Imagineering

(eXperience 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 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

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!

*ACTIVE stands for Appreciative, Co-creative, Transformative, Imaginative, Values based and Experience focused.
How to create an image of the future (vision) and a working principle towards that image (concept)

The creation phase is more or less the heart of the ABCDEF Process. Here you decide ‘what makes it all tick’. You therefore create two things: a Vision and a Concept.

1. Vision:

**Step 1 Higher goal:** Answer the following questions from the perspective of the organisation:

- If you woke up tomorrow morning with enough money in the bank, how could we (the organisation) frame the purpose of this organisation such that you would want to continue working anyway?
- Why does the world need us? What would they miss if we were gone?

**Step 2 Why:** Look at the answers you have given and ask yourself ‘why is that important’?
Repeat this question 5x.

**Step 3 Preliminary vision:** Then fill in this statement, again from the perspective of the organisation.

“If we look at... (golden nuggets, targetgroup, trends, the industry), we really believe... (worldview)

"If we look at... the youth which is getting fatter and fatter, the increasing screen activities and the stuffed agendas of children, we really believe that... children should be stimulated to be a real child again instead of a small adult."
**Step 4 Vision:** For those of you who are already familiar with the vision model according to Collins and Porras (1997), fill in this picture:

- **Big Hairy Audacious goal:** Where are we going to?
- **Core quality:** What are we good at?
- **Core values:** What do we stand for?
- **Higher goal:** Why do we exist?

**Step 5 Final vision:** Now summarize the elements you came up with in a vision of maximum 3 sentences.
2. Concept:

Option 1 The molecule principle

After creating the vision, it is time to come up with a concept, that is imaginative and effective. A guide ‘how to do’ things, preferably in a catchy one-liner so it is easy to remember and execute. For this you can use the Molecule Principle: a combination of the key elements recognizable in everything the organization does. Here you see an example of the atoms and the Molecule of Red Bull recognizable in everything Red Bull does.

Step 1: Decide on your atoms: the essential ingredients that through their combination make up the underlying idea of the concept. Don’t forget about the value fit from the B phase! This should be one of the atoms. Draw the molecule:
Step 2 One-liner: Create a One-liner/title that summarizes, emotionalizes and inspires.

1. Explain each atom that is in your molecule

   ___________________________________________________________

   ___________________________________________________________

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   ___________________________________________________________

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2. Associate on each atom; also think of metaphors and values

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3. Choose the most appealing associations

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4. Create a sentence with 2 to 4 associations

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Tip: add a verb to the sentence to make it an invitation for action.
**Step 3 Feelings, values, atmospheres:** Describe the feelings that you want to evoke, the values (value fit) that are key, the atmosphere you want to create.

**Feelings/emotions:**

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________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

**Values:**

________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

**Atmosphere:**

________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
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You now have a clearer definition of what you want to evoke by sticking to the working principle of the concept.

**Notes**

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Option 2 Idea canvas

No luck with the Molecule Principle? Another way is to treat your concept more as a story. You can then fill in the idea canvas with your whole group to compare different concept directions! Here the concept is presented as a story which contains heroes, props, highlights, drama, scenes and a resolution. By reading all these elements it becomes clear why, what and how the organisation needs to do things.

### Title:
What is the message of your story? Make clear in 1 punch line.

### Motto:
Think of a catchy title for your story.

### Heroes:
Who are involved in the story?

### Props:
Sum up all the tools and props that you need to realise your story.

### The story:
This is what it is all about! Come up with a catchy story and map out the most important scenes.

### Plot:
What do the heroes want to achieve and which challenges do they need to face?

### End scene:
What is the end scene of the story?

### Drama:
What are the dramatic moments in your story? In short: everything that could go wrong?

### Highlights:
What are the highlights that make the story valuable?

### All’s well that ends well:
What interventions does the story need to end well?

Source: Estelle Nieuwenkamp-Snijders, inspiration guide, 2013

Ok, finally you have had a breakthrough! The concept is there.... Let’s proceed with designing the concept into concrete products.
References: