



CREATING EXPERIENCE VALUES - PRODUCING EXPERIENCE SPACES

A PRAGMATIC INQUIRY INTO THE SPATIAL PRACTICE AND MATERIALITY OF EXPERIENCE-BASED VALUE CREATION

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Structure of the presentation

- Empirical background
- Problem situation
- Exploration of practice
- Tool development
- Practical use



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The Experience Turn

- The experience economy represents a turn in both business strategies and local development strategies.
- The manifestations of the turn within these two domains are interwoven and the focus on space, place and new social practices are central to both.
- The growing demand for meaningful experiences that is a driving force in this turn presents many opportunities to be exploited by firms relying on experience-based value creation.
- Creating meaningful experiences is important to human welfare.



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Experience-based value creation

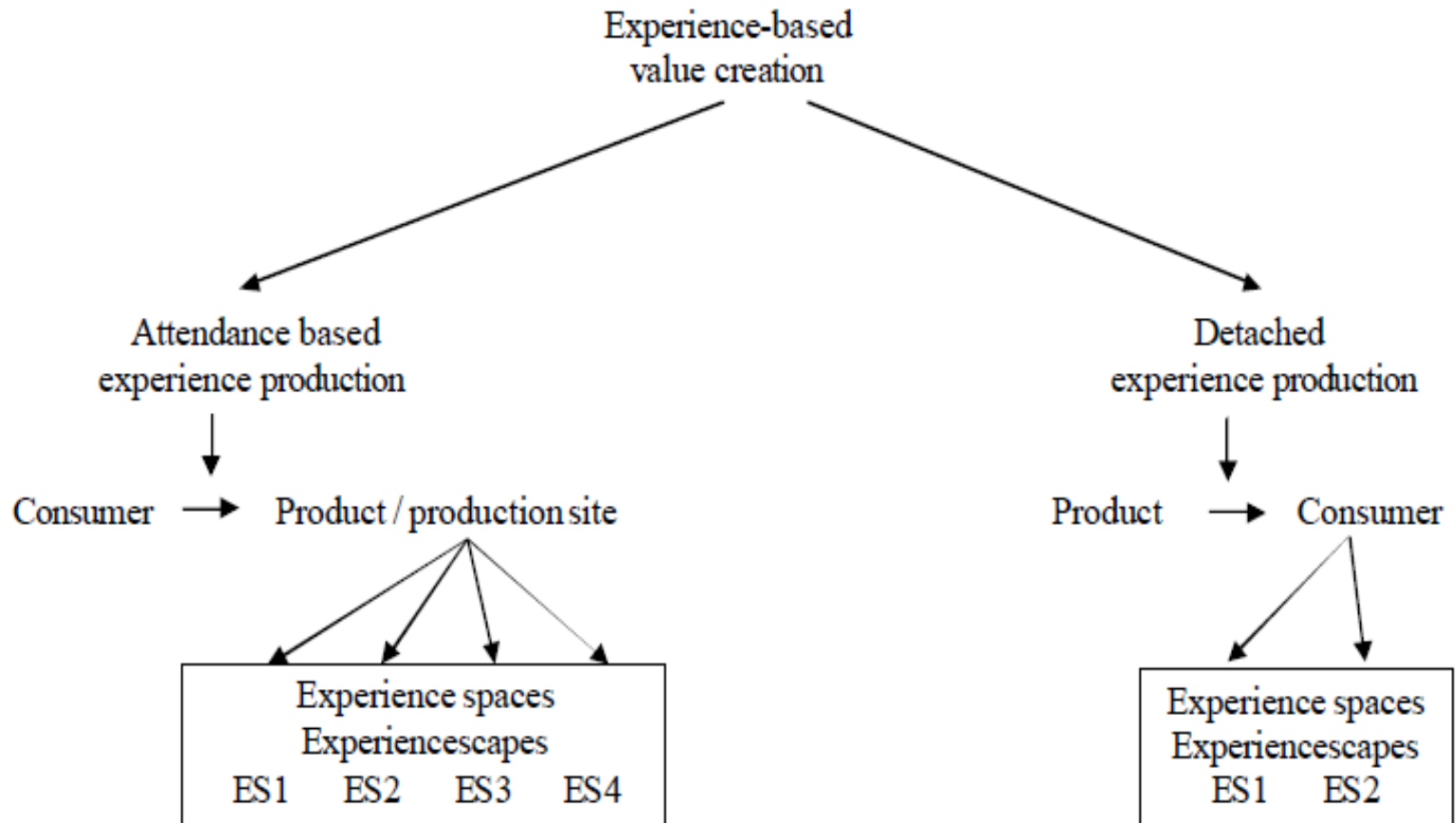
- A wide variety of firms practicing experience-based value creation in Nordland county in Northern Norway:
 - Viking museum
 - Aviation museum
 - Hamsun centre (literature centre)
 - Cultural festival
 - Aquarium
 - Ecological farm with dairy
 - Recreated stone-age settlement
 - Restaurants
 - Fishing villages
 - Wildlife cottages/centres
 - Mountain climbing, glacier expedition and trekking
 - Sea fishing, kayaking, boat trips
 - Down-hill skiing
 - Motorbike trips
 - Golf
- Common challenge: **how to improve practice?**



Method: Social reconstruction

- Based on John Dewey's pragmatic philosophy
- 1. Conceptual reconstruction > new understanding:
 - i. Indeterminate situation – a need for more / new knowledge
 - ii. Transformation into problems that can be addressed systematically
 - iii. Articulation and prioritization of specific problem situations
 - iv. Selection and development of potential solutions
- 2. Institutional reconstruction > new practice:
 - i. Implementation, testing and evaluation of suggested solutions
 - ii. Permanent, practical implementation of solutions that are considered effective for reaching the ends

Conceptual reconstruction 1- Experience-based value creation



Conceptual reconstruction 2 – The stages of attendance-based experience production

Distinction between backstage, stage and front stage in attendance-based experience production (Based on Sundbo and Hagedorn-Rasmussen 2008)

Backstage

Organization and management - invisible

- Strategy
- Production flow
- Logistics
- Marketing
- HRM
- Training
- Technology
- Innovation
- Networking

Stage

Producer perspective

Performance (live or recorded)

The creative, "artistic" process
Artists, directors, designers etc.

- Participation
- Personality
- Servicescapes
- Experience 'logistics'
- Sensuous input
- Physical experience
- Material 'support'

Frontstage

Customer perspective

Experience

space/scape

Customer (experience)

Visible

The employee

• Physical /



Ale

Beatrice

Christine

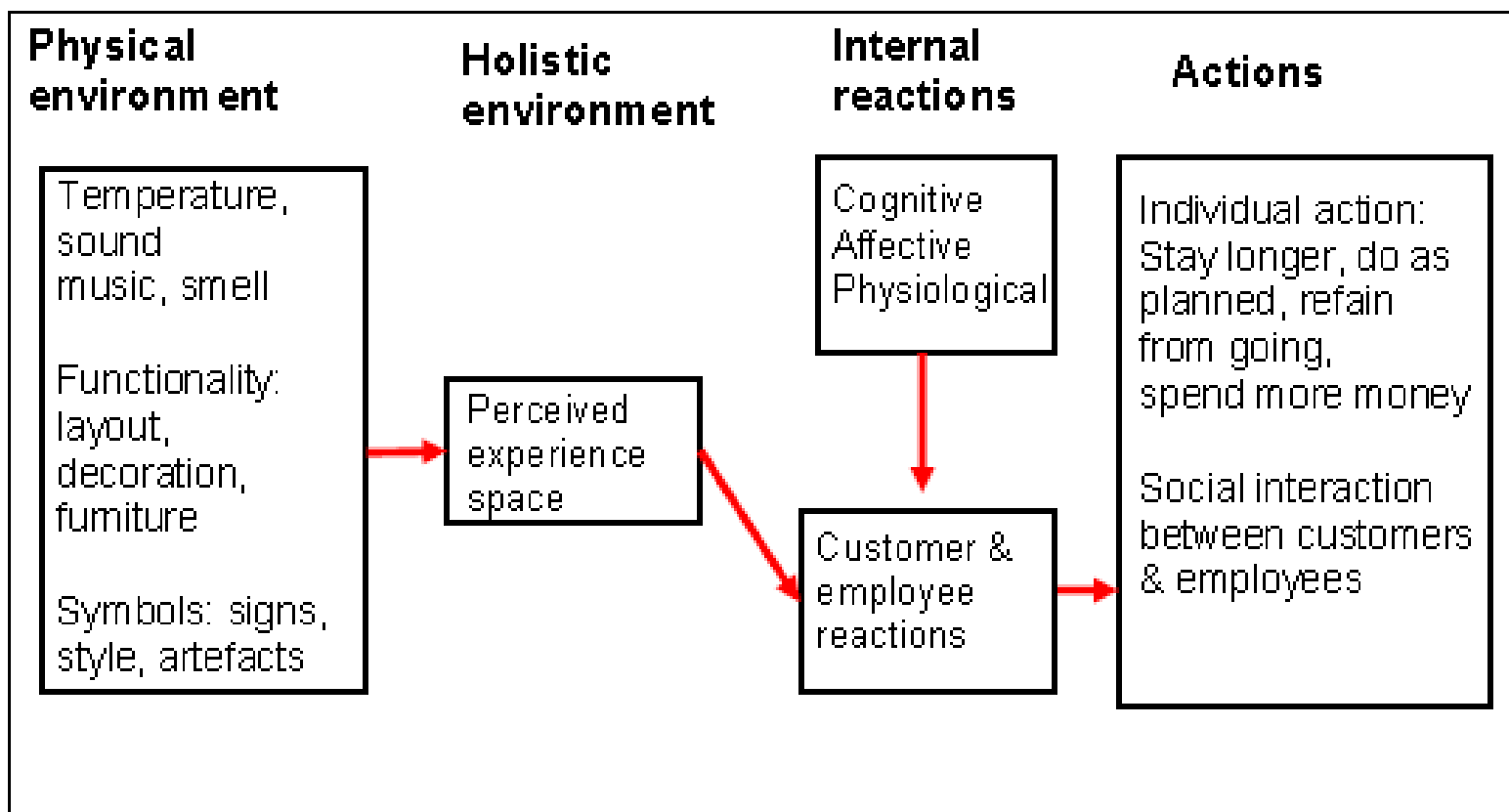


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Conceptual reconstruction 3 – Experience spaces deconstructed

Experience space: elements and relations to action (Based on Mossberg 2007)

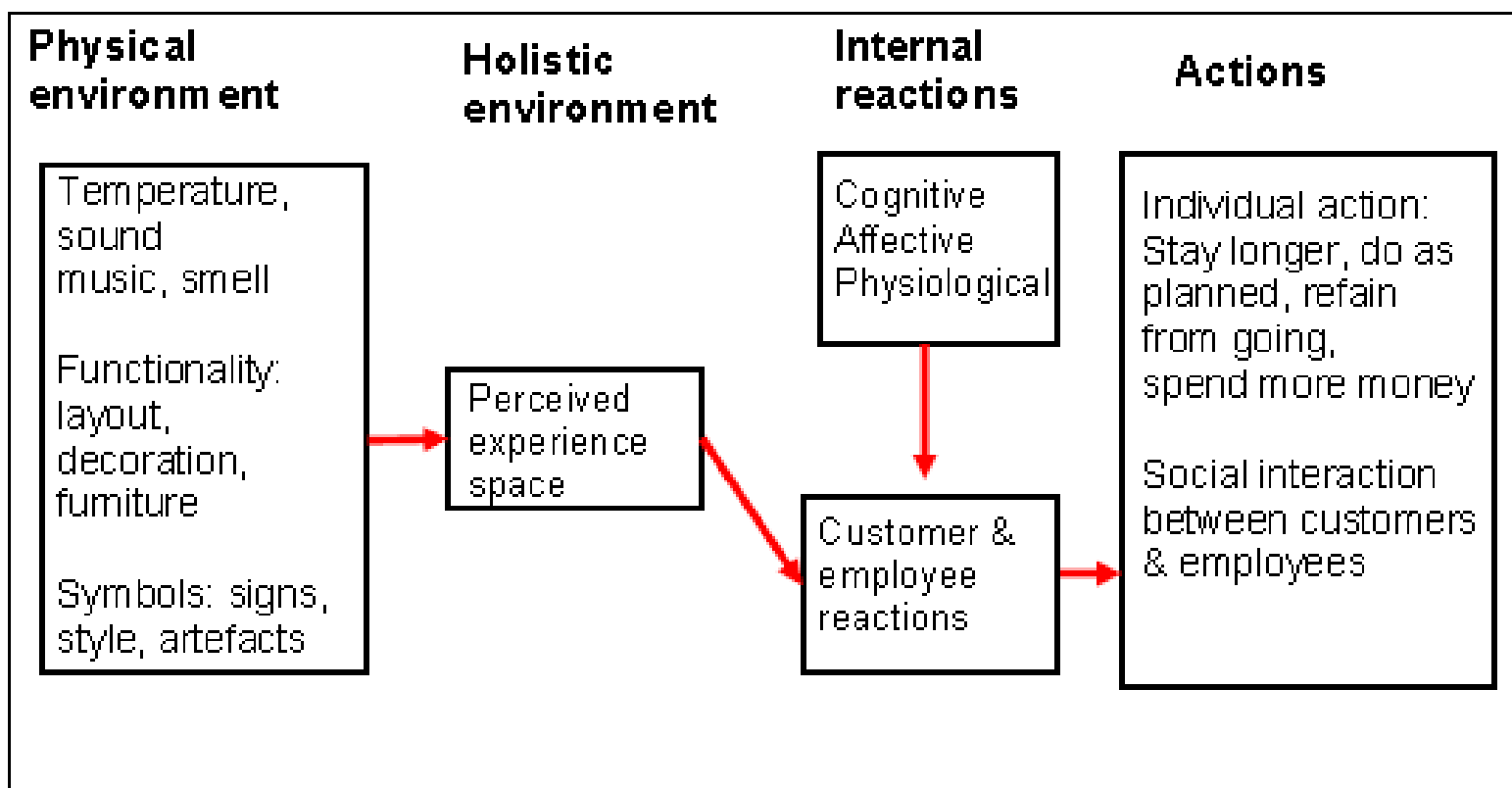


Conceptual reconstruction 4 – Experience spaces observed

- H. Lefebvre: "All social practice is spatial practice"
- Experience spaces / experiencescapes – the spatio-temporal shapes of experience co-creation:
 - ES 1: Centres for day trips (*e.g. museums, aquarium, glacier*)
 - ES 2: Facilities for longer stays (*e.g. fishing villages, hotels*)
 - ES 3: Rooms within buildings (*e.g. restaurants, dairy at farm*)
 - ES 4: Mobile experience spaces (*e.g. climbing, kayaking, biking*)
 - ES 5: Fixed trails (*e.g. golf, down-hill skiing, viking museum trail*)
 - ES 6: Festival areas (*e.g. cultural festival, viking village /market*)

Conceptual reconstruction 5 – Experience spaces deconstructed

Experience space: elements and relations to action (Based on Mossberg 2007)

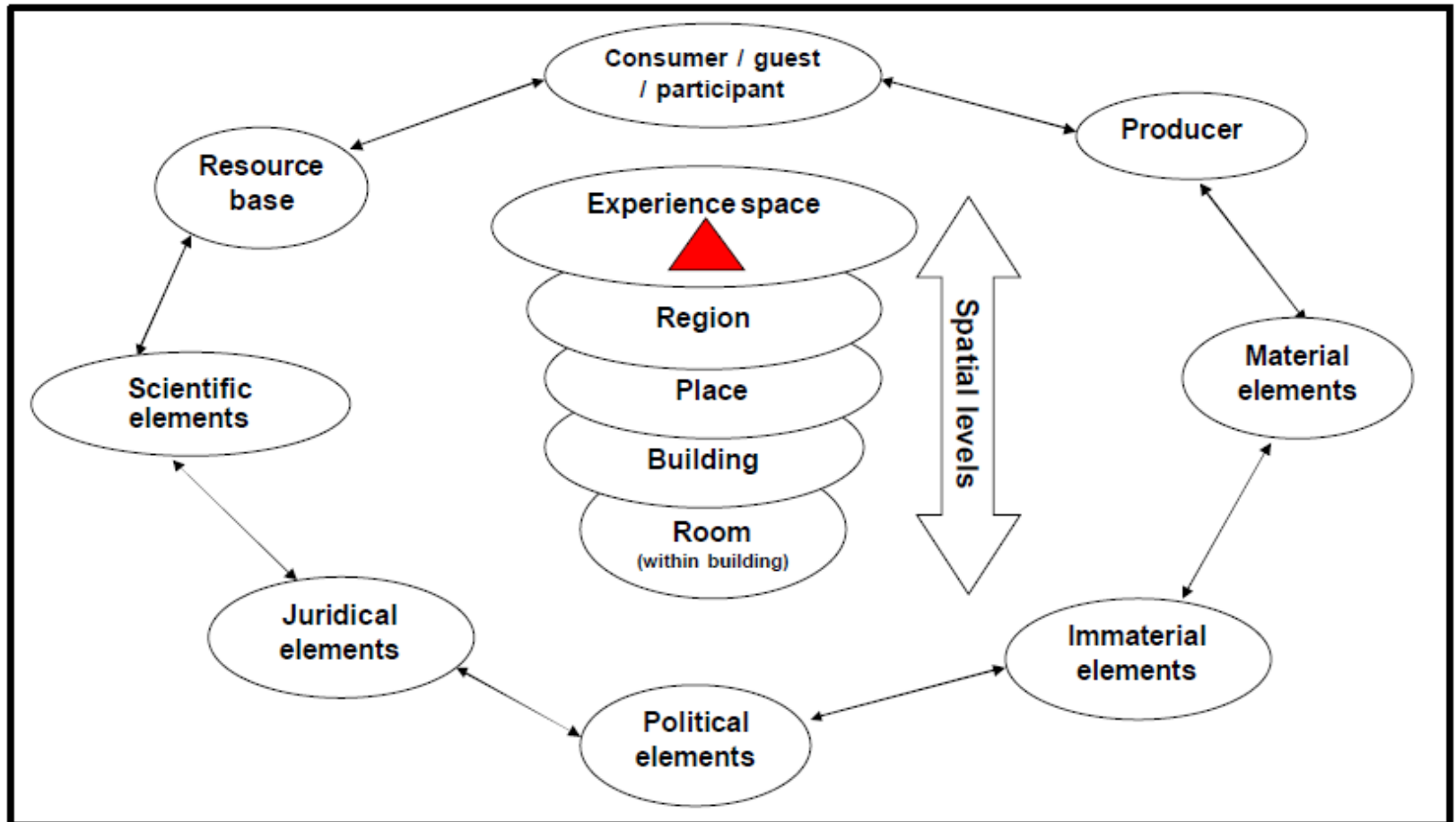


Conceptual reconstruction 6 – Value drivers in experience spaces

- The 40+ elements (or potential value drivers) of experience spaces mapped in the Arena project grouped in 7 main categories:
 1. Natural elements (*e.g. landscape, weather, smell*)
 2. Buildings, architecture, area (*e.g. accessibility*)
 3. Premises / functionality (*e.g. design, furniture*)
 4. Atmospheric conditions indoors (*e.g. sound, temp.*)
 5. Signs, symbols, artefacts (*e.g. artefacts, signposts*)
 6. Facilitation for customer co-creation (*e.g. interaction*)
 7. Employees (*e.g. language, guiding, storytelling*)

Conceptual reconstruction 7 –

Experience spaces as scaled levels of related elements



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Institutional reconstruction 1 – Material and human value drivers in experience spaces

- Qualitative assessment of experience spaces based on analyses and ratings of the quality of each element that constitute the space in question

Elements that constitute experience spaces		Categories (assessment, rating)				
		1	2	3	4	5
		<i>A. Natural environment</i>				
1.	Landscape (cultural - wilderness)					
2.	Weather (unstable – stabile) – (context dependent)					
3.	Temperature (outdoors: cold – mild) (context dependent)					
4.	Smell (outdoors: much– little) (context dependent)					
5.	Sound/noise (outdoors: much– little) (context dependent)					



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Institutional reconstruction 2 – Material and human value drivers in experience spaces

<i>B. Built environment, architecture, area</i>						
6.	Architectural style (aesthetics) (generic – authentic)					
7.	Design (aesthetics) (simple - advanced)					
8.	Maintenance (degree of wear)					
9.	Transport (easy – difficult)					
10.	Access (easy – difficult)					
11.	Intensity of use (high – low)					
12.	Universal design (low – high degree)					
13.	Tidiness (outdoors) (low – high degree)					
14.	Connection to place/local context (low – high degree)					

Institutional reconstruction 3 – Practical use of the framework of value drivers

Bottom-up, practice-based, context sensitive approach to:

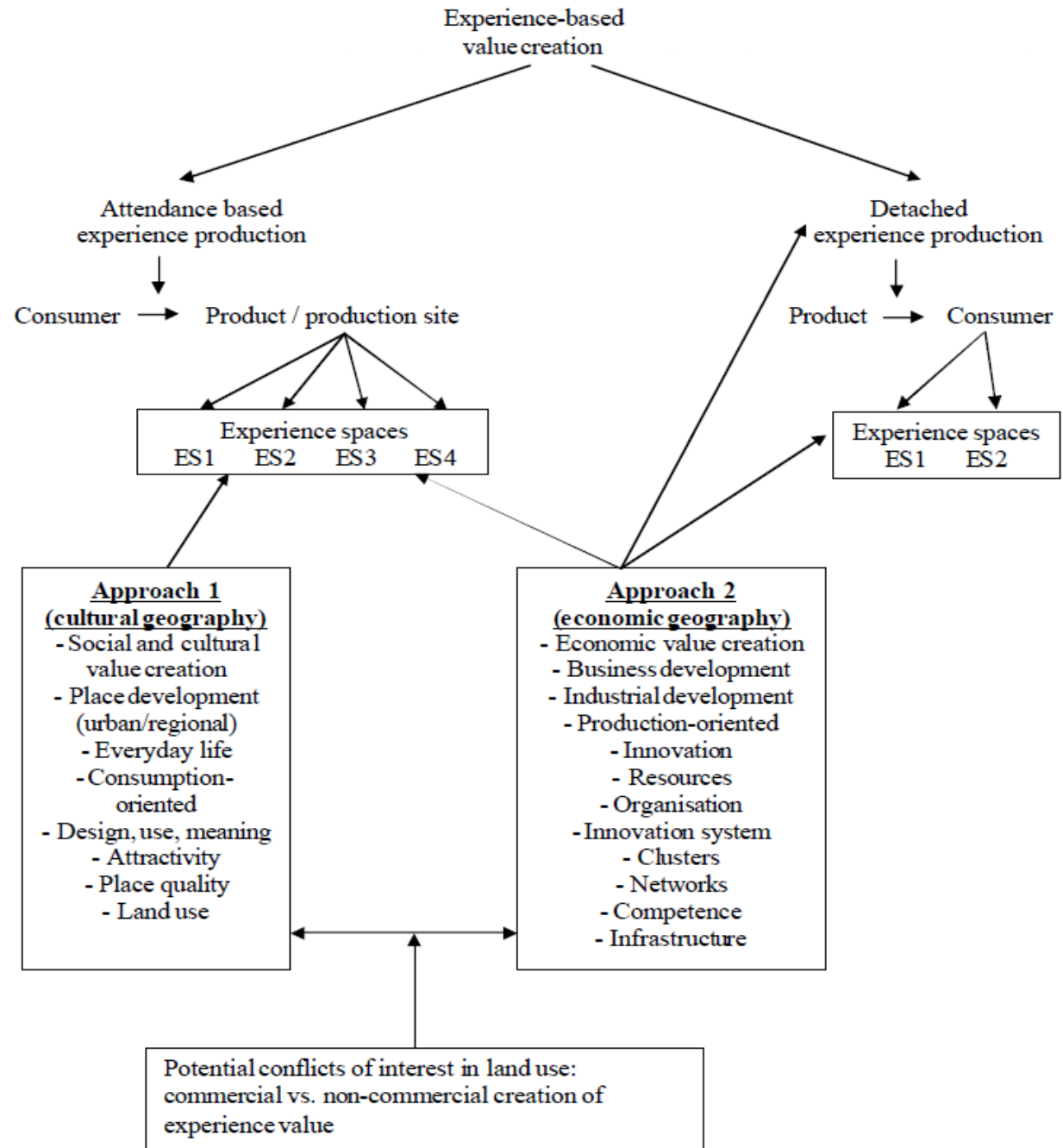
- Identification of improvement potentials in own business / experience space(s)
- Identification of what guests (consumers) from different cultures appreciate / value
- Identification of better (“best”) practices in attendance-based experience production
- Benchmarking of value creating practices in experience spaces
- Guidelines for experience-based value creation



Thank You for Your Attention!

Socioeconomic and territorial studies of experience-based value creation

Approaching two dimensions of the experience turn



Sosioøkonomiske og territoriale studier av opplevelsesbasert verdiskaping

Tilnærminger til to dimensjoner ved "the experience turn"

