Imagineering

X-sheets

(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.

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!

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.
How to nurture the system for becoming a learning community?
You cannot entirely steer and control a dynamic Imagineering process but you can influence it. Imagineering is a never-ending story, therefore it caters to everyone to become part of a continuous learning community where the leader is not there to shine but to facilitate. You do so by experimenting and having dialogue in diverse possible ways.

Evaluation tool 1 The cover story: Write the first page of a magazine/journal where you share your idea/innovation/new experience/process that has not taken place before and you imagine what a top magazine/journal would say about it.

- **Cover** – this is the title page – there on top you put the name of the Journal/Magazine and also show what it looks like in lay-out.
- **Big headlines** – the top news you would like to share on what you created actually happening
- **Visuals** – the images you would like to appear there
- **Column** – a rubric written about what you made happen (written maybe by someone you look up to?)
- **Quotes** – what interesting people said about what you made happen
- **Brainstorm** – what is the logic behind the title page, the hidden thoughts/master plan of it.

Are you happy with the cover story? Are there things you would like to change? How can you do this?
Evaluation tool 2 The Guest Experience model: Make a list of all the touchpoints; so the moments where there is contact between the organization and the stakeholders. Are they aligned with the foundation? If not: adjust them.
Tool 3: In for a cocktail? How about a magical ingredient?
Imagine that your experience or process is a cocktail.

1. What are the three ingredients of your cocktail?

2. Add a magical and new ingredient, for example a new theme, an event, a topic like cooking, music, karaoke or dance, charity, a new sponsor like HEMA or Apple, the fairy tale of Snowwhite… Be creative!

<table>
<thead>
<tr>
<th>The magical ingredient</th>
<th>What happens?</th>
<th>What will this ingredient if used on a regular basis mean for the organisation?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This calls for a celebration! Treat yourself on chocolate or a cocktail, because you managed to complete all the phases.
But please remember: imagineering is a continous story, so stay ACTIVE!
References: