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WORK•PLAY•EXPERIENCE

THE SHOWBIZ APPROACH TO EXPERIENCE DESIGN:

WHAT THEATRE, FILM AND STAND-UP COMEDY CAN TEACH US ABOUT IMPRESSING CUSTOMERS

SATURDAY, 4 AUGUST 2007

Plotting the experience curve

Lie detectors, Google Earth and



Boom-wowowow-BOOM!

A big part of show business is the emotional curve our audience go through while experiencing our show. I've argued **before** that customer experiences could learn much from this - a good emotional curve is deeply satisfying and it can be argued that the way we *link* the parts of an experience is more important than the quality of the parts themselves.

An extremely cunning chap called Christian Nold has come up with a way to measure people's emotional state in time and space. He calls it **Biomapping**. Basically, you strap a wee box of tricks to your finger and wander around enjoying yourself. The box of tricks contains GPS and another clever device (related to a lie detector) that measures your level of emotional excitement. Christian pushes the data through a set of programs and we have a map showing how you felt, and where. (See the picture above).

Pure genius.

Christian's work so far has been somewhere between an art project and a community initiative, but I am not the first to spot the customer experience possibilities. Imagine people wearing these brilliant gadgets at Disneyland, or the shopping mall, or your location - and what that could tell you about positioning your highlights and redesigning your experience curve...

(Right now the spatial resolution of GPS might make this set-up less than ideal for smaller sites, but you could get around that problem with a stopwatch, a high stool and a pencil.)

The really cool bit it, apparently Christian is willing to sell his gadgets to ordinary mortals like you and me. **I think you should contact him and buy one.**



QUICK CONTACT...

Adam Lawrence

Experience Designer, Experience
Director

+49 (163) 6027 123

adam (at) experiencedesign.de

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