

# FROM TIME WELL SAVED TO TIME WELL SPENT:

DESIGNING MORE MEMORABLE EXPERIENCES

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CAL POLY UNIVERSITY

# THE EXPERIENCE ECONOMY

SERVICE



EXPERIENCE



COMMODITY



GOOD

"One of the best business books of the twentieth century, now renewed for the challenges of the twenty-first."  
 —Tom Kelley  
 General Manager, IDEO

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B. JOSEPH PINE II  
 JAMES H. GILMORE

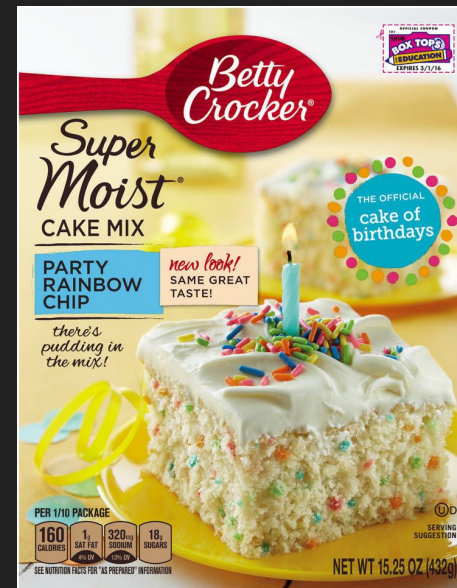
# COMMODITY



# SERVICE



# GOOD



# EXPERIENCE



COMMODITY



GOOD



SERVICE



EXPERIENCE



COMMODITY



SERVICE



GOOD



EXPERIENCE





VAN DIEST & VAN DIEST  
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EUROSTAR™





# SERVICE VS. EXPERIENCE



# 5 BASIC DESIGN PRINCIPLES

## T.H.E.M.E

THEME

HARMONIZE IMPRESSIONS WITH POSITIVE CUES

ELIMINATE NEGATIVE CUES

MIX IN MEMORABILIA

ENGAGE THE FIVE SENSES

# THEME

A SET OF TANGIBLE AND  
INTANGIBLE CUES THAT SUGGEST  
A DIFFERENT TIME, PLACE, OR  
SET OF CIRCUMSTANCES

# HARMONIZE POSITIVE CUES & ELIMINATING NEGATIVE CUES



# HARMONIZE POSITIVE CUES & ELIMINATING NEGATIVE CUES



# HARMONIZE POSITIVE CUES & ELIMINATING NEGATIVE CUES



# HARMONIZE POSITIVE CUES & ELIMINATING NEGATIVE CUES

GREENWOOD PARTY,  
YOUR ADVENTURE IS  
ABOUT TO BEGIN!



HENDRICKS GROUP OF 2  
YOUR TABLE IS READY



# MIX IN MEMORABILIA

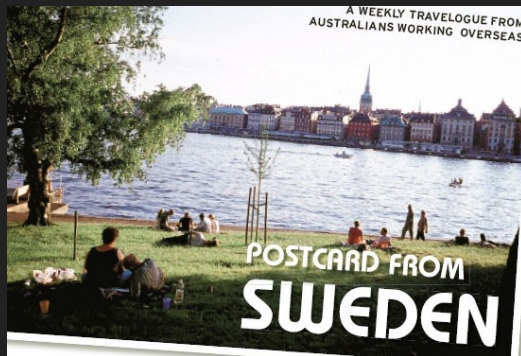
PURCHASED



UNANTICIPATED



THE BESTOWAL





# ENGAGE THE FIVE SENSES



**DESIGN  
EXPERIENCES  
THAT HELP PEOPLE  
BE WHERE THEIR FEET ARE**