

Lapland Centre of Expertise for the Experience Industry (LCEEI)

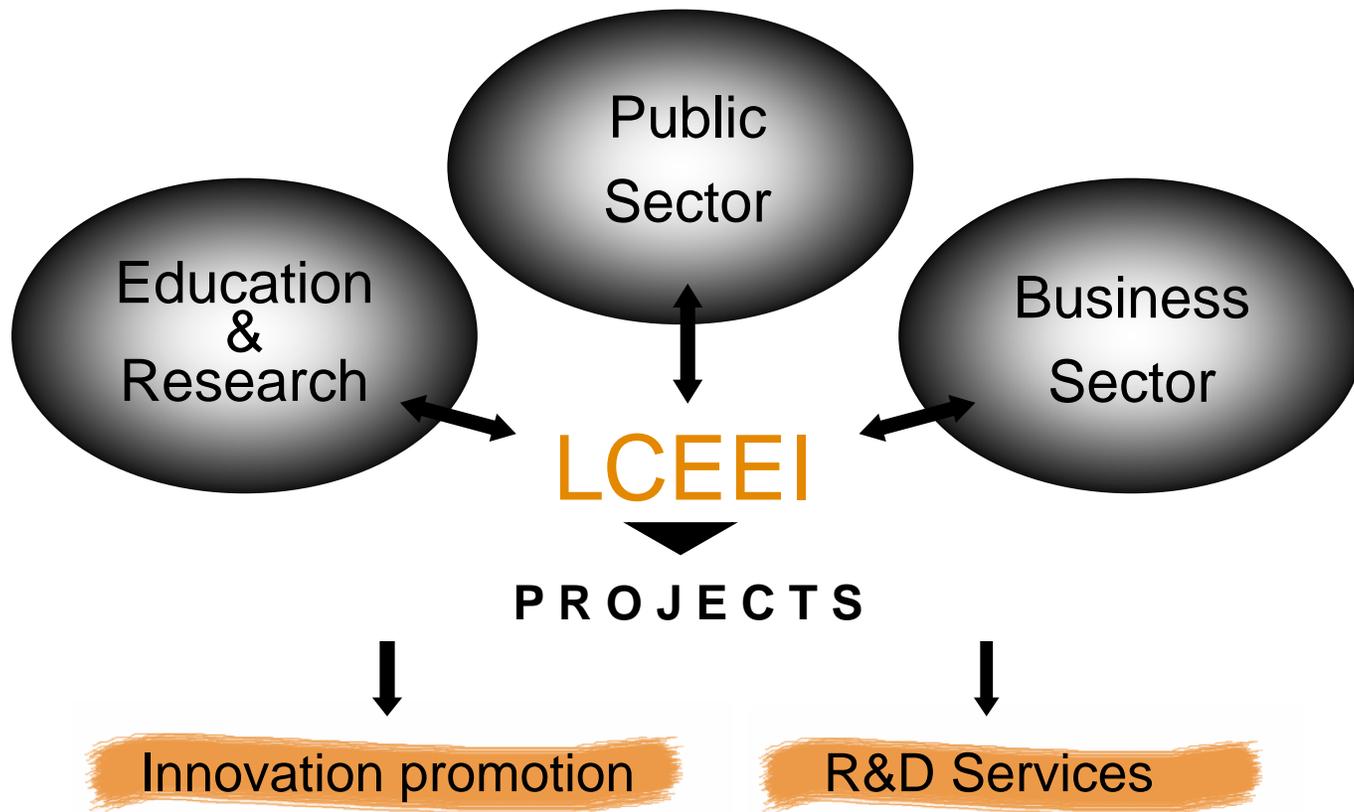
# Experience Product Development and Snow Magic

7.2. 2007

Snow Magic Workshop, Rovaniemi



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**Innovative products & services**

> Develop current business and create new possibilities

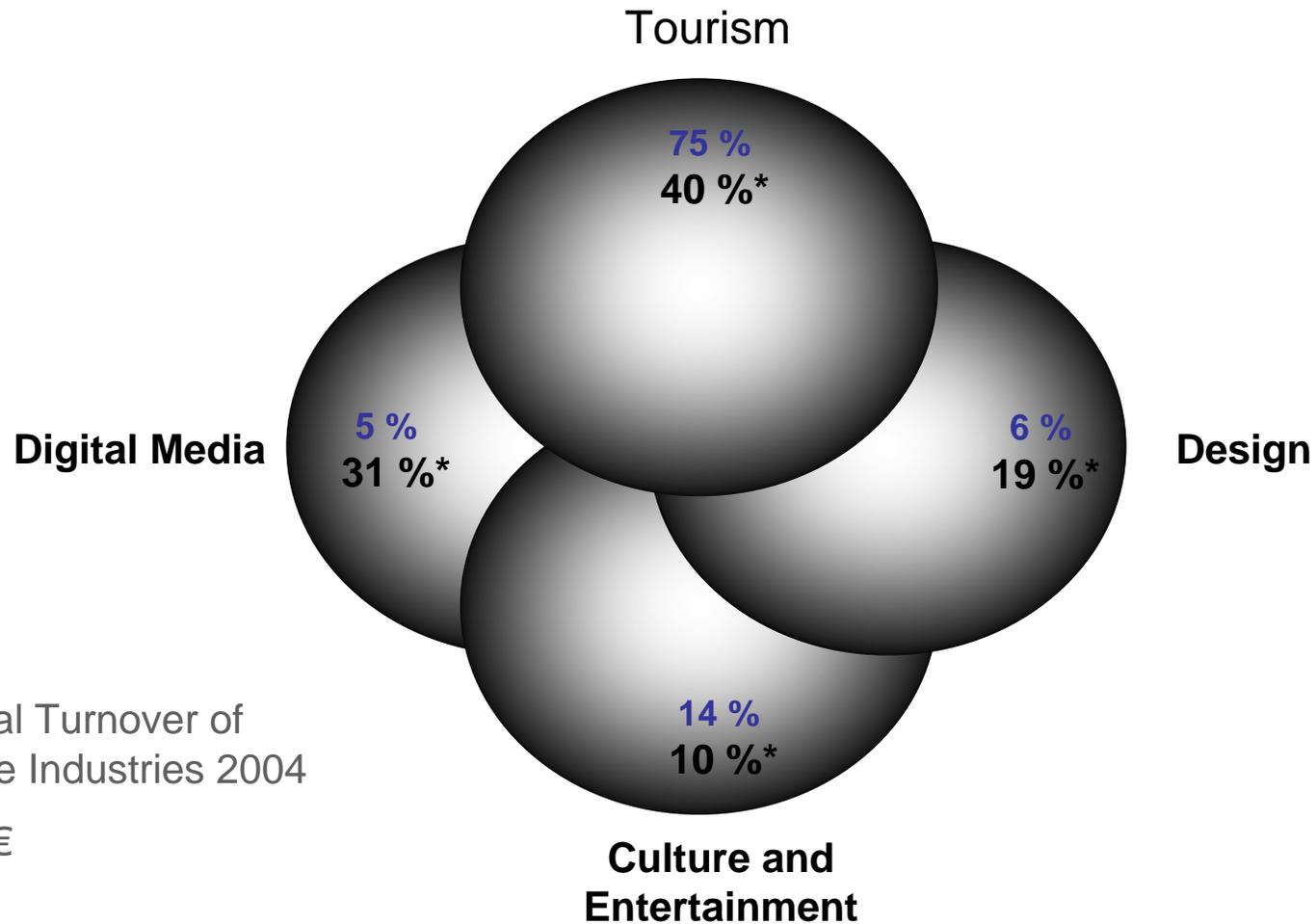
**National and international investments**

> Strengthen regional competence

➔ New employment



# The Field of Experience Economy



Economical Turnover of Experience Industries 2004

17,1 mrd €

\* Percentages on the economic value in [Lapland](#) / Finland 2004

# Experience Economy and Experience Co-Creation?



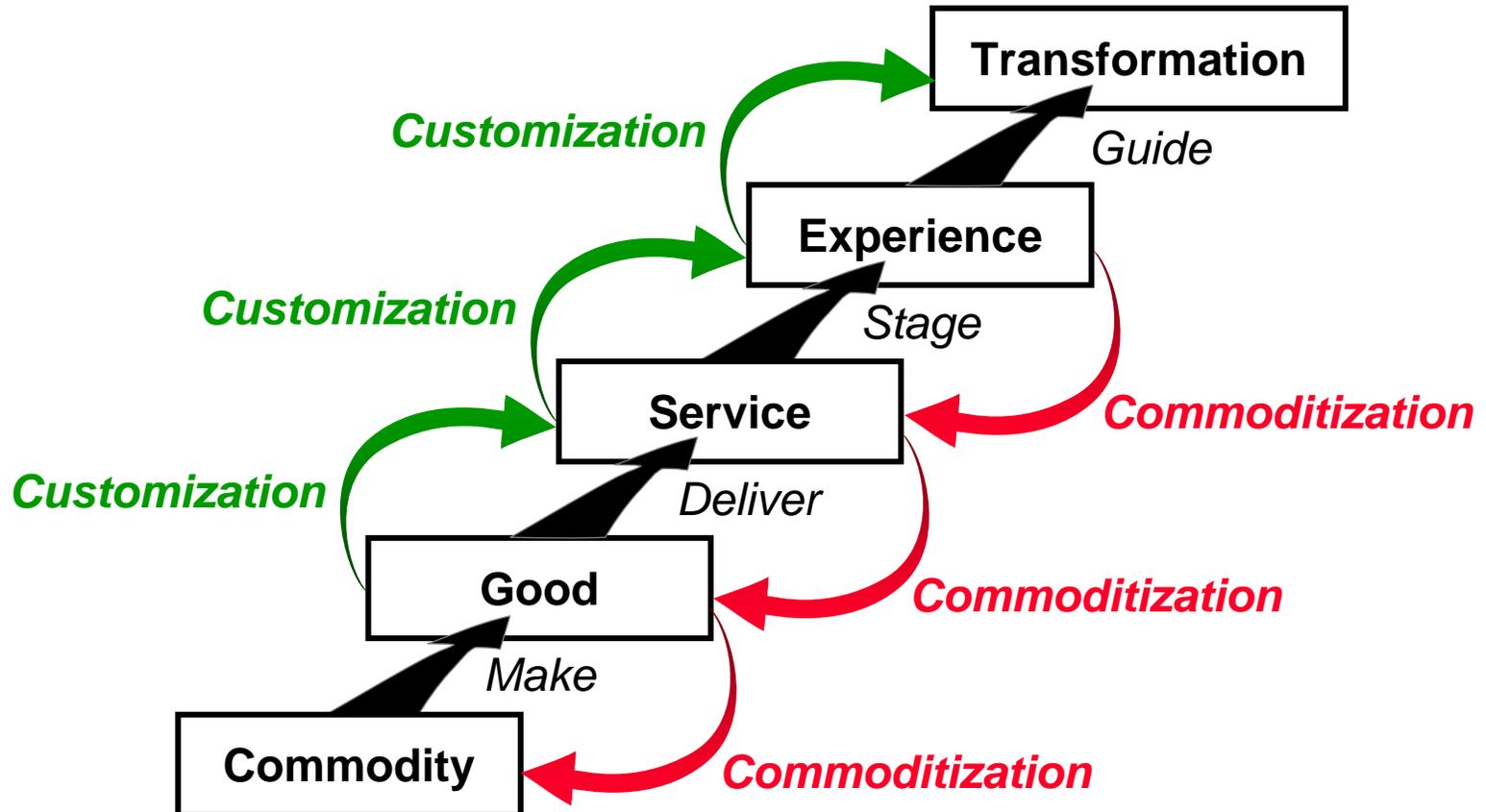
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# What Is A Meaningful Experience?

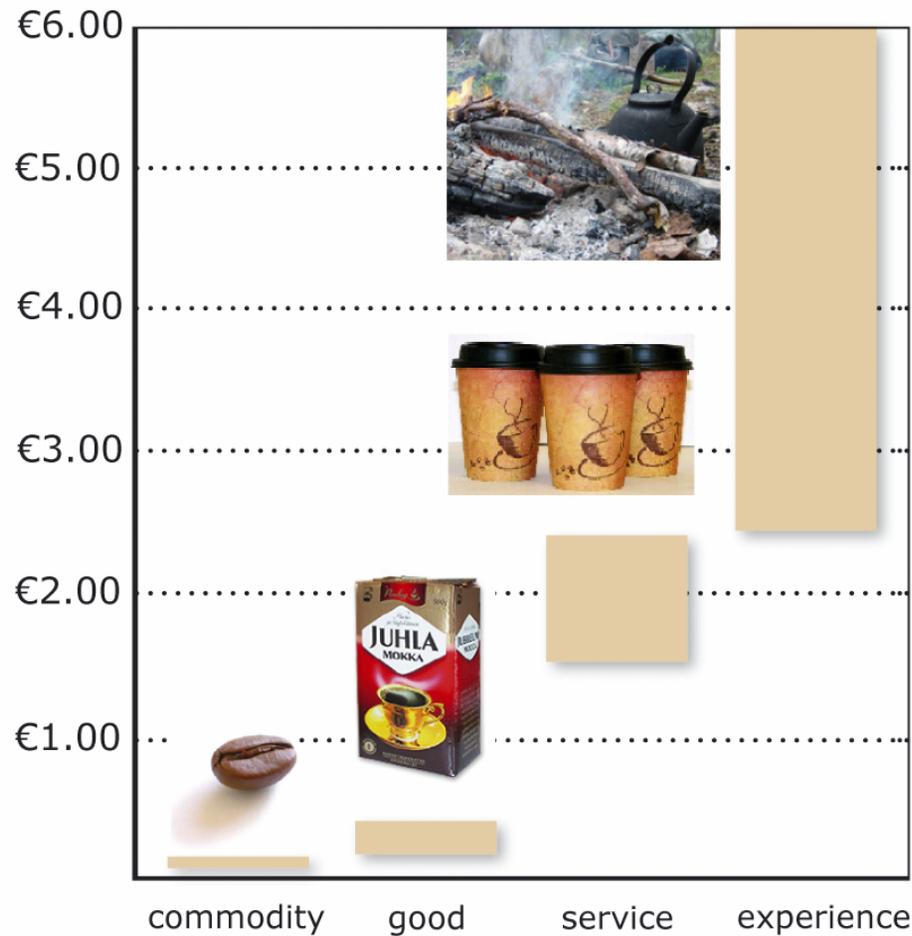
- A Meaningful Experience is
  - multisensoral**
  - positive,**
  - comprehensive,**
  - memorable experience**
- Can lead to a personal change of a subject person
- Meaningful experience is **subjectively** defined, and can not therefore be created with absolute certainty.



# Progression of the Economical Value



# Economical Value



original source: Pine & Gilmore: Welcome to Experience Economy, 1999



# Experience Pyramid as a Tool for Experience Co-Creation

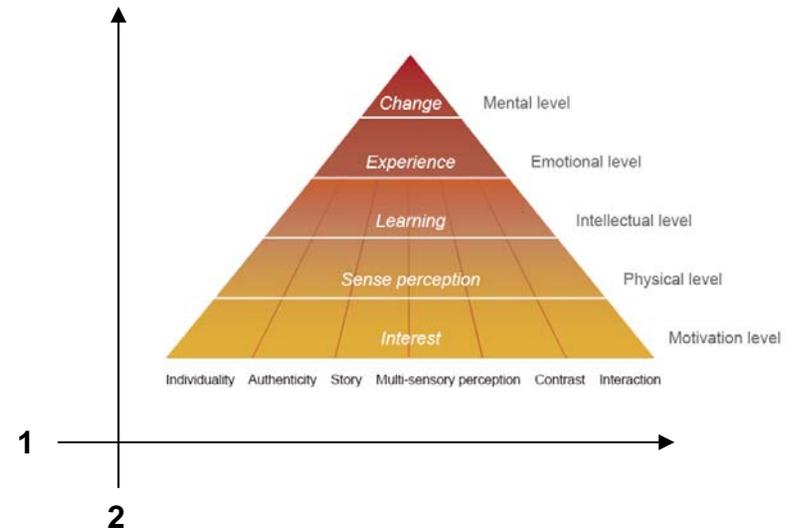


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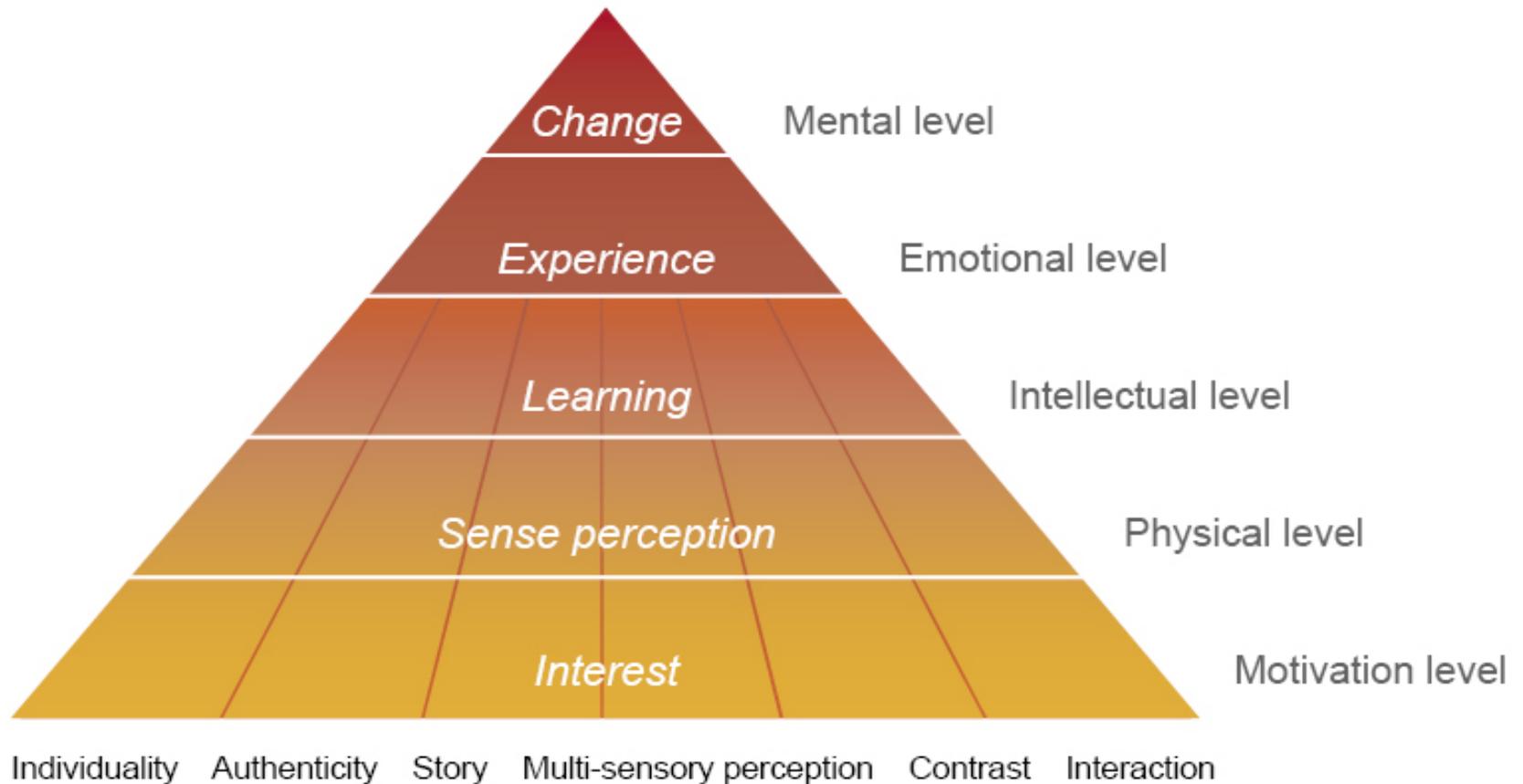
# Experience Pyramid

Examination from two perspectives :

- 1 ) Meaningfulness criteria
  - product elements
  - factors contributing to the customer's experience
- 2) Levels of experience
  - customer experiences
  - building an experience



# The Experience Pyramid

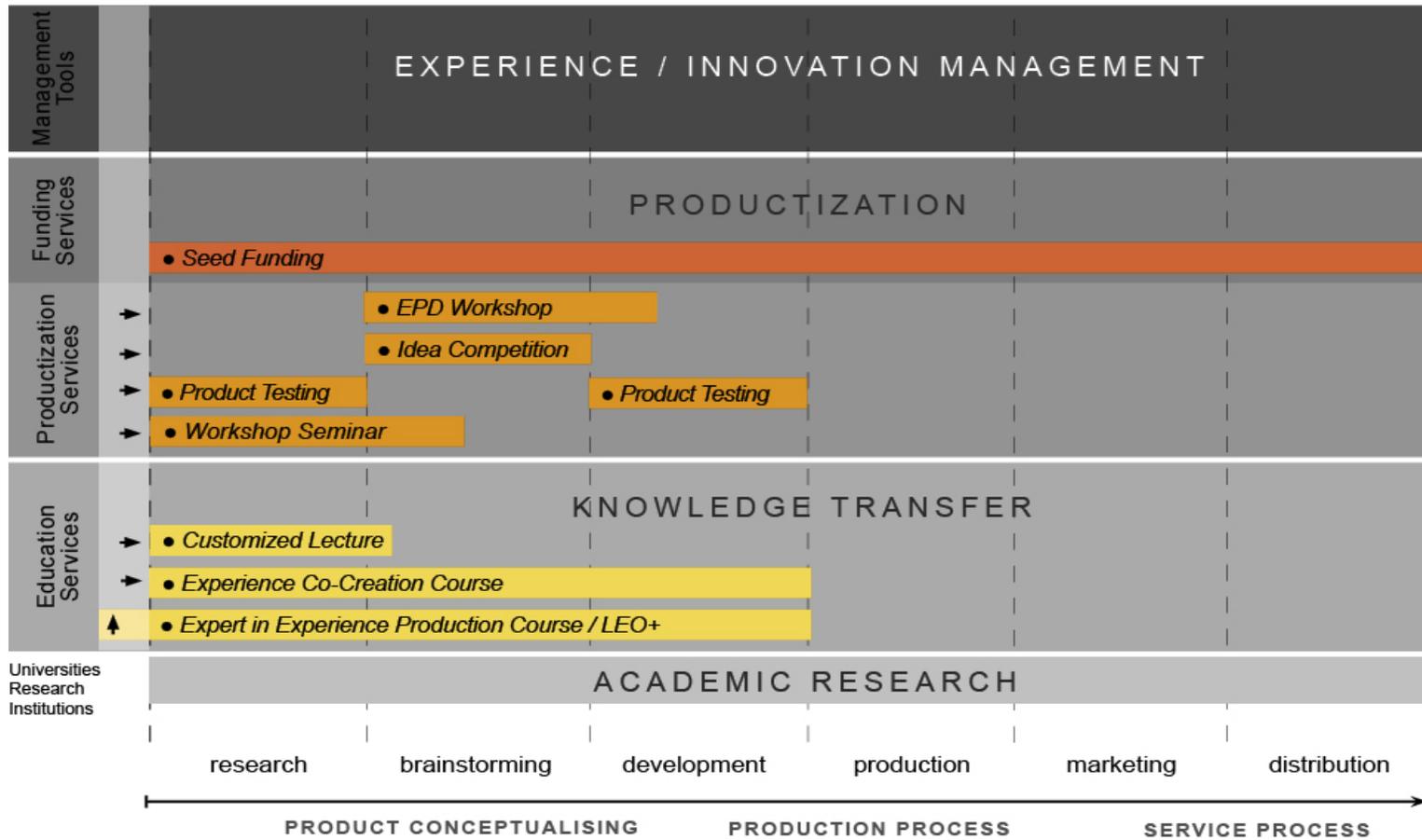


# LCEEI R&D services



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# LCEEI R&D Services



## Experience Product Development (EPD)



Education services

# Experience Co-Creation Course



- Course for entrepreneurs, project personnel and development officers
- Provides know-how and tools for developing Experience Industry Experience Products and monitoring the quality of Experience.
- 4 day-course includes:
  - Basic knowledge on Experience Economy and Industry as well as methods for Experience Product Development
  - Product Testing method and possibility to test own products experiential quality



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Productization services

# Product Testing



- Service for measuring and analyzing experiential qualities of a product
- Tool for current state analysis and piloting
- Includes:
  - Customer survey
  - Professional analysis
  - Confidential report about the experiential quality of the products as well as tips for further development



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# More information

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