

TURN CUSTOMERS INTO ADVOCATES: CRAFTING A REMARKBLE GUEST EXPERIENCE

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From Time Well Saved to Time Well Spent

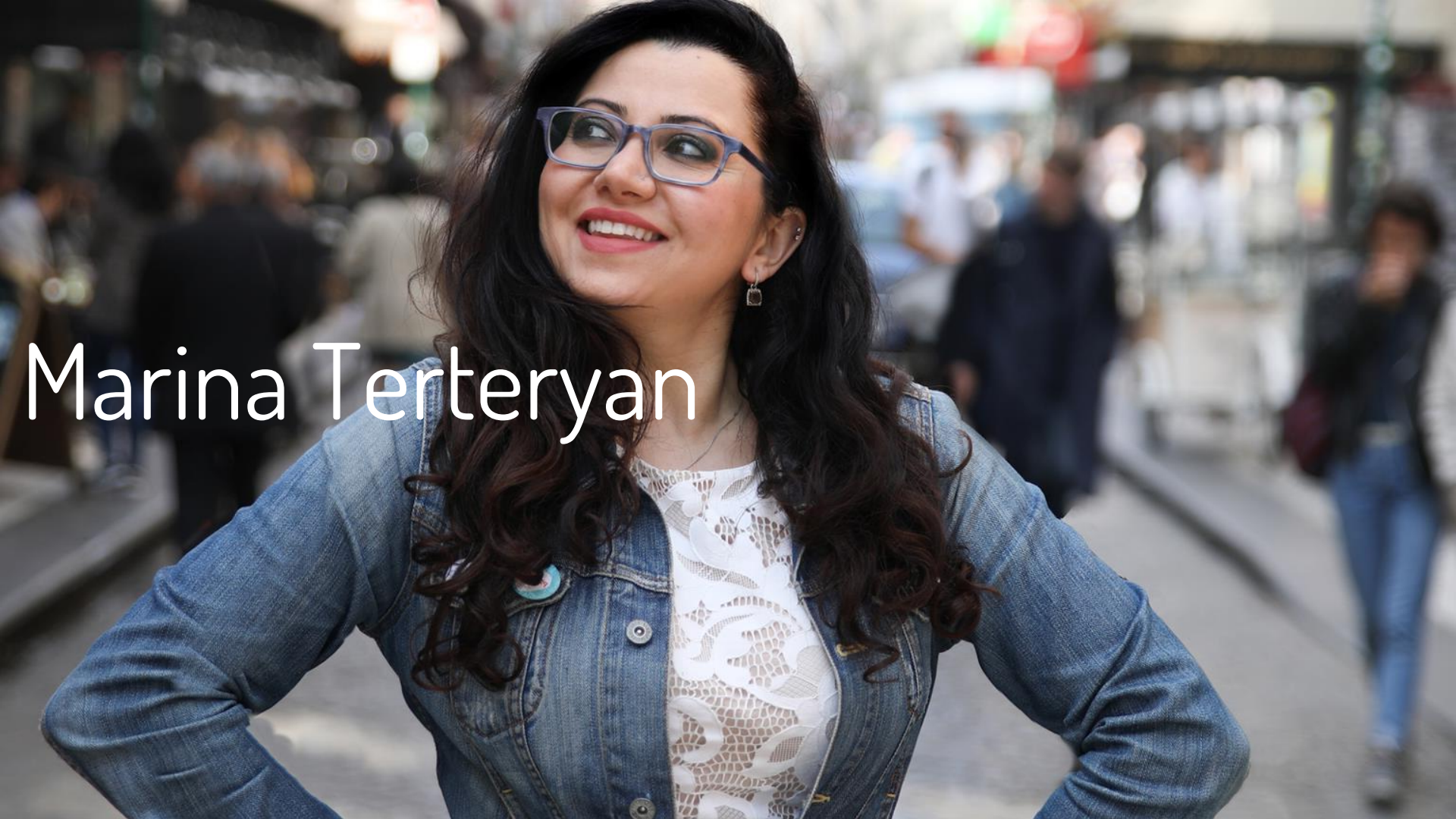
Designing More Memorable Experiences



Introductions

Andrew Lacanienta



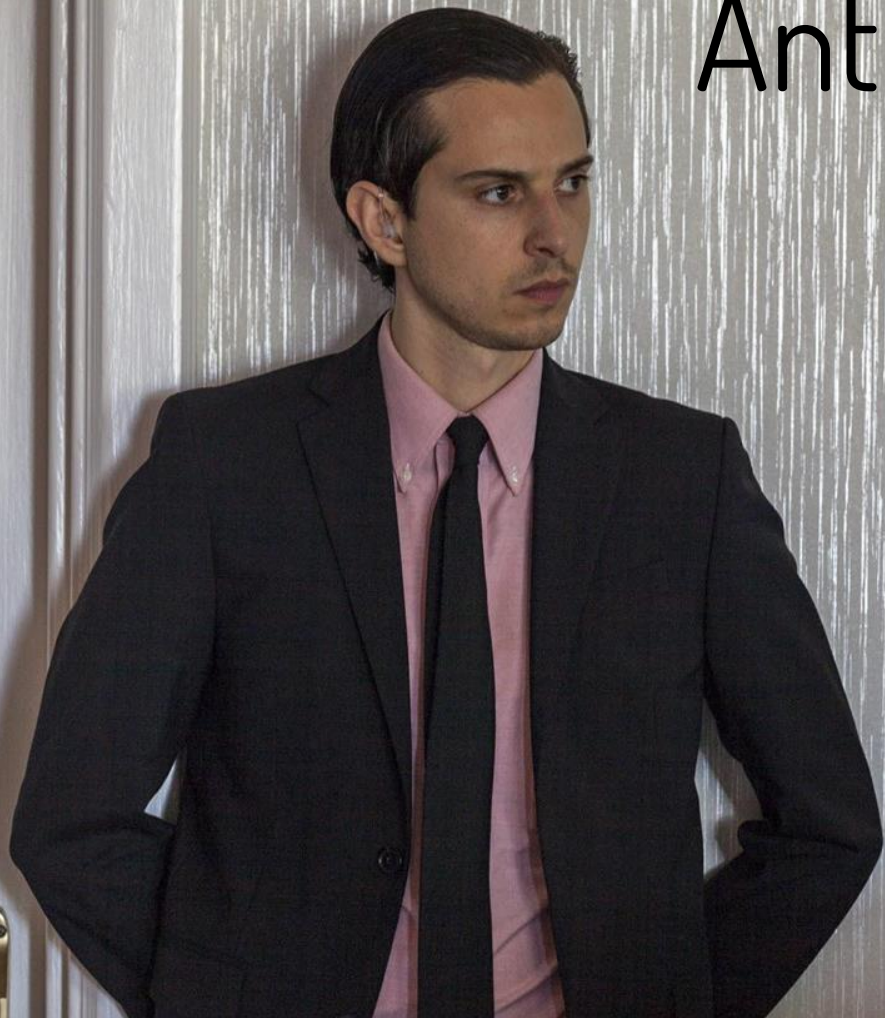


Marina Terteryan

A woman with curly brown hair, wearing a black tank top, purple leggings with a galaxy pattern, and brown boots, is posing horizontally in the air as if flying. She has one arm extended forward and the other bent. She is positioned in front of a backdrop of cardboard cutouts of San Francisco buildings. The cutouts include a tall yellow and green striped tower on the left, and several blue and green patterned buildings. A sign at the bottom left reads "PORT OF" and a sign at the bottom center reads "SAN FRANCISCO". The background is a painted backdrop of a city skyline under a cloudy sky. The scene is set outdoors on a concrete surface next to a wooden building.

Joanna Nastos

Anthony Rocco





Context



The Experience Economy



Commodity



Good



Service



Experience





Case Studies





The Obfuschia Hotel
& Obfuschia: Déjà Vu

Obfuschia
Déjà Vu



Best Practices

Customer service isn't the same as service design or experience design.



Map the entire customer journey to understand opportunity points.



Start small - create little moments of unexpected delight.



Know your
vision's limits -
just because you
want a flying
dragon doesn't
mean it will work.



Use your
community
network. You
never know
where the talent
will come from.



Safety first.
Have a plan
and be
prepared if it
doesn't work.

Dieter Rams' Principles • Good Design is:

honest

It does not make a product/experience more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

thorough

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

sustainable

Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product/experience.

simple

Less, but better – because it concentrates on the essential aspects, and the products/experiences are not burdened with non-essentials.



Q & A

Thank You



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The background image shows a grand, multi-level interior space, likely a museum or a large public building. It features tall, light-colored columns that support a high ceiling with a complex, geometric pattern. In the center, there is a large, ornate fountain with water spraying upwards. The overall atmosphere is one of architectural grandeur and historical significance.

Download resources:
thewhylab.com/slocal









What is “Immersive”

An Academic Definition

Immersive includes work across all story-driven media, from film and interactive media to live audience environments, dealing simultaneously with virtual and physical environments; who and what they contain; and time-based narrative story space.

What is a Structured Experience

A designed opportunity for a [leisure or tourism] experience to occur that includes definable beginning and ending points, duration ranging from a few seconds to a few hours, proceeds uninterrupted by other activities, and is structured through planned encounters or touch points.

Best Practices from Academia

- T.H.E.M.E acronym
 - Theme your offering, harmonize impressions with positive cues, eliminate negative cues, mix in memorabilia, and engage the five senses
- Designing structured experiences
 - Immersive - action, challenge, and skill
 - Engaging - story based experiences
 - Absorbing - relaxing, pleasurable experiences