Approach To Creating Experiences

Discovery // Insights
- Behavior Mapping
- Personas/Scenerios
- Shadowing
- Customer Goals
- Brand Translation
- Business Goals
- Brand Goals
- Technology Landscape

Experience Brief
- One Page Brief
- Mixed Media Brief

Fueled by customer insights and driven by brand values—the **Experience Brief** lies the foundation for the actual experience to be built upon. It does not provide the answers—but forges the **appropriate strategic direction** for the teams to pursue.

Ideation // Deep Dive
- Day 1: Collect Artifacts
- Day 2: All-Day Ideation
- Day 3: Present Concepts

Ideation/Deep dive allows the teams who architect the experience to explore various methods that drive **creative problem solving** and **innovative solutions.**

Proof of Concept
- Animated Artifact
- Rough Prototype

Experience Design
- Visual Design
- Experience Archtecture
- Content
- Motion Design
- Interface Design
- Technical Design

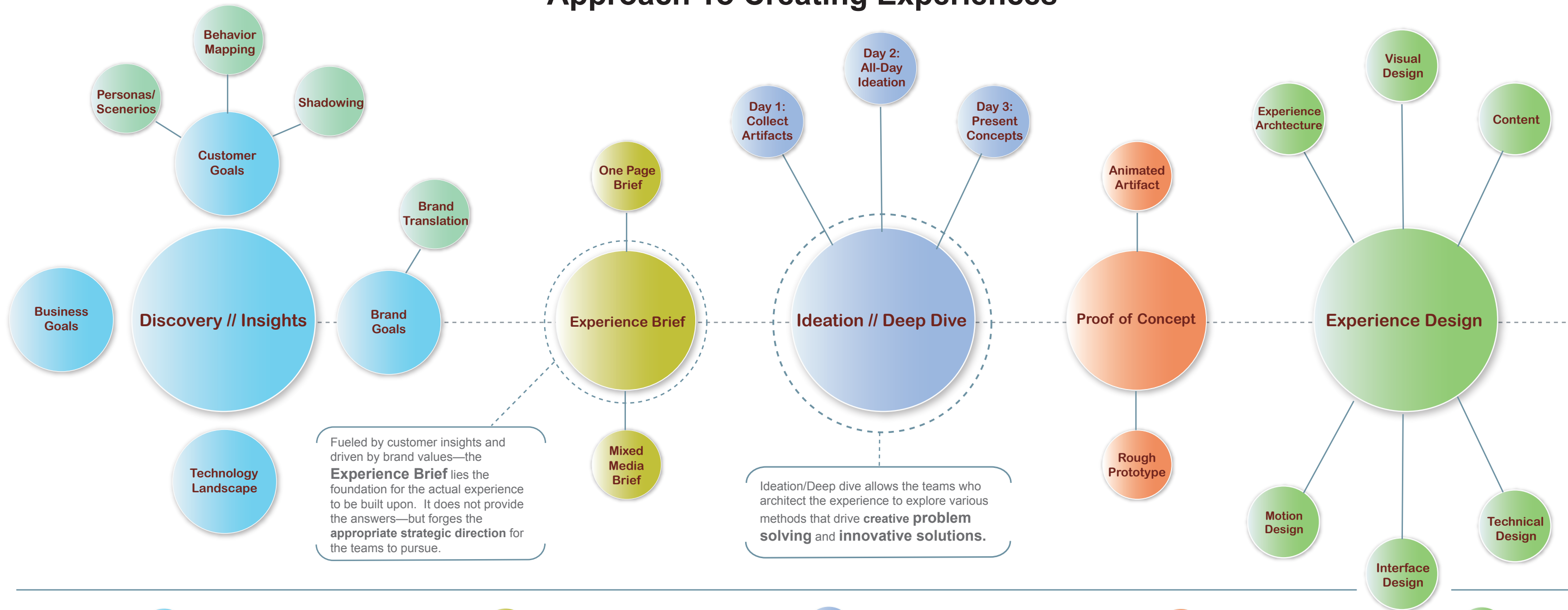## Uncover
Customer, Brand & Business Insights

It starts with the customer, their wants, needs and expectations—the brand and business objectives are also articulated to ensure that the experience (yet to be determined) will be strategically aligned.

Personas, Scenerios, Social Trends and other illustrative tools bring the customer to life and help establish **emotional and rational** mind-sets.

Define
The Experience Strategy

The Experience brief sets the stage for breakthrough ideas. A one-page Experience Brief succinctly captures the challenges and provides a high level strategy for how an Experience will be used to meet the challenges.

A Mixed Media version of the brief is then created to provide **inspiration and direction** for both the internal team and client. Regardless of format—its purpose is to generate enthusiasm and understanding.

Ideate
Immerse Interdisciplinary Teams

Teams must experience it for themselves. The ideation/deep dive is an intense 3-day series of worksessions involving both creative and non-creative team members:

Day 1: A day will be planned for teams to get out of the office and capture as much first-hand insight as possible.

Day 2: Teams will re-unite and engage in highly collaborative ideation sessions lasting the entire day.

Day 3: Teams will present concepts in both written and visceral formats including sketches, photographs etc.

Build
The Concept

An Experience is tactile. The winning concepts, **fueled by a "Big Idea"** are built out in rough—but tangible fashion. A proof of concept can be executed in a number of ways (prototype, motion test, clickable storyboard, etc.) the end result is something that **goes beyond a static two-dimensional page**.

Design
The Experience

With a Big Idea and Concept in place—**the detailed Experience Design process begins.**

The core and extended teams are now fully engaged in the design process. First the core team lays out the foundation—then the extended team is brought in to execute the design.