Imagineering X-sheets

(eExperience - sheets)

Developed by Academy for Leisure
**Introduction:**

The Imagineering ABCDEF-process for experience design provides you with a clear framework for a sustainable result. However, despite what the alphabetical order might imply, you cannot always go linear through all the stages and then “it’s done”. The ABCDEF-process is actually a dynamic process which is never really finished. As the environment is constantly changing, new insights emerge and new (technological) possibilities come into sight, the experience design needs to adapt to these changes. This makes the ABCDEF-process ‘fluid’ and ‘organic’ with the need to be able to respond to new developments and changes. This continuous monitoring and adapting takes place in the so called Playground; the very center of the ABCDEF-process from which you can choose to work in a specific phase, depending on which part of the experience needs most work. In order to make this process really work it is key to use an ACTIVE * mindset and perspective. However, the ACTIVE Playground has another main function: As Imagineering needs a way of working which requires out-of-the-box thinking it needs an open mind and hence an open workspace. That is exactly what the ACTIVE Playground does. It therefore is not just the very flexible center of the process, but it also guides with clear characteristics how to work.

**How to use these Imagineering X-sheets?**

Everybody knows those sticky notes which you use to write down thoughts, your groceries or whatever you need to remember. Well, these X-Sheets (eXperience Sheets) are your sticky notes that will guide you through the Imagineering process. Even more so, you can use them for any project as the Imagineering way of thinking and doing should always be the fundamental way of working for you as an imagineer. Print the sheets on A4 format and hang them up, so you are able to create relationships between the different phases of the ABCDEF model.

The very fact that they are individual sheets enables you to choose only a couple of pages if needed. For instance; If your client already has a strong vision and concept you might need to focus on the D, E or F phase and only print these X-sheets. At the same time, if you only want to create a concept, you can print out the C-phase. You can find a summary of each phase on the first page, so decide for yourself what fits best. Use these X-sheets for the overview but don’t forget to dive into the literature, knowledge clips and other information sources for specific information on each phase.

You can find it in the libguide of Imagineering: [http://nhtv.libguides.com/c.php?g=395754](http://nhtv.libguides.com/c.php?g=395754)

You can download new X sheets here as well.

I wish you lots of fun with these X sheets!

Angelica van Dam
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*ACTIVE stands for Appreciative, Co-creative, Transformative, Imaginative, Values based and Experience focused.*
How to analyse the situation with an appreciative mindset

In this phase you look for information that can serve as a basis for your vision and concept. You dive into relevant trends and developments, examine the organisation and analyse (potential) audiences/target groups. Apart from gathering information it is the ‘appreciative mindset’ that makes it different from a conventional analysis: You try to understand what is working well. You look for strengths, energy, potential, successes and opportunities.

Step 1 Macro: What are the most important trends in society (macro) that are relevant for your project or client?

1. ________________________________________________________________ ,
   because __________________________________________________________

2. ________________________________________________________________ ,
   because __________________________________________________________

3. ________________________________________________________________ ,
   because __________________________________________________________

Step 2 Meso: Write down what you can learn from the specific industry your organisation is in? Think of competitors, specific industry trends and developments, inspiring organisations.

1. Competitor: ________________________________________________, we can learn from them because __________________________________________

2. Industry trend: ________________________________________________, because _________________________________________________________

3. Best practice organisation: _________________________________, they inspire us because __________________________________________

Notes

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________
Step 3 Micro: Check out your organisation and answer the 5 questions.

Who the organisation is:
Main elements of success:

1. What are their values?
   What are their beliefs and convictions?

2. What are their dreams?

3. Historical facts?

4. Who are they?
   What is the focus of the organization?
   How does it function? What are its purposes?

5. Cultural elements?
   What are the habits, the patterns or rituals,
   the everyday actions, the way they talk
   and/or communicate, the atmosphere, the
   language they use?
**Step 4 Demand:** Who is the target group? What really drives them to achieve the most important goals in their lives (values)? This could be anything like status, family, freedom, adventure and leisure experiences could be the instrument to achieve just that. If you need inspiration on values look at the value list of Rokeach (2008) or just come up with your own values.

<table>
<thead>
<tr>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheerfulness</td>
<td>True Friendship</td>
</tr>
<tr>
<td>Ambition</td>
<td>Mature love</td>
</tr>
<tr>
<td>Love</td>
<td>Self respect</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>Happiness</td>
</tr>
<tr>
<td>Self-control</td>
<td>Inner Harmony</td>
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<tr>
<td>Capability</td>
<td>Equality</td>
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<tr>
<td>Courage</td>
<td>Freedom</td>
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<tr>
<td>Politeness</td>
<td>Pleasure</td>
</tr>
<tr>
<td>Honesty</td>
<td>Social recognition</td>
</tr>
<tr>
<td>Imagination</td>
<td>Wisdom</td>
</tr>
<tr>
<td>Independence</td>
<td>Salvation</td>
</tr>
<tr>
<td>Intellect</td>
<td>Family security</td>
</tr>
<tr>
<td>Broad-Mindedness</td>
<td>National security</td>
</tr>
<tr>
<td>Logic</td>
<td>A sense of accomplishment</td>
</tr>
<tr>
<td>Obedience</td>
<td>A world of beauty</td>
</tr>
<tr>
<td>Helpfulness</td>
<td>A world at peace</td>
</tr>
<tr>
<td>Responsibility</td>
<td>A comfortable life</td>
</tr>
<tr>
<td>Forgiveness</td>
<td>An exciting life</td>
</tr>
</tbody>
</table>
Step 5 Mindmap: Based on your analysis, now create a mindmap in which you involve the most important findings of step 1 until 4. Or make your own mindmap on a big piece of paper.

Congratulations! You now have a richer picture and understanding of your ‘problem’ or assignment. You can proceed with the B phase....
References: