# UXPERIENCE DESIGN:
# A FRAMEWORK FOR ENGAGEMENT

CARINE WARSAWSKI

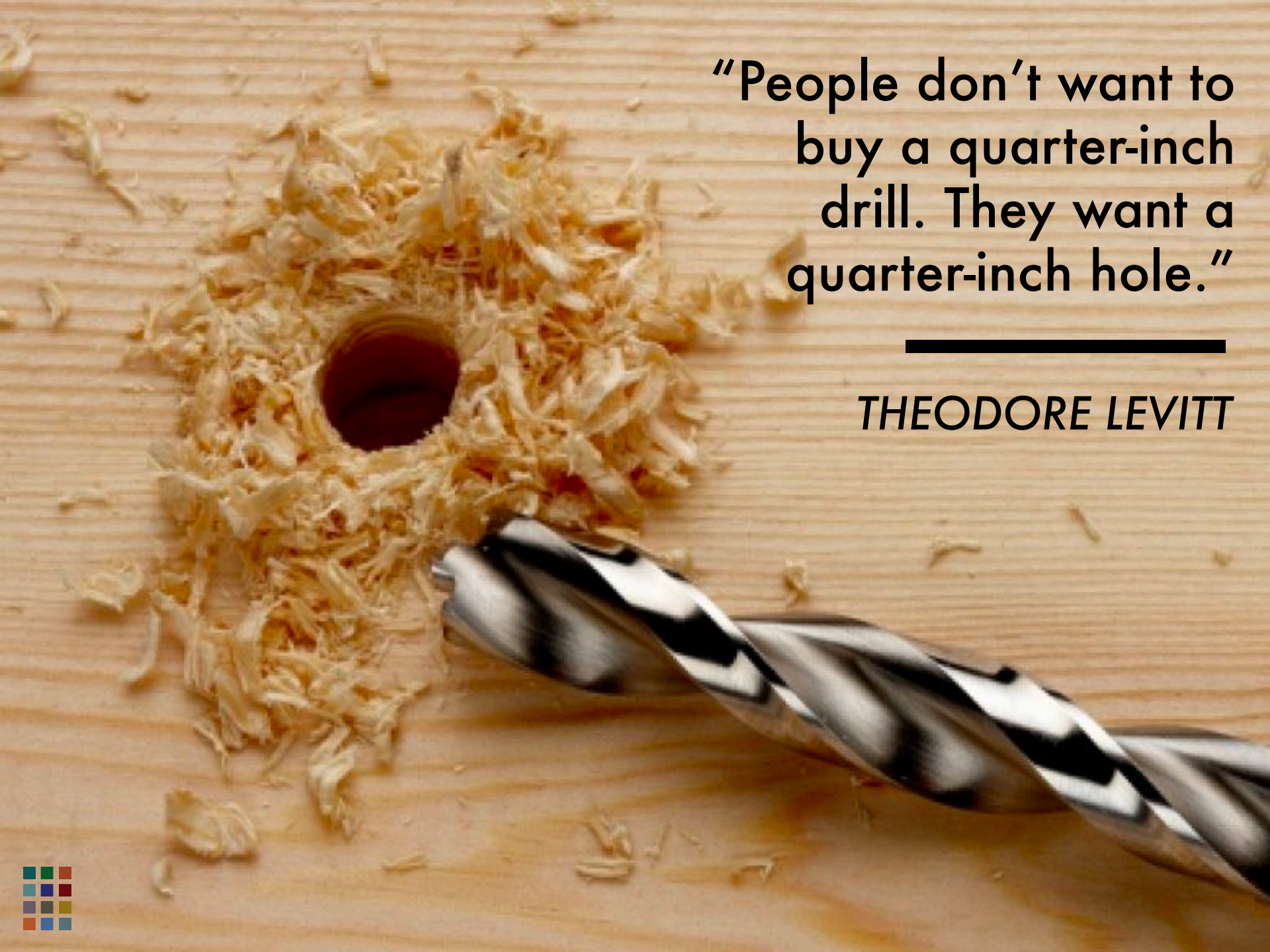
1

# What is UX?

- Offers a feeling
- How we deliberately create experiences to elicit a certain response from the audience.

# User first.

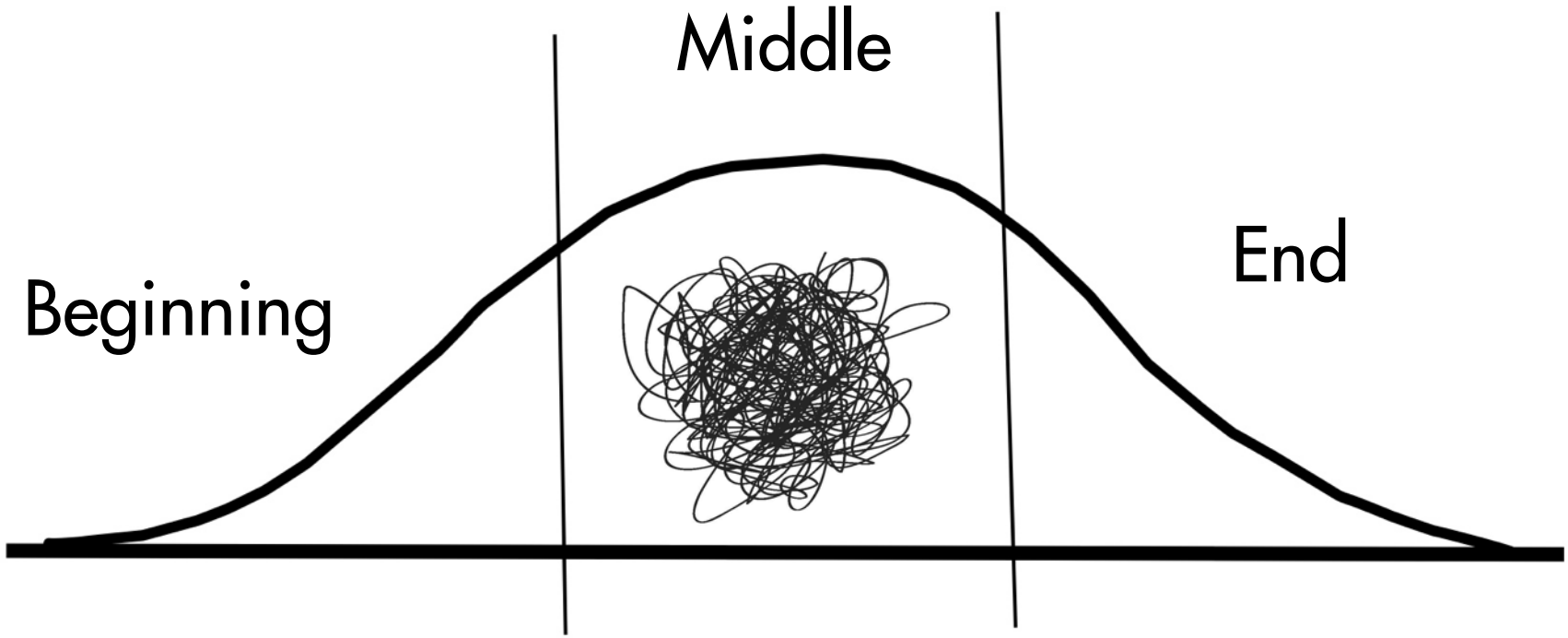
(this is a drill bit)


"People don't want to buy a quarter-inch drill. They want a quarter-inch hole."
THEODORE LEVITT

2

# Don’t design a program. Design an itinerary

# Create an arc of touchpoints



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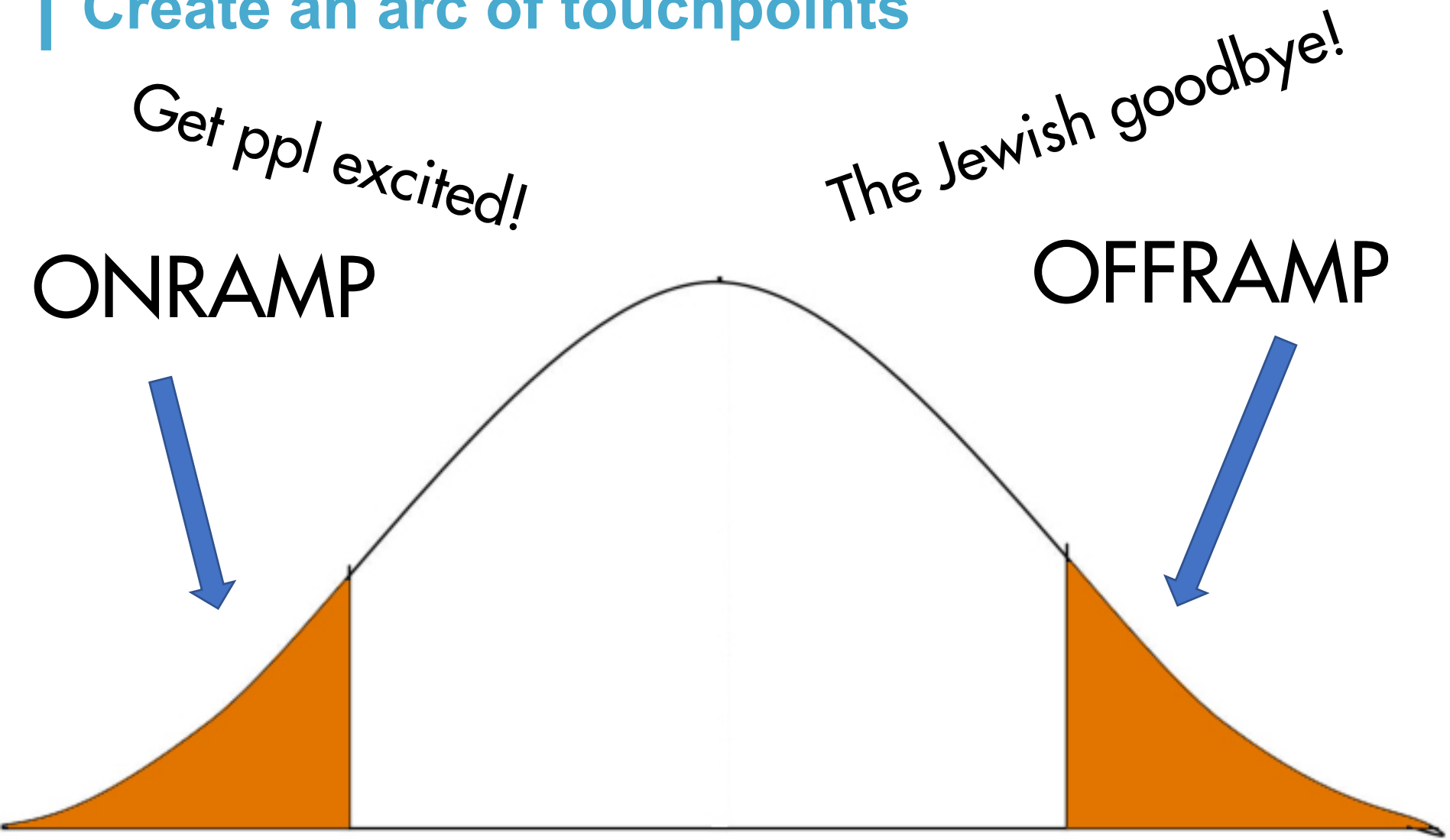
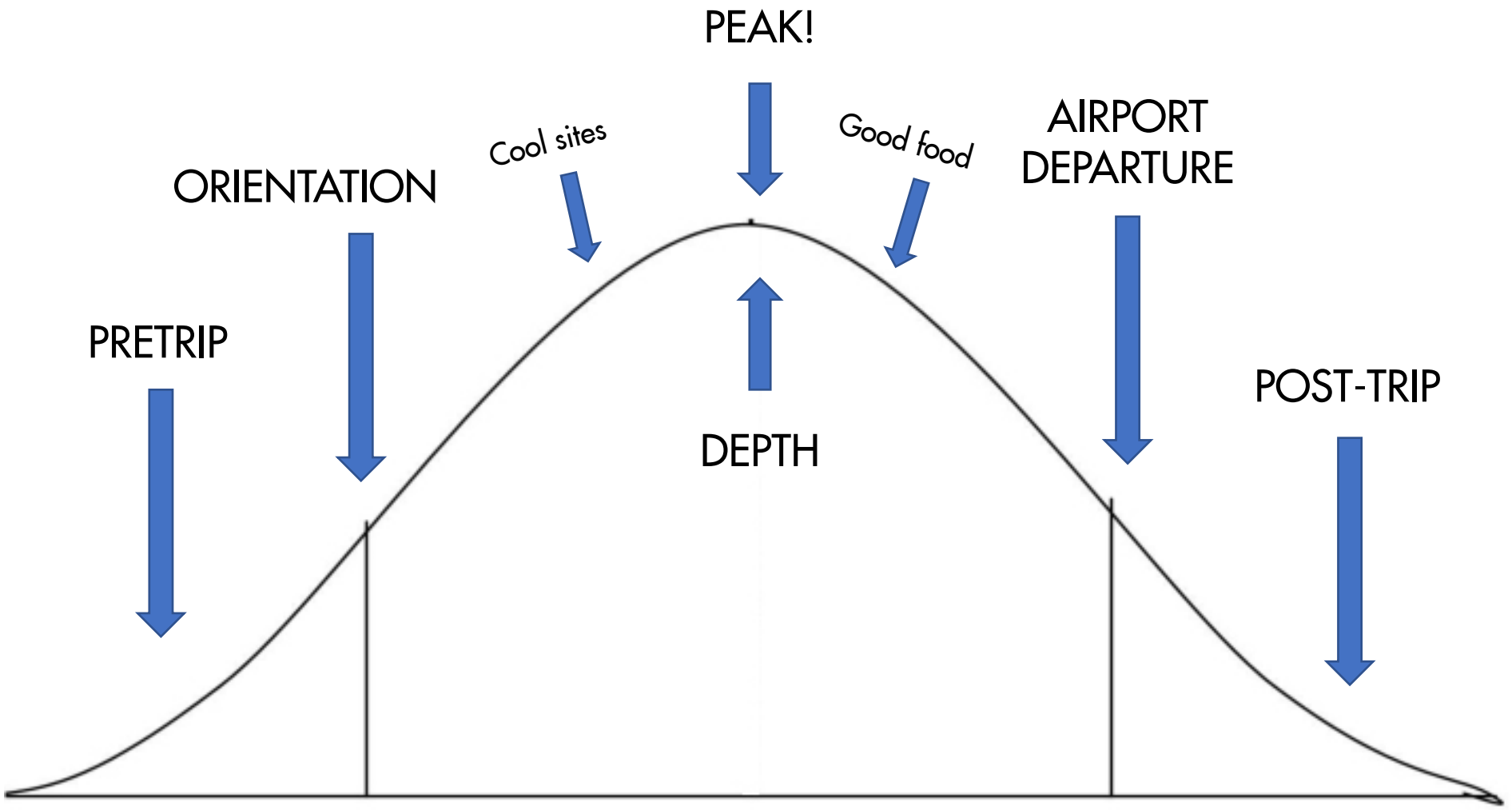


# Itinerary Planning 101



3

# THE PEAK END RULE

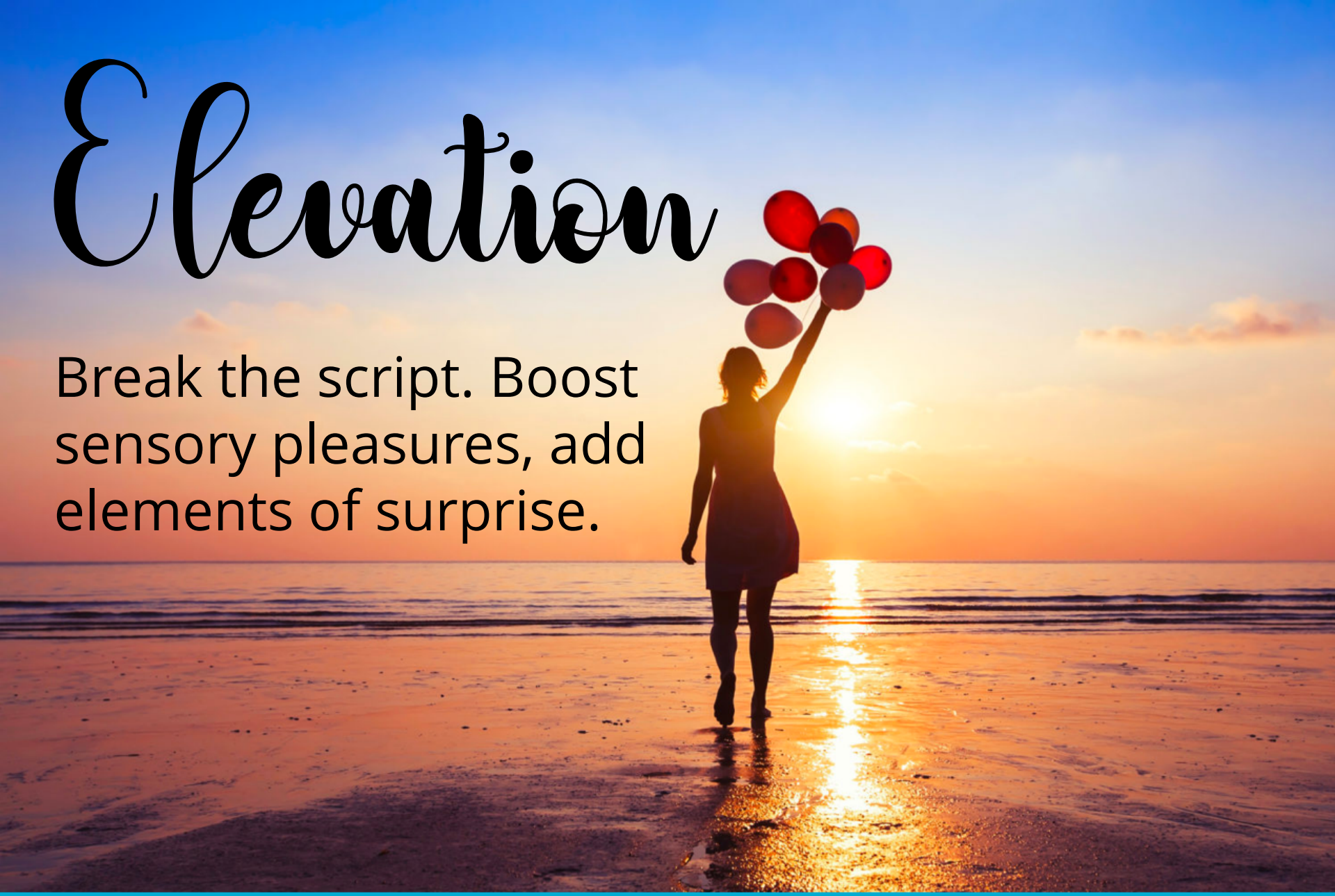
***People judge an experience based on a peak moment and the end, rather than the total sum.***

# Insight

Realize something new about ourselves or the environment

PRIDE
Capture us at our best moments. Make people feel good about being there. Accomplish something together.

# Elevation

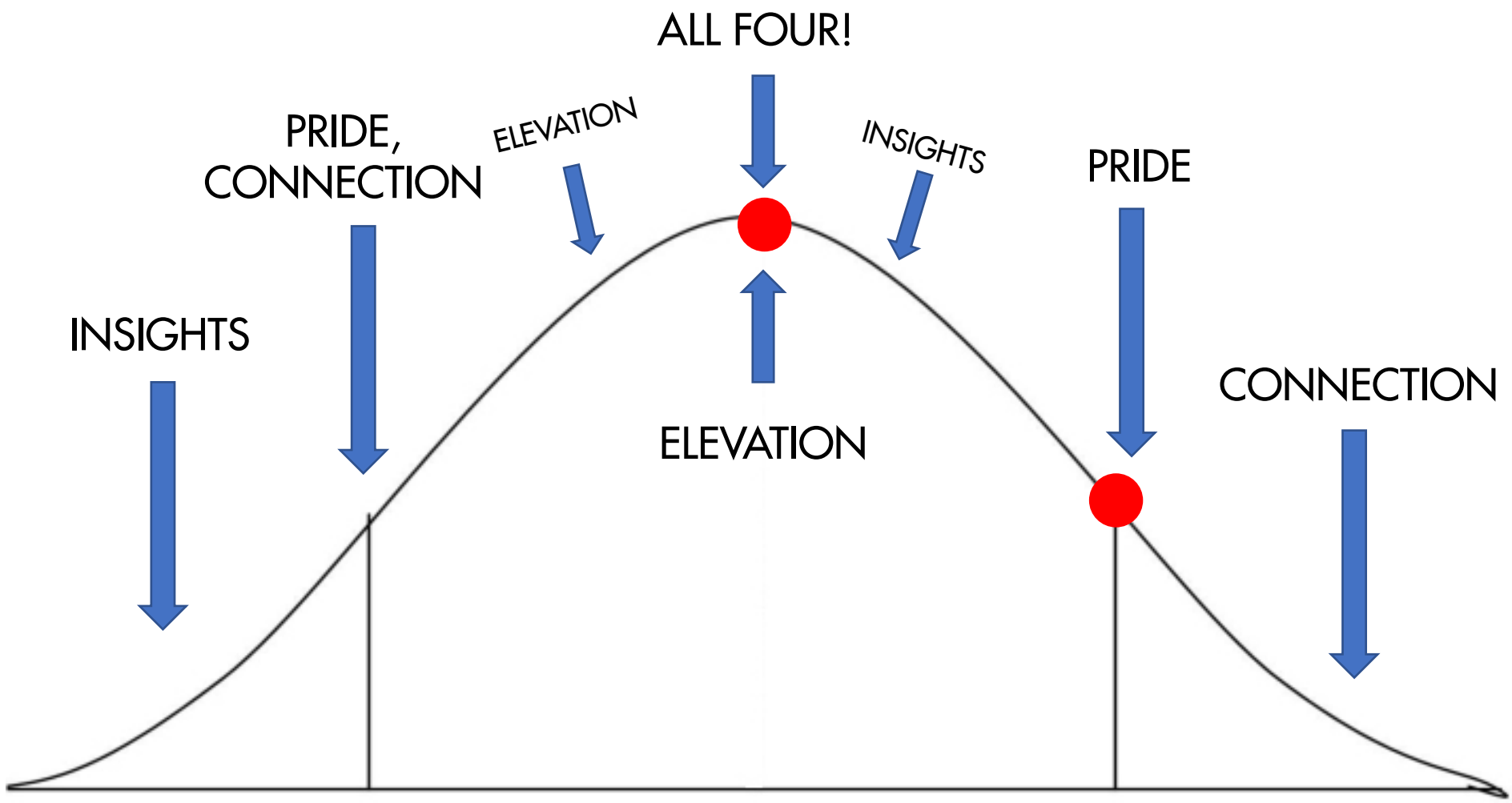


Break the script. Boost sensory pleasures, add elements of surprise.

TRYBAL GATHERINGS

Connection
The experience or moment is strengthened because you're sharing it with people around you, forming new relationships.

# Journey Mapping



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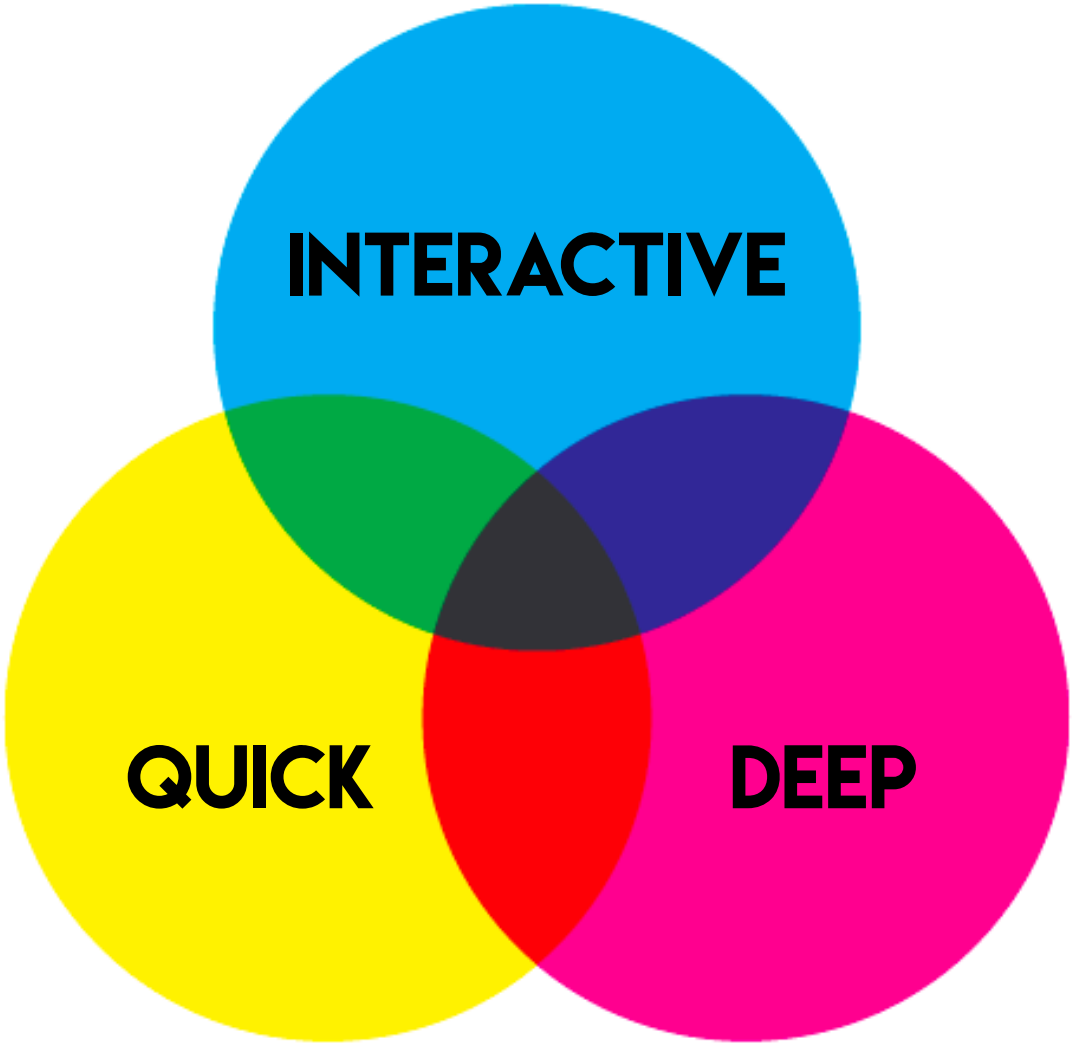
# INTELLIGENT DESIGN

# Be Realistic: Pick 2



# IQD: Intelligent Design

I

**INTERACTIVE.** BE SENSORY.

Q

**QUICK.** DO YOU RLY NEED AN HOUR?

D

**DEEP.** NEEDS TIME TO BREATHE.

INTERACTIVE + QUICK = FUN

INTERACTIVE + DEEP = LONGER

QUICK + DEEP = MEANINGFUL

5
STAY ORGANIZED.
CHOREOGRAPH.

# SUMMARY

1. Be more than a ¼" hole.
2. Don't design a program. Design an itinerary.
3. Peak-End Rule + 4 Pillars
4. IQD
5. Choreograph.

TRYBAL
GATHERINGS

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