

THEORY OF STRUCTURED EXPERIENCES BASICS

WHAT

IMMERSION

Immersion brings the attention of participant to the experience by creating mini flow experiences and helping the participant to adopt the perception of the story of the experience.

ENGAGEMENT

Heightened attention, emotion, motivation, and focus on the narrative or story that connects our inner and outer worlds.

ABSORPTION

Appealing strongly to one or more of the senses: seeing, hearing, smelling, touching, and tasting.

HOW

IMMERSION

Some tools to increase immersion are using tasks to engage participants. This gives individuals a perception of control and increases their immersion in the experience.

ENGAGEMENT

Be coherent; clear and consistent in the sequence.
Create self-relevance; have the story mean something personally.

ABSORPTION

Emphasize focusing on the present by eliminating distractions

- Communicative Separation: Minimize the participants communication with the outside world and or other participants.

WHEN

IMMERSION

Immersion might take place when waiting in line for a ride. If the experience is designed well, there might be different activities to engage with while waiting for the ride. This helps participants adopt the perception of being in that particular story.

ENGAGEMENT

Experiences focused on engagement are story based. The participants can participate in a story or spectate a story (ex. theme park rides, laser tag arenas).

ABSORPTION

Experiences that center around absorption are grounded in our senses. Experience designers will intentionally utilize the five senses in creating the experience (ex. soundbath, spa, concerts).