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 or 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!
Exchange
In the E-phase it is time to see to it that the stakeholders can interact with one another and possibly even co-create. Platforms facilitate and enable this interaction, determine the general rules, and make data available. It’s an interactive environment for interlinked stakeholders, where co-creation is enabled and experiences are shared.

**How to enable co-creation?**

1. **What**
   - The what of the platform: The value creating interaction
   - Information | Goods & services | Currency

2. **Why**
   - The why of the platform: The platform that enables the core interaction.
   - Participants | Value unit | Filter

3. **How**
   - The how of the platform: Pull | facilitate & match
   - Attract & retain | Rules & tools | Collect & link

**Example of a good platform: Nike Plus**

In 2006 Nike introduced the Nike Plus platform based on the concept: Get connected to your running experiences. A sensor fitted in the shoe collected data on your iPod, for example the number of paces, the distance and the speed. After every run you could upload your own running experience to the website and share it with a community of runners. But you could also monitor your own progress and share it with others. It was moreover possible to establish contacts with runners in order to find buddies/coaches or to find out when running activities were being organized. This enabled Nike to multiply the ways in which individuals could influence their running experience. It inspired the development of new domains and products, for instance the Nike Run Reporter platform, the wear testing platform (for testing out new shoes) and the voiceover of Olympic athletes on your iPod who cheered you on.

Nike integrated itself with this platform into the daily lives of individuals and groups. Close relationships and trust were established between all interacting parties. In addition, a profound understanding was obtained of the users’ values and needs, as a result of which new ideas were generated more rapidly and the co-creative opportunities could be updated repeatedly.

Nike therefore no longer sees itself as a product seller but as a driver of social changes where sport acts as a means rather than an end.
Step 1 WHAT:
• What is the core interaction? (the most important form of activity)
• What kind of information is being shared?
• What is the currency (payment) being used? This can be money, but also attention (likes on Facebook) or influence (re-tweeting on Twitter).

Step 2 WHY:
• What is the ‘thing’ that creates value? Why does a participant want to join the platform.
• What is the reason that a participant wants to join?
• Who are the participants?

Step 3 HOW:
Pull, facilitate & match:
• Pull: attract/retain. Come up with one intervention to attract and retain participants.
• Facilitate: rules/tools: Think of 3 simple rules/tools for the platform.
• Match: collect/link: What kind of data do you want to collect about the participants?
Evaluate the current platform or the new design of the platform with ACTIVE:

<table>
<thead>
<tr>
<th>Question: Does or did the platform.....</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A use positive language?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A build upon the strengths and potential instead of the problems and impossibilities?</td>
<td></td>
<td></td>
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<tr>
<td>A create new inspiring perspectives for the future?</td>
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<tr>
<td>C build upon the power of the stakeholders?</td>
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<tr>
<td>C keep the dialogue open and alive?</td>
<td></td>
<td></td>
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<tr>
<td>C let the involved stakeholders create/design themselves OR does it invite them to create themselves</td>
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<td></td>
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<tr>
<td>T focus on some kind of desired change?</td>
<td></td>
<td></td>
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<tr>
<td>T inspire people to think or act differently?</td>
<td></td>
<td></td>
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<tr>
<td>T lead to a sustainable, desired and valuable change?</td>
<td></td>
<td></td>
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<tr>
<td>I appeal to the imagination of stakeholders?</td>
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<td></td>
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<tr>
<td>I consciously use creativity or invite stakeholders to use creativity?</td>
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<tr>
<td>I create or trigger new ideas or combinations that don’t exist yet?</td>
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<tr>
<td>V work from (shared) values?</td>
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<tr>
<td>V reflect or make visible which (shared) values are used?</td>
<td></td>
<td></td>
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<tr>
<td>V add meaning for stakeholders?</td>
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<td></td>
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<tr>
<td>E inspire participation?</td>
<td></td>
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<tr>
<td>E evoke positive emotions?</td>
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<tr>
<td>E create a long lasting impression?</td>
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</table>

So are we done???
What about the unknow future? How can we keep the magic alive?
References: