

Product & Brand Management

New SERVICE Development

Alisara Rungnontarat CHARINSARN

Thammasat Business School

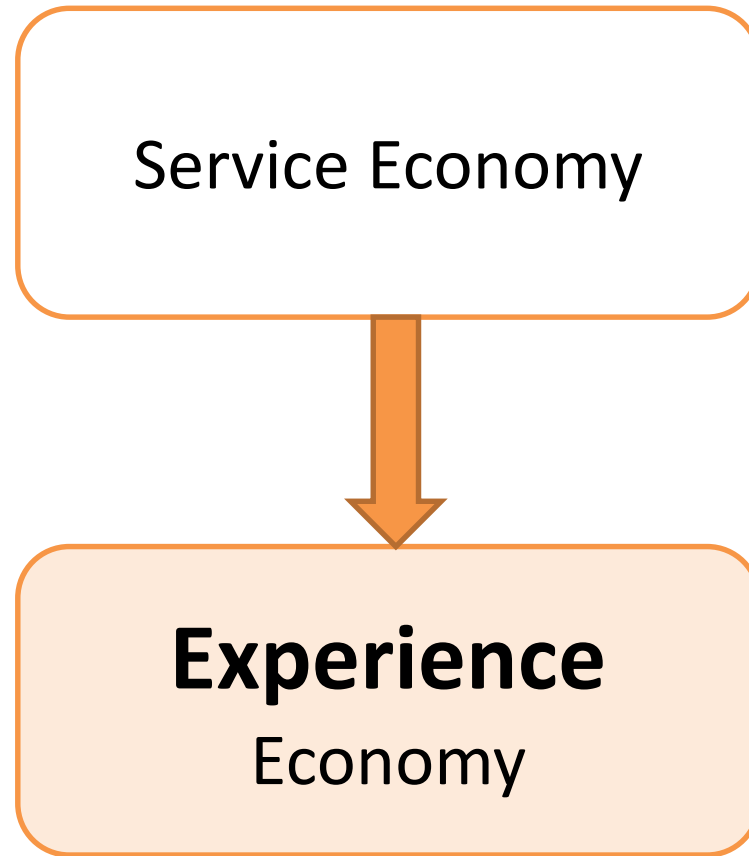
The **Intangible** side in Product and Brand

The 7P of “Service”

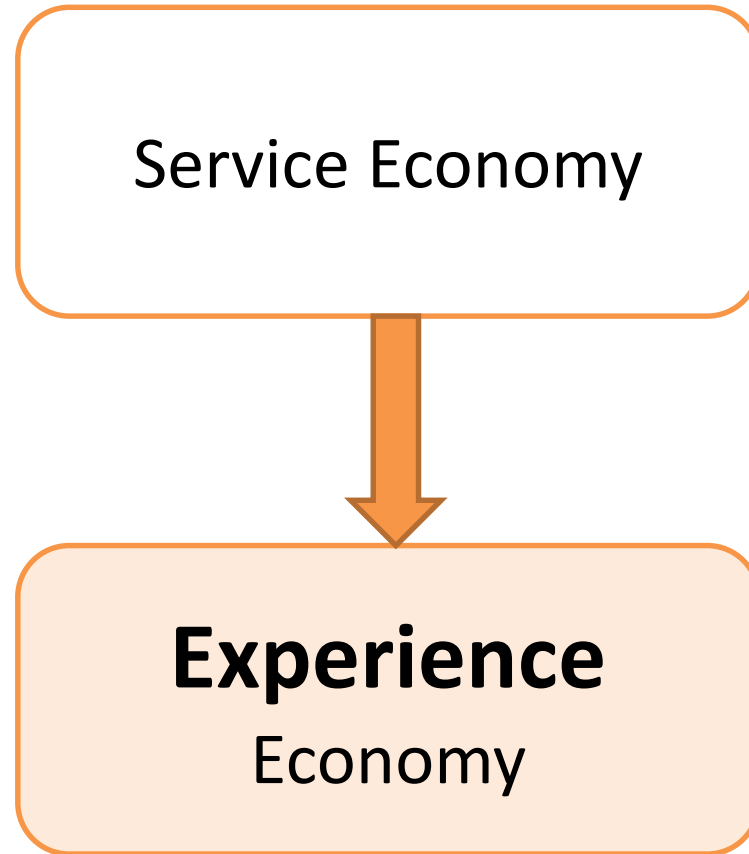
- Product
- Price
- Place
- Promotion
- Physical Evidence
- People
- Process

DESIGN FOR EXPERIENCE

“Design for Experience”



“Design for Experience”



Attention Economy

A Dream Society

Entertainment Economy

Emotion Economy

“Design for Experience”

“When a person buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time **enjoying** a series of **memorable events** that a company **stages** – as in a theatrical play – to engage him in a personal way”

Pine and Gilmore, 1999

“Design for Experience”



“Design for Experience”



- Unique
- Memorable
- “โดน”

E.g.

- Happy
- Pleasure
- Excitement
- Warm-heartedness

“Design for Experience”

Basic Emotion

- Comfort
- Happy
- Satisfied
- Entertained
- Relaxed
- Amused

VIP Emotion

- Sophisticated
- Privileged
- Inspired
- Important
- Part of show
- Hip of cool
- Curious

“Design for Experience”

“Once people do go “into” the movie (e.g. Back to the Future or Aladdin), they want more than a roller-coaster ride; they want a **story**”

Murray, 1997

“Design for Experience”

“What I’ve found is that concepts and how-tos really only take root when they-re embodied in a story. As human beings, we tend to **learn best by example**. And it’s **easier to remember** and extrapolate from the **stories** we’re told and can **retell** to others.”

Seybold, 1998

“Design for Experience”

Example of Story

- Adventure
- Togetherness
- To care and be cared for
- To define ourselves
- To feel safe and secure
- To demonstrate our convictions

“Design for Experience”

Effective Story

- Concise
- Compelling
- Uncluttered with excess detail

“Design for Experience”

Effective Story

- “unified story... frame an experience that would seem incomplete without the guests’ participation.”

Pine and Gilmore, 1999

- “Each customer can choose the extent of participation and connection with people, physical objects, or technology”

Pine and Gilmore, 1998

“Design for Experience”

Final Say

- “Introducing meaning and life into the products and services”

Mok, 1996

Getting Closer to “WOW” Experience

Insight	Idea	Unique?	Beyond?				
Unique Content Content						
Memorable Experience Activity						

