

# MEANINGFUL EXPERIENCES, UNDERSTOOD.

This project was carried out in Mexico in collaboration with Cocolab.

A quantitative method for the assessment of the meaningfulness of immersive multimedia experiences.

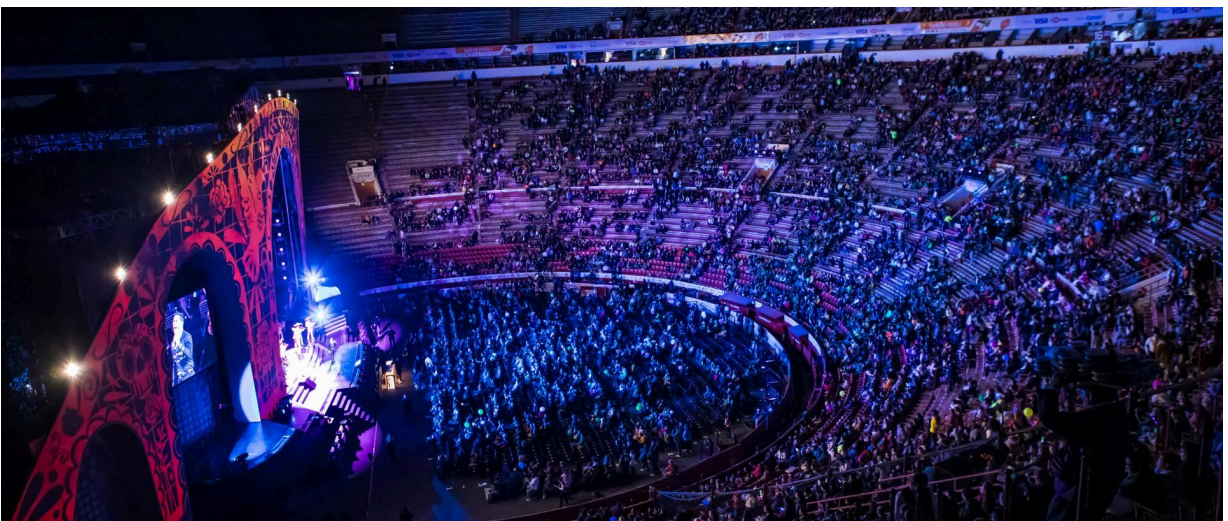
## EXPLORA

Nice to meet you too!

Meet EXPLORA. This new assessment method helps you answer all your questions about your designed immersive multimedia experience. With EXPLORA, you can finally measure if - and how - your experience was meaningful (or will be) to your target audience. Designed for the creators, strategists, and visionaries, EXPLORA gives you the tools to understand experiences on a deeper level by quantifying the meaning behind the moment.

With EXPLORA, you can unlock the true power of immersive multimedia experiences. We help you turn insights into impact and make you understand meaningfulness through cognitive and emotional components.

Explora - Quantify, the Unquantifiable



Coco En Concierto: Cocolab in collaboration with Disney in Mexico City.

## Challenge

Tell me, where does it hurt?

The entertainment industry in which Cocolab - our client - operates is evolving. Traditional terminology and assessment methods (Gertz & Page, 2014) are becoming unreliable or outdated. Companies are shifting their focus toward creating truly meaningful experiences, as these have proven to be far more engaging and impactful than simply presenting content (Pine & Gilmore, 1999).

But how does one design a meaningful experience? And more importantly, how can one demonstrate, in retrospect, that an experience was indeed meaningful? What does meaningfulness consist of, and how can it be systematically quantified? These questions form the foundation of our inquiry.



Cocolab's award-winning Frida Immersive experience in Mexico City.

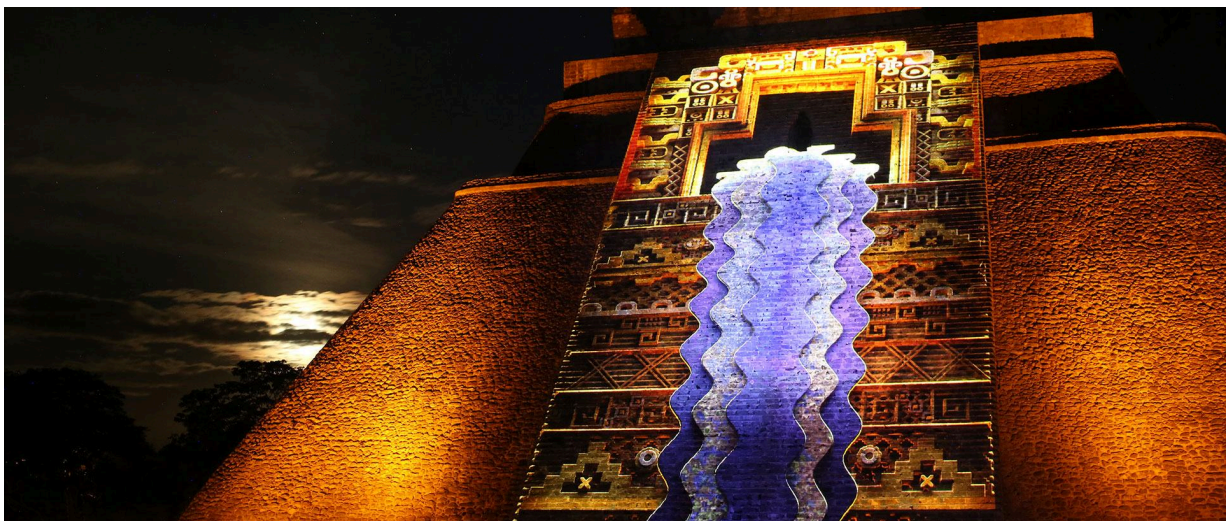
## Design Process

Diamonds are a designer's best friend.

For this project, we followed the (in)famous Double Diamond design process, combining desk research with fieldwork, including interviews, observations, and experiments within actual experiences. Our goal was to define meaningfulness, understand its components, and develop a reliable yet flexible way to assess it.

Insights from this phase were translated into a set of ideas, from which two final concepts were prototyped. After testing, one concept was selected as the foundation for our final deliverable - EXPLORA.

Some Examples of Cocolab's experiences.

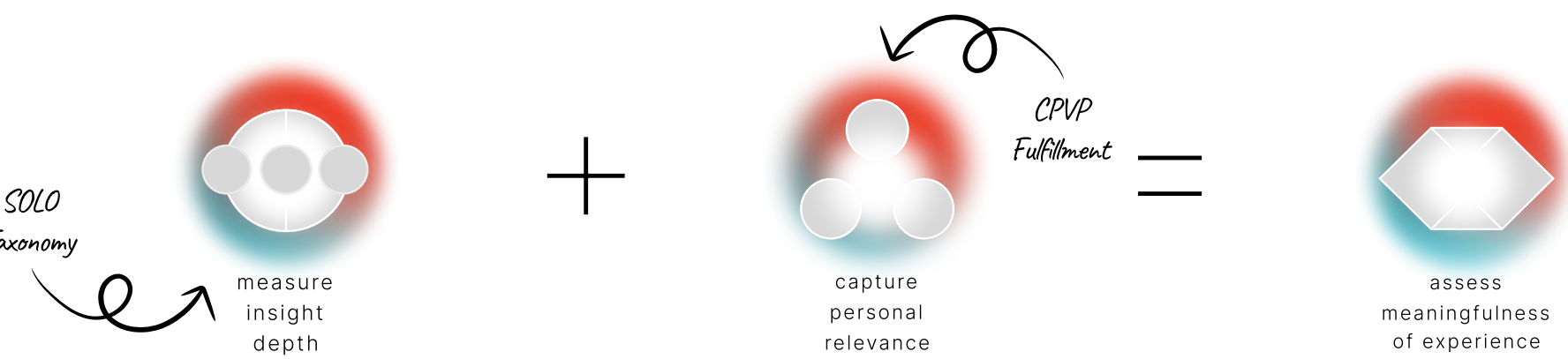


Cocolab's award-winning Echoes of Uxmal in Uxmal, Mexico.

## The Solution

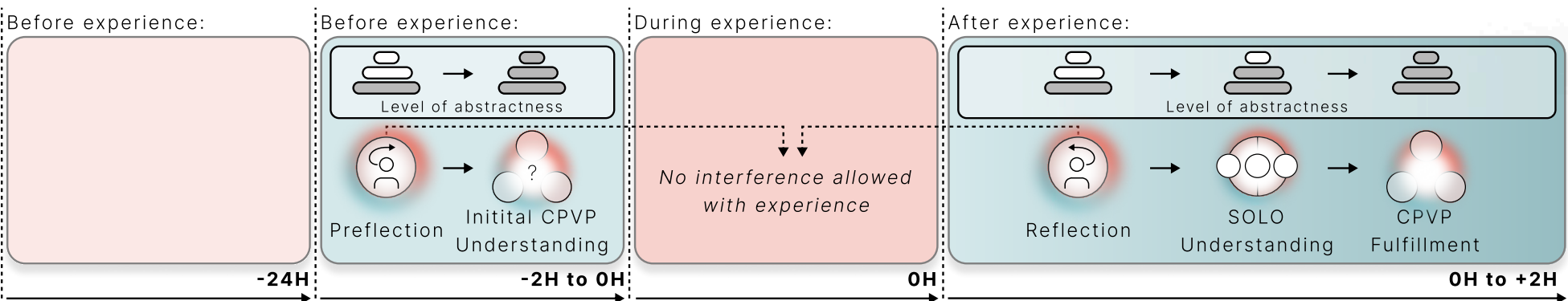
How did we crack it?

To effectively and purposefully assess immersive multimedia experiences, we introduce EXPLORA - a platform and method designed to provide insights into an experience's meaningfulness. Based on M. Duerden's (2025) criteria for meaningful experiences, EXPLORA evaluates how insights are generated and how well they connect to an individual's sources of meaning in life.



Focus of Assessment

The timing and implementation of the assessment touchpoints around the experience are crucial, yet adaptable to the diversity of immersive multimedia experiences that Cocolab offers. EXPLORA's structured sequence ensures consistent data output, while flexible pre- and post-experience touchpoints allow for contextual adjustments. Each assessment is preceded by a (p)reflection session to ensure mental readiness.



Timing of Touchpoints, the backbone of our method.

Optimal Sequence for Assessment



Impression of the EXPLORA platform for desktop, tablet, and smartphone.

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05-03-25  
Strategic Product Design

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