

Designing Experiences That Inspire & Delight

Ichi-go Ichi-e: "One meeting, one moment in your life that will never happen again."

What experience would you like to design or redesign?		
Experience Design ?s	Notes	Ideas to Get Started
Who? Who are you designing for? What are their needs?		Narrow your audience. Get really specific about their needs for the experience you are designing!
Why? Why are you designing this experience? What is your purpose & intended outcome?		Your purpose should be specific, unique and disputable. Take a stand that not everyone might agree with—remember if you design for everyone, you delight no one.
Constraints: What are your constraints? Can you turn any constraints into an advantage?		Is time your constraint? Use speed to your advantage. Space an issue? Could your experience be outside? The things that constrain you might just make your experience unique.
Break with the Norm: How will you provide a break from the normal routine?		Routine is the enemy of great experiences. Your idea doesn't have to be grand, just something out of the ordinary that is unexpected.
Set the Stage: What impression will you make in the first 7 seconds? How will you set the stage (location, music, extra details)?		When in doubt here are a few things that can help set the stage: music, snacks, reverse the orientation of the room, go outside.
The Fun Factor: How can you add a fun or interesting twist to the work you are doing?		Yes, we do serious work but there is no reason our work can't be joyful! What brings you joy? Are you excited to participate in the experience you are designing? If not, go back to the drawing board to add some fun to the mix.

Share Your Redesigned Experiences with us!

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