

Integrated Experiential Design

April 2019

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A group of diverse friends are gathered around a wooden table at an outdoor restaurant during the "blue hour" of dusk. They are smiling and engaged in conversation while holding wine and beer. The table is set with various dishes, including a salad, a bowl of hummus, and bread. A string of warm-toned string lights hangs above them, and a wooden post supports the lights. In the background, a scenic view of a coastline with hills and water is visible under a soft, twilight sky. The overall atmosphere is warm, social, and relaxed.

What do great experiences feel like?

“You had to be there...”

“You have to go see it...”

“Remember that time...”

Make experiences feel personal.
Create a story with an emotional connection to the consumer and the experience is memorable.

Why do we care how consumers think, feel and behave? So we can craft stories that feel personal and memorable. This requires real insights based off data, key learnings, and research into new trends across many channels.

How?

**To make memories that matter, we
need to craft integrated
experiences that tell stories.**

Our unique capabilities and deep expertise allow us to design curated, focused and memorable experiences at the right scale for the right audience.



True Integration **Storytelling + Physical + Technology**

(Physical Experience Design, Digital Experience Design, Human Computer Interaction)

Integration Insight

Physical spaces and objects have always been connected to technology.

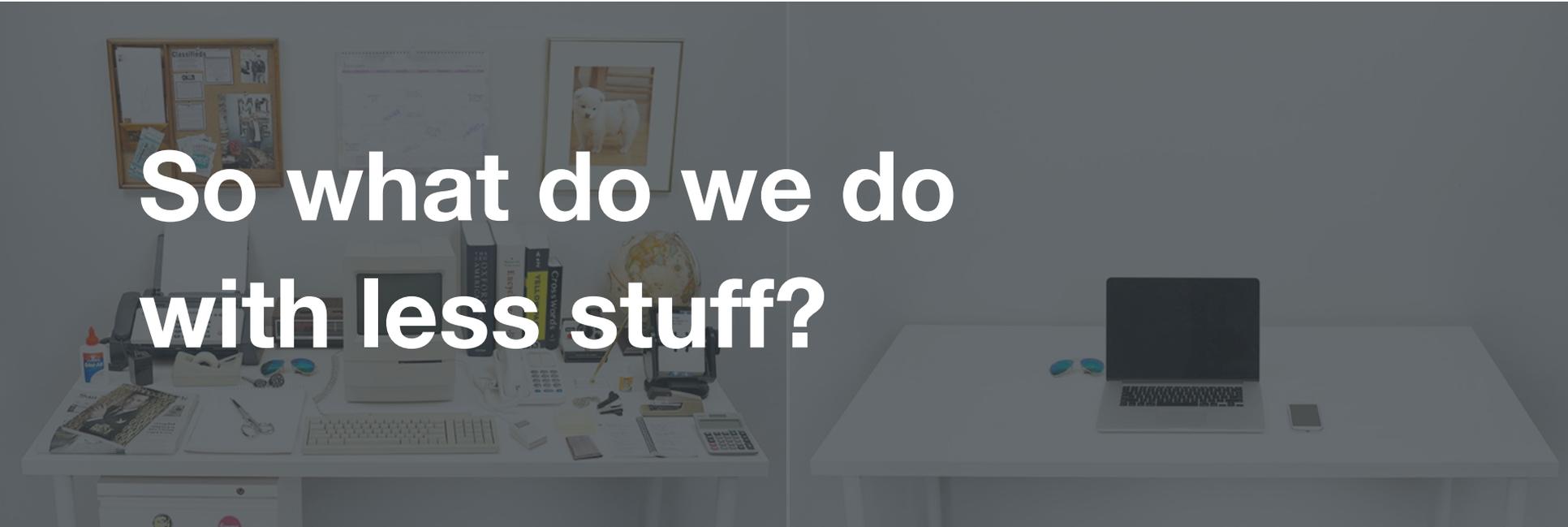
Advances in technology are changing the relationship from *technology-as-a-tool* to **technology-as-an-object or physical space**. A change that allows a new approach to physical design that *responds* to technology in fundamental ways.

Integration: Physical + Technological

**Technology is so
integrated into our
lives it's
disappearing.**



Integrated tech = less stuff



**So what do we do
with less stuff?**

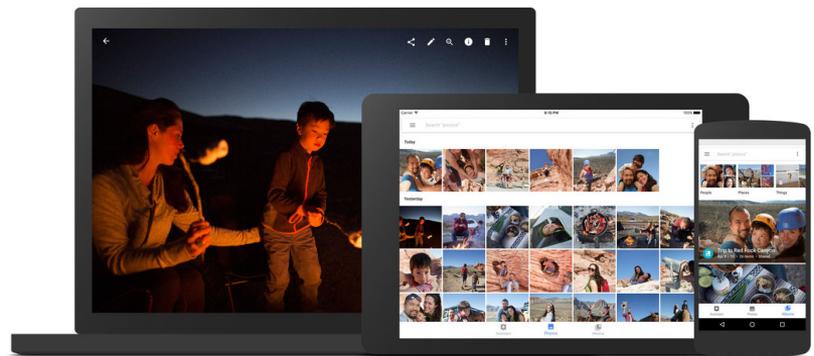


**Change global perceptions...
like what an office looks like.**



Or how we remember.





How is technology combining with the physical world?

It's embedded...

Allowing us to rethink conventional spaces like our offices.

It's expansive...

Filling whole rooms and sides of buildings while connecting us to our spaces and our memories.

Convergence: Physical + Technological

How does the physical structure of a store change when we don't need checkout lanes anymore?

How does that impact the experience?

Is this a digital screen or a building façade?

When does a UX design require an architect?





Tools For Integrated Experiences

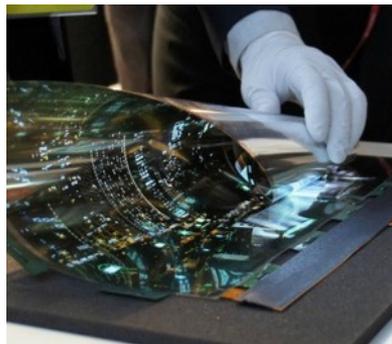
Technology Moving Experiences Forward



Connectivity

The fast pace and relative ease of connecting devices, objects, furniture and rooms via “Internet of Things.”

It’s cheap, small, embedded technology.



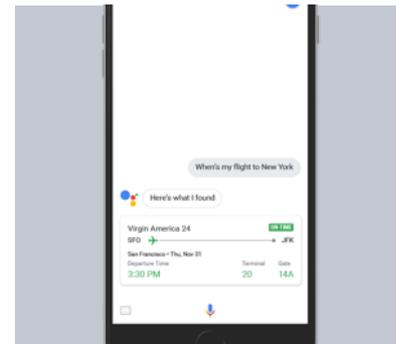
Ubiquitous Displays

Display technology is thinner, larger and without proportional restraints—on a trajectory toward full wall/room integration, mini embedded displays and transparency.



Input + Output Devices

Easier rapid prototyping and production offer new input and output options specific to custom needs: USB Mats, Centiq, wearables.



A.I. + Machine Learning

Adds value to consumers through specificity (Netflix image selection).

Generates predictions, analysis and other trends hidden in big data.

Tools To Develop and Integrated Approach



Integrating Data + Physical

Utilizes data/research, coding and parametric tools to create refined experiences, unique spaces and the best fit solutions using many variables.



Augmented Design Tools

Develops AR/VR design tools and client-facing immersive presentation tools—walk-throughs, 360° viewing, etc.



Foreshadowing

Creates new consumer engagements that utilize responsible technology in a 360° pre, during and post experience.

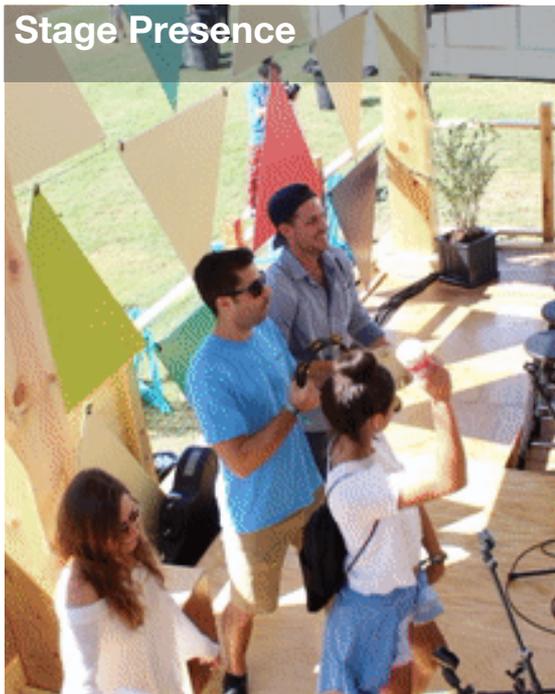


Spatial Analytics

Captures how people engage with brands, products and ambassadors to better understand motivations, decisions, and thinking.

Convergence : Technology + Spatial Engagements (architecture)

Stage Presence



Lowie's at ACL Fest

Casting Spells



Harry Potter Wizarding World

See Your Aura



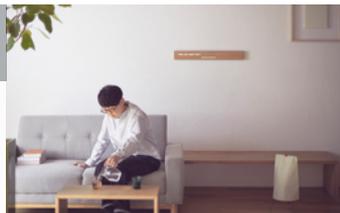
3M Wonder Wall

Augmented Reality Weather



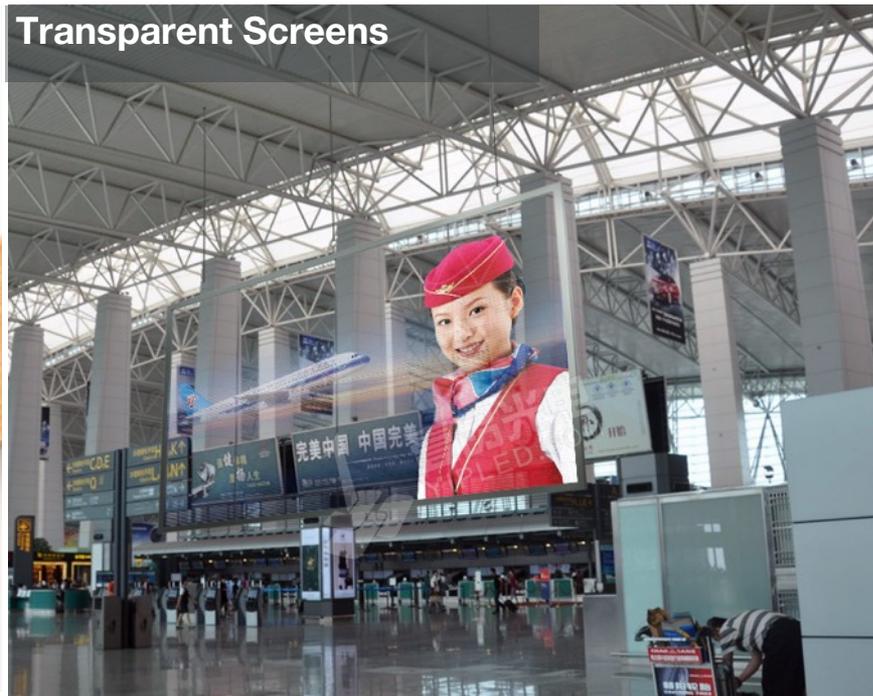
Innovative Digital Building Materials

Wood Touch Screen



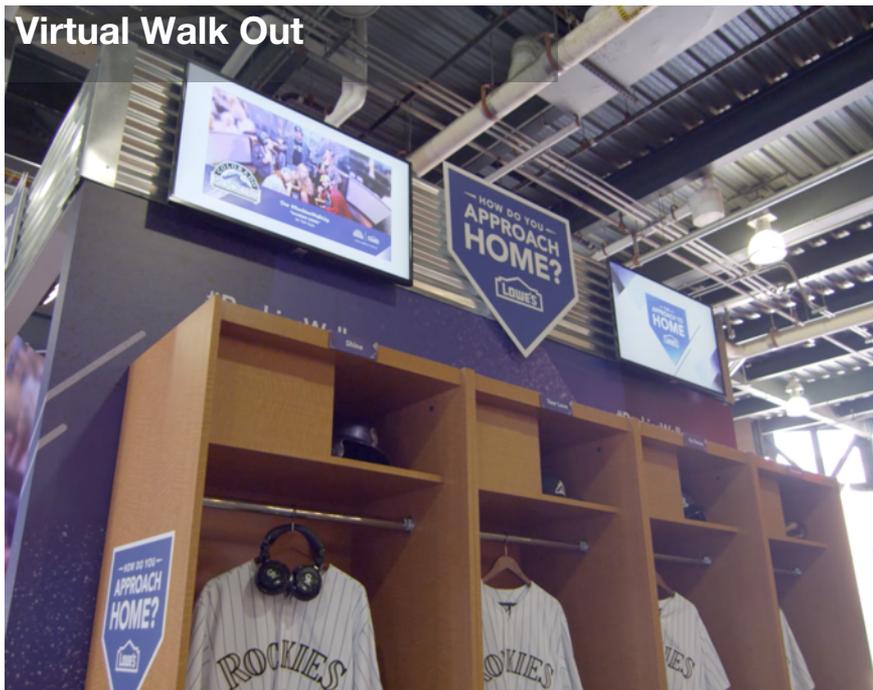
Mui – interactive wood panel

Transparent Screens



Virtual Spaces in Physical Locations

Virtual Walk Out



Lowe's Walk-Up Virtual Experience

Rethinking The Box Office



Imax design for new box office

Augmented Spaces for Better Experiences

How Big Are These Caves?



Miller Brewery Caves

Welcoming Fire That Follows



Intel Hospitality House – 2018 Winter Olympics

Further Research

From James Patten, Ph.D
of Patten Studio:

Tomorrow's interaction designers will help create the furniture we use, the spaces we live and work in, and the objects we surround ourselves with. As the line between interface and object blurs, we need a **new set of design principles focused on enhancing the human experience**, not dictating it.

Design for Experience

Our main aim is to create interactions with technology that create an experience, triggering emotional responses, be they a sense of wonderment, surprise, or otherwise. This goal requires a fundamentally different approach than one might use when designing an app or a website. In those contexts, consistency is a guiding principle that enables ease of use, but applying task-oriented interaction ideas to interactive objects and spaces strips away a fundamental aspect of the human condition – the wonder in discovery.

Combine Physicality + Interactivity

We need to think beyond the traditional graphical user interface, where most of the user's interaction is confined to a mouse or touch screen, and instead incorporate interactivity directly into physical objects and spaces.

What Next?

As interactive technology permeates more and more of the spaces around us, interdisciplinary collaboration will be a key factor in the quality of experience that this technology produces. Architects, interaction designers, electrical engineers, product designers, software developers and more will have to work together more closely. At the same time, each of us in our respective disciplines should question the way we've been looking at things for a while, just to see if there might be different ways of living and working. If technological constraints of the past are holding us back, we should not be averse to finding and forging a new way forward.

Thanks

How Can we Make Truly Integrated Solutions?

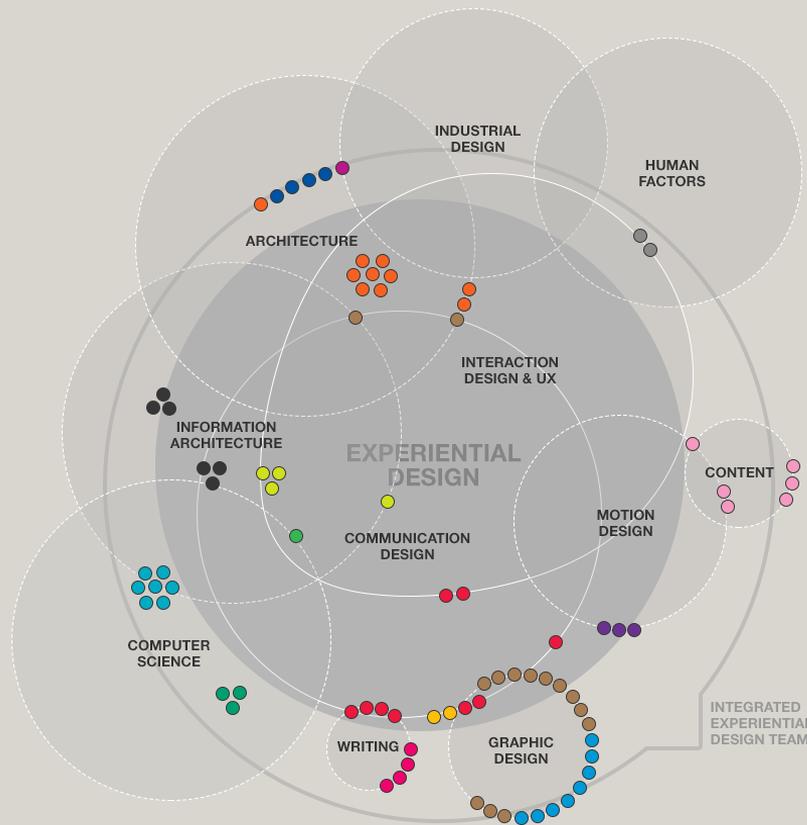
CHANGE:

Mindset

Structure

Process

INTEGRATED EXPERIENTIAL DESIGN



COMMUNICATION DESIGN **CD**

Communication design is a mixed discipline between design and information-development which is concerned with how media intervention such as printed, crafted, electronic media or presentations communicate with people.

INFORMATION ARCHITECTURE **IA**

Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks. To do this, you need to understand how the pieces fit together to create the larger picture, how items relate to each other within the system.

USER EXPERIENCE DESIGN **UX**

User experience (UX) design is the process of creating products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function.

INDUSTRIAL DESIGN **ID**

Industrial design is the professional service of creating and developing concepts and specifications that optimize the function, value and appearance of products and systems for the mutual benefit of both user and manufacturer.

GRAPHIC DESIGN **2D**

Graphic design is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form it takes can be physical or virtual and can include images, words, or graphics.

WRITING **1D**

Writing is the practice of designing the words people see when they interact with software. It's about designing the conversation between a product and its user.

INTERACTION DESIGN **IxD**

Interaction design is the practice of designing interactive digital products, environments, systems, and services. Beyond the digital aspect, interaction design is also useful when creating physical products, exploring how a user might interact with it.

COMPUTER SCIENCE **CS**

The study of processes that interact with data and that can be represented as data in the form of programs. It enables the use of algorithms to manipulate, store, and communicate digital information.

ARCHITECTURE **3D**

Architecture is the art of articulating a clear user story/journey through an information architecture, interaction design and experience design that an end user navigates across products and services offered by the client or as intended by the designer.

MOTION DESIGN/CONTENT **4D**

Motion design is a discipline that applies graphic design principles to filmmaking and video production through use of animation and visual effects. Examples include films, videos, animated text, and web-based animations and apps.

HUMAN FACTORS **5D**

Human factors are the scientific discipline concerned with the understanding of interactions among humans and other elements of a system, and the profession that applies theory, principles, data and methods to design to optimize overall system performance.

RESEARCH/INSIGHTS

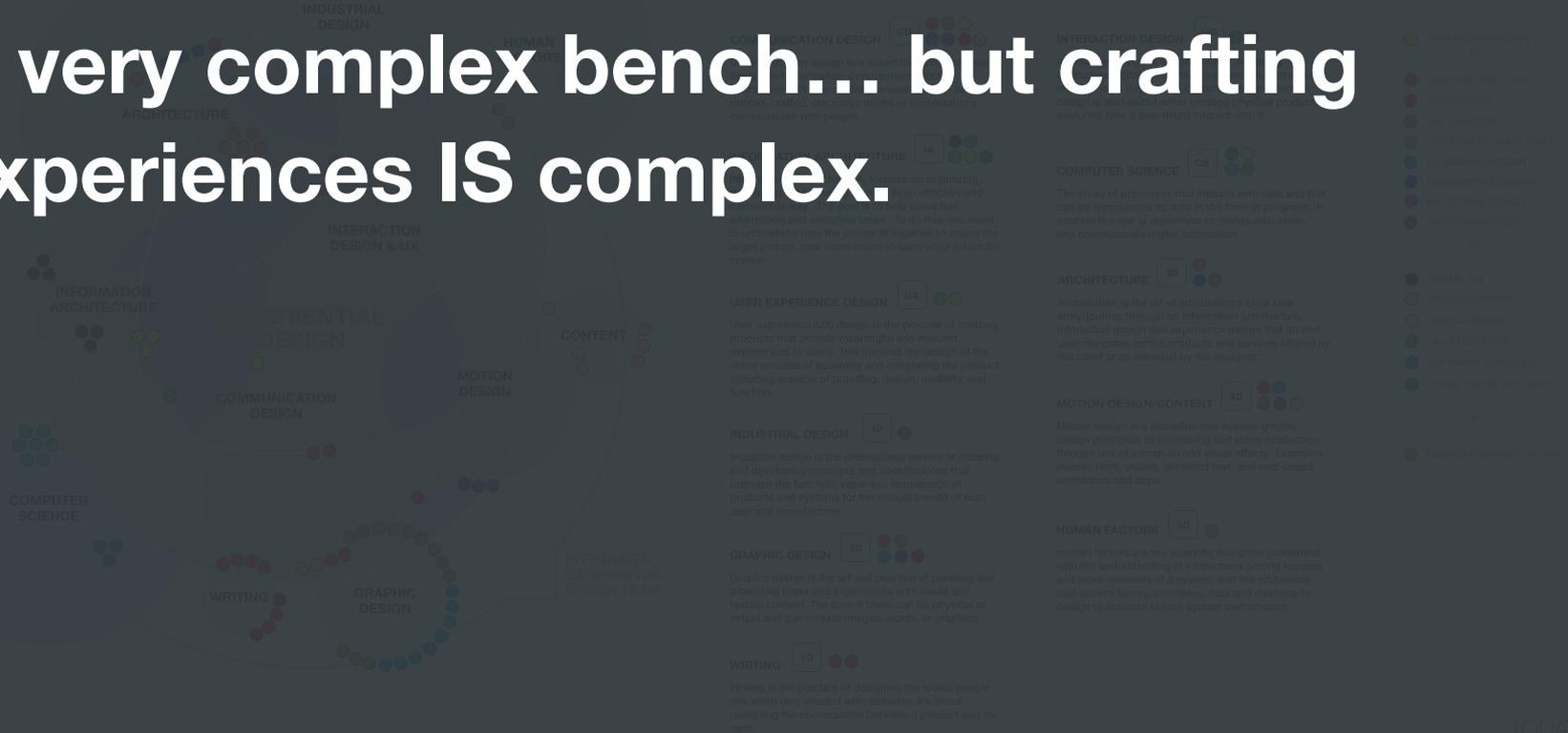
- CREATIVE DIRECTOR
- COPYWRITER
- ART DIRECTOR
- CREATIVE TECHNOLOGIST
- 2D GRAPHIC DESIGN
- EXPERIENTIAL DESIGN
- INDUSTRIAL DESIGN
- MOTION GRAPHICS

- DIGITAL PM
- SOCIAL/CONTENT
- DIGITAL DESIGN
- UI/UX DESIGNER
- SOFTWARE ENGINEER
- FRONT END DEVELOPER

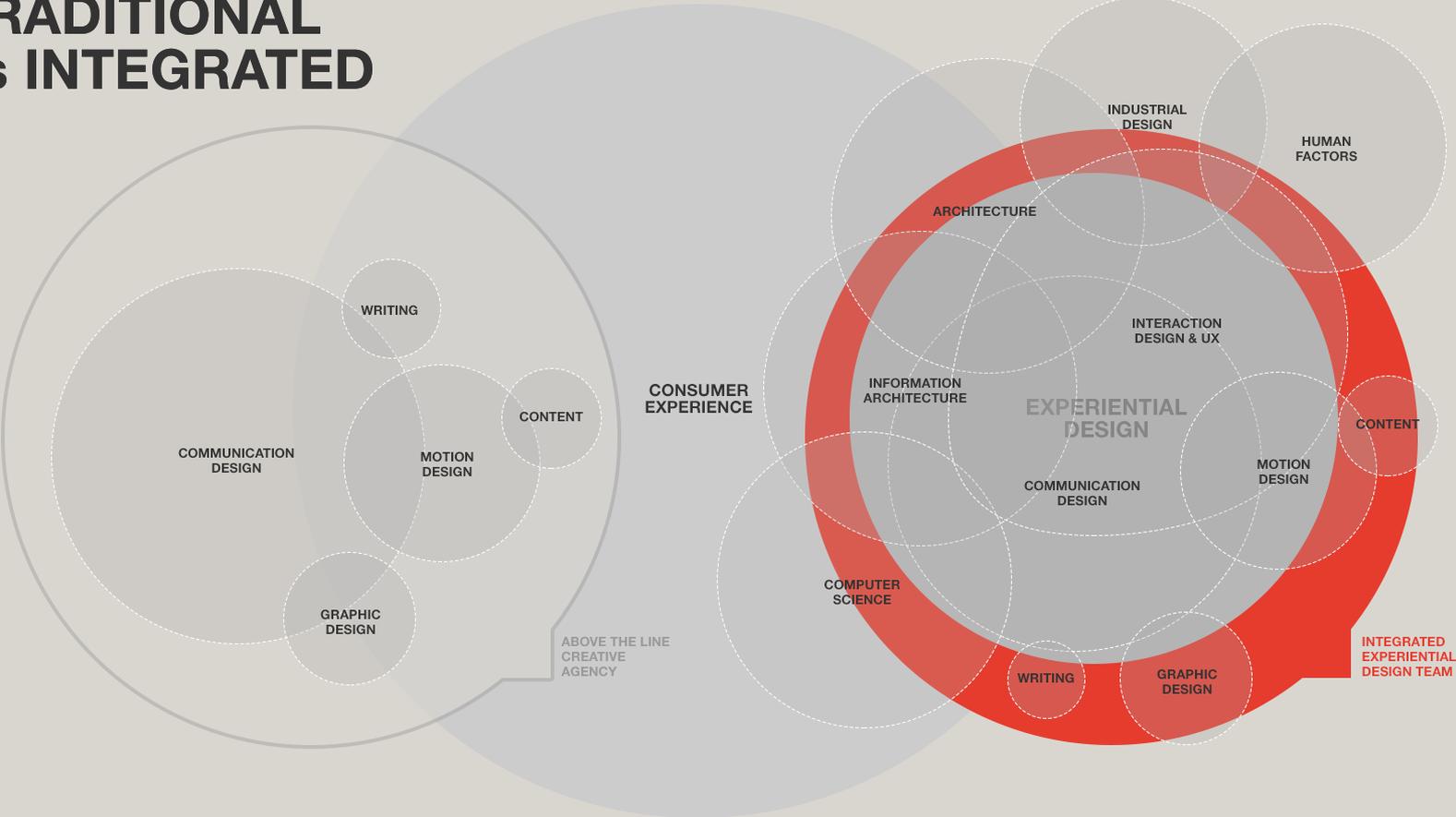
- FABRICATION/PRODUCTION

INTEGRATED EXPERIENTIAL DESIGN

A very complex bench... but crafting experiences IS complex.



TRADITIONAL vs INTEGRATED



TRADITIONAL vs INTEGRATED

So how can we create a structure that:

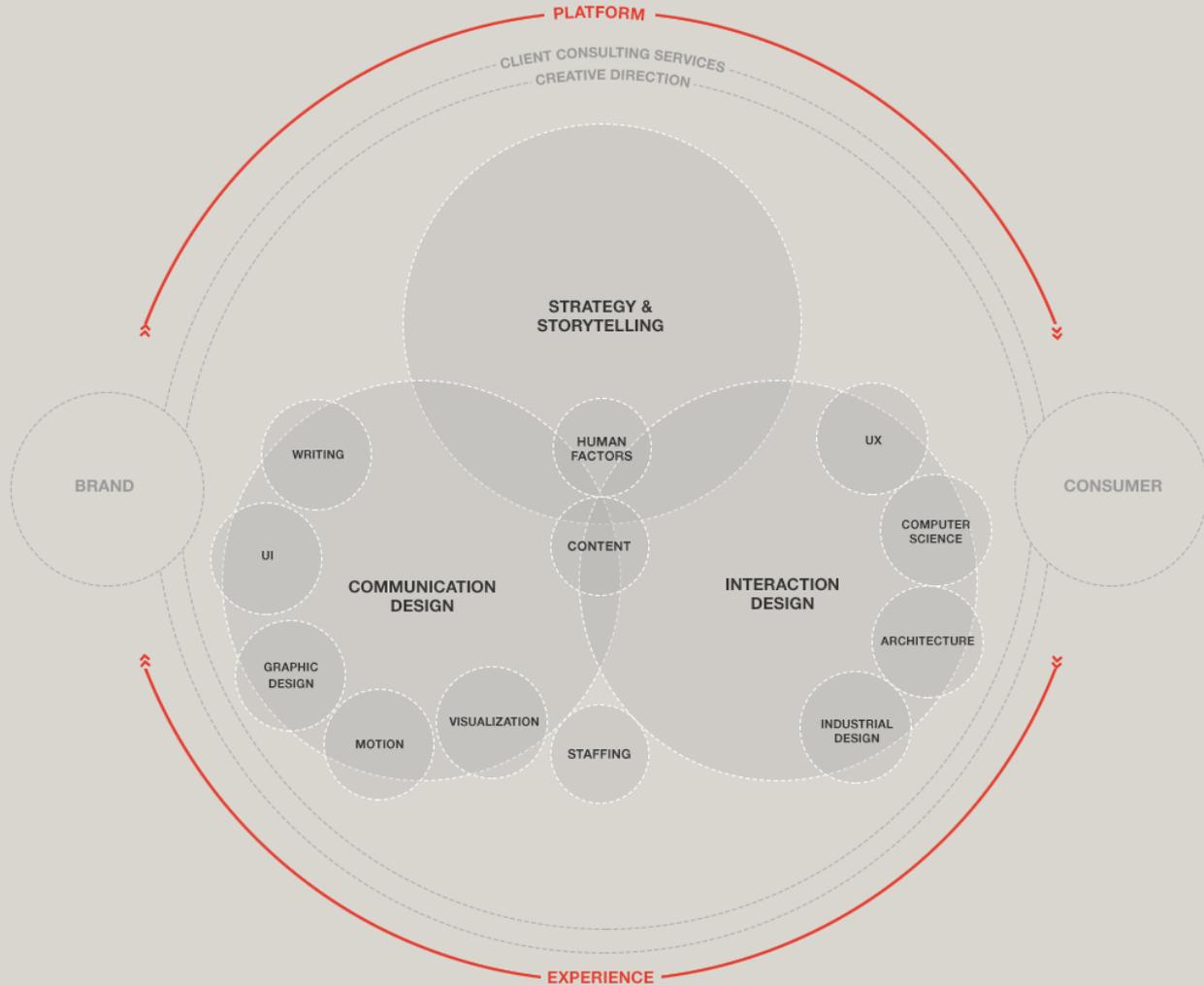
- Reflects our integrated process of storytelling + physical + tech
- Highlights our structure as a client-facing differentiator
- & Promotes a climate of innovation

We have most of the pieces, and the same objective (great work), we just need a different game board.

first...

We remove old silos based on historic norms and instead focus on **how to bring the best solution to life.**





remember...

Our Mindset must shift.

Don't we all participate in a 'creative' solution? And don't we all use and understand 'digital' tools?

What does differ is **our expertise** in bringing creative solutions to life. Interactions with the physical and digital, Telling great Stories, and clear, memorable communications.... Using whatever tools do that best.

second...

We ask big questions.

And drive a culture of innovation and be *the* industry leaders around these disciplines.

We constantly share internally and externally.

