UX HIERARCHY OF NEEDS

In a product-/service context, the basic User Experience (UX) needs must be met, as shown with the UX Hierarchy of needs (Anderson, 2011). In aiming to become a Business of Experience, one should focus on creating experiences that are at least convenient, but preferably wow the user or have a deeper meaning.

4 CO: STRATEGIES

The 4M framework describes organisations as a system with four levels (Eaton, 2020). Each level has its own challenges and opportunities, and on each, measures can be taken to become more experience driven. To create a Business of Experience, a strategy has to be developed that enhances the four CO:'s as shown above.

DESIGN MATURITY

The level of Experience Mindset can be compared to the level of Design Maturity. It shows how user-driven an organisation operates. It is valuable to measure what the status quo of an organisation is, to then develop a strategy that step-by-step works towards the following level, and ultimately the Business of Experience.
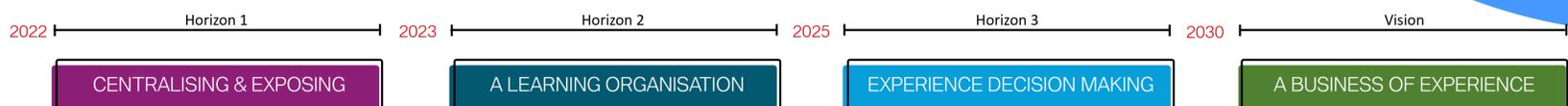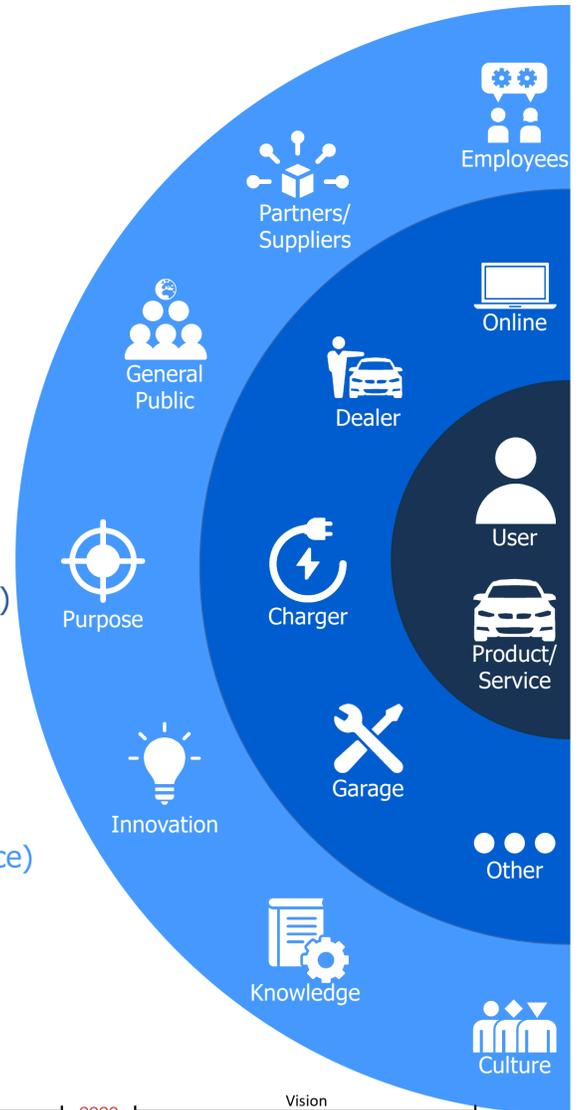
CREATING A BUSINESS OF EXPERIENCE

SHIFTING MINDSET - FROM PRODUCT EVOLUTION TO EXPERIENCE INNOVATION IN CORPORATE ENVIRONMENTS

UX (User Experience)

CX (Customer Experience)

BOX (Business of Experience)

CENTRALISING & EXPOSING

Creating a **central facility** for experience innovators from which they can acquire, create and transfer (customer & experience) knowledge and data. Creating **exposure** of this Experience Centre of Excellence.

A LEARNING ORGANISATION

Facilitate education, (self-) development, and experimentation. Challenge silos and old ways of working; enabling cross functional **collaboration** between teams, leaders and IC's to scale the experience mindset and modify behaviour.

EXPERIENCE DECISION MAKING

Enhance agility and experience driven **decision making** by having designated functions, that are responsible for the end-to-end experiences in and involving various stakeholders.
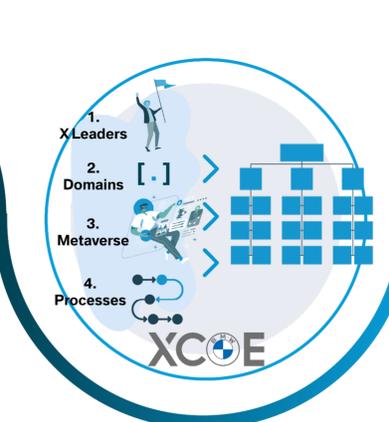
A BUSINESS OF EXPERIENCE

BMW is an **agile and human-driven** organisation that **engages** and **empowers** its employees in creating the world's most joyful and personalised driving experience for its customers, powered by the CO: strategies to become a **Business of Experience.**
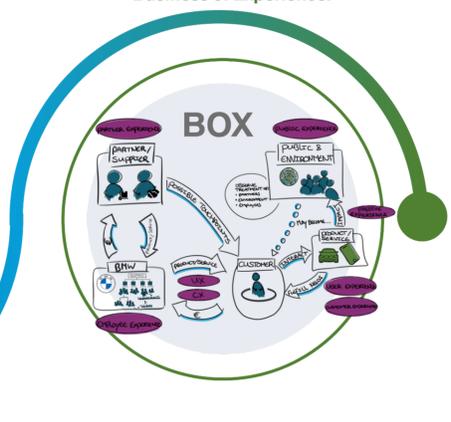
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Anderson, S. (2011). Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences, Portable Document. Portable Document. Pearson Education.

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Shifting Mindset - From Product Evolution to
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Strategic Product Design

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