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# Experience Goal-Driven Design for Meaningful Experiences at Work

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## **Abstract**

Meaningful experiences at work contribute significantly to human flourishing. Experience-focused design approaches have been well developed for the entertainment contexts, but few of them address how to design for desirable experiences in the work contexts. We collaborated with heavy engineering companies and explored design methods in various projects that concentrated on enabling targeted experiences at work. Based on the research findings of this five-year academy and industry collaboration, we propose the experience goal-driven design approach for evoking meaningful experiences at work. This tutorial aims to share this approach with participants in a half-day workshop regarding what meaningful experiences at work are and the means to enabling them in the work contexts.

## **Author Keywords**

Experience-focused design; experience goal; meaningful experiences; work; design approach.

## **Introduction**

The significance of experience as design goals has been underlined in several experience-focused design (EFD) approaches, e.g., experience design [1], happiness design [2], positive design [3] and design for meaningful experiences [4]. These EFD approaches

open a new design landscape by prioritising profoundly experiential design objectives over utilitarian requirements. These approaches have advanced in design within the consumer product domain, especially in the field of leisure and entertainment [5,6].

For most adults, work is at the core of human existence. Experiences at work are highly related to human flourishing. However, only a few studies address designing for experiences at work, e.g., [7,8,9,10]. Inspired by Hassenzahl's idea "Think experience before product" [1], these approaches focus on setting and utilizing experiential design objectives in designing professional tools.

### **Experience Goal-Driven Design for Meaningful Experiences at Work**

In UXUS program, we collaborated with the metal and engineering companies and explored design methods in different experience design projects. Based on the research findings of this five-year academy and industry collaboration, we developed experience goal-driven design approach for evoking meaningful experiences at work. This approach first defines an experience goal (Xgoal) as a high-level design objective that concretizes the intended momentary emotion or lasting meaning that a person feels about a product or service to be designed. Second, this approach introduces five important sources for Xgoal setting [10]. Third, this approach offers candidates for setting meaningful Xgoals in work contexts. Furthermore, this approach provides guidance on Xgoal utilization in the different design activities. All in all, Xgoal-driven design approach help designers set, maintain and reflect on experiential design objectives throughout the design process.

### **Tutorial plan**

The title of this workshop is *experience goal-driven design for meaningful experiences at work*. The duration is a half day. There are no prerequisites for the intended audiences.

The theme is experience-focused design for meaningful experiences at work. The goal of this tutorial is to let the participants learn the basic knowledge of EFD for the work contexts.

The main activities of this tutorial are an instructor presentation, a workshop on *design for pride at work*, and discussion with audience. The result of this workshop is that the audience can be familiar with experience design orientation for work contexts and learn the key steps of Xgoal-driven design approach.

### **Instructor Background**

**Yichen Lu** is a PhD researcher in experience design from Aalto University. Her research interest is creative design methods.

**Virpi Roto** is a Professor of experience design in Aalto University.

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