

7 Experiences

Aalto
Experience
Summit

1-2 Sep 2020
at Aalto University, Finland

EXPERIENCE
PLATFORM



Introducing Aalto Experience Platform

Markus Ahola

Summit Secretary
Project Manager of Experience Platform



EXPERIENCE
PLATFORM

#7xsummit

Aalto Platforms



Networking



Visibility



Events



Access to
collaboration



Seed funding

Experience Platform: multidisciplinary research on experiences

- Improve the quality of the human experience with product, process, service, or environment
- Internationally novel “Experience Design” project links arts and design with cognitive neuroscience, user experience and business
- Topic areas: Experience design, measuring, and management

Experience Platform: collaboration facilitator

- Bring people together in events with experience themes and support research preparation
- Outreach to industry for research topics of practical relevance
- Any application area, e.g., artistic productions, work, spaces, commercial products, public services, events...

Experience Platform

600

people community of new
research perspective

Chair: Virpi Roto
Manager: Markus Ahola
Academic board: 18 professionals



SOCIAL MEDIA

[@AaltoXPlatform](https://twitter.com/AaltoXPlatform)

experience.aalto.fi

experiencemail@list.aalto.fi

facebook.com/experience.aalto/

7

doctoral students in
interdisciplinary
experience research

**AALTO PROFILES IN
EXPERIENCE DESIGN**

30+

Organized networking events

Colours
X reality

Art & Experience

Employee experience

Health & Behavioral data...



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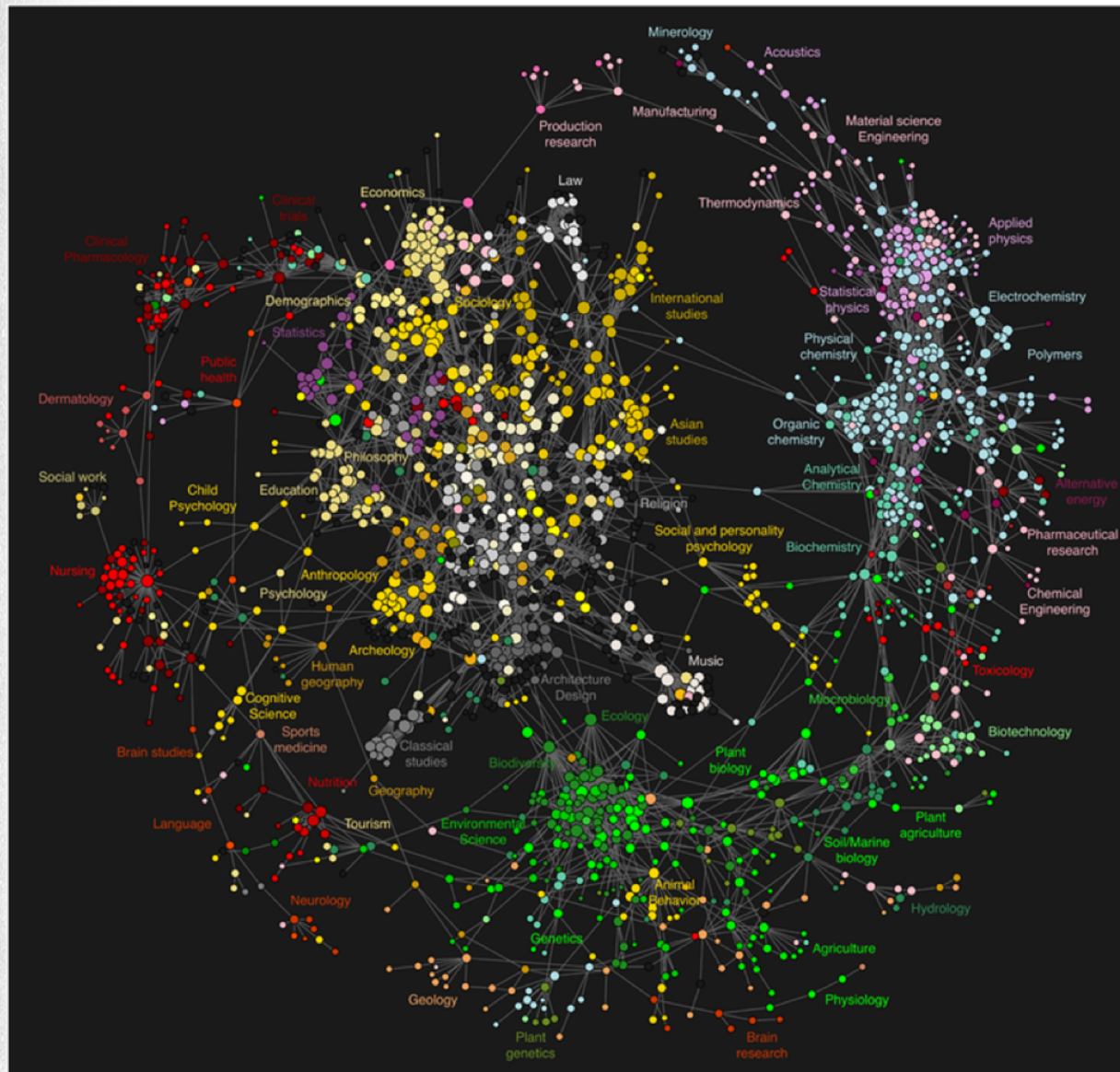
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Purpose of 7 Experiences Summit

Virpi Roto

General Chair

Chair of the Board of Experience Platform



Experience research
area?

No such research
area exists. Still,
thousands of
scientific publications
coming out every year
with keyword
‘experience’ or
‘experiential’

Current state of experience research

Experience research is scattered in different disciplines

Little awareness of the other experience disciplines

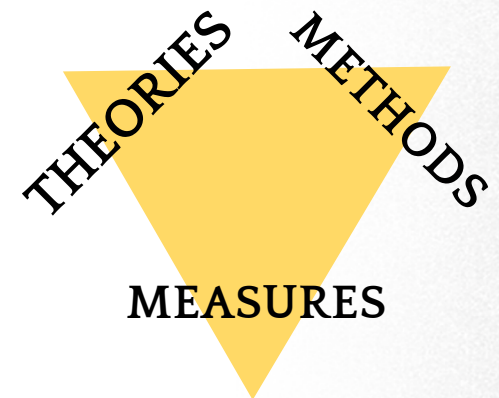
Little communication between these disciplines

7 Experiences summit


The first event ever to bring together experience researchers from diverse disciplines.

Goals:

- Accelerate the development of experience research by learning from researchers in other disciplines
- Create a community: Experience Research Society?
- Establish a more coherent experience research field



POLL - Time to wake up!

When you see a Poll on this screen,
Scroll down from this view, click  and then Vote.

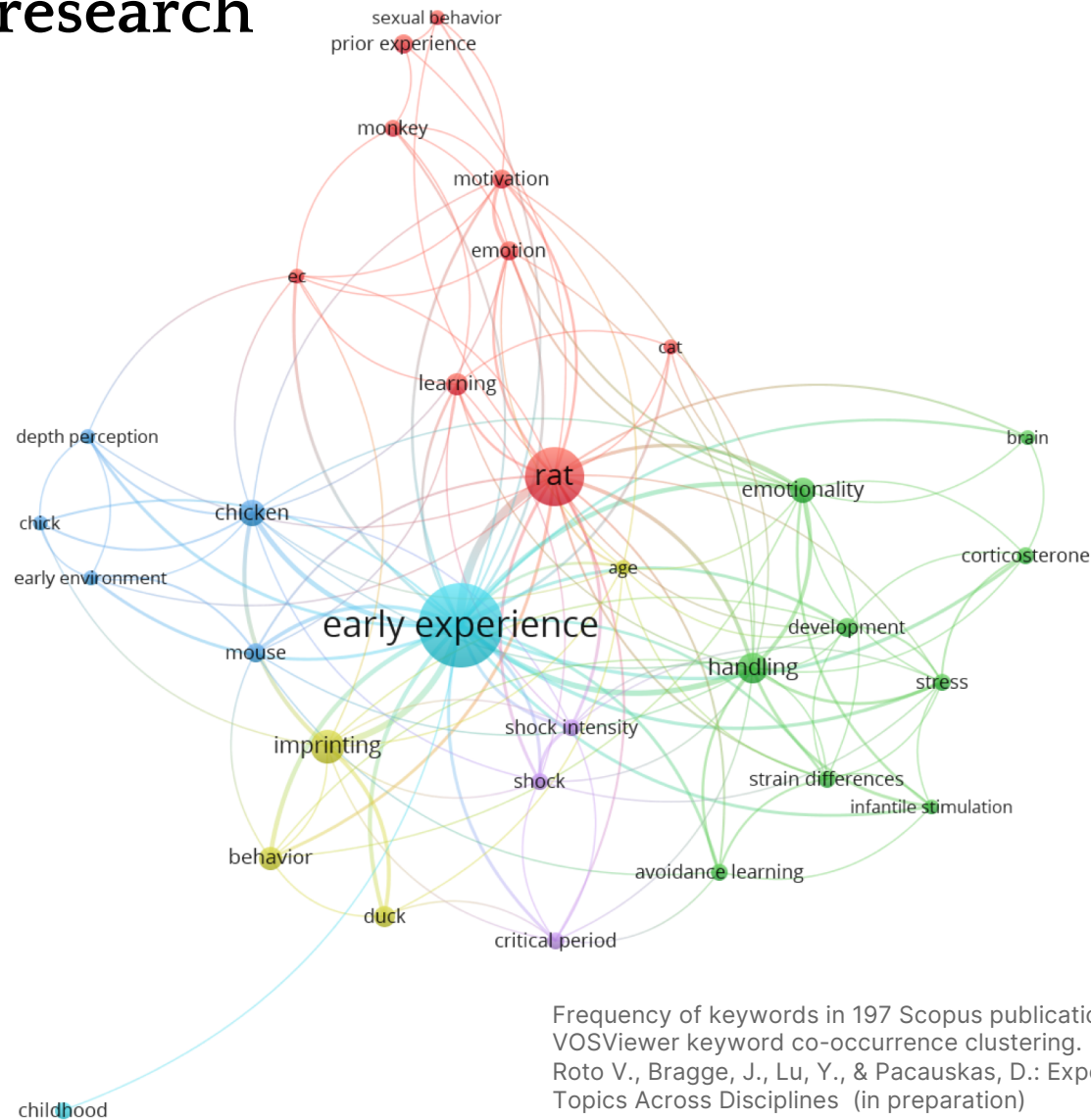
What was the most common keyword in experience
research publications in 1960's?

- a) Learning
- b) Early experience
- c) Motivation
- d) Shock
- e) Emotionality
- f) Rat

Correct answer:
b) Early experience

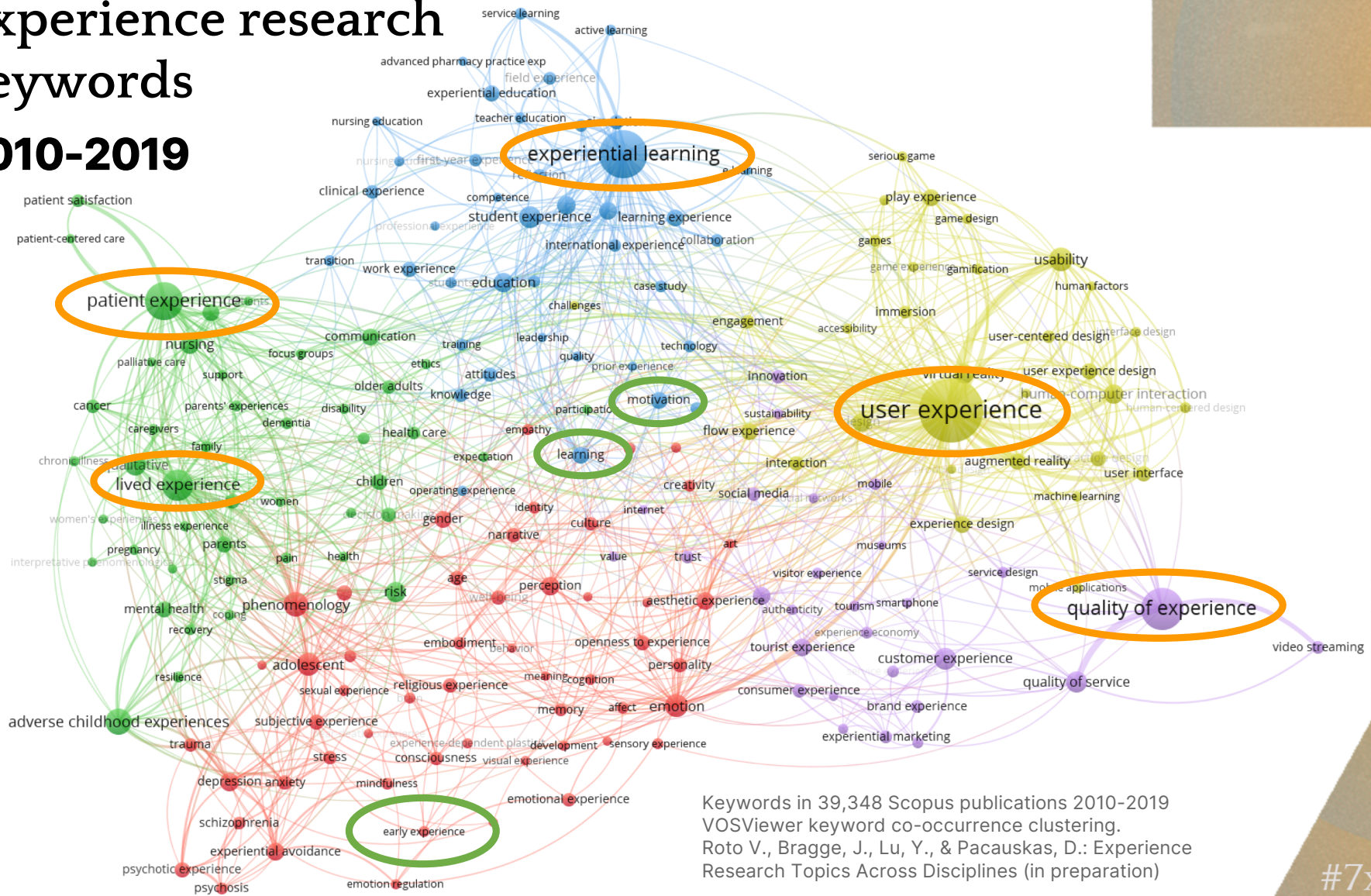
All these keywords
were frequent ones

Experience research keywords 1960-1969



Frequency of keywords in 197 Scopus publications.
VOSViewer keyword co-occurrence clustering.
Roto V., Bragge, J., Lu, Y., & Pacauskas, D.: Experience Research
Topics Across Disciplines (in preparation)

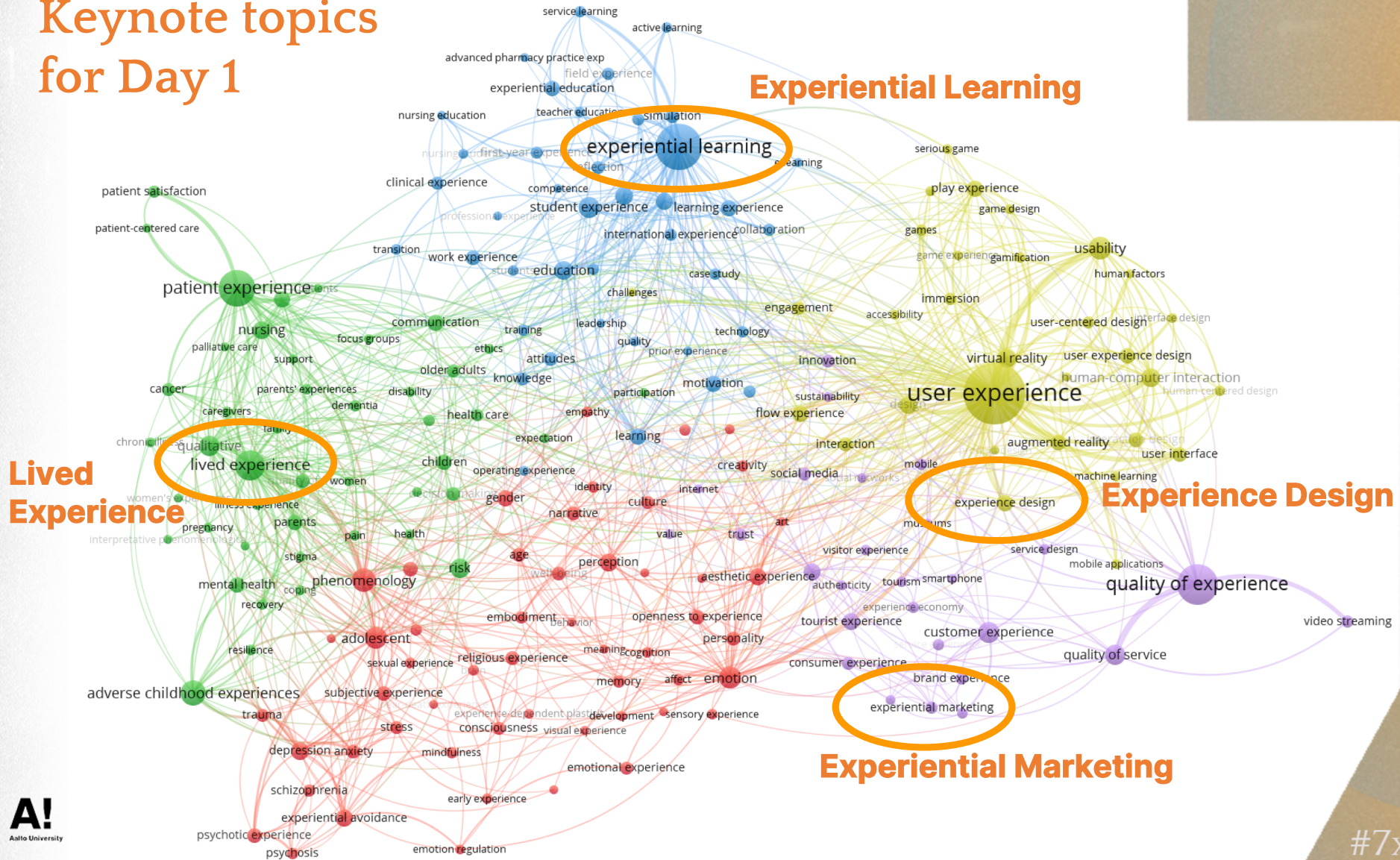
Experience research keywords 2010-2019



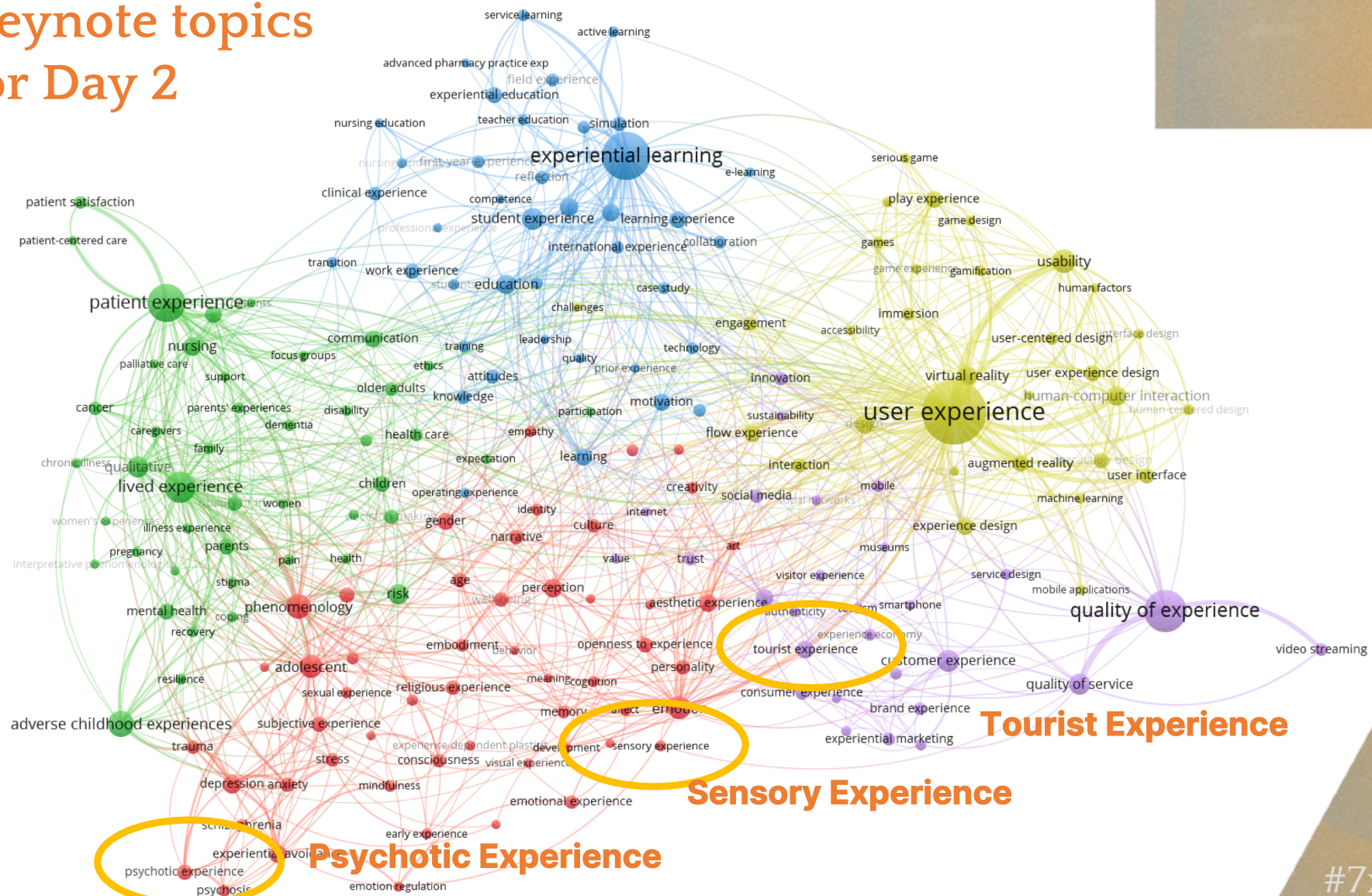
Keywords in 39,348 Scopus publications 2010-2019
VOSViewer keyword co-occurrence clustering.
Roto V., Bragge, J., Lu, Y., & Pacauskas, D.: Experience
Research Topics Across Disciplines (in preparation)

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Keynote topics for Day 1



Keynote topics for Day 2



7 Experiences Day 1 Program

15:00 **Opening** - *Teemu Leinonen, Markus Ahola* and *Virpi Roto* (Aalto University)

15:15 **Keynote: Experiential Learning** - *Kristian Kiili*

15:45 **Keynote: Experiential marketing** - *Antonella Carù*

16:20 **Keynote: Experience design** - *Pieter Desmet*

16:50 **Keynote: Lived experience** - *Carolyn Ellis*

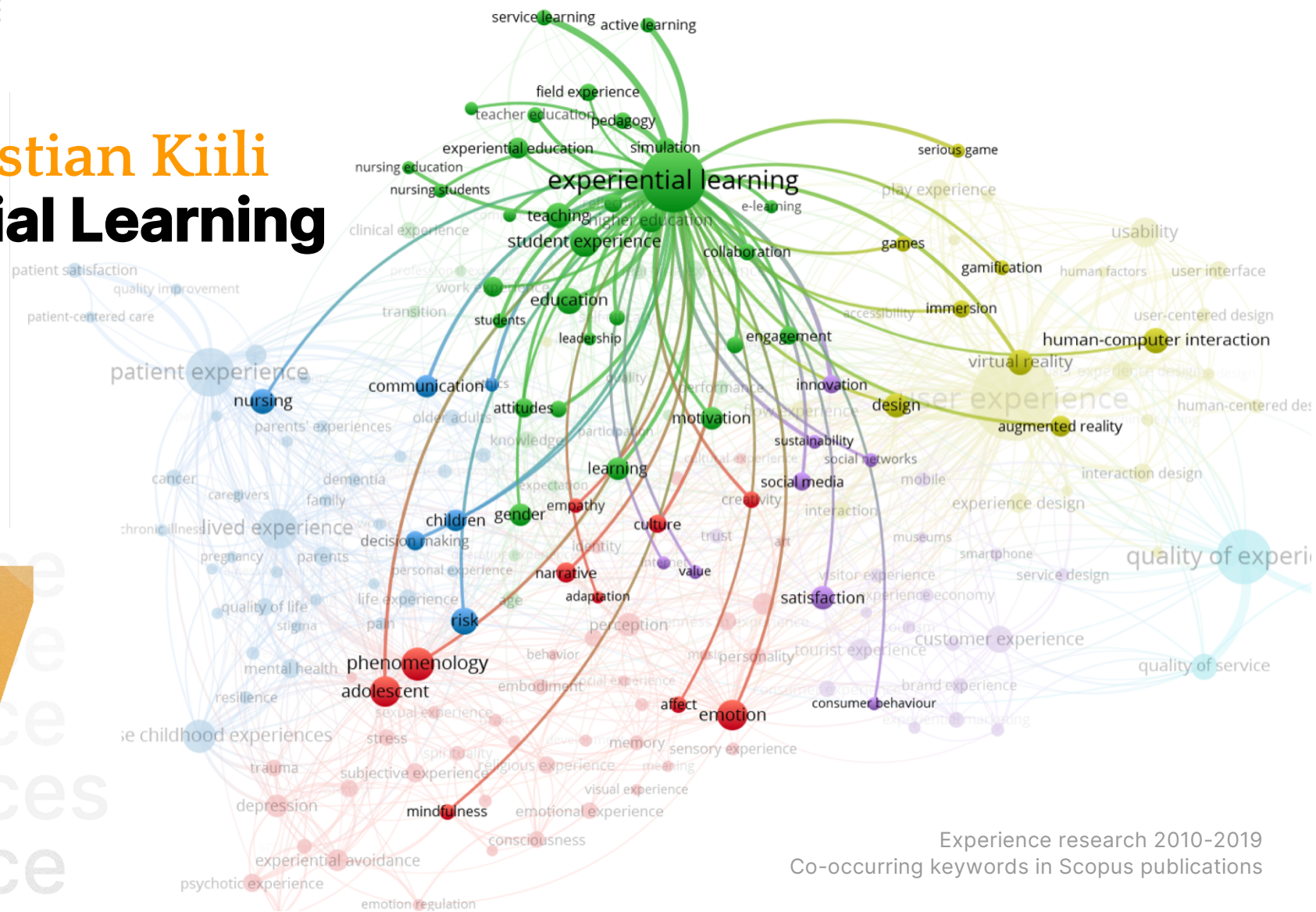
17:25 **Break**

17:40 **Workshops - 7 experiences**

18:45 **Greetings from Workshops**

19:00 **Mingling**

Prof. Kristian Kiili Experiential Learning



Experience research 2010-2019
Co-occurring keywords in Scopus publications

Warm-up Poll for Kristian Kiili's talk

According to SCOPUS database (title, abstract, keywords):

Which year experiential learning and game-based learning found their way in the same publication?

- a) 1983
- b) 1985
- c) 2002
- d) 2005
- e) 2007
- f) 2008

Hint:

The first scientific article that included the term
'experiential learning' was published in 1951:
"The Role of Experiential Learning in the Education of Teachers"

The first article including the term
'game-based learning' was published in 1983:
"PLATO: Army applications"

(According to SCOPUS database, title, abstract, keywords)

Antonella Carù

Digital Marketing


Experience research map 2010-2019
Co-occurring keywords in Scopus publications

Experience research map 2010-2019
Co-occurring keywords in Scopus publications

Warm-up Poll for Antonella Carú's talk

In the marketing literature, experience is:

- a) A new type of company offering
- b) The consumer response to marketing stimuli
- c) A brand strategy
- d) A subjective process of the consumer
- e) A way consumers escape from their ordinary life

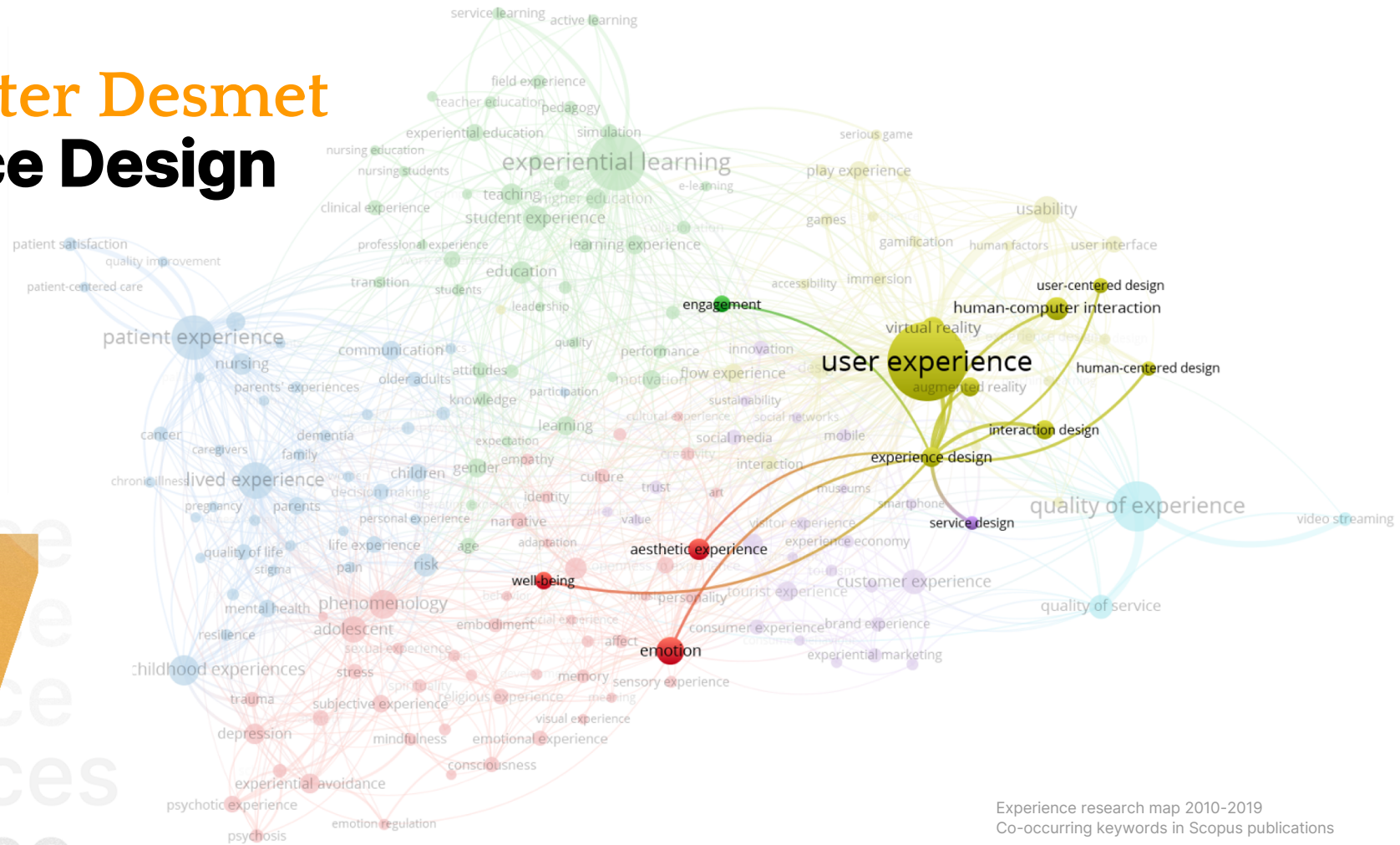
When you see a Poll on this screen,
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5 Minute Break

Coming after the break:

Keynote on **Experience Design** by prof. **Pieter Desmet**

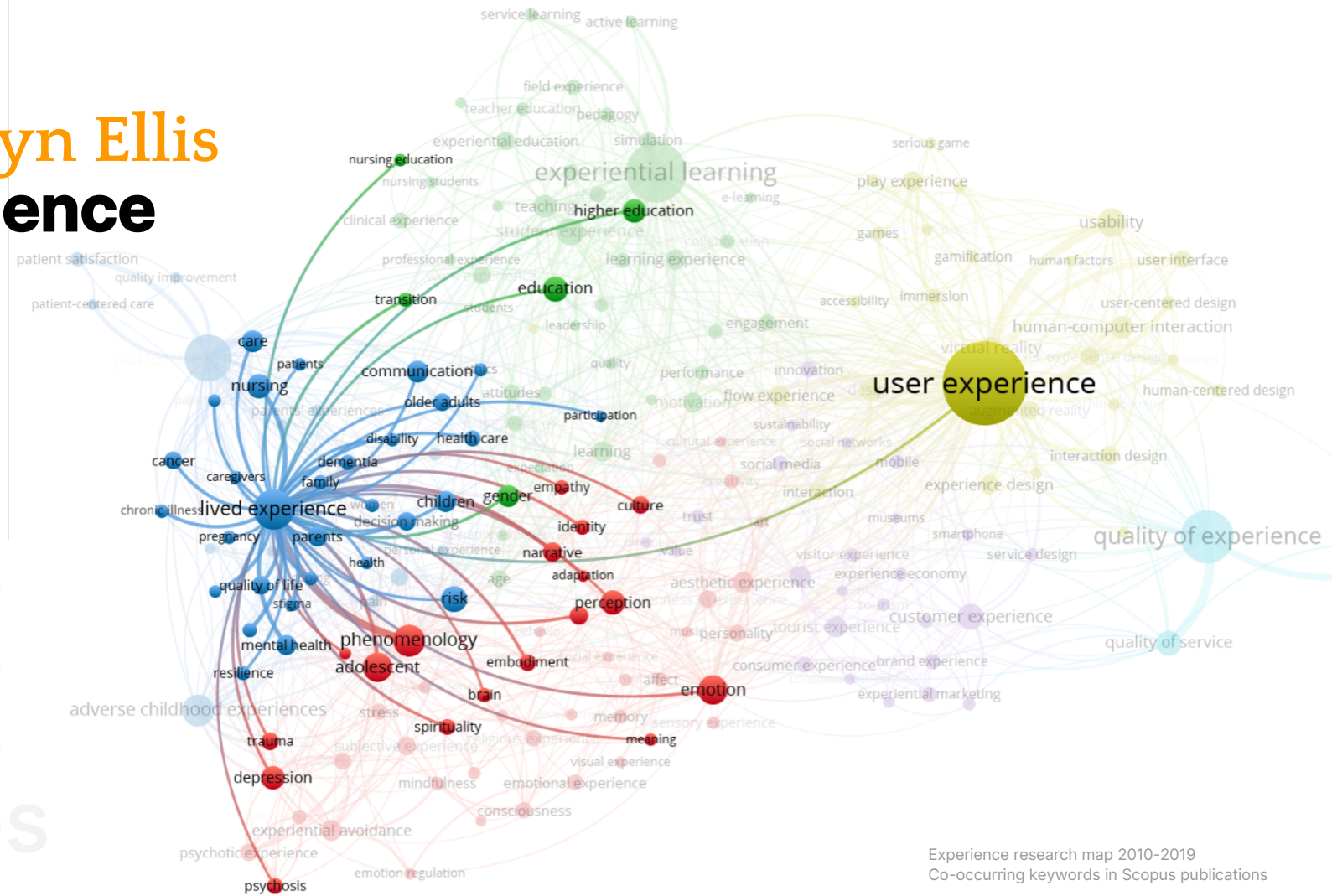
Keynote on **Lived Experience** by prof. **Carolyn Ellis**
(remember to check her reading material, link in program)



Warm-up Poll for Pieter Desmet's talk

In how many ways can a design (like a product or a service) provide **joy** to its user?

- a) None
- b) One
- c) 3
- d) 13
- e) 55
- f) Unlimited



Big applause and cheering
for today's keynote speakers!