Imagineering

(experience - sheets)

X-sheets

Developed by
Academy for Leisure
Imagineering X-sheets

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.

Tip: Do you want to know whether you work according to the ACTIVE principles? Check out the questionnaire on: http://www.maxmade.nl/x/nhtv/active/ and create your personal IMA energy field!

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 phases 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
You can download new X sheets here as well.

I wish you lots of fun with these X sheets!

Angelica van Dam
June 2018

*ACTIVE stands for Appreciative, Co-creative, Transformative, Imaginative, Values based and Experience focused.
Brooding
How to put the understanding in a bigger perspective?

In the A-phase you zoomed in to understand a specific situation. As you now have an understanding, you can zoom out to create an even bigger picture. What if you look beyond simply ‘what is’ and start to think about potential new solutions. In order to do this you need to catalyze creative processes. You want to bring things in motion, take a deep breath and look for a bigger perspective.

**Step 1 Golden nuggets:** Having gathered all the information in the A phase, now look for pieces of Imagination that give potential for the (creative) phases to come. The articulation of the best precious pieces become your Golden Nuggets.

What can be Golden Nuggets? Basically anything! Perhaps you find them by answering some of the following questions: Is/ are there:
- a forgotten hero from the past?
- an amazing story that has been neglected?
- ignored facts that you managed to put together?
- hidden/untold stories with meaning?
- a core quality that is overlooked?
- a side product which actually is the star of the company?
- etc.

Don’t worry, you will know when you strike gold! It is those pieces of information that create room for new ideas. That literally gives you space to breathe and think about solutions.

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**Stretch your mind!**

In order to come up with innovative ideas, you need to break through patterns and habits. Within the Imagineering Process we organise creative sessions in every phase, but especially during the B phase.

There are two phases of creativity: **Divergence:** Stimulating new thinking by diversifying and exploring; and **Convergence:** Refining and choosing the best possibilities.

Both phases have their own guidelines. In the creative process you will constantly switch back and forth between those phases.
Step 2 Streetcombing: Perhaps you need even more Golden Nuggets and precious ideas? Ideas don’t live in meetings. They live out there in the open, you’ll find them when you open up for inspiration and new ideas. E.g. literally by going out on the street. Streetcombing is a method by Richard Stomp which challenges you to go out and start looking again. Go outside to a new or interesting street and have a curious mindset. Make pictures that draw your attention. Ask yourself what could be the underlying idea of this picture or how you can integrate it in your own concept. For example a picture of some beer crates on a balcony, which were used to build a wall. The concept to be derived from this photograph is the following: “putting objects to a different use than what they were originally intended for”.

<table>
<thead>
<tr>
<th>Picture 1</th>
<th>Picture 2</th>
<th>Picture 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underlying idea</td>
<td>Underlying idea</td>
<td>Underlying idea</td>
</tr>
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</table>

Ideas we want to use

Step 3 Value-fit: Now that you have mapped the broader system, defined Golden Nuggets and even started with creative sessions to further ‘feed’ potential, it is key to look for the value fit: the overlap of human values; beliefs and convictions of the organisation and the target group. After all; if both aspire the same values, they are likely to create a strong bond.

Fill in the figure below. If you need inspiration check out the values of Rokeach (A-phase, step 4). Pick 1- 3 values that are in common. This is going to be your value fit!

The value fit is:

Yes!!!! You now have put the mindmap of the analysis in a bigger perspective. You added new inspiration, created a value fit and defined Golden Nuggets. This is going to be the input for the C-phase.
References: