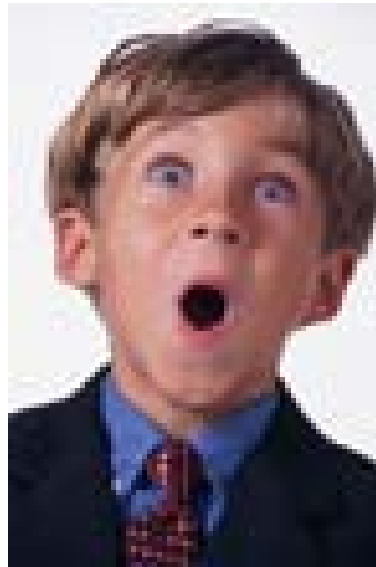


# The *wow* experience



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COST269 Conference, 3-5 Sept 2003, Helsinki

# Why?

*Wow = strong, positive emotional experience, surpassing basic experience*

People are sensitive to unique, memorable experiences

Companies which develop or market ICT products/services want to offer *wow*

*Wow* will help them to increase market share, capture margins or retain customers

# Goals

One tool which will help to measure the *wow* experience triggered by ICT

One tool that will help to create ICT products or services with (more) *wow*

# Research

## Questions:

When do people experience *wow*?

What does this *wow* consist of?

How can ICT products or services deliver *wow*?

## Method:

Explorative, qualitative methodology

Explorations of *wow* experiences and literature

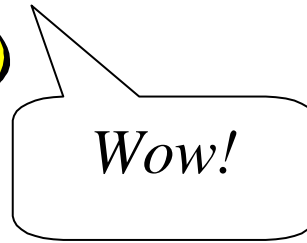
Group discussion sessions with consumers

# Conceptual model

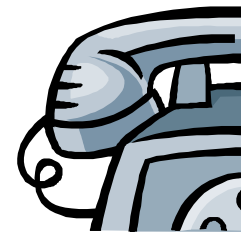
Person, in context



Sensitivity to *wow*



Product or service



Triggering of *wow*

Many different kinds of *wow*, depending on:

*Sensitivity* = qualities of the person and context

*Triggering* = qualities of ICT product or service

*Wow* happens when these qualities match

# *Wow*-factors (1/2)

*Wow*-factors characterise these qualities

Nostalgia – that reminds me of ...

Fantasy – this makes me think of ...

Sensorial – this ... feels terrific

Amazement – this ... is possible

Surprise – I like this new ...

Beauty – that... is so beautiful

Exclusivity – this ... is unique

## *Wow-factors (2/2)*

Budget – this ...is cheap

Comfort – this ... is so easy

Mastery – I learned to do this ...

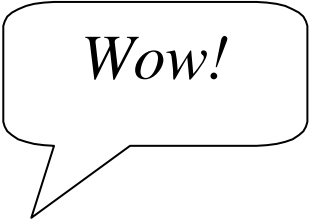
Connectedness – we are ... together

Own world – this is my personal ...

Care – it feels good to care for ...

Competition – we play ...(friendly)

Inspiration – wow, I feel inspired to do ...



### Wow factors

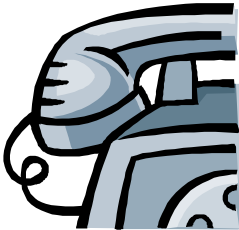
Person, in context



Checklist and questionnaire  
for evaluating and  
measuring sensitivity to *wow*

- nostalgia
- fantasy
- sensorial exp.
- amazement
- surprise
- beauty
- exclusivity
- budget
- comfort
- mastery
- connectedness
- own world
- care
- competition
- inspiration

Product or service



Checklist and mood boards  
for evaluating and creating  
triggering of *wow*

# Conference questions

In what ways can study of experience inform design?

What does knowledge of experiences tell about future experiences and about what is desirable?

Tool to measure *sensitivity* to certain kinds of *wow*: e.g. checklist for interviews etc. and questionnaire

Tool to create ICT which *triggers* certain kinds of *wow*: e.g. checklist for (re)design of product or marketing

E.g. project starts with target group: *sensitivity* is evaluated, then services is (re)designed

E.g. project starts with product: *triggering* is evaluated, then target groups is (re)formulated

# Further research

*One time wow* versus *ongoing wow* ('reason to buy' versus 'reason to use')

Market segmentation (formulate market segments with different *sensistivity*?)