UXPERIENCE DESIGN: A FRAMEWORK FOR ENGAGEMENT

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What is UX?

- Offers a feeling
- How we deliberately create experiences to elicit a certain response from the audience.
User first.

(this is a drill bit)
“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole.”

THEODORE LEVITT
2

Don’t design a program. Design an itinerary.
Create an arc of touchpoints

Beginning

Middle

End
Create an arc of touchpoints

Get ppl excited!

The Jewish goodbye!

ONRAMP

OFFRAMP
Itinerary Planning 101

ORIENTATION

Cool sites

DEPTH

Good food

AIRPORT DEPARTURE

POST-TRIP

PRETRIP
People judge an experience based on a peak moment and the end, rather than the total sum.
Insight

Realize something new about ourselves or the environment
PRIDE

Capture us at our best moments. Make people feel good about being there. Accomplish something together.
Elevation

Break the script. Boost sensory pleasures, add elements of surprise.
Connection

The experience or moment is strengthened because you’re sharing it with people around you, forming new relationships.
Journey Mapping

- PRIDE, CONNECTION
- ELEVATION
- INSIGHTS
- ALL FOUR!

PRIDE

CONNECTION

ELEVATION

INSIGHTS

ALL FOUR!
INTELLIGENT DESIGN
Be Realistic: Pick 2

- Interactive
- Quick
- Deep
IQD: Intelligent Design

INTERACTIVE. **BE SENSORY.**

QUICK. **DO YOU RLY NEED AN HOUR?**

DEEP. **NEEDS TIME TO BREATHE.**
INTERACTIVE + QUICK = FUN

INTERACTIVE + DEEP = LONGER

QUICK + DEEP = MEANINGFUL
STAY ORGANIZED.
CHOREOGRAPH.
SUMMARY

1. Be more than a ¼” hole.
2. Don’t design a program. Design an itinerary.
3. Peak-End Rule + 4 Pillars
4. IQD
5. Choreograph.