

STEP 1: THE WHO // IDENTIFYING YOUR TARGET MARKET

Who are the potential users you can target?

INSTRUCTIONS:

FOCUSING ON THE EXPERIENCE
MEANS FOCUSING ON THE USER.

FIRST, LET'S LAY THE GROUNDWORK. WE'LL
START YOU OFF WITH SOME BACKGROUND.

YOU'LL NEED TO IDENTIFY THE USER
YOU'RE DESIGNING THE EXPERIENCE FOR.

KEY QUESTIONS:

WHO is your user?

WHAT are you going to create?

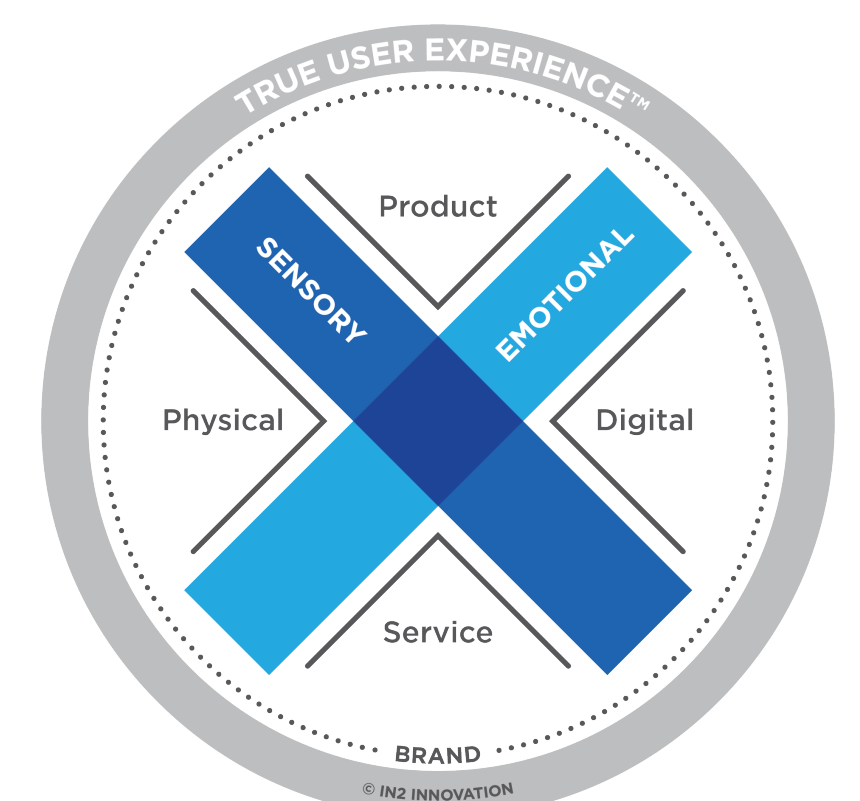
WHEN are you starting?

WHERE will this be deployed?

WHO / WHAT / WHEN / WHERE?

*Use this section to identify the context
where you might focus this new Experience.*

MISSION STATEMENT:



STEP 2: THE WHY // EMPATHY

Why will your brand matter to your users at their Emotional level?

INSTRUCTIONS:

THE 'WHY' FOR YOUR BRAND WILL COME FROM CONNECTING AT THE USER'S EMOTIONAL LEVEL.

EMPATHIZE. THINK ABOUT THE EMOTIONS.

AS AN EXPERIENCE DESIGNER, WHAT DO WE KNOW ABOUT THE USER?

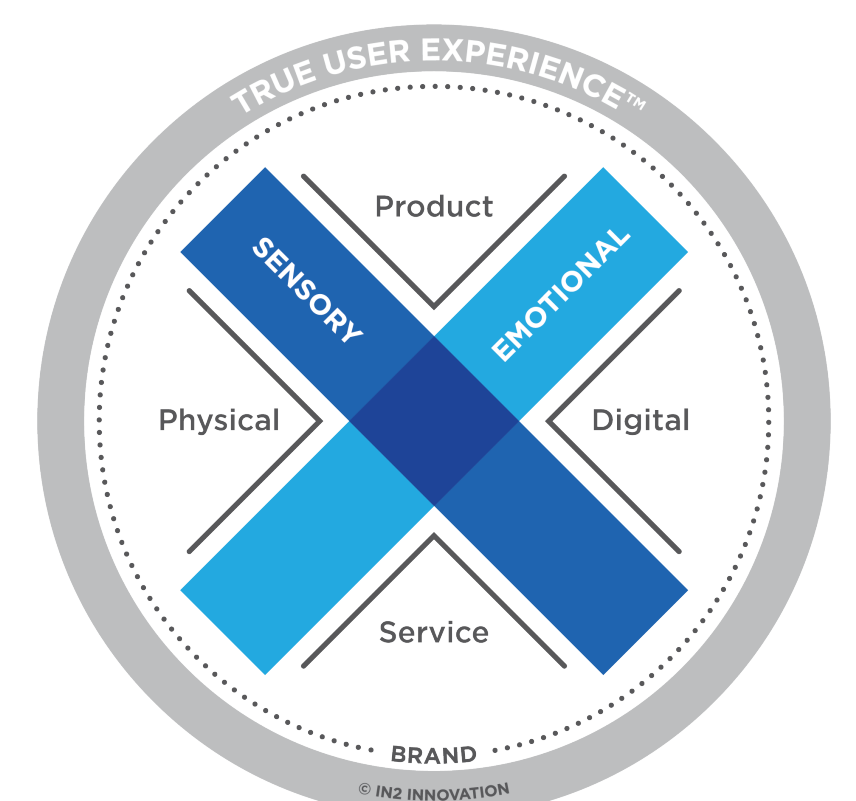
KEY QUESTIONS:

What is your user **THINKING?**

What is your user **FEELING?**

How does your user **EXPRESS** their emotion?

AS A _____ [YOUR USER]
, I AM _____ [THINKING? FEELING? EXPRESSING?]



STEP 3: THE HOW // IDEAS FOR A NEW EXPERIENCE

How will your brand deliver the experience?

INSTRUCTIONS:

THIS IS WHERE YOUR CREATIVITY REALLY COMES INTO PLAY.

WHAT COULD WE CREATE TO DELIVER AN AMAZING EXPERIENCE?

DIVERGE!
BUILD NEW IDEAS FOR HOW YOU MIGHT BRING A NEW EXPERIENCE TO LIFE.

KEY QUESTIONS:

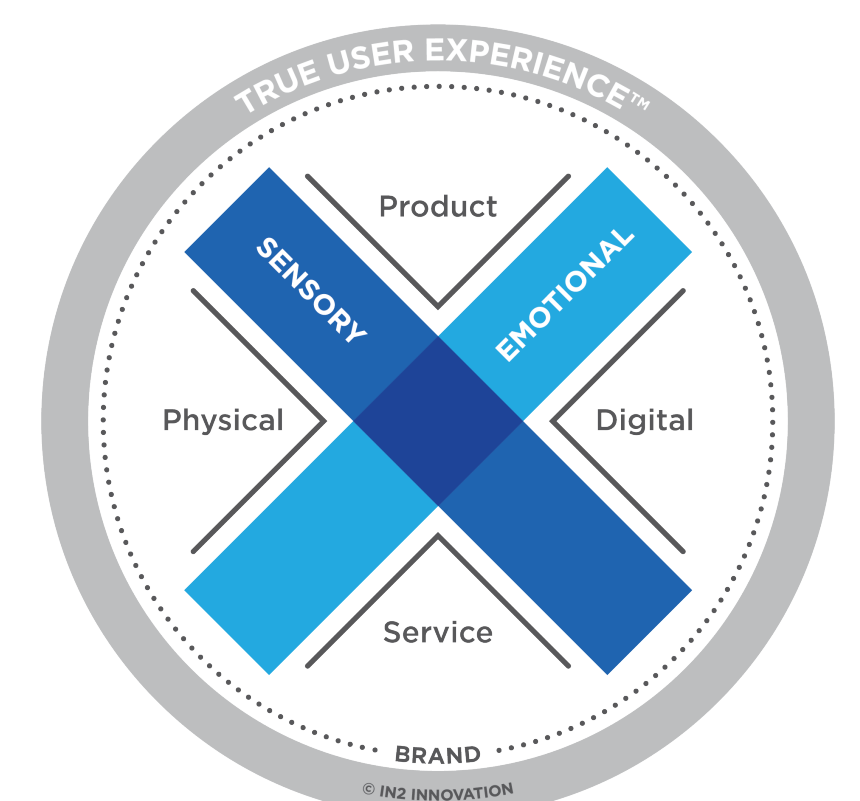
What could the **PHYSICAL** interaction be?

What is the **DIGITAL** engagement with your brand?

What will make your **PRODUCTS** unique?

What will the **SERVICE** experience be?

**BASED ON THE TEAM'S TOP INSIGHTS,
AN EXCITING IDEA COULD BE _____.**



STEP 4: THE EXPERIENCE // BUILDING BIG IDEAS

What is going to set your brand apart?

INSTRUCTIONS:

THE TEAM HAS SOME EXCITING IDEAS IN PLAY.

NOW, BUILD THOSE IDEAS EVEN BIGGER BY USING THE 5 SENSES.

THINK OF HOW YOU COULD CREATE A BALANCED, MEANINGFUL EXPERIENCE.

KEY QUESTIONS:

How will you engage the **5 SENSES?**

What makes this experience **DELIGHTFUL?**

How will you describe the **EXPERIENCE?**

USING THE 5 SENSES, HOW COULD YOU ELEVATE THE TEAM'S TOP IDEAS?

