

# DESIGN IN THE AGE OF EXPERIENCE

The power of experience thinking



**In the Age of Experience, design has moved from designing products to designing experiences. It requires *Experience Thinking*, an approach that focuses on the overall holistic experience a company wants to bring to market rather than just a product's design. Spanning the entire experience-creation process, the 3DEXPERIENCE® platform from Dassault Systèmes harnesses design, science and social collaboration to foster innovation and create meaningful and sustainable experiences.**

In the Age of Experience, customer expectation has been transformed. People no longer want just products, they expect personalized experiences. Today's markets are transparent, production is global, competition is fierce and customers are powerful. With comparative price, availability and performance information available online 24/7, they can easily survey options and switch at will. Against this backdrop, companies competing on just price or features or style are struggling.

But when customers become engaged in a compelling experience, rather than simply using a product, they develop genuine loyalty toward a brand. It is not just a good idea for a company or brand to deliver an experience with the product, it is imperative in order to have a real impact on the market. This changes the scope of what it means to design.

## **DESIGNING EXPERIENCE**

Design has evolved beyond modeling products. A product was the direct expression of design intent, defined by physical constraints, available technologies, materials, ergonomics, tasks and functions. But in the Age of Experience, products go beyond their physical characteristics while integrating product experiences within people's lives.

*Design Thinking* places the "individual" at the center of a project or value proposition, deciphering what people "really" want, but fail to express. Businesses use Design Thinking to identify market opportunities and build solutions that deliver customer value. Design Thinking was the first visible transformation of design, moving from a designer's subjective concept towards an empathic engagement with the consumer, leveraging a participative social approach and multiple viewpoints. However, successful design in the Age of Experience requires moving from Design Thinking to holistic *Experience Thinking*.

## **EXPERIENCE THINKING**

Experience Thinking encompasses a new scope for designers, going beyond functions and harnessing the emotive power of customer experience. Designers must collaborate with a wide range of diverse communities in the business ecosystem to bring this holistic experience to life. They script future scenarios and develop new proposals with users at the heart. They craft real-time 3D prototypes, use immersive technologies and virtual universes, and develop 3D digital masters with integrated information. Designers are acquiring the abilities to access new information, including knowledge gathered from studies and a large variety of data captured from sensors. These combined social and science-based data provide new inputs for designer creativity.

## **DESIGN IS THE BUSINESS PLAN**

In the Age of Experience, design plays a significant role in business strategy, feeding the business plan—pragmatic, observational, flexible—but leaving room for experimentation in a trial and error mindset.

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Shifting to Experience Thinking allows new user benefits to come to the fore, groundbreaking business models to be tested, innovation potentials to become unlocked. For example, some companies might deliver new services and product capabilities via software updates for smart and connected products to offer deeply personalized experiences, setting the foundations of a brand new business model. With Experience Thinking, modeling and simulation applications are integrated in the traditional process of ideation, design review, prototyping and testing—all the way to creating emotional assets used for service, support, marketing and sales.

Where design goes from here depends on how it is used to transform business ecosystems and captivate users, accelerate technology adoption, and deliver ethical and sustainable experiences. Users might co-design—modifying life experiences and changing the way people live, travel and interact with technology.

Collaborating within this new innovation environment, designers using Experience Thinking can help a business build its promise and the accompanying emotions it evokes. Each customer experience stands on its own as a singular achievement, but also provides a perfect center of gravity to build brand loyalty and customer satisfaction.

## **DESIGN IS SCIENCE-DRIVEN**

Great experiences happen at the confluence of design and science. Science is at the heart of everything that we do. Scientific discovery liberates design with expanded possibilities. Designers then explore what is physically possible. Design leverages theoretical and mathematical components, and transforms shape and style into real objects—products, buildings, systems—that fulfill user needs.

Experience Thinking helps stakeholders ask the questions and channel the inspiration of design—bringing new technologies in manufacturing (3D printing, materials, cyber systems, chemical and others) into solutions—to meet customers' requests, perceptions and desires. With a new product innovation platform, data driven analytics, simulation, creating patterns through parametric, algorithmic, and generative approaches, design is now integrating with science. This is something designers need to grasp to increase their capacity to deliver beautiful experiences.

## **DESIGN IS TRIBES**

Design in the Age of Experience is intensely co-creative and participative, enabling ideas, talents and intelligence from across a multi-disciplinary ecosystem. The number of people involved in conceptualization has become considerably larger, more open and complex. Becoming more social, design is connecting with users and all stakeholders of the experience across different disciplines.

All these elements come together under the umbrella of community-based design. In this modern form of tribalism, members identify through emotion, shared interests and common objectives. These communities are open, voluntary, have common interest, come from across the ecosystem, welcome new ideas and influences, open up to multiple groups and ideas, and create strategies and make progress collectively, with contributions dictated by individual points of view, but looking to benefit the overall community.

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**SCIENTIFIC DISCOVERY  
LIBERATES DESIGN WITH  
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DESIGNERS THEN EXPLORE  
WHAT IS POSSIBLE.**

The challenge for designers is to connect the individual concepts, concerns and insights to craft relevant, meaningful, personalized experiences. Technologies can capture massive amounts of data, often in real time, from multiple users and contributors. For designers, the task is capturing relationships, expressing the meaning, and crafting a beautiful emotional experience. This is social, but it is also part of a natural holistic system.

## EXPERIENCE-CENTERED PRODUCT INNOVATION PLATFORMS

A proven strategy for aligning these disparate elements is to take advantage of a new generation of business platforms specifically designed to bring people, ideas and knowledge together on a mission of experience-centered innovation. Referred to as *Product Innovation Platforms* by industry analysts (like Gartner, IDC and CIMdata), these platforms present a significant advance over traditional Product Lifecycle Management (PLM). They use cloud, mobile, social and big data technologies to break down traditional knowledge, workflow and data silos to enable experience-focused collaboration among diverse disciplines.

The **3DEXPERIENCE** platform from Dassault Systèmes provides the gateway to an industry-leading suite of integrated tools for 3D modeling, simulation, information intelligence and collaboration, including the opportunity for fast prototyping and 3D printing that brings projects to life. Eclectic internal, partner and customer tribes can now join to craft a compelling, differentiated consumer experience. The platform also helps all internal and partner communities (like marketing, sales, service and support) stay synchronized and keeps operational and governance communities—like product management, supply chain, manufacturing, compliance and finance—engaged at every step to ensure business success.

## GREAT DESIGN WITHIN GREAT EXPERIENCES: THE ULTIMATE FORMULA FOR SUCCESS

Businesses unaware of the Age of Experience will continue copying designs, undercutting prices, or one-upping features to try to win. Those who instead dedicate themselves to creating customer engagement and loyalty while fulfilling user needs will be presented with greater opportunities. This “hyper-proximity” through meaningful connection allows businesses to deliver compelling, well-differentiated experiences that consumers will continue to enjoy. In fact, they may even pay a premium for the privilege of being part of it.

Such is the promise and the power of the Age of Experience.

**THE CHALLENGE FOR DESIGNERS IS TO CRAFT RELEVANT, MEANINGFUL, PERSONALIZED EXPERIENCES.**

**PRODUCT INNOVATION PLATFORMS LIKE THE 3DEXPERIENCE PLATFORM PRESENT A SIGNIFICANT ADVANCE.**

## Our 3DEXPERIENCE platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE**® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 220,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

