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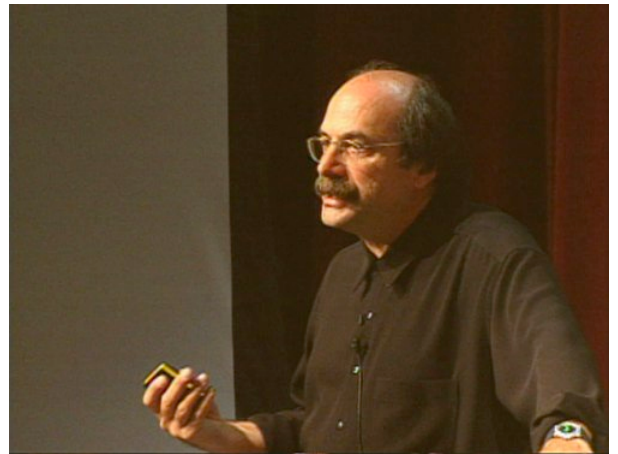
Designing Products vs Designing Experiences

David Kelley, *IDEO*

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Video URL: <http://ecorner.stanford.edu/videos/685/Designing-Products-vs-Designing-Experiences>

Kelley believes you start to think about things completely different when you think your job is to design the experience of using the device as opposed to designing the device itself. Kelley feels that to captivate an audience you need to build a context around the technology you are marketing and take into consideration how outside factors will affect how your product is perceived. He uses methods of transportation as an example



Transcript

The other thing I'd like to say that's going on in the product design world is the move from designing products to designing experiences. So in general for most of our lives, we design products. I had a lot of fun going in front of CEOs and you put this thing on the table with a black cloth and you pull it over and everybody's wow, look at that. But the truth is that really didn't give a very good indication of what the product was like or what the product was going to be like in use. And so now more and more, we design experiences instead of designing the product itself. One of the byproducts of this is that we're hiring more and more videographers because we think about the prototype of a product is this kind of thing that we make in PERL over here in the shop and model-makers and people like that that we hire. But the truth is that doesn't tell you a whole lot about the product. It's more interesting to see a video of the product and how it impacts its use. So in doing a pacemaker programmer for Medtronic, making a movie of what the doctor-patient relationship is going to be like is much more interesting than seeing the lump of technology sitting on the table. So you start to think of things completely different when think that your job is to design the experience of using your device as opposed to designing the device itself.

So in designing taking the train, it's not about designing the train set or the interior of the uniforms. It's about designing the experience of taking the train. So there are all these steps. When you start thinking that way, you think in this case there are 10 steps, you have to think about learning about the train schedule; you have to think about planning; you have to think about starting, entering, ticketing, waiting, boarding. Riding is step number eight in trying to make that. You know yourself when you take a plane ride, not many people ride trains around here, the experience you had, how much endeared you're endeared to that airline, to their service is based on a lot of things. Was the plane on time? How easy was it to board? Was there carryon? How nice was the flight attendant? How good the food was. There are a million things that add up to your experience. The truth is you have to design all those things if you want to be successful. So it's just a small mind change but it certainly makes a lot of difference in what we end up doing.

GM's electric car, the EV1, there were lots of issues like this because it's new to the world kind of technology. One of the things interesting about EV1 is its initial name was called impact. We spend a long time trying to come up with a worse name than that and we did come up with head-on. In looking at recharging your car, we found all kinds of things but one of the things we found was that we put these recharging units in your, so if you look at the car it worked pretty good. We could tell you how long it took it to recharge, how many miles you'd have and this stuff, and we were like just building them out in the big warehouse and we could do it. But then we started designing the experience and it became clear that you were going to have to go into a garage, maybe into the basement or the parking garage in order to charge your car and pretty soon it was clear,

you just watched people. I mean, they weren't going to go into the bottom of the garage. That was like a negative to them, big negative to them. And so you have to design the whole experience so we moved them up to energy spaces like handicap spaces in our scenario of how the EV1 would be used.