(FORM + CONTENT + CONTEXT) ÷ TIME = EXPERIENCE DESIGN

A new discipline of design is emerging from the needs and forms of communication in the network economy. "Experience design" is a discipline created by the reality of communication today, when no point of contact has a simple beginning and end and all points of contact must have meaning embedded in them.

Once graphic design dealt with the form of communication; communication design became the discipline covering form and content. Now, experience design considers the form, content and context of communication occurring over time. It recognizes the imperatives of brand experience and the characteristics of the user's experience.

When communication leaps across media at the speed of electrons, meaning is the only true currency. Design does not add value in this economy—design creates value. Experience design is the purposeful creation of value in the network economy, often through creating the relationships within the e-commerce world.

The tools of the experience designer lie in software, hardware and the "wetware" of the human mind. The experience designer must combine the rigors of engineering with the inspiration of high art. He or she must become adept at the traditional skills of design, and engage in dialogue with the virtuosos in the world of social science, economics, architecture, theater and the narrative arts.

Each of the professional disciplines included in this practice was once considered a discrete competency. Now they are all involved in designing a customer experience through the use of cross-disciplinary teams. These professionals need to use a range of skills that stretch the preconceptions of "design": business strategy, user research and marketing, behavioral sciences, creative process diagramming, information and interaction design and story-telling. One cannot underestimate the importance of this final skill, since experience is about a journey occurring over time.
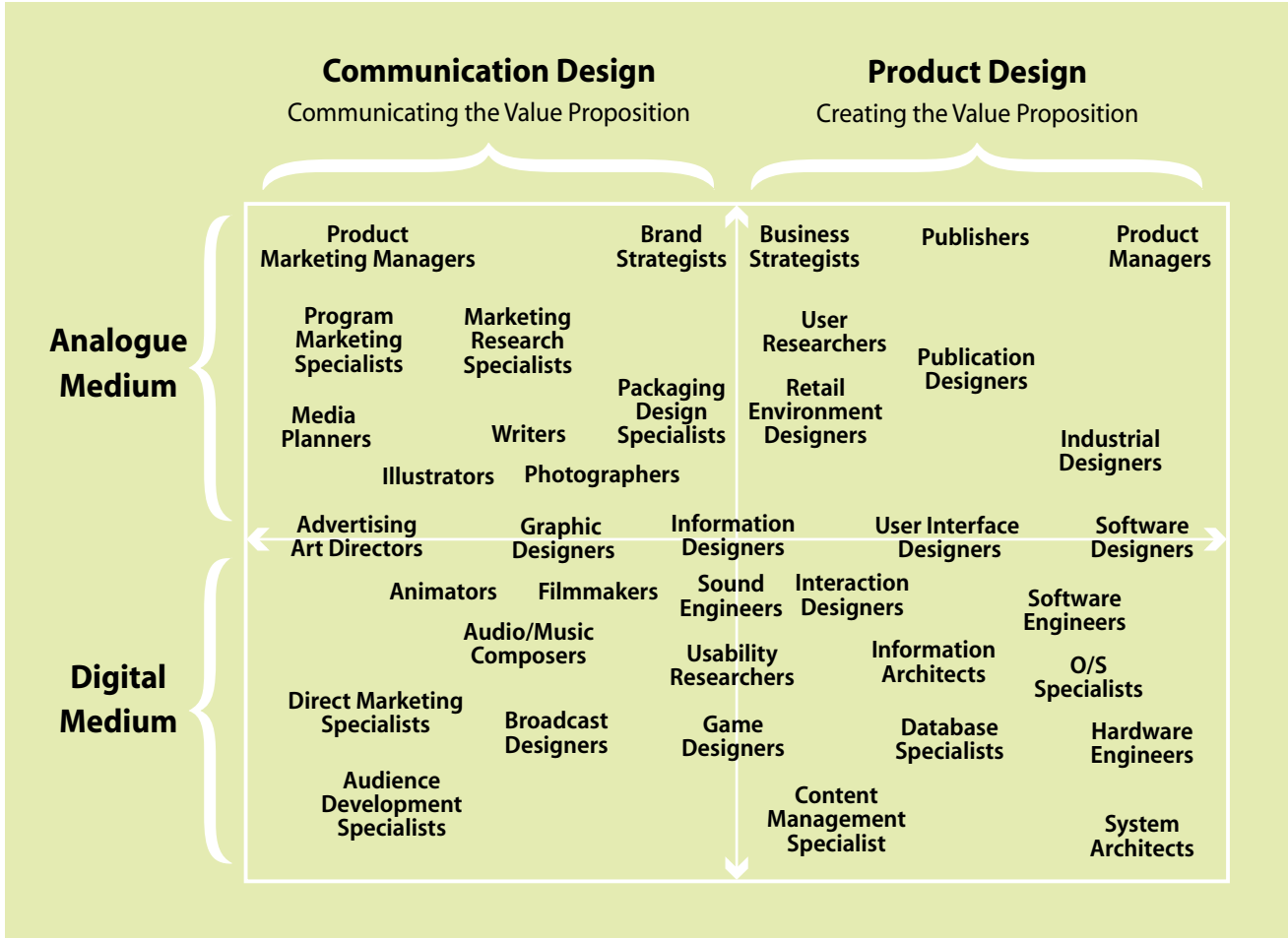
The illustrations in this issue reflect the dimensions of the experience design sector of the new economy, and also a few of its applications. Inside the front cover, Nico Macdonald's information graphic demonstrates the growth and consolidation of the profession, even in the short time that system integration has been a concept at the cusp of information technology and design.

Clement Mok's map of the professions that are involved with digital and analogue media applied to communication and product design (page 2) reveals the challenge of defining a "profession" or "discipline" within the requirements of the new economy.

Schindler Associates' visualization of the dynamics of a soccer match (page 3) reinforces both the value and the necessity of effective information design in using the Internet to document time-based experience.

The pioneers of experience design bring academic, practical and visionary perspectives to the profession. They recognize the need to develop a base of research and are adamant about improving the metrics available to

Communication Design
Communicating the Value Proposition

Product Design
Creating the Value Proposition

Analogue Medium

Product Marketing Managers

Brand Strategists

Business Strategists

Publishers

Product Managers

Program Marketing Specialists

Marketing Research Specialists

User Researchers

Publication Designers

Media Planners

Writers

Packaging Design Specialists

Retail Environment Designers

Illustrators

Photographers

Industrial Designers

Advertising Art Directors

Graphic Designers

Information Designers

User Interface Designers

Software Designers

Digital Medium

Animators

Filmmakers

Sound Engineers

Interaction Designers

Software Engineers

Audio/Music Composers

Usability Researchers

Information Architects

O/S Specialists

Direct Marketing Specialists

Broadcast Designers

Game Designers

Database Specialists

Hardware Engineers

Audience Development Specialists

Content Management Specialist

System Architects

Design: **Clement Mok, Sapient**

THE PROFESSIONS OF EXPERIENCE DESIGN

Experience design, as a discipline, involves the skills associated in the past with many discrete professions. In this respect, it is an exemplar of the team-oriented, cross-disciplinary challenges of the new economy. The highlighted professions in this diagram are actively involved in the new field of experience design and are welcome participants in AIGA Experience Design.
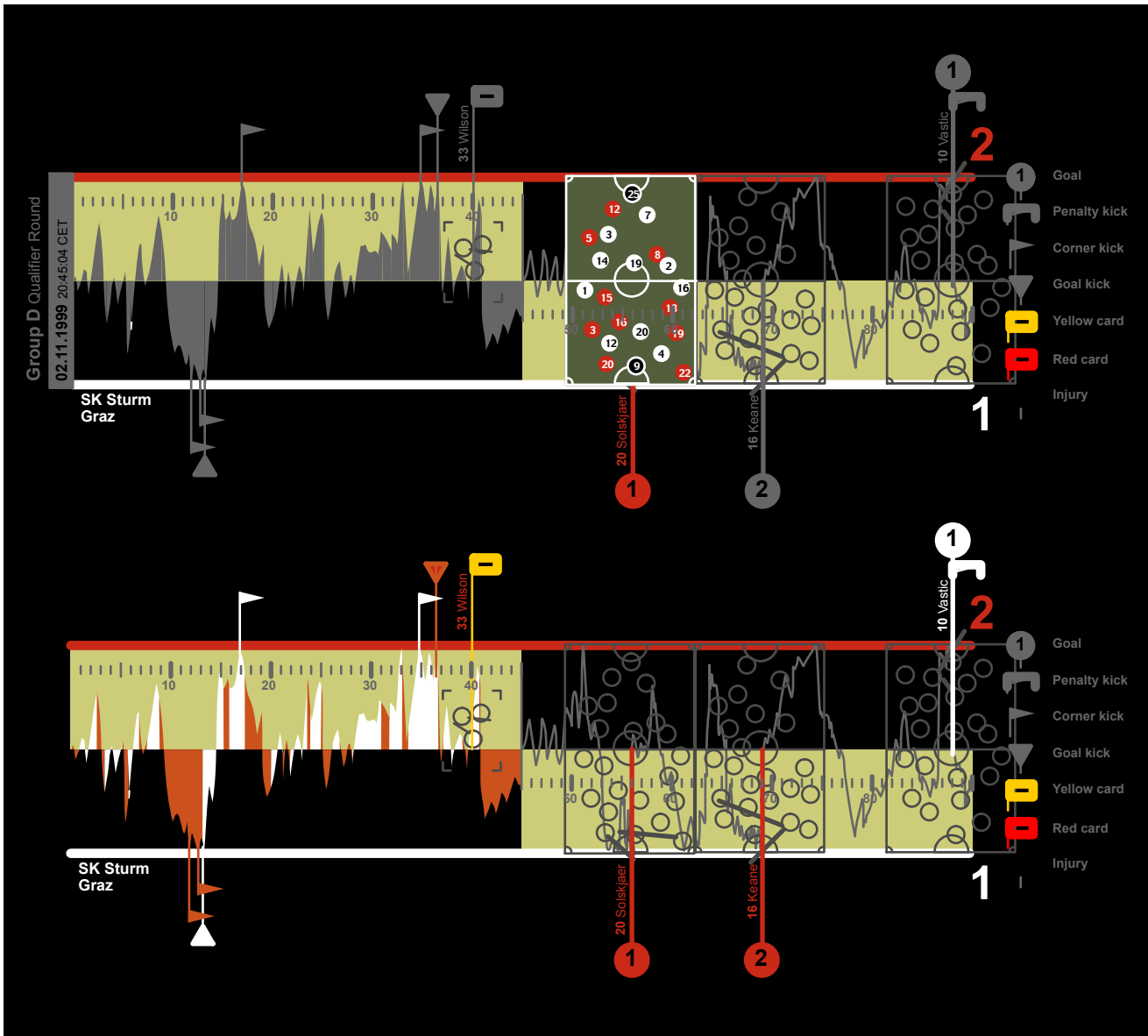
Design: **Schindler + Associates/Openforma for Quokka Labs, Quokka Sports, Inc.**

SOCCER GAME VISUALIZATION

Experience design can involve an Internet experience that in turn either replicates or enhances a real event—like a soccer game (above). In this real-time "box score" created by Schindler + Associates for Quokka Labs, time moves along the x-axis and the space of the field is represented along the y-axis. Penetration toward the goal and possession information can be understood through the red and white areas; a change in color indicates a change in possession and the height of the curve along the y-axis indicates position of the ball on the field. Numbered circles indicate goals scored. A mouse-over reveals an animation of the ball-trail of that goal with players in position.

ILLUMINATING THE USE OF THE INTERNET

A critical attribute of effective experience design involves using information design techniques to make the complex clear. This skill may be reflected in the clarity with which one discovers how to navigate a website or it can mean presenting information effectively. The design firm SamataMason, for instance, uses a series of "opinion metrics" (page 4) to analyze and graphically represent the "stickiness" and efficacy of its clients' websites.
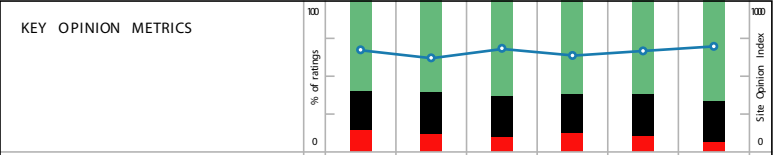
O-TREND
Executive Summary
Key Opinion Metrics

www.maya-group.com
August 1, 2000 – August 30, 2000

SITE OPINION INDEX

736

KEY OPINION METRICS

month . year >	MAR.00	APR.00	MAY.00	JUN.00	JUL.00	AUG.00
site opinion index >	715	700	730	710	723	736
% of positive ratings >	63	63	66	64	63	67
% of neutral ratings >	23	26	25	22	25	26
% of negative ratings >	14	11	9	14	12	7
mean page rating >	3.68	3.65	3.73	3.66	3.72	3.74
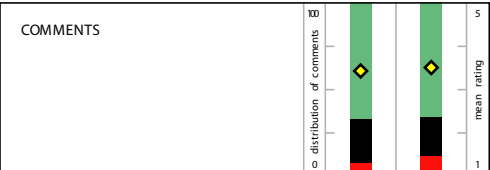
ACTIVITY

	current month	prior month	change	trend
Number of pages rated	36	36	0	
Number of ratings	8,148	8,001	-142	
Number of comments	163	160	3	

PAGE SPECIFICS
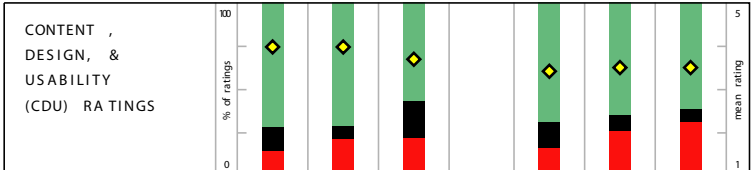
page with:	number of ratings	mean rating
Most ratings	1,605	3.25
Most comments	32	3.25
Highest mean rating (min. 10 ratings)	66	4.40
Lowest mean rating (min. 10 ratings)	52	3.01

COMMENTS
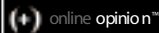
month . year >	JUL.00	AUG.00
total number of comments >	160	163
% of positive comments >	64	66
% of neutral comments >	24	26
% of negative comments >	12	8
mean page comment rating >	3.80	3.74

CONTENT, DESIGN, & USABILITY (CDU) RATINGS

month . year >	JUL.00			AUG.00		
c=content d=design u=usability >	c	d	u	c	d	u
% of total positive ratings >	70	71	60	69	61	60
% of total neutral ratings >	15	10	19	14	12	9
% of total negative ratings >	15	19	21	17	27	31
mean page (c.d.u.) rating >	4.05	4.04	3.76	3.74	3.74	3.74

online **opinion**™

Design: **SamataMason**

monitor a website's effectiveness. SamataMason's opinion metrics (above) draw on the visual advantage of information design to make the complex patterns of use more clear.

Each of these illustrations represents a window into areas of exploration that will be addressed in this and future issues of *Gain*. They are artifacts or clues that begin to give a sense of the dimensions and characteristics of this melding of design and technology.

AIGA has encouraged the creation of a community of experience design practitioners—the Experience Design Forum—who are challenged to design for a world that is increasingly digital and connected. AIGA is firmly committed to helping this community of practice and the businesses that are their clients understand the nature and challenges of "experience design." AIGA plans to develop professional and ethical standards, educational expectations and channels for communicating critical thinking about experience design.

Gain: AIGA Journal of Design for the Network Economy is one of the channels AIGA is using to develop a firmer understanding of the process of experience design, the role of the "designer" on teams and the value of effective design to the business community.

Richard Grefé
Executive director

AIGA

presented by **Sapient**