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
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*ACTIVE stands for Appreciative, Co-creative, Transformative, Imaginative, Values based and Experience focused.
Design
How can the working principle be translated in very concrete and consistent experiences?
It's time for some engineering. In this phase you turn your concept (working principle) into something concrete. You become an experience designer. You create tangible products and / or services to bring your concept to life. Luckily you have a box full of tools at your disposal. Like the powerful instrument of storytelling. Or the principle of co-creation, theming and entertainment. Let's get to work.......

Step 1 Orientation:
• Mention the desired experience in words, for example adventurous, relaxed, homefeeling.
• Look for images that represent the values and feelings of your desired experience.
• Show each other (pieces of) videos that represent those feelings.
• Share lyrics / poems / paintings to deepen those feelings.

Step 2 Make choices and combine:
• Write an overall storyline for your desired experience (storytelling).
• Make a video.
• Make a moodboard.
• Create a persona.
• Draw an experience.
Moodboard
Step 3 Check:
Check whether you trigger the senses and if the concept is reflected in your desired experience. Add missing elements, but only if it can make your experience stronger.

<table>
<thead>
<tr>
<th>Touchpoints</th>
<th>Thinking</th>
<th>Feeling</th>
<th>Senses</th>
<th>Concept</th>
<th>Challenges / Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>User interactions, what happens?</td>
<td>What are the users thinking? What questions might they have?</td>
<td>What is the essence of what you want users to feel at this stage?</td>
<td>What do the users hear, smell, see, taste?</td>
<td>How does this stage reinforce the concept?</td>
<td>What are the potential challenges in making this a smooth touch point? What are the opportunities?</td>
</tr>
</tbody>
</table>

* The steps through time are the stages before (pre), during (direct) and after (post) buying your core product and/or participating in what you designed.
**Step 4 Prototype:** If possible: create a prototype of the design where you try to trigger the senses of the target group. For example:

- Decorate a physical space according to the previous steps.
- Do an intervention, for example an execution of a part of the experience.
- Organize a dialogue or an act.
- Make another visualization of the experience with everything in it, like a map.

Gather feedback from your target group. What should be adjusted?

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**Wow! It's getting clear and concrete what your experience is going to look like. Now let's co-create in the E phase.....**

**Notes**

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