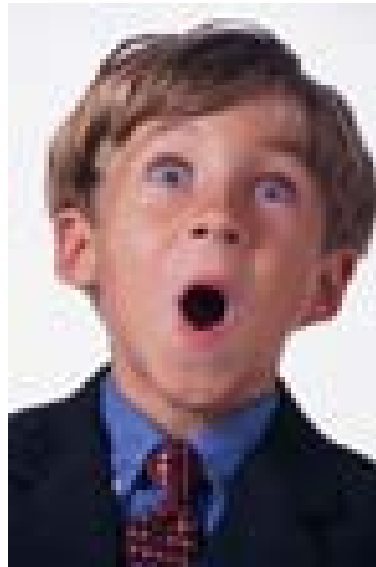


The *wow* experience



Marc Steen, Nicole de Koning, Liliane Hoyng
TNO Telecom, The Netherlands
COST269 Conference, 3-5 Sept 2003, Helsinki

Why?

Wow = strong, positive emotional experience, surpassing basic experience

People are sensitive to unique, memorable experiences

Companies which develop or market ICT products/services want to offer *wow*

Wow will help them to increase market share, capture margins or retain customers

Goals

One tool which will help to measure the *wow* experience triggered by ICT

One tool that will help to create ICT products or services with (more) *wow*

Research

Questions:

When do people experience *wow*?

What does this *wow* consist of?

How can ICT products or services deliver *wow*?

Method:

Explorative, qualitative methodology

Explorations of *wow* experiences and literature

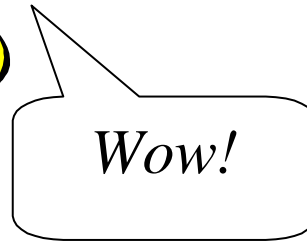
Group discussion sessions with consumers

Conceptual model

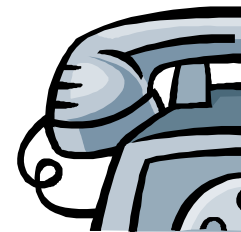
Person, in context



Sensitivity to *wow*



Product or service



Triggering of *wow*

Many different kinds of *wow*, depending on:

Sensitivity = qualities of the person and context

Triggering = qualities of ICT product or service

Wow happens when these qualities match

Wow-factors (1/2)

Wow-factors characterise these qualities

Nostalgia – that reminds me of ...

Fantasy – this makes me think of ...

Sensorial – this ... feels terrific

Amazement – this ... is possible

Surprise – I like this new ...

Beauty – that... is so beautiful

Exclusivity – this ... is unique

Wow-factors (2/2)

Budget – this ...is cheap

Comfort – this ... is so easy

Mastery – I learned to do this ...

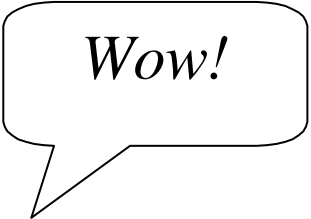
Connectedness – we are ... together

Own world – this is my personal ...

Care – it feels good to care for ...

Competition – we play ...(friendly)

Inspiration – wow, I feel inspired to do ...



Wow factors

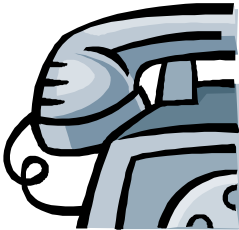
Person, in context



Checklist and questionnaire
for evaluating and
measuring sensitivity to *wow*

- nostalgia
- fantasy
- sensorial exp.
- amazement
- surprise
- beauty
- exclusivity
- budget
- comfort
- mastery
- connectedness
- own world
- care
- competition
- inspiration

Product or service



Checklist and mood boards
for evaluating and creating
triggering of *wow*

Conference questions

In what ways can study of experience inform design?

What does knowledge of experiences tell about future experiences and about what is desirable?

Tool to measure *sensitivity* to certain kinds of *wow*: e.g. checklist for interviews etc. and questionnaire

Tool to create ICT which *triggers* certain kinds of *wow*: e.g. checklist for (re)design of product or marketing

E.g. project starts with target group: *sensitivity* is evaluated, then services is (re)designed

E.g. project starts with product: *triggering* is evaluated, then target groups is (re)formulated

Further research

One time wow versus *ongoing wow* ('reason to buy' versus 'reason to use')

Market segmentation (formulate market segments with different *sensistivity*?)