



**World Experience  
Organization**

*The Marvellous Magic of*  
Transdisciplinary  
Experience Design



I J K L M N O P Q  
R S T U V W X Y Z



"Experience is the new business tool"

*James Wallman, CEO, World Experience Organization*





"Experiences are  
humankind's next great leap forward"

*James Wallman, CEO, World Experience Organization*



Q.

*How to Speed Up*

The Next Great Leap?



A.

*Transdisciplinary*

Experience Design



Is cross-sector innovation  
worth the bother?



"The breakthroughs [of cross-pollination] are frequently of unusually high value—

"Perfecting Cross-Pollination", *Harvard Business Review*



"The breakthroughs [of cross-pollination] are frequently of unusually high value—superior to the best innovations achieved by conventional approaches."

"Perfecting Cross-Pollination", *Harvard Business Review*



# Transdisciplinary Examples

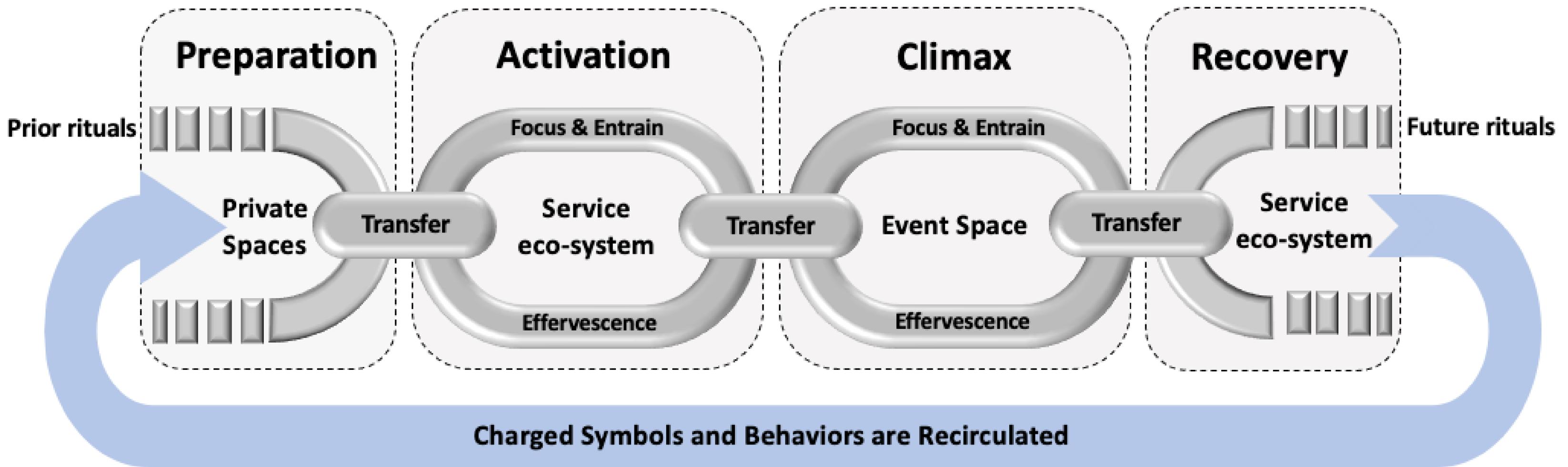


Fan Experience to...









To bring the raw energy of fans to visitors on non-game days, ZEBRADOOG built a "crazy wall" for Dukes basketball team and their fan base, the Cameron crazies.





# Brand Experience to... Travel





Credit: Darren Hauck/AP Images for Harley-Davidson



# WKO CAMPFIRE 42

FEB 9 2022

# EXPERIENCE RELATIONSHIP MODEL

X THINKING INSTITUTE

FROM TRANSACTIONS TO RELATIONSHIPS

81% CONSUMERS WANT RELATIONSHIPS  
17% BRAND THAT DELIVER

IT'S ONE SIDED  
2/3  
WHAT THEY THINK  
WE ARE  
IT'S ABOUT PROFIT

SOCIAL ANIMALS

SOCIAL PAIN



PHYSICAL PAIN

SAME SPOT



MIKE LAI



PEOPLE TREAT OBJECTS WITH AFFECTION

RELATIONSHIP

STRANGERS

DOESN'T KNOW THE BRAND

ACQUAINTANCES

BRAND KNOWS YOU YOU KNOW THE BRAND

FRIENDS

YOU TRUST THE BRAND

FAMILY

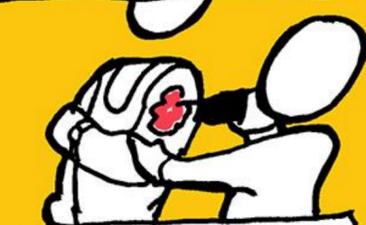
LOYAL TO THE BRAND

BRAND VALUES THE CUSTOMER

SPEND MORE AT THE FAMILY LEVEL

AT EACH PHASE DETERMINES THE EXPERIENCE TYPE THE CUSTOMERS ENGAGES

RELATIONSHIPS ARE LONG.  
JOURNEYS ARE MEDIUM.  
SCENARIOS ARE SMALL.



TATTOOS

SYMBOL OF LOYALTY

THE MODEL

KEVIN DULLE







'We've started creating different customer journeys based on the participant's relationship with us.'

*Frances Vieras Blanc,  
Eat The Cake Studio*



# Events to... Education





essy  
CK  
ARTNER

CIRQUE DU SOLEIL  
VOLTA





# BOARDING PASS

CAPSULE  
AIRLINES

Name:

מונה מירון

Flight: FM105

Seat: B4

Departure:

Kibutz Einat, Israel

Gate: B6

Date: 26-7-22

Destination:

Manaus, Brazil

Boarding time: 10:00



THE CAPSULE  
ADVENTUROUS ORGANIZATIONAL  
DEVELOPMENT

מונה מירון

Flight: FM105

Seat: B4

Gate: B6

Gate closes 30 min. before departure





# הקפסולה

פיתוח ארגוני הרפתקני



# Themed Attractions to... Healthcare





*Tina  
Turner  
Prize*  
© 2014  
www.tina-turner-prize.com





## AdventHealth's MRI unit:

- walls painted like the beach
- you smell cocoa butter
- you hear ocean waves
- you're given a terry cloth robe for waiting in your personal cabana
- the scanning unit is fitted inside a huge sand castle



# VR to... Healthcare





Immersive to...  
Everywhere



# Immersive to... Retail





# Immersive to... Dining



# GAIETY THEATRE



GAIETY  
COCKTAIL MAKING WORKSHOP



# Immersive to... Urban Design



ALLDERS



# Scare Attractions to... Corporate Development





'This has become a first principle for us: at the end of the program, what do we want them to be feeling, doing, saying to others?'

*Greg Palmer, Deloitte*



Museum to...  
Fan Experience







UNDER ARMOUR

NUMBER





'Some were given a good experience and some a bad experience.'

There were many "aha" moments of how important the experience is to determine how people feel, what they think, do or not do, and will say after.'

*Andrew O'Loughlin*



*The Magic Transdisciplinary*  
Experience Improv Game



*In pairs, each person to select...*

1. An experience sector
2. What do you call 'people' there?
3. Tool / technique

*How might we use this tool / technique in an adjacent or opposite sector?*



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