

国际体验设计大会
INTERNATIONAL CONFERENCE OF
EXPERIENCE DESIGN 2015

IXDC

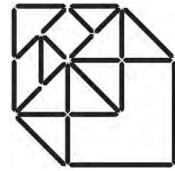
重新定义用户体验

REDEFINE USER EXPERIENCE

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EXPERIENCE

Purpose of Living



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School of Design, Jiangnan University

2015, 7, 17

个性定制 独立成团 专属客服 优惠报价

团队旅游

团队旅游新体验

http://www.szgjlx.com/uploadfiles_qinglv/images/20150119_202504.jpg

自助



Experience counts

Travel services are evaluated by customer experiences.

Travel services are evaluated by customer experiences.

Experience **counts**
as principle

Co-Created,
Every Experience is Unique.

Experiences are enabled and co-created by
travelers and service provider.

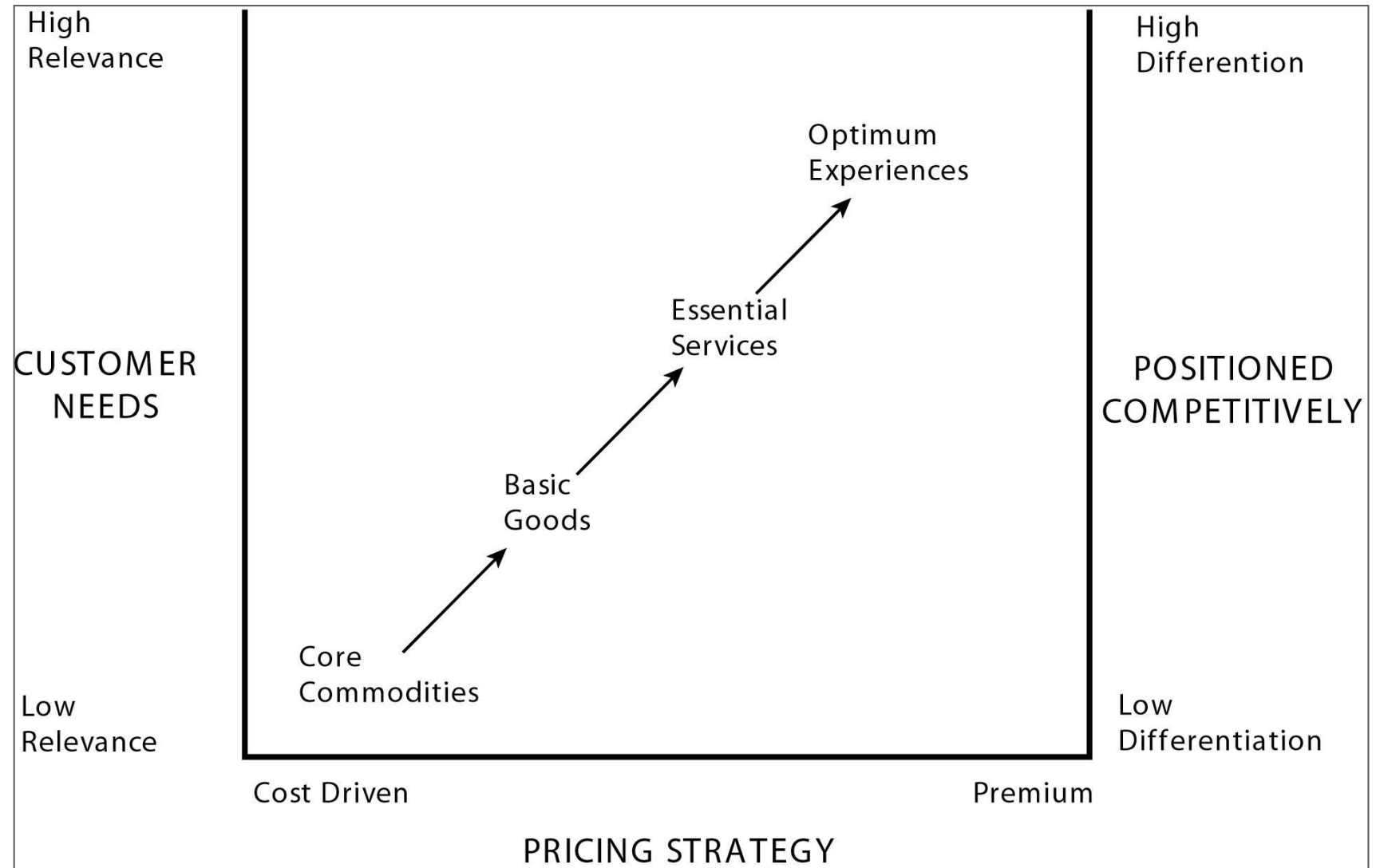
Experience counted
as **subject**

The Experience Economy



*Work is Theatre &
Every Business a Stage*

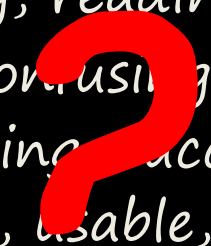
B. JOSEPH PINE II
JAMES H. GILMORE



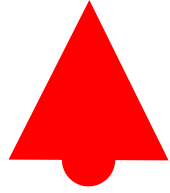
recognizable, need, convenience, cultural, smoothness, directness, fun,
natural, realistic, easy of use, social, intuitive, simple,
easy to learn, effective, instrumental, magical, spiritual, reasonable,
feel in control, learnable, affordances, memorable, tolerance, explicit,
efficient, liberating, usability, emotional, user-centered,
encouraging social interaction, reflecting convention, beneficial, value,
creativity, make sense, short, instant feedback, timely, appropriate modality,
supporting self-expression, satisfaction, minimize actions, required,
of relearning, flexibility, reliability, meaningful, certainty, trustable,
accuracy, informing, fun, belonging, readiness, significant, arithmetic
efficiency, friendly, faster, not-confusing, comfortable, consistency,
engaging, cool, metaphoric, surprising, successful, fulfillment, new,
straightforward, novel, pleasurable, usable, useful, adaptable, contextual,
enjoyable, feedback, constraints, delightful, sensitive, objective, measurable,
operational, variable, relevant, ergonomics, good aesthetics, scalable,
excitement...

Why & How do

Experiences Matter







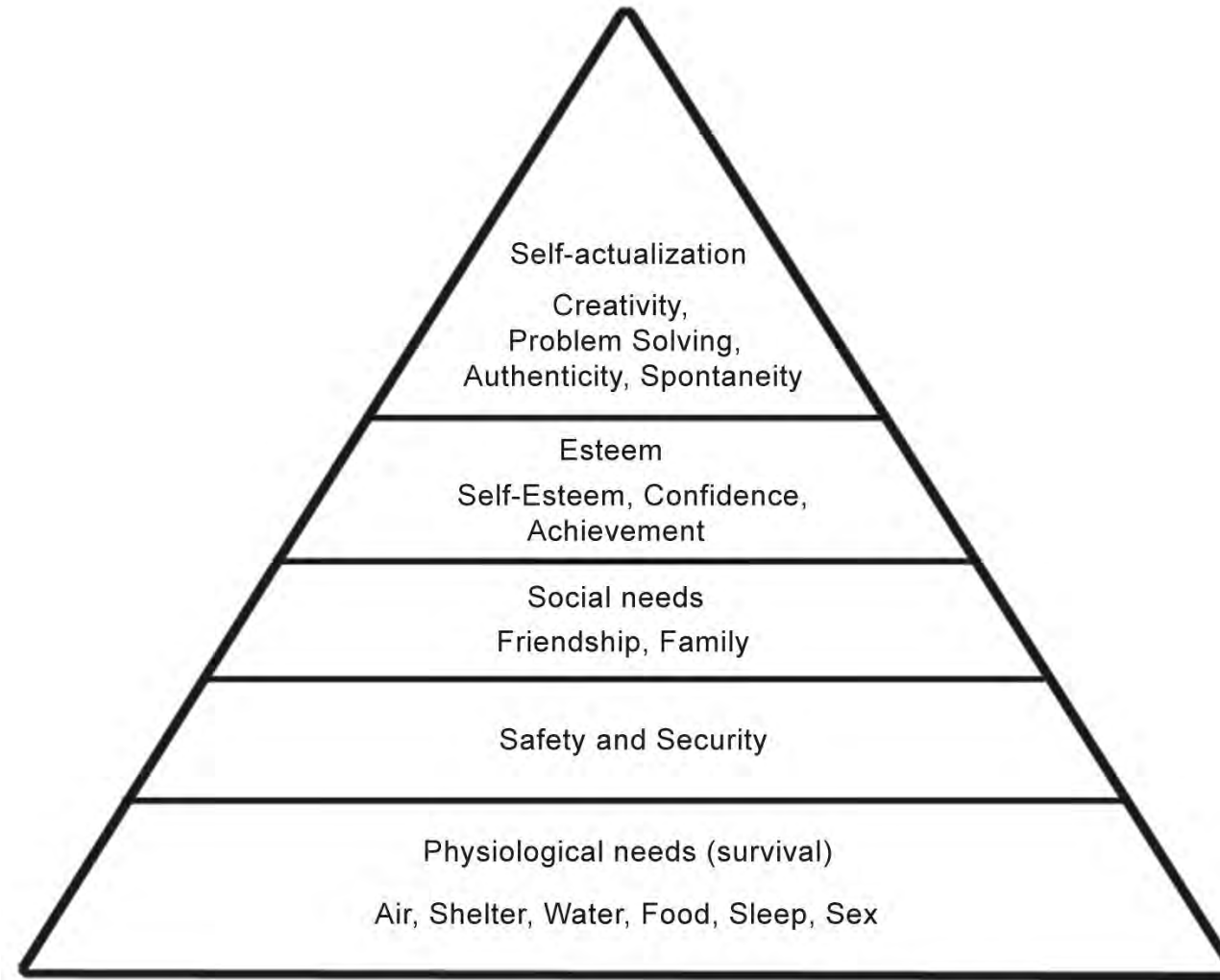
faster
higher
stronger

Modernit

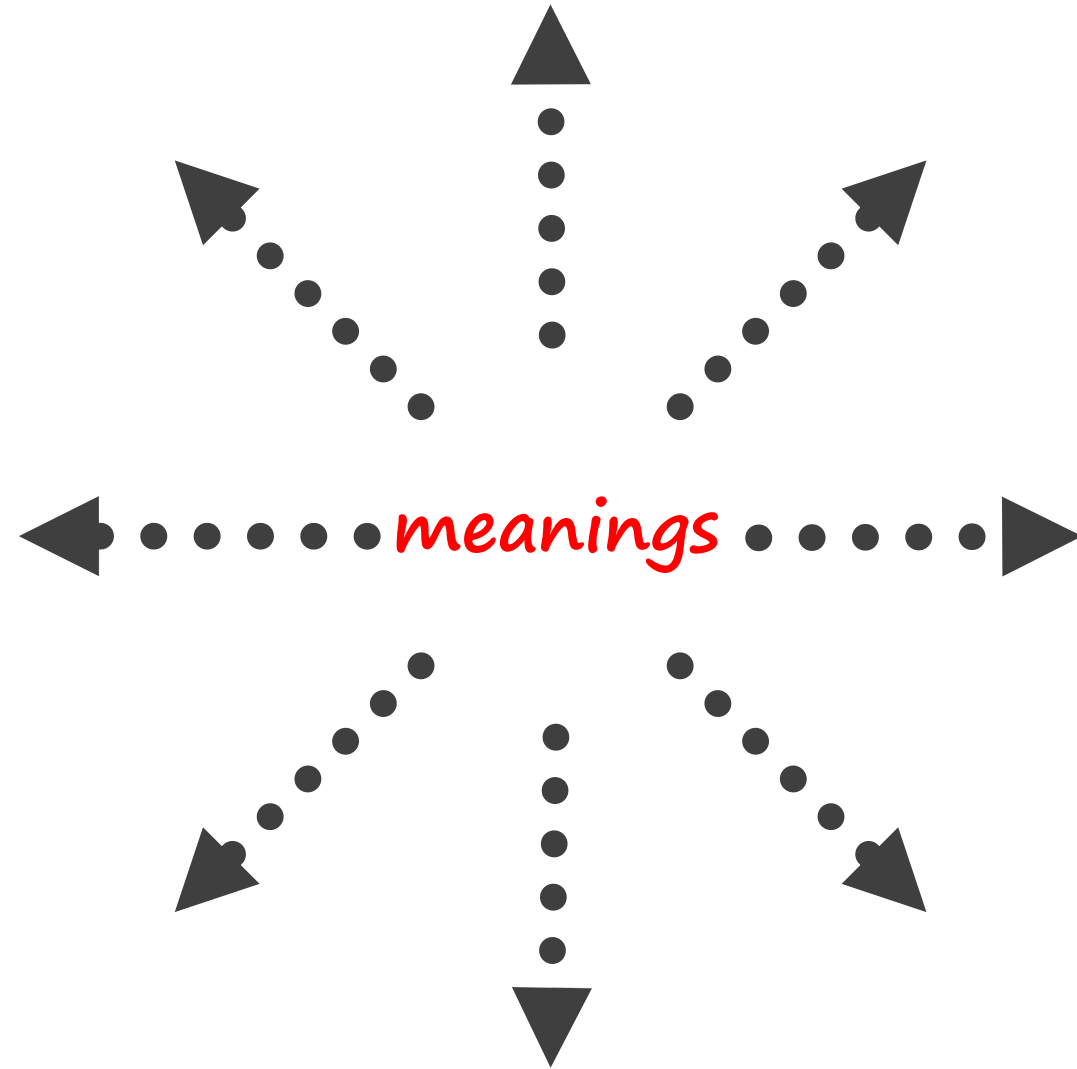
y

Means





Maslow Hierarchy



Experiences matter because
choices are valued.

*People fight for
choices and
believes...*



Designers { *as creators*
as enablers



Designers as Enablers

John Heskett

Constructing systems that allow users to make decisions according to their own preferences and needs.

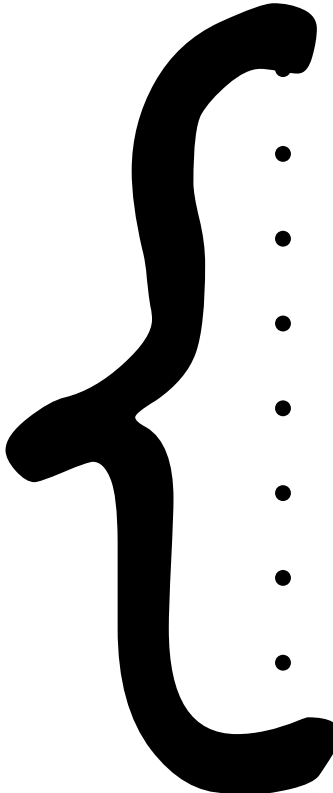
In complex situations, this allow potentially high flexibility in meeting a spectrum of needs

Opportunities and Challenges for Experience Design?

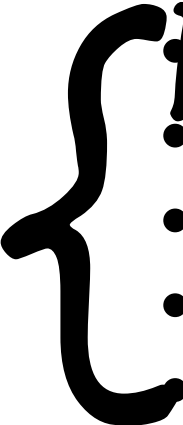
user Interfaces, **usability**, private
services, patient experience,
hospitality, dining, shopping,
banking, financing, public
services, education, taxation,
administration...

- *What counts as an experience?*
- *Attributes, qualities and expressions of experiences*

ID

- 
- Form
 - Function
 - Structure
 - Material
 - Color
 - Texture
 - Human factors
 - Marketability
 - Manufacturability

IX

- 
- ~~D~~ People
 - Purpose
 - Action
 - Means
 - Contexts

UXD

- 
- Actor
 - Expectation
 - Event
 - Stage
 - Impact



#UXAustralia Cadence Understanding

Layers of cadence

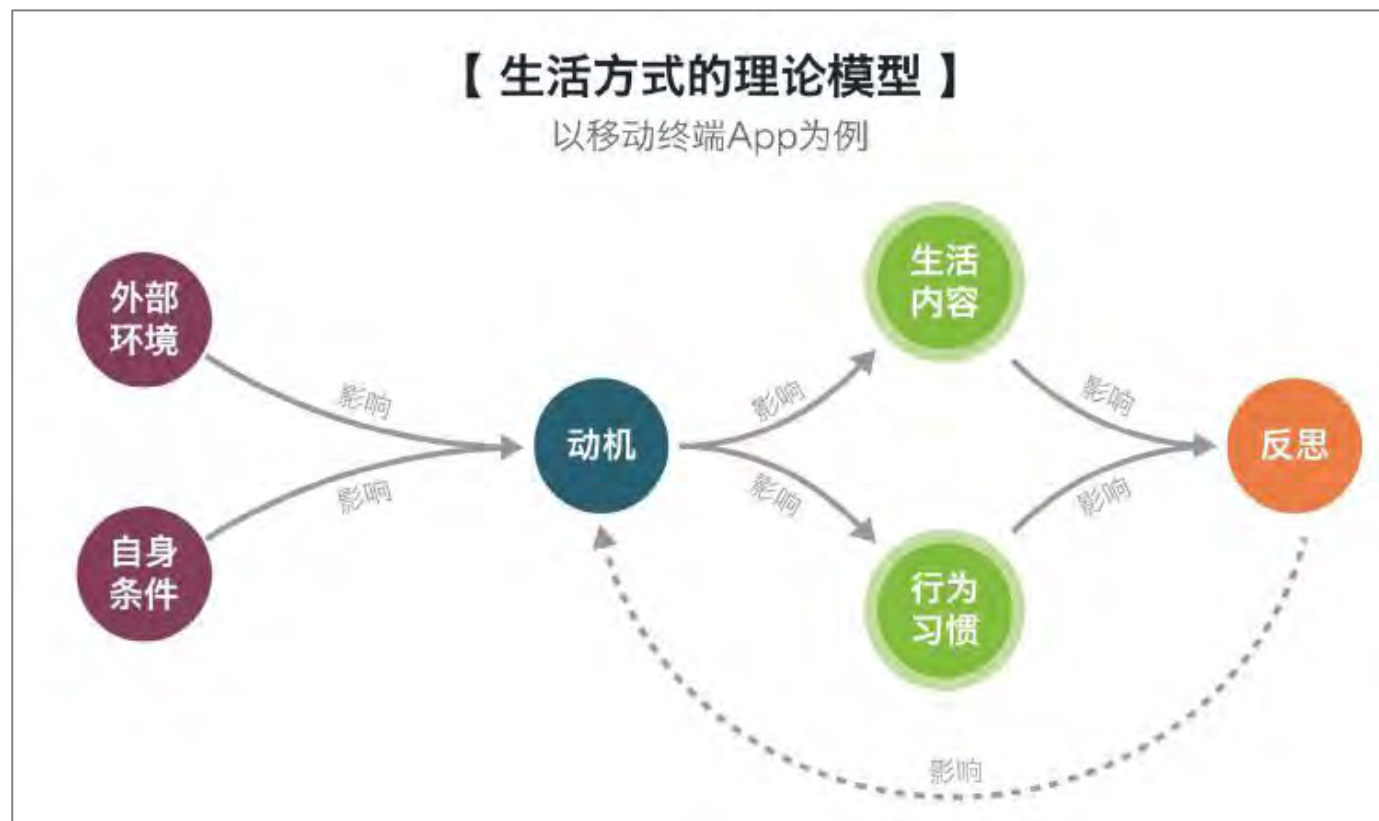
- YEARS
- MONTHS
- WEEKS
- DAYS
- MINUTES
- SECONDS
- SUB-SECONDS

20

THINK

移动终端App对用户生活方式重构的影响

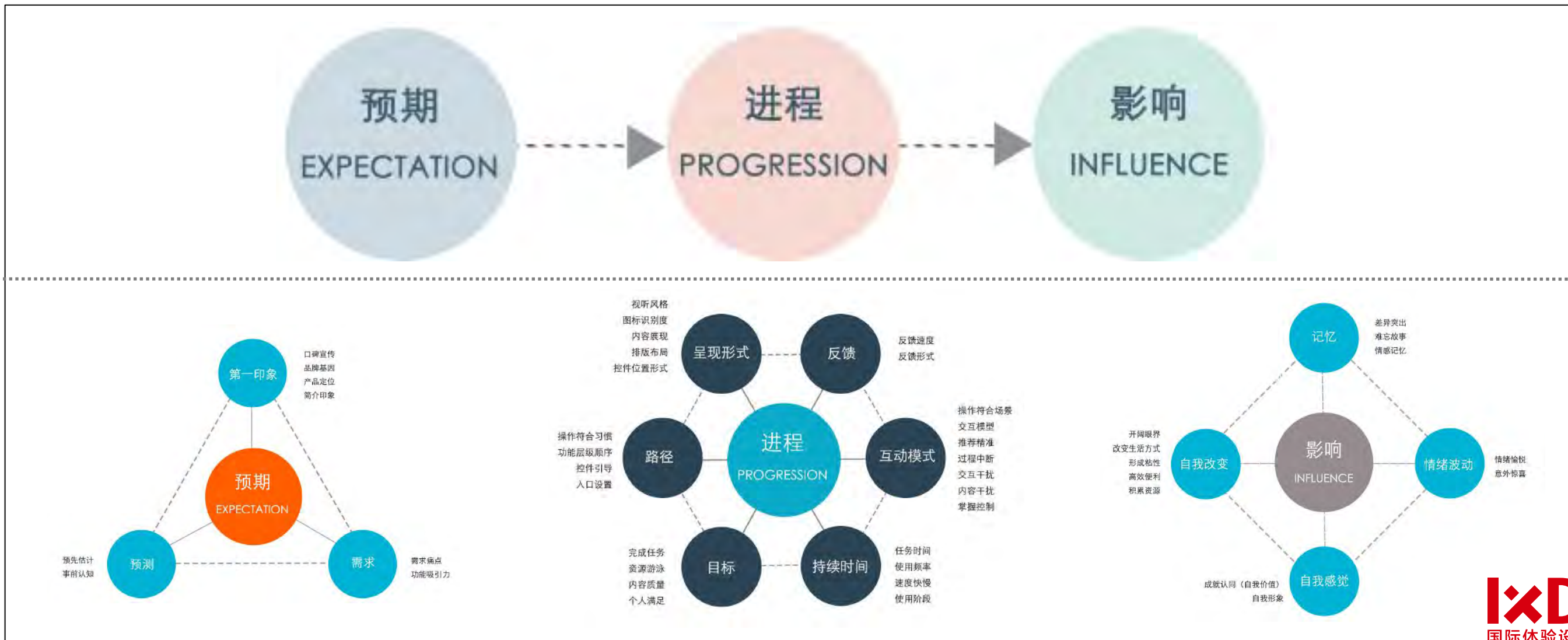
By SHUAI Guo'an Supervisor: XIN Xiangyang



【移动终端App与生活方式的关联机制】		
App的产品维度	重构的生活方式要素	
功能维度	● 动机	人们常会以功能作为初次使用产品的主要动机。
	● 行为习惯	功能作为交互、体验和感知维度实现的基础条件，与行为习惯和生活内容间存在着潜在的关联关系。
	● 生活内容	
感知维度	● 动机	满足了人们在视觉、听觉和触觉感知上的本能需求。
交互维度	● 动机	交互会影响到人们后续使用产品的一些动机内容。
	● 行为习惯	交互首先影响了人们的行为习惯和生活内容两个要素，通过不断与产品进行不同强度的交互而逐渐形成相应的使用习惯内容。
	● 生活内容	
	● 反思	交互会影响到人们的一些反思，促使思考产品的使用价值问题。
体验维度	● 动机	由体验所引起的正向或负向的反思会影响下次使用产品的动机。
	● 行为习惯	这些由体验维度所影响的使用动机进而又对行为习惯和生活内容产生连锁式的影响效应。
	● 生活内容	
	● 反思	体验维度首先影响了人们的反思，形成正向或负向的反思内容。

UX EPI Model

By ZHAO Wuanru, XIN Xiangyang



Xin g2 theses

- 赵婉茹 基于互联网的**用户体验要素**研究
- 帅国安 移动终端App对用户**生活方式重构**的影响
- 蒋 耀 基于容忍度的互联网产品**用户体验评估**研究
- 张易意 基于互联网的**协同学习体验**设计研究
- 孟 娇 面向**健康生活方式**的**劝导式设计**研究
- 王 璐 基于情境感知的聋哑人可穿戴产品设计研究
- 王钧淼 针对食品包装信息不对称的移动应用设计研究
- 尹亚伟 基于癌症心理社会需求的医疗APP设计研究
- 李 维 智慧城市虚拟人文社区移动应用设计研究



Xin g2

*Enable them to be human, and to find
and become who they are.*

Experience Design

Requires designers *reflect and adjust* our profession and practices within a new philosophic context.

*Human-Centered
Design* { *Designing for human*
Designing life
experiences

means ► meanings

Experiences matter not just as principles,
but also *as choices and purposes* of living.

Thank You!

谢谢!

2015-7-17

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IXDC活动预告

8月：Workshop

服务设计——北京

9月：Workshop

产品设计与创新——北京

10月：领军人才班

国际用户体验领军人才班——各地巡回

11月：大会

2015国际设计思维大会——深圳

国际考察

服务设计之旅——西班牙

12月：大会

2015国际产品经理大会——杭州

01月：国际考察

创新设计之旅——美国