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Abstract

The study discusses the phenomena of experience economy from design management's perspective. The purpose of the study is to analyse the strategic management of experience oriented design, an element, which creates competitiveness in the 21st century consumer business, on a theoretical level. The essential questions in the study are this way also design's position in companies and the creation of experience through visuals. The concept of experience design and the basis, challenges and possibilities of competitiveness by design are being discussed with these topics.

The study is carried out using the method of conceptual analysis. Theories, analyses, statements and conclusions of scholars from the design and marketing fields are being studied. New perspective is aimed to be found by combining existing theoretical models, challenging theories, and through synthesis. The method also gives a possibility to more widely describe the subject of the study. A direct empiric connection is left out of the study.

The main conclusion of the study emphasises the importance of the whole. Experience design requires a consistent and logical whole that brings added value to the consumer. The products, services, environment and marketing should communicate the brand in a consistent and similar way. The communicated messages on the other hand need to be based on a unique business concept; on products and services that are meaningful to consumers and differ from the competition. Visual differentiation is only enhancing the efficiency and attractiveness of this concept.

Another essential factor in the creation of experiences is knowledge of the target group. Experience is an individual event, dependent on and influenced by previous experiences, needs and desires. Culture also has a great impact on experience. Because of this, it is increasingly challenging for companies on the global markets to attractively position their brand, and to identify profitable consumer groups within the constantly narrowing and value mixing segments. Experience design aims at creating desires, not only objects.

Key words	Design, strategic design, design management, experience, experience economy, experience design, management, consumer markets, consumer products
Further information	

