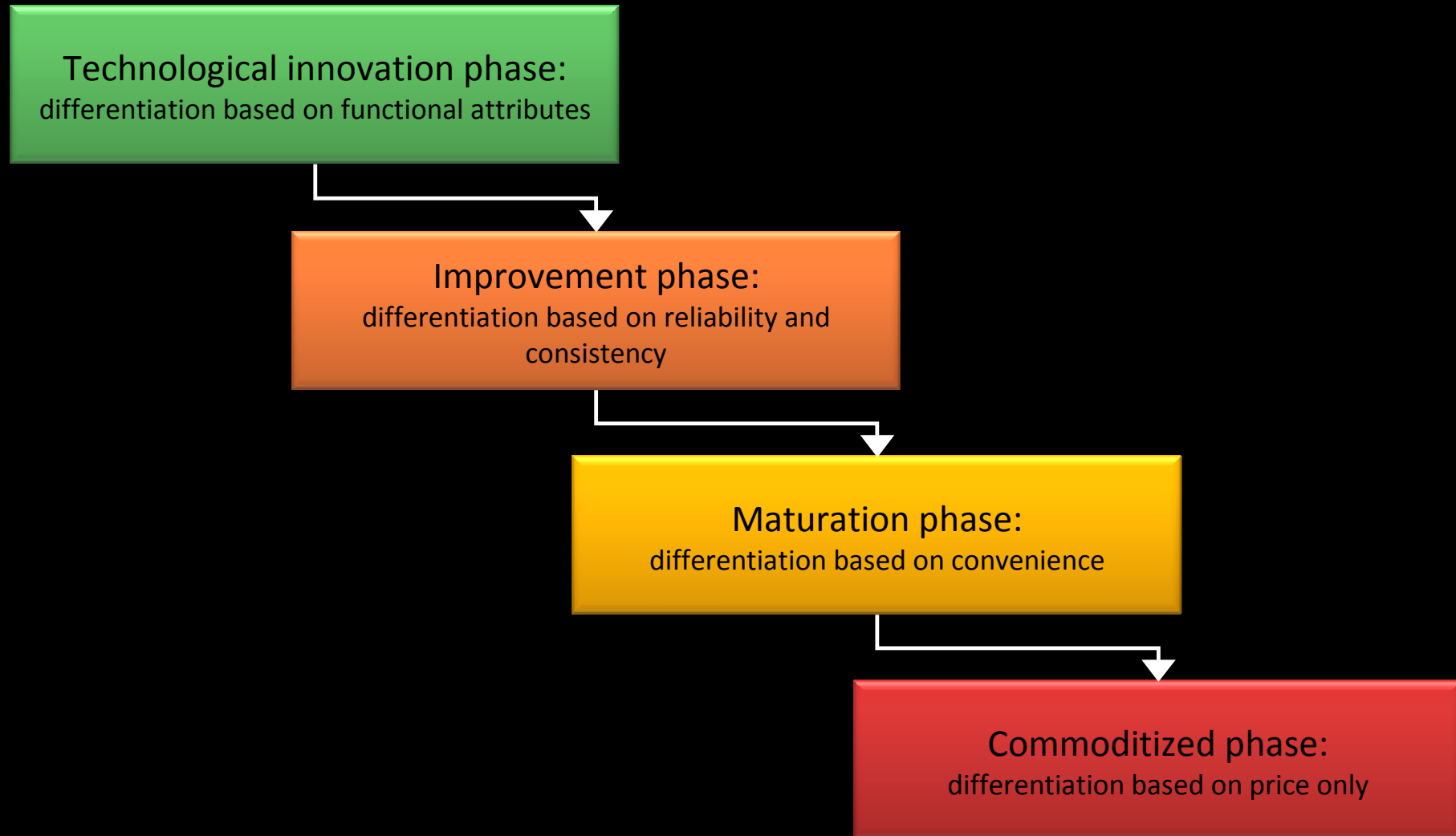


Experience-based innovation: motives and outcomes

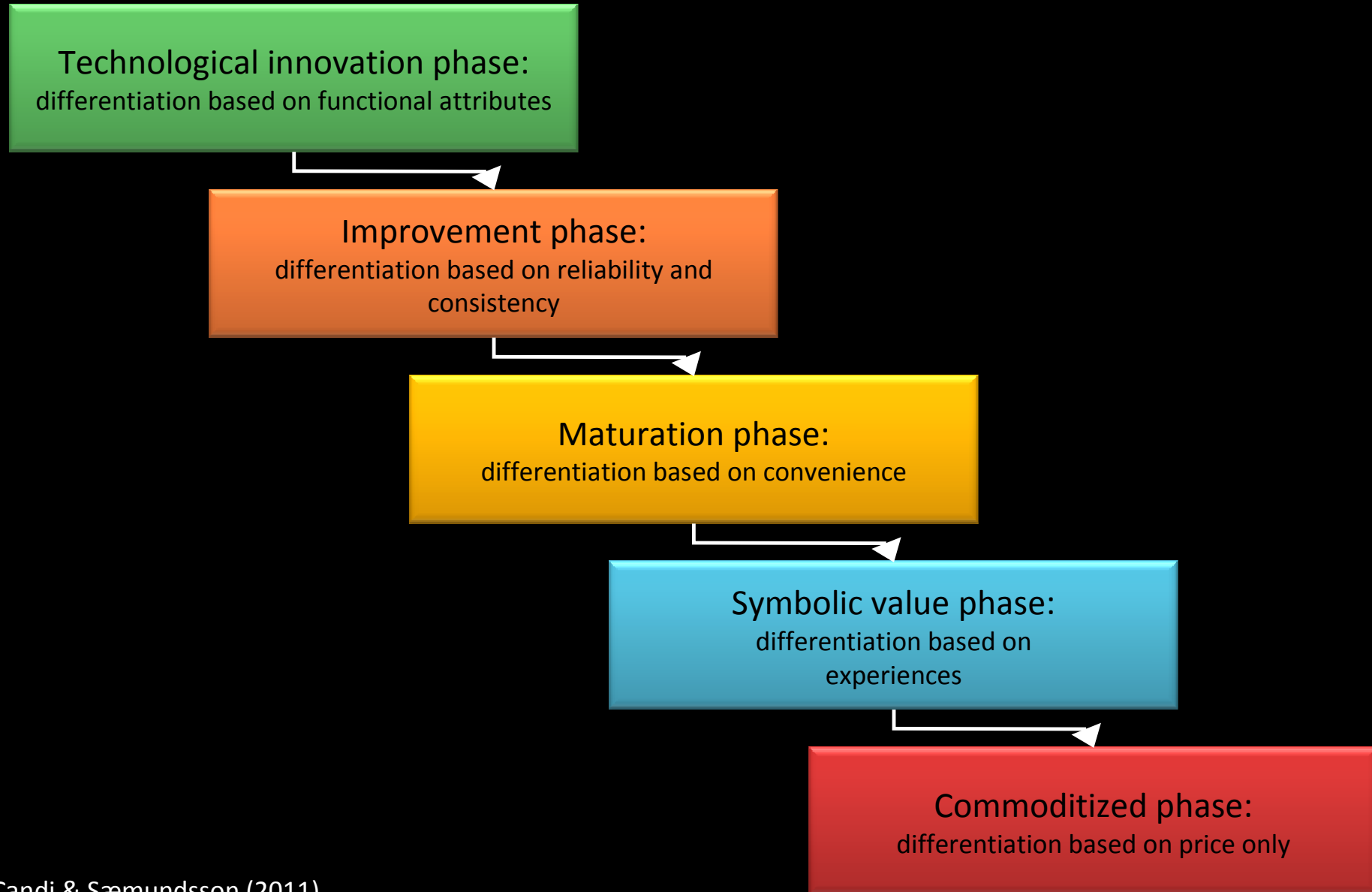


Marina Candi, Associate Professor, Reykjavik University
June 3, 2011

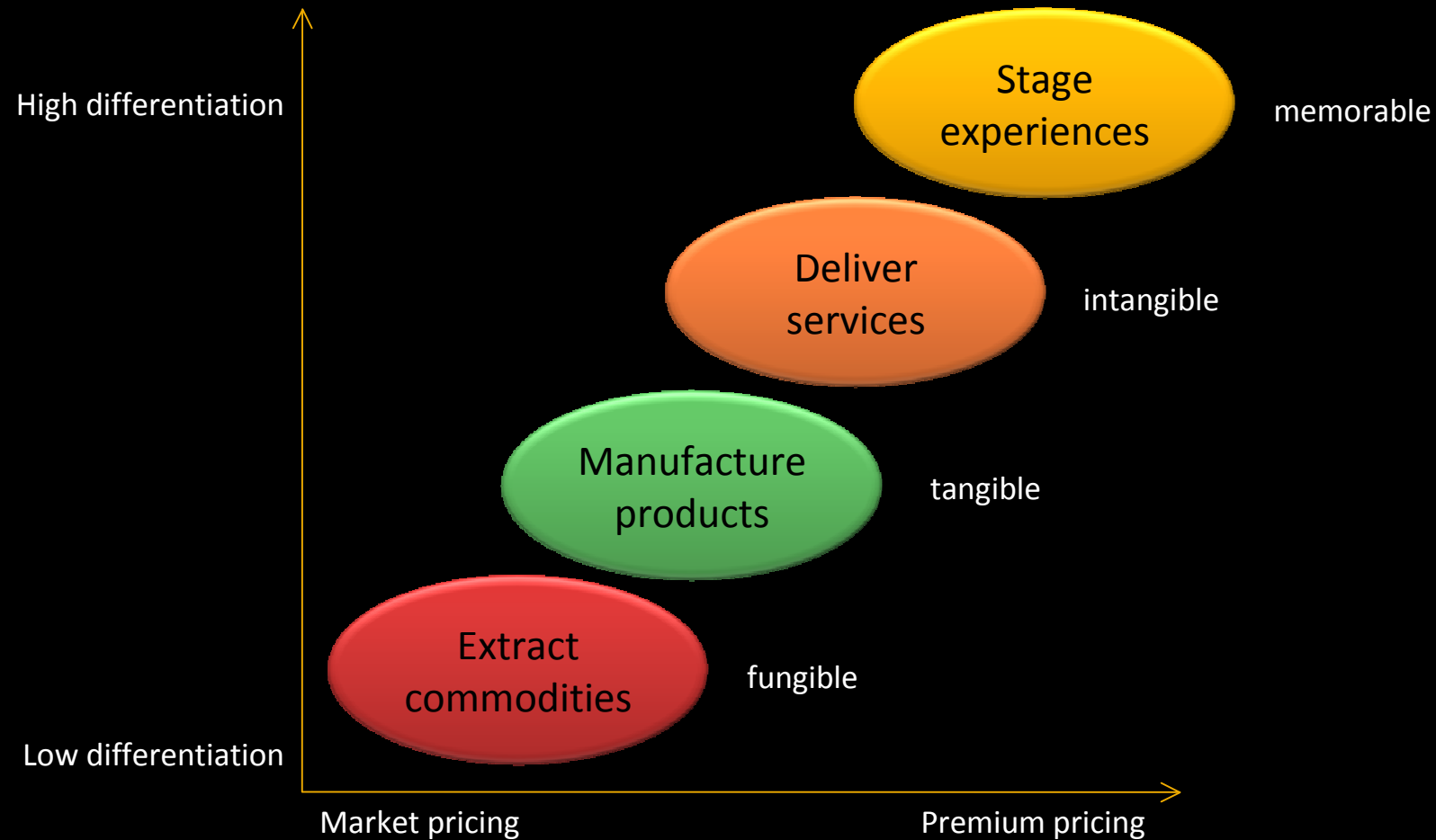
Motivation



A possible solution



Experience-based innovation



A caveat

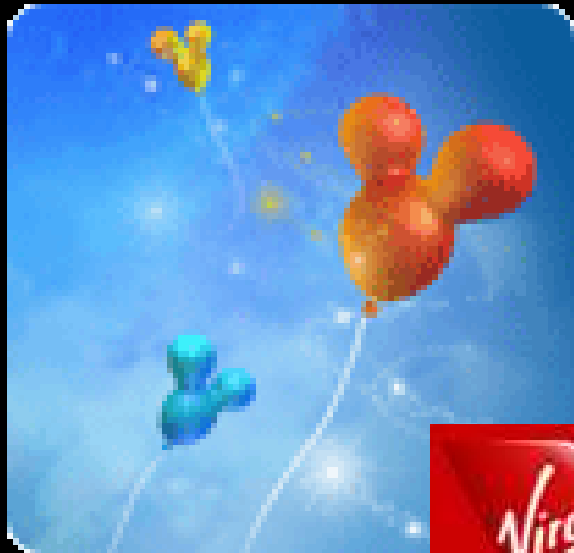
“...many companies simply wrap experiences around their traditional offerings to sell them better. To realize the full benefit of staging experiences, however, businesses must deliberately design engaging experiences that command a fee.”

The Experience Economy



| | |
|--------------|----------|
| Raw material | \$0.50 |
| Product | \$2.00 |
| Service | \$15.00 |
| Experience | \$100.00 |

Star examples



entertainment



entertainment



shopertainment

What about the rest?

We've heard about large high-profile firms...

We've heard about entertainment firms...



We've heard about the success cases...



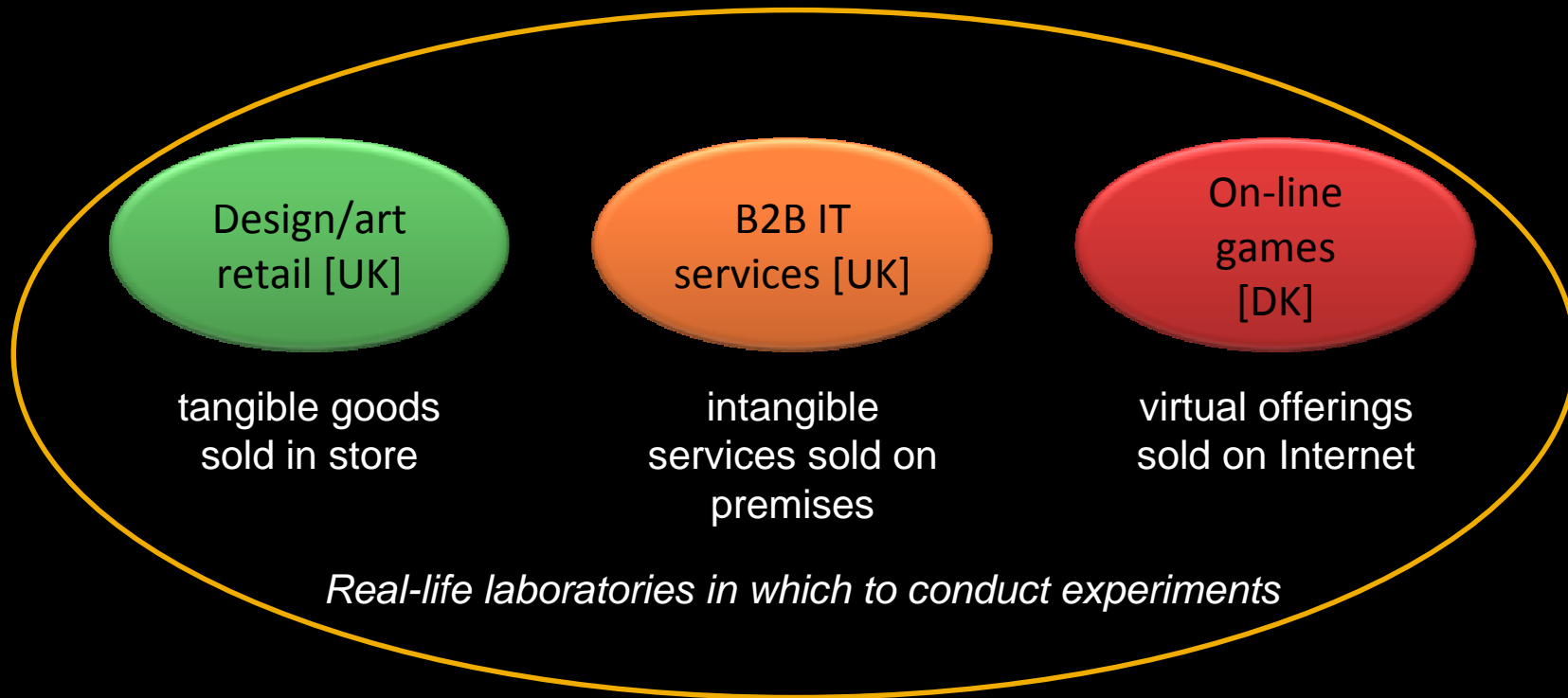
What about small non-entertainment firms?

StageIt

Transforming SMEs into successful
experience stagers

Funded by the Marie Curie Industry-Academia
Partnership and Pathways program

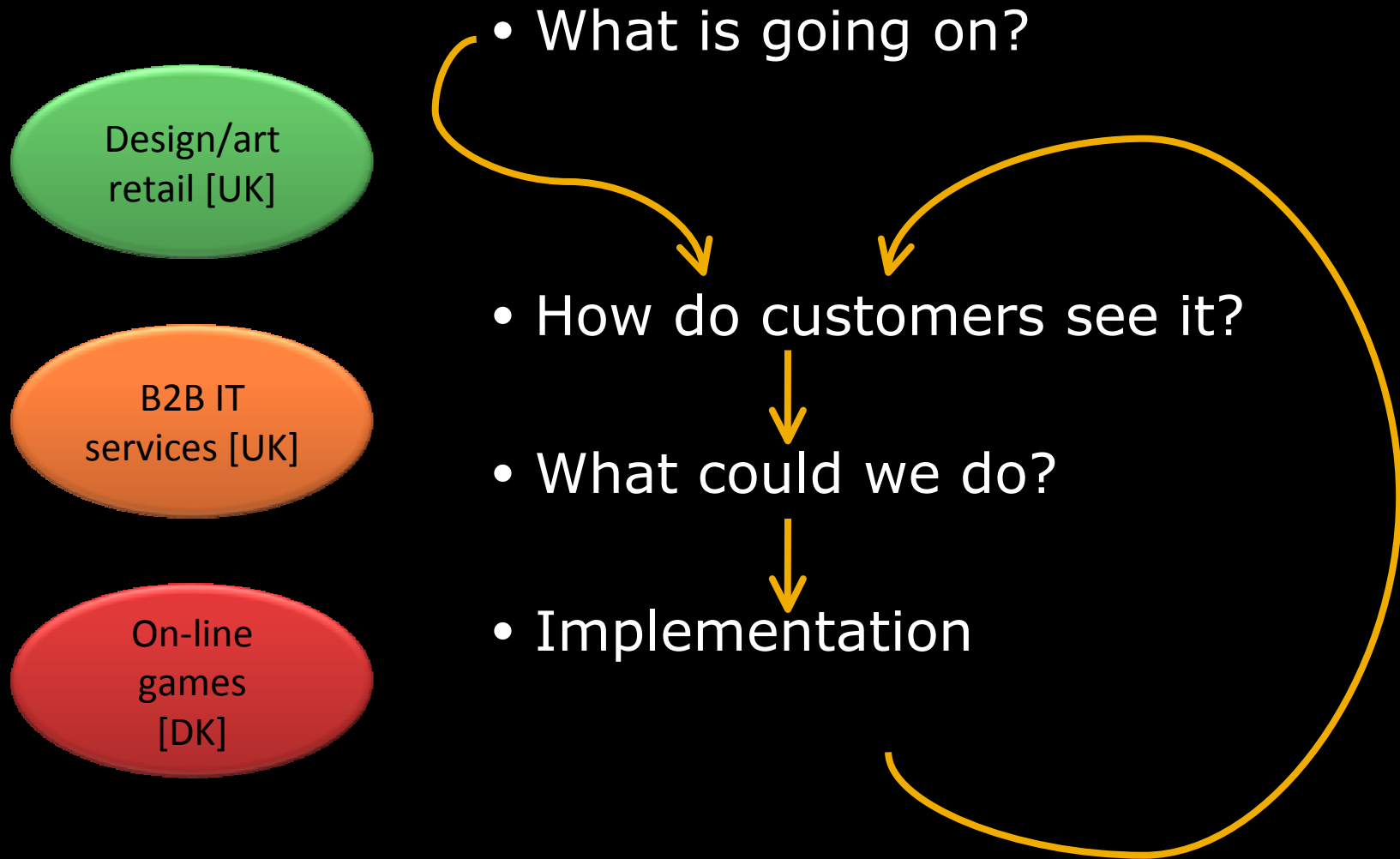
StageIt Collaboration



Reykjavik University [IS]

Nottingham University (UK)

3 Year Project



Insights so far

Design

Community

Theatre metaphor

Souvenirs

Meaning

More...

Forget about the box,
design an experience instead

