

# THE 6 DIMENSIONS OF EXPERIENCE

**INSTRUCTIONS:** This describes the elements that distinguish and differentiate all experiences. This list can be used both as an evaluation method for current experiences (especially as experienced by people) and as a design mnemonic for new experiences. At some point early in the design process, simply run through the elements and ask how each might help you create a more satisfying experience.

**VALUE:**  
The most important dimension is the kinds of value the experience provides to people.



- Meaningful
- Identity
- Emotional
- Financial
- Functional

**NOTE:** Those values closer to the center are both more stable and more "valuable."

**QUESTIONS:** What are people's decision-drivers for each segment of people in each of these categories?

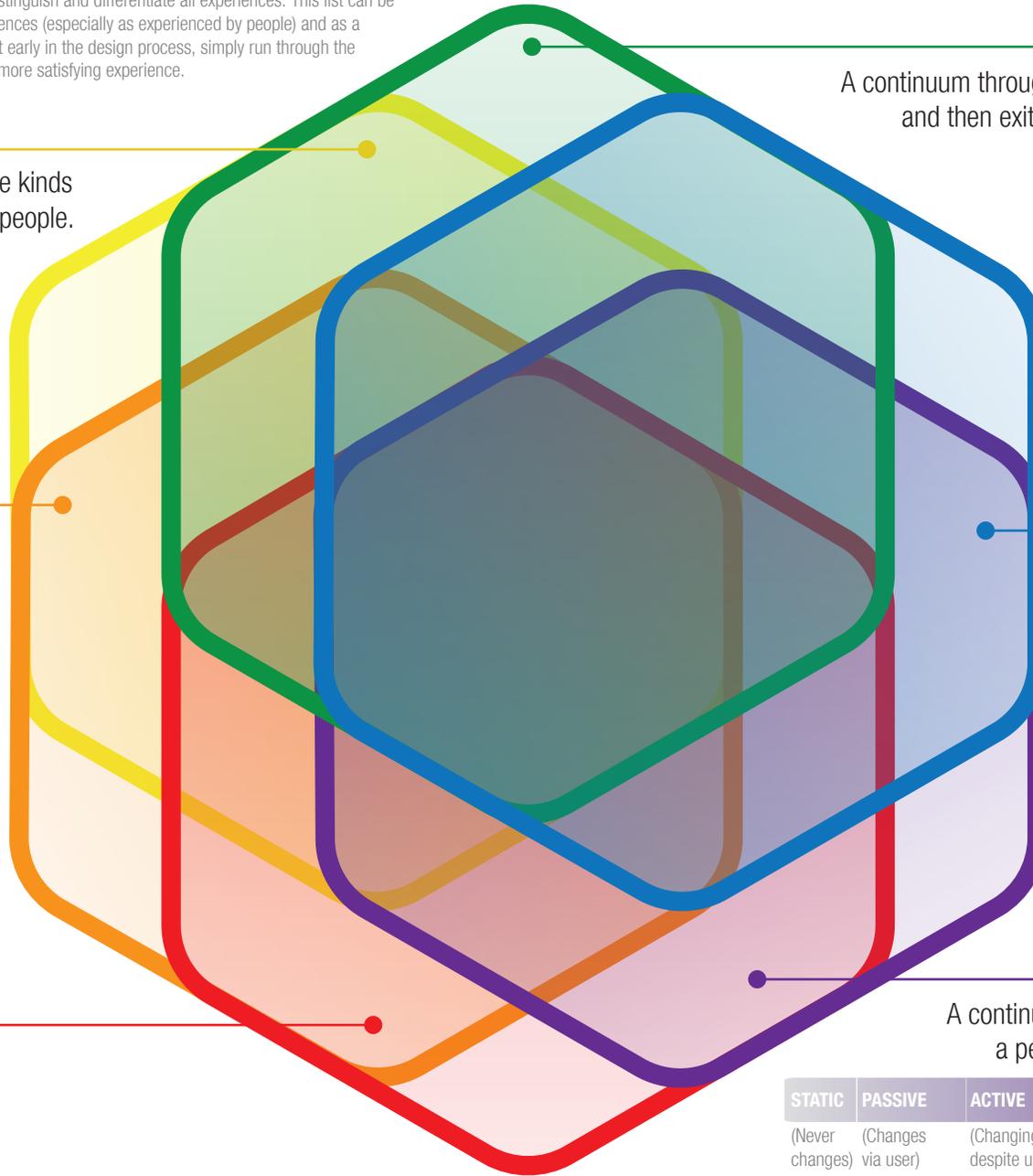
**TRIGGERS:**  
All design choices trigger a reaction in people (often requiring specialized expertise).

- Sight
- Sound
- Touch
- Smell
- Taste
- Concepts
- Symbols
- Name
- Price

**QUESTIONS:** Which elements trigger what reactions in the people you're designing for?

**BREADTH:**  
Product/Object                      Policy  
Service  
Environment/Place  
Event

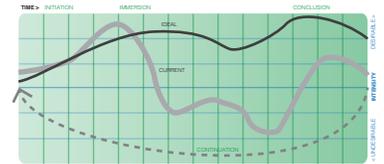
**QUESTIONS:** What are all of the touchpoints connected to your organization, brand, or experience for each person or market segment? Do they feel unified and that they come from the same place? Consistency, here, is a human one, not an absolute machine-like connection. It's more about what people expect in each medium. Describe the elements, triggers, and mental models people experience in each category.



**DURATION:**  
A continuum through time in which people enter, inhabit, and then exit an experience in four distinct phases:

- Initiation
- Immersion
- Conclusion
- Continuation

**QUESTION:** How can you design smooth transitions between each phase?



Charting intensity over time is called a Waveline.

**INTENSITY:**  
Nearly all designed experiences engage the consciousness. Sometimes, you can redesign an experience that has become habit back to an engaging one.



**INTERACTION:**  
A continuum of action and interaction between a person and a system or another person.

STATIC	PASSIVE	ACTIVE	INTERACTIVE
(Never changes)	(Changes via user)	(Changing despite user)	(Changes in response to user behavior, context, preferences, etc.)

**QUESTIONS:** Where on this spectrum does the experience exist (for people)? Where should it exist? If the experience is to be interactive, what makes it so? The biggest factors in interactivity are: **Feedback, Control, Communications, Creativity/Productivity, and Adaptivity.** How does the experience exhibit these factors and how can the new design use them to improve the experience?