

# Preface

We have an experience when the material experienced runs its course to fulfillment. Then and then only is it integrated within and demarcated in the general stream of experience from other experiences... Experience in this vital sense is defined by those situations and episodes that we spontaneously refer to as being “real experience;” those things of which we say in recalling them, “that was an experience.” (John Dewey, *Art as Experience*, 1934, p. 36)

After a busy and successful life, Steve Jobs went to heaven where God asked him, “What do you think was your greatest achievement in life?”

Jobs didn’t hesitate as he proudly showed God an iPhone.

“I made this mobile phone, it’s called the iPhone. I was able to transform millions of people’s lives through this device by providing them with convenience and harmonious experiences. I made their lives better.”

God took a look at the device and noticed how well made it was. Then God asked Jobs, “And how was the trip up to heaven?”

Jobs replied, “God, I was really glad when I finally got to see you, but the trip up to heaven was pretty terrible.”

God said, “A lot of people have been saying how the way up to heaven isn’t such a great experience. Since you have provided many products that have given people great experiences, I would like you to use your skills to create a great experience for the trip up to heaven. I’ll provide any resources you require.”

After Jobs received God’s command, he went back to his house and spent the next few days and nights contemplating over a possible solution. But no matter how much he contemplated, he couldn’t come up with a clear solution. Then he remembered God’s promise of providing the necessary resources.

Jobs went to God and asked him, “God, when I made the iPhone, I had Jonathan Ive as my designer, Tim Cook as my strategist, and Joel Podolny as my theorist. The iPhone is a product of our collaborative effort. But these guys are all still alive, and

I don't think I'm allowed to ask you to bring them here. So I want you to provide me with the assistance of similar people already here in heaven.

Firstly, introduce me to Leonardo da Vinci. I noticed there were many bridges on the way to heaven, and I want him to design a bridge that is both convenient to cross and beautiful to look at.

Secondly, I want to meet with Sun Tzu. He's one of history's best strategists, which is especially apparent in his work 'The Art of War.' I want his strategic input on the path to heaven so that as many people can enter the gates of heaven without being led astray by the devil.

Lastly, I'd like to meet John Dewey. After all, experiences is what matters to humans and with his ideas on experiential philosophy I will not only be able to design more beautiful and practical bridges and have the best strategy in place to get people through the gates but I will do that with the humans' needs and wants in mind and make the experience as wonderful as possible."

Although this story is completely fictional, I can imagine how happy God would have been when listening to Steve Jobs' requests for those three critical aspects of designing for experience. We need to know the aspects of "understanding humans," "strategic thinking," and "concrete design" in order to provide people with great experiences.

I wrote this book to help people design really great experiences just as Steve Jobs did by using these three aspects.

Firstly, this book bases its foundation on the understanding of an experience in the perspective of both eastern and western philosophies and humanities. We constantly experience in our daily lives. Our lives feel more meaningful, valuable, and harmonious when those experiences come together. An experience is ultimately what we, as humans, perceive, think, feel and respond to. Therefore, a better appreciation of an experience, first and foremost, requires an intimate understanding of humans. This is why philosophies and humanities are a necessary prerequisite for really great experiences.

But this book is not a book about the philosophy of experiences. I am a scientist who researches Human-Computer Interaction (HCI), not a philosophical thinker of experience. I know eastern and western philosophies to a certain extent, but I am no expert. In fact, far from it. Instead, this book is a book about my own experiences. For the past 20 years, I have had valuable experiences while conducting HCI studies and projects. I have been a technical advisor to several major electronics firms, a committee member of a national research foundation, chairman of the board of directors of a major internet firm, and a strategy advisor for major mobile telecommunication companies. I am extremely thankful for these opportunities. Based on these experiences, I try to explain the abstract and complicated theories of philosophies and humanities using a concrete and personal experience of my own.

Secondly, I seek to provide a frame for strategic thinking about our experiences in this book. Experience has become a crucial strategic issue for firms because our experiences comprehensively transform our lives. People tend to naturally recognize products or services that provide really great experiences that, in turn, make their lives meaningful and valuable. Firms that provide great innovative experiences to customers are the ones that ultimately will dominate the market, and firms that do not provide those innovative experiences end up lagging behind.

Strategic thinking helps firms effectively utilize limited resources under uncertain circumstances in order to achieve the firm's goal. In this book, I explain how products or services came to achieve the position of dominant designs in their respective markets in the perspective of experience. Furthermore, I provide a frame of thinking that can help us to evaluate in which direction a firm should steer towards in order to provide real experiences in the future.

Thirdly, I present key user experience (UX) factors that are necessary for providing really great experiences. A great gap exists between knowledge of strategic thinking in the perspective of the firm, mentioned above, and designing an actual product or service. Therefore, stepping stones that can bridge this gap are required.

In this book, I present three dimensions of experience and six key experience levers that control the dimensions of an experience as the stepping stones. The dimensions of an experience I present not only apply to computers and smartphones but also general experiences in our daily lives. In this sense, this book is not about how to create a UX for digital devices. Users are people too. And users don't go through experiences that are any more special than regular people. If we can understand the fundamentals of a human experience, they can be applied to users as well. Therefore, this book is about the human experience that we, you and I, go through in our everyday lives.

Lastly, this book presents specific design features that can be used to create products and services with really great experiences. However, this book does not focus on the "how to's" of a UX design. Several books have already been published that provide specific guidelines for specific design features in order to provide optimal UXs.

The "how" of creating a product or service may be important for the present, but we need to be able to explain the "why" behind an experience in a way so that it can be applied five to ten years down the road. Even for the present, we need to be able to explain the "why:" Why is it necessary to provide a certain UX to a product or service; Why are certain design features needed in specific circumstances. By doing this, we can use the same logic to propose new design features in our ever-changing environment. Therefore does this book provide a frame of thinking that helps explains the "why" behind specific design features.

This book is divided into four parts. Part I, which comprises of Chapters 1 and 2, deals with why our experiences and designing experiences are important. I present experience in three different perspectives based on philosophies and humanities, as well as my personal experiences. Part II, which comprises of chapters 3 and 4,

provides a broad frame for strategic thinking in order to understand our current experiences and predict future experiences. In Part III, which comprises of chapters 5, 6, and 7, I will explain which UX factors are important, why these factors are important, and which design features are effective for providing the UX factors. Part IV includes chapter 8 which acts as a summary to the book and provides organizational implications

Part 3 is especially based on 24 different case studies whose objectives were to deduce the UX factors and design features. However, since I can't provide every detail about every case, I have uploaded the case studies' reports to the Springer Extra Materials site (<http://extras.springer.com>).

This book is intended for people who are interested in the experiences behind the way we use our products and services, for example for interaction designers, visual graphics designers, service designers, students interested in pursuing HCI or design studies, or entrepreneurs in pursuit of new products or service-based startups.

One cannot design a human experience, nor should one attempt to, because a human experience is created voluntarily and subjectively through humans. This book is not focused on the attempt to design a human experience in itself but rather on designing products for a human experience and by that provide users with something that can help to make their lives more meaningful, valuable, and harmonious as well. It is important to design a product or service that can fulfill people's meaning of life. If we can design products and services that provide real experiences to users that help make their lives feel more meaningful, valuable, and harmonious, doesn't that make our lives more meaningful and valuable as well?

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Where Technology Meets Design and Strategy

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