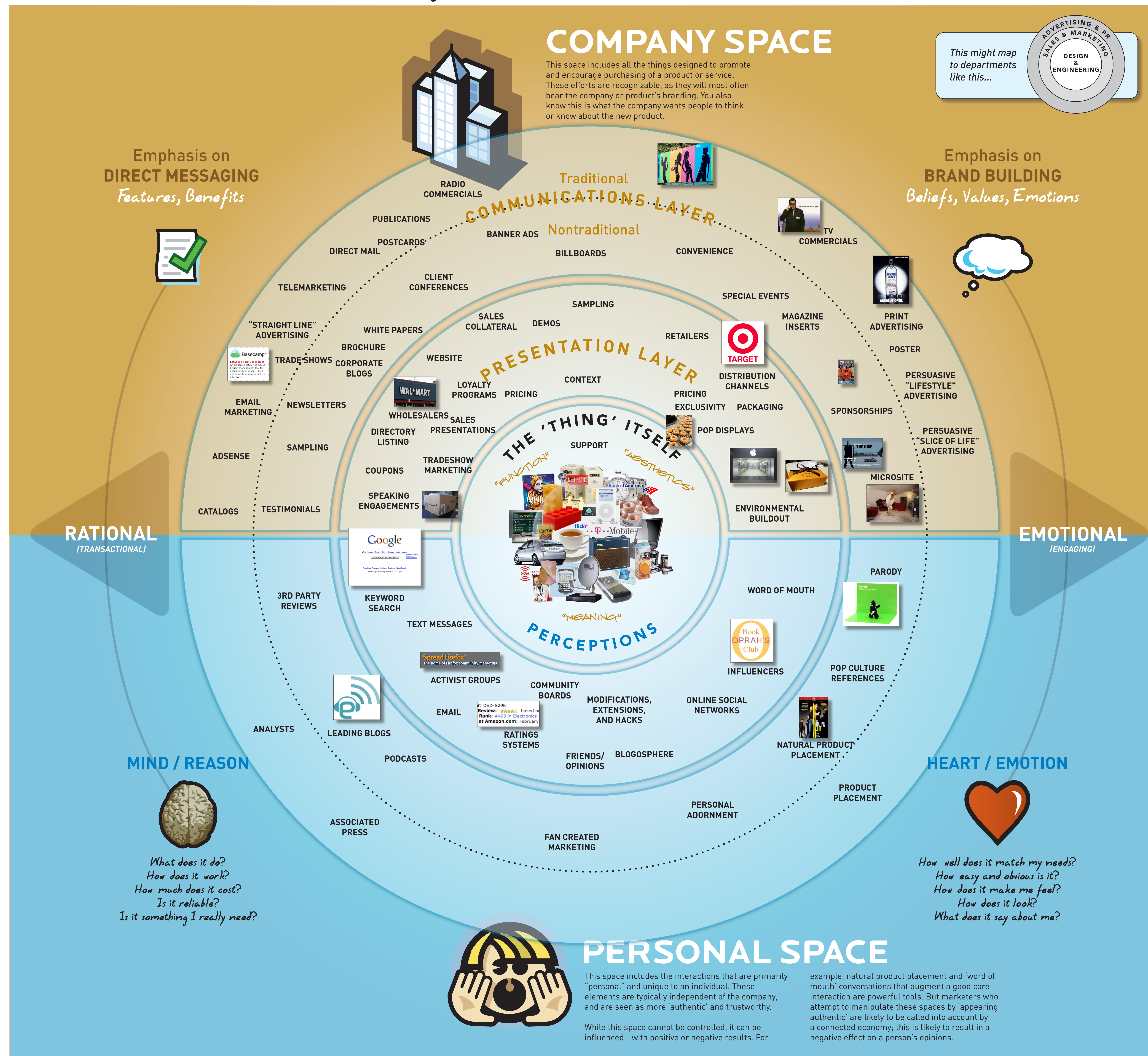


# Sorting, Classifying, and Labeling Experiences

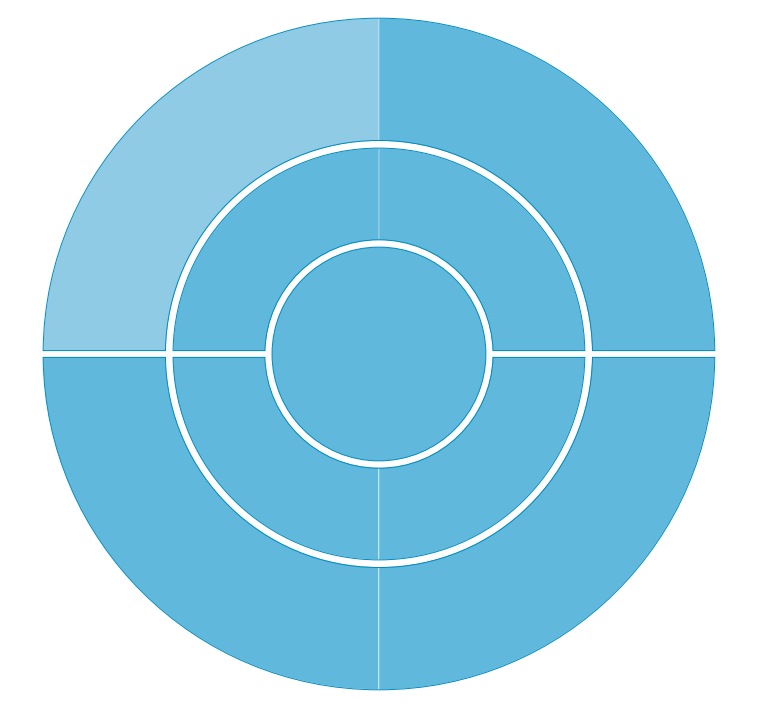
...in Order to Understand All Factors Contributing to How a Product (or Service) is Perceived

While plenty of practitioners invoke the word 'experience,' how often are we talking about the same thing? From 'User Experiences' to 'The Experience Economy' to 'Designing for Experiences' experiences are definitely the topic *du jour*. But is an experience defined solely by how easily one accomplishes a task (as with *Google* or *Craig's List*) or is an experience something less definable (as with *Starbucks* or *Harley Davidson*)?

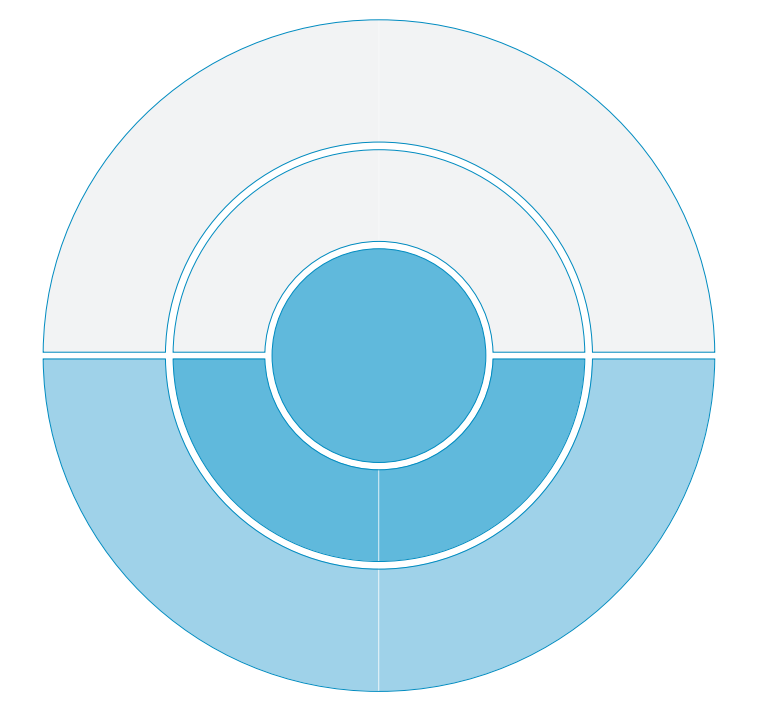
This framework structures all the elements that make for a great experience, and gives a context to the various activities (both internal and external to an organization) that play a role in defining a person's perception of a product or service.



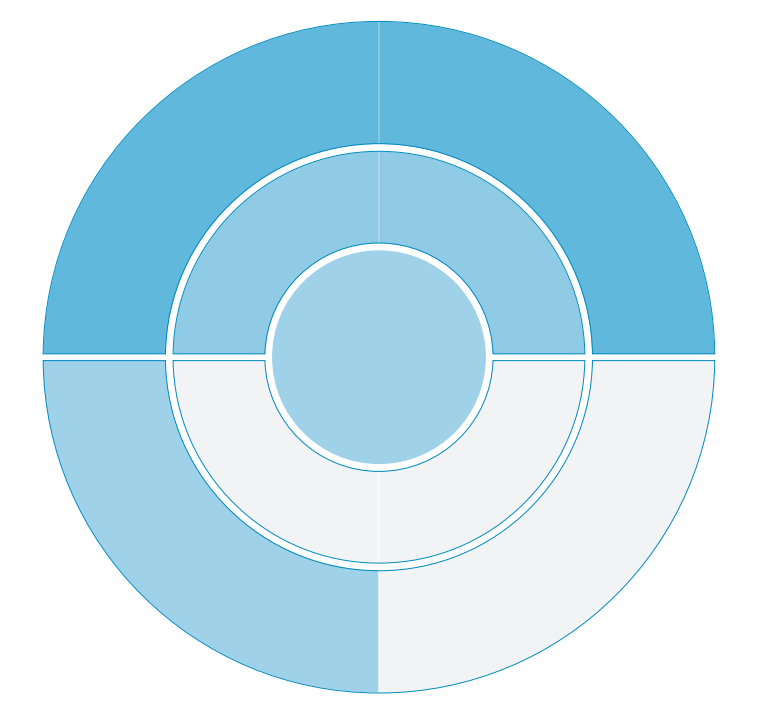
## Some Real Examples:



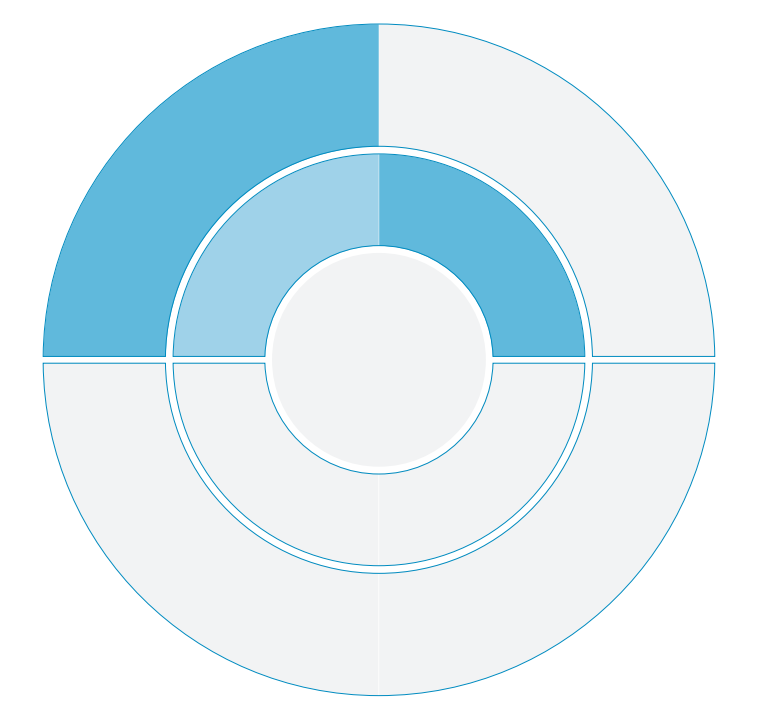
The iPod as a product/service experience is running on all cylinders. From slick marketing and packaging of a well-designed product, to playlists, ad parodies, and far too much buzz—it's got it all. And it all mostly good. This is a great example of a mature product leveraging advertising not merely for awareness but also for sustaining interest.



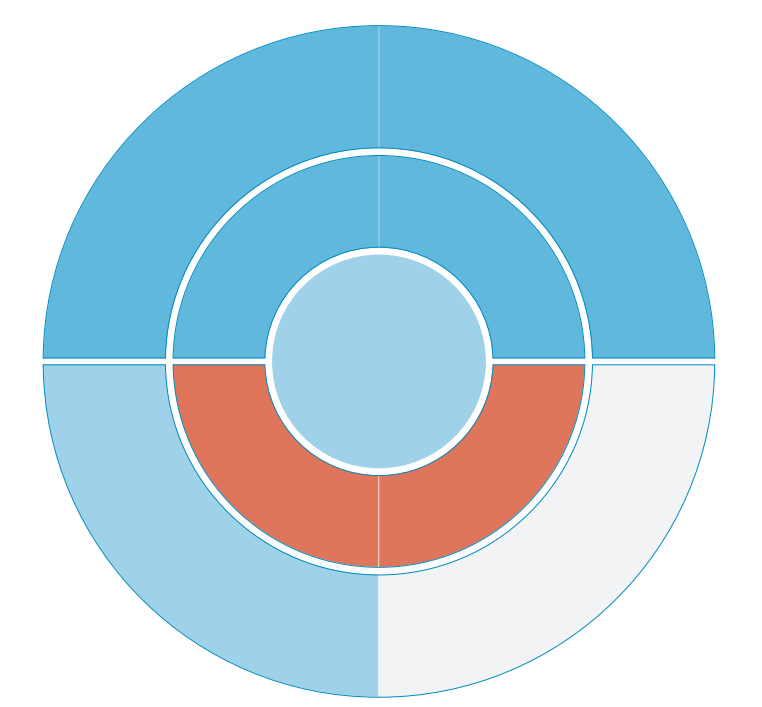
Flickr is a great DIY example—a company that starts with a great service people love, and then enjoys the market spreading buzz through blogs, word of mouth, invitations, participation, and (subsequently) the attention of the press. As Flickr grows, look for increased sponsorships, giveaways, and other common marketing tools to raise awareness of this maturing service.



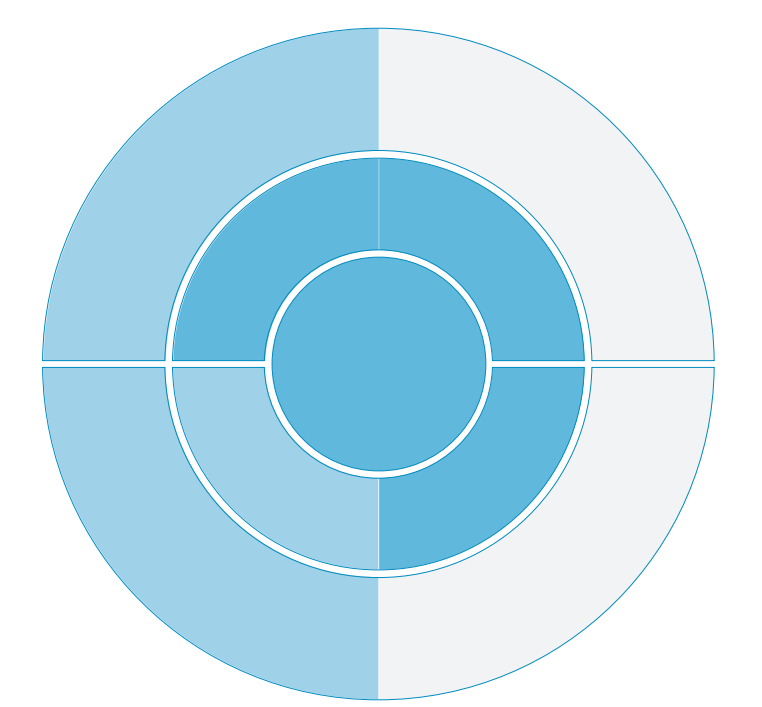
For an example of 'all hype and little substance,' *Hollywood* supplies us with far too many candidates. A marketing blitz typically surrounds a big budget movie release, and trailers often prioritize drawing in people with a false (but appealing) representation of the film's content. Of course, these tactics are being held accountable as audiences (who have the spending power) have increasingly easy access to each other, group opinions, and general information.



Online affiliate marketing programs typically care very little for the product being sold. With a focus purely on sales and profits, affiliates spend advertising money on keywords (for awareness) and invest some time or money in slick web presences—in hopes of generating more sales.



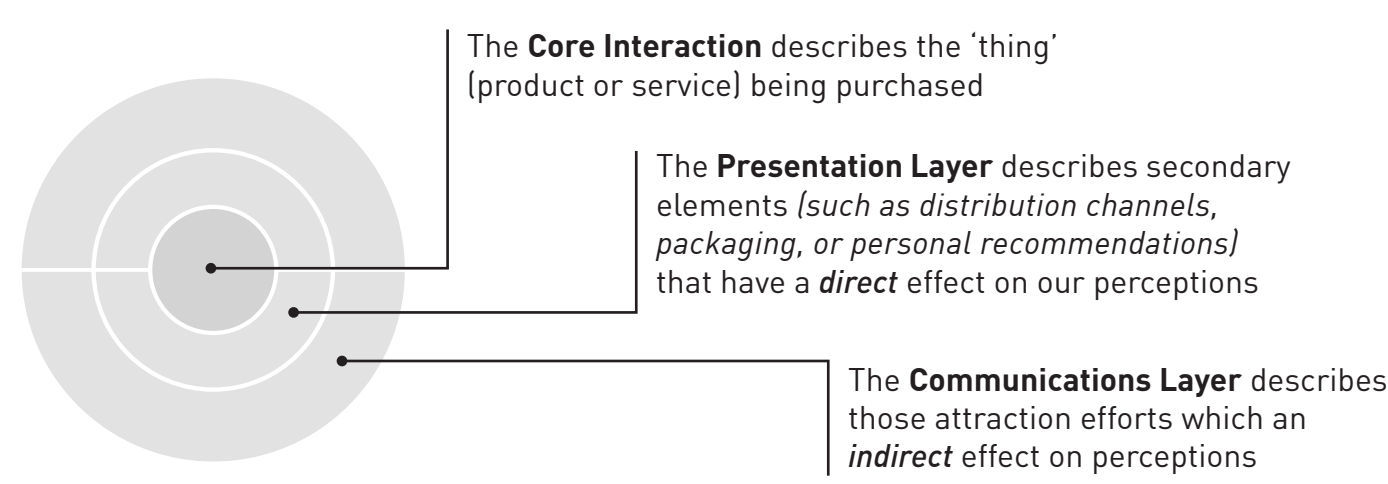
*McDonald's* represents a type of company that has saturated the market and is now trying to maintain or find market relevance again. While spending on company controlled space (advertising, store buildout, food quality, etc.) is expected, trying to generate buzz by manipulating the personal space (as McDonald's did by eliciting known rappers to drop references to McDonald's in their lyrics) is a dangerous move that can backfire.



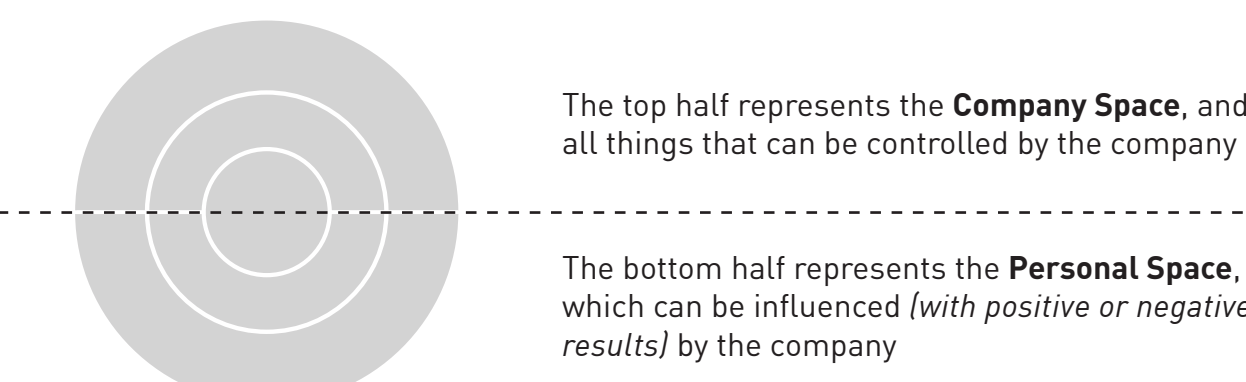
*Krispy Kreme* has a great product that speaks for itself. As a result, customers (crazy about the donuts) have been the best marketers, telling each other about the donuts and spreading word. As a result, Krispy Kreme has spent almost nothing on traditional advertising, choosing instead to continue devoting time to the in-store donut experience and promotional tools (such as paper hats, t-shirts, and other miscellany) for loyal customers.

## THE BASICS:

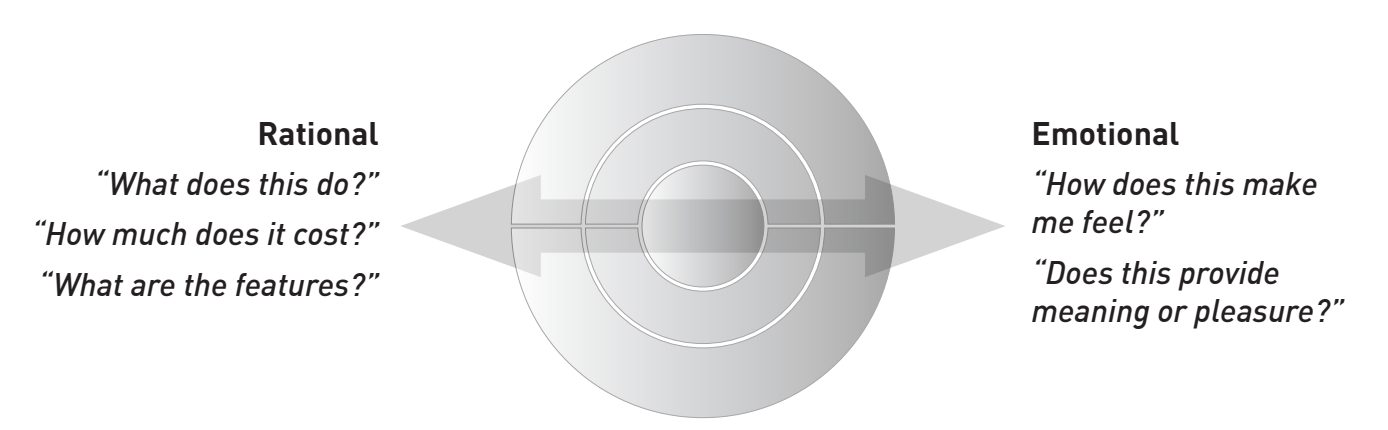
1. There are 3 broad groups of experiences, starting with the most direct experience and moving outward:



2. There are two halves to the model:



3. All experiences are a mix of rational and/or emotional components:



## How this can be used...

### For Theoretical Purposes

To explore definitions of 'experiences' and how these differing views might correlate with each other

To understand the roles that emotion and reason play in shaping experiences

To distinguish between experiences designed for by a company and naturally occurring interactions—and how both of these forces shape a person's perceptions

### For Practical Purposes

As a planning tool to help understand, select from, and orchestrate available options for managing the customer experience

As a communication tool for discussing how various factors (that shape the experience) are more or less effective for different product/service offerings, at different times, and under different contexts.

What does it do?  
 How does it work?  
 How much does it cost?  
 Is it reliable?  
 Is it something I really need?

How well does it match my needs?  
 How easy and obvious is it?  
 How does it make me feel?  
 How does it look?  
 What does it say about me?



## PERSONAL SPACE

This space includes the interactions that are primarily "personal" and unique to an individual. These elements are typically independent of the company, and are seen as more 'authentic' and trustworthy.

While this space cannot be controlled, it can be influenced—with positive or negative results. For

example, natural product placement and 'word of mouth' conversations that augment a good core interaction are powerful tools. But marketers who attempt to manipulate these spaces by 'appearing authentic' are likely to be called into account by a connected economy; this is likely to result in a negative effect on a person's opinions.