


Appendices to Graduation Report


The appendices to the graduation report “Meaningful Experience Assessment” by Merijn Roggen.

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Appendix A - Project Brief Signed





IDE Master Graduation Project

Project team, procedural checks and Personal Project Brief

In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

<p>Family name <input type="text" value="7317"/></p> <p>Initials <input type="text"/></p> <p>Given name <input type="text"/></p> <p>Student number <input type="text" value="4655678"/></p>	<p>IDE master(s) IPD <input type="checkbox"/> Dfi <input type="checkbox"/> SPD <input checked="" type="checkbox"/></p> <p>2nd non-IDE master <input type="text"/></p> <p>Individual programme (date of approval) <input type="text"/></p> <p>Medisign <input type="checkbox"/></p> <p>HPM <input type="checkbox"/></p>
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SUPERVISORY TEAM

Fill in the required information of supervisory team members. If applicable, company mentor is added as 2nd mentor


Chair	<input type="text"/>	dept./section	<input type="text" value="HCD"/>	<p>! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.</p> <p>! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.</p> <p>! 2nd mentor only applies when a client is involved.</p>
mentor	<input type="text"/>	dept./section	<input type="text" value="HCD"/>	
2 nd mentor	<input type="text"/>			
client:	<input type="text" value="Cocolab"/>			
city:	<input type="text" value="Ciudad de México"/>	country:	<input type="text" value="Mexico"/>	
optional comments	<input type="text" value="Within Cocolab, Miguel Melgarejo will be my contact person and mentor."/>			

APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

Name

Date

Digitally signed by 

Date: 2024.09.05 15:51:17 +02'00'

Signature

CHECK ON STUDY PROGRESS

To be filled in by SSC E&SA (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total _____ EC

Of which, taking conditional requirements into account, can be part of the exam programme _____ EC

★	YES	all 1 st year master courses passed
	NO	missing 1 st year courses

Comments:

Sign for approval (SSC E&SA)



2024.09.10
09:43:21 +02'00'

Name _____ Date 10 Sep 2024 Signature _____

APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team comply with regulations?

YES	★	Supervisory Team approved
NO		Supervisory Team not approved

Comments:

Based on study progress, students is ...

★	ALLOWED to start the graduation project
	NOT allowed to start the graduation project

Comments:

Sign for approval (BoEx)

Digitally signed by _____
Date: 2024.09.25
09:29:12 +02'00'

Name _____ Date 25 Sep 2024 Signature _____

Appendix B - Project Brief Complete

Procedural Checks

Student Data & Master Programme

<i>Family Name</i>	Roggen
<i>Initials</i>	M.V.J.
<i>Given Name</i>	Merijn
<i>Student Number</i>	4665678
<i>IDE Master</i>	Strategic Product Design

Supervisory Team (Preliminary)

<i>Chair</i>	Dr. H. Xue (Haian)
<i>Dept./Section</i>	HCD
<i>Mentor</i>	Dr.ir. A.P.O.S. Vermeeren (Arnold)
<i>Dept./Section</i>	HCD
<i>2nd Mentor</i>	/
<i>Dept./Section</i>	/
<i>Client</i>	Cocolab
<i>City</i>	Mexico City
<i>Country</i>	Mexico
<i>Optional Comments</i>	Within Cocolab, Miguel Melgarejo will be my contact person and mentor.

Approval of Chair

Sign for approval (Chair)

<i>Name</i>	Dr. H. Xue (Haian)
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<i>Date</i>	
<i>Signature</i>	

Check on Study Progress

<i>Master Electives</i>	34 EC
<i>Part of Exam Program</i>	58 EC
<i>All 1st year master courses passed</i>	Yes / No
<i>Comments</i>	Finished. I followed the 2 EC variant of IDE Academy, and compensated for this with the course WM-ITAV-1020 (Spanish, 4 EC).

Check on Study Progress

Sign for approval (SSC E&SA)

<i>Name</i>	
<i>Date</i>	
<i>Signature</i>	

Approval of Board of Examiners

Sign for approval (SSC E&SA).

<i>Supervisory Approved</i>	<i>Team</i>	Yes / No
<i>Comments</i>		
<i>Based on the Study Progress, ... can start</i>		Yes / No
<i>Name</i>		
<i>Date</i>		
<i>Signature</i>		

Personal Project Brief

<i>Name Student</i>	Merijn Roggen
<i>Student Number</i>	4665678

Project Title, Introduction, Problem Definition, and Assignment

Complete all fields, keep information clear, specific and concise.

Project Title

Please state the title of your graduation project below. Keep the title compact and simple.

(keep it compact and simple)

Developing a tool for purposeful collective assessment in post-experience settings.

REVISED:

A method for purposeful collective assessment of immersive multimedia events in post-experience settings.

Introduction

Describe the context of the project here; What is the domain, who are the stakeholders, and what interests are at stake. Describe the opportunities and limitations in this domain to better serve the stakeholders interest.

(max 250 words)

Experience design is increasingly recognized as a crucial component of branding by companies, governments, and other institutions worldwide (Boswijk et al., 2012). Properly designed experiences can enhance mental well-being (Deci and Ryan, 2000), alter brand image (Schifferstein et al., 2012), facilitate stronger social connections compared to material purchases (Caprariello and Reis, 2013; Howell and Hill, 2009), and establish deep emotional connections between audiences and the experience (Rossman and Duerden, 2019). Various studies, often supported by psychological theories, provide explanations for these benefits (Deci and Ryan, 2012; Desmet and Fokkinga, 2020; Sheldon et al., 2001).

For over 15 years, Cocolab has been one of the leading experience design companies in México, delivering positive, immersive multimedia experiences by creatively blending art, technology, and entertainment for their international clientele (Cocolab, 2024). As the market for experiences grows (Boswijk et al., 2012), the need for tools that enable strategic and purposeful assessment of the fulfillment of needs, and emotional responses and states of audiences before, during, and after the experiences rises.

Experiences that include touchpoints facilitating pre-experience anticipation and post-experience reflection can enhance and prolong overall satisfaction and memory (Kumar et al., 2014; Gilovich, 2015). Since most experiences are enjoyed in a group setting, there is a need for tools that enable assessment of experiences of a group of individuals (Vermeeren et al., 2010). Despite the increasing emphasis on group experiences, existing assessment tools are primarily designed for individual feedback, creating a significant gap in effectively capturing the collective experience.

This project will leverage the thin line between design and its evaluation methods (Vermeeren et al., 2010) by focusing on the intersection of collective experience assessment and post-experience reflection. By exploring this intersection, the goal is to develop an approach that allows Cocolab to purposefully assess their experience in a collective post-experience setting, enhancing the experience itself by prolonging overall satisfaction and memory.

Primary stakeholders include Cocolab's Strategic, Sales, Design, and Engineering departments, Cocolab's clients, and the end-user audience. Opportunities include leveraging theoretical frameworks addressing emotional assessment and the fulfillment of needs (Barnes, 2024; Deci and Ryan, 2000; Desmet and Fokkinga, 2020). However, limitations such as the subjective nature of fundamental needs, moods, and emotions must be considered.

****SHORTEN & ADD IMPLICATIONS FOR ME****

REVISED:

Experience design is increasingly crucial in branding for companies, governments, and institutions worldwide (Boswijk et al., 2012). Well-designed experiences can enhance mental well-being (Deci and Ryan, 2000), alter brand image (Schifferstein et al., 2012), strengthen social connections (Caprariello and Reis, 2013; Howell and Hill, 2009), and establish deep emotional bonds with audiences (Rossman and Duerden, 2019). Studies, supported by psychological theories, explain these benefits (Deci and Ryan, 2012; Desmet and Fokkinga, 2020; Sheldon et al., 2001).

Cocolab, a leading Mexican experience design company, has been delivering positive, immersive multimedia experiences for over 15 years by blending art, technology, and entertainment (Cocolab, 2024). As the market grows (Boswijk et al., 2012), the need for methods to strategically assess audience needs and emotional responses before, during, and after experiences rises.

Experiences with pre-experience anticipation and post-experience reflection can enhance satisfaction and memory (Kumar et al., 2014; Gilovich, 2015). Given that most experiences are group-oriented, methods for assessing collective experiences

are essential (Vermeeren et al., 2010). However, current methods focus on individual feedback, missing the collective experience's full scope.

This project focuses on the intersection of collective experience assessment and post-experience reflection, aiming to develop an approach for Cocolab to assess collective experiences in post-experience settings. This will enhance overall satisfaction and memory.

Primary stakeholders include Cocolab's Strategic, Sales, Design, and Engineering departments, clients, and end-users. The project will leverage theoretical frameworks on emotional assessment and needs fulfillment (Barnes, 2024; Deci and Ryan, 2000; Desmet and Fokkinga, 2020), while acknowledging limitations like the subjective nature of emotions.

Sources

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- Barnes, M. (z.d.). Classics in the History of Psychology -- A. H. Maslow (1943) A Theory of Human Motivation. <https://psychclassics.yorku.ca/Maslow/motivation.htm>

Image 1: Cocolab's collaboration with Disney on the movie Coco.



<https://cocolab.mx/en/experiences/coco-un-festival-para-recordar>

Image 2: Cocolab's light and sound show at Chichén Itzá.



<https://cocolab.mx/en/experiences/experiencia-nocturna-en-chichen-itza>

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? What opportunities do you see to create added value for the described stakeholder?

(max 200 words)

In the context of Cocolab's projects, the primary problem is the lack of a strategic method that enables Cocolab to purposefully assess and analyze the fulfillment of their projects' objectives from the audience's perspective. Examples of key questions include: How did the visitor feel during the experience? What new memories were created? Did the visitor's view of the subject change?

While many purposes can be linked to individual emotional responses and the fulfillment of individual needs, existing theoretical frameworks do not provide a practical means to assess these elements in a collective post-experience setting, whilst also promoting enhancement of the experience itself. There is a gap in methods that can evaluate group experiences, which is crucial, as most experiences are naturally enjoyed collectively rather than individually.

Within the available timeframe of a hundred working days, I aim to develop a method that leverages existing theoretical and practical frameworks on mood, emotions and the fulfillment of needs to a collective post-experience setting, whilst, through reflection, also enhancing the experience itself. A method will be created that will form the basis for a prototype that will be put to test in a practical setting in one of Cocolab's experiences.¹ This way, the tool offers generic application, yet tailored assessment. This will be a challenging project, and should be considered a step - of probably many - in the direction of practical assessment in experience design.

REVISED:

Cocolab currently lacks a strategic method to effectively assess and analyze how well their projects meet objectives from the audience's perspective. Key questions include: How did the visitor feel during the experience? What new memories were created? Did the visitor's perspective change?

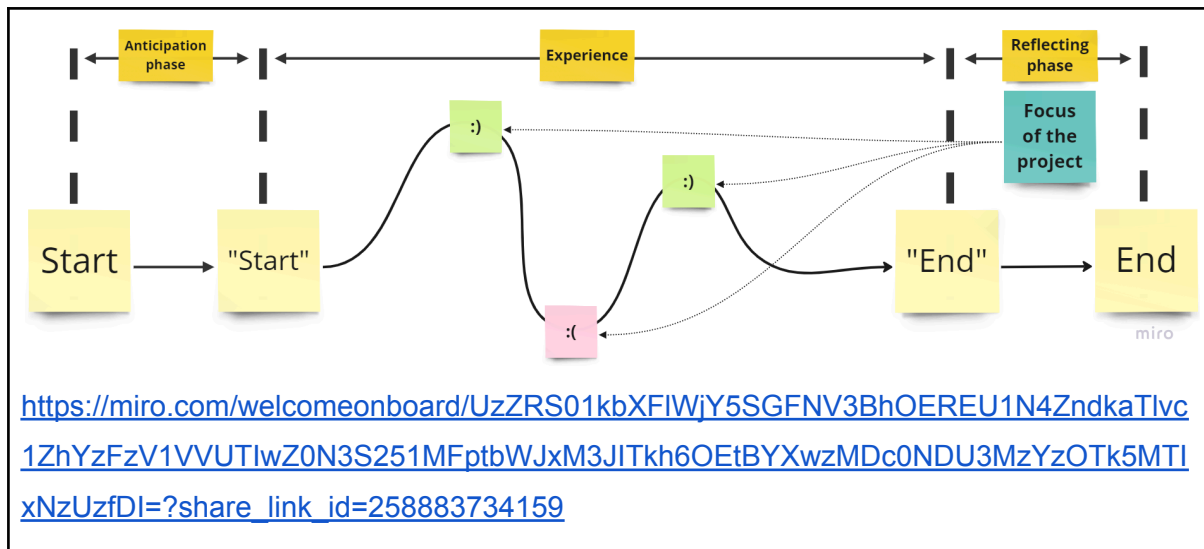
While individual emotional responses and needs are important, existing frameworks do not provide practical methods for assessing these elements in a collective post-experience setting. This gap is significant, as most experiences are naturally enjoyed collectively rather than individually.

Over the next 100 working days, my goal is to develop a method that leverages existing frameworks on mood, emotions, and needs fulfillment in a collective post-experience context. This method will not only assess the collective experience but also enhance it through reflection. The outcome will be a method that forms the basis for a prototype, which will be tested in one of Cocolab's projects. This method will offer a generic application with tailored assessments.

This project is challenging and should be seen as a step—likely one of many—toward practical assessment in experience design, aiming to bridge the gap between theoretical insights and real-world application.

Image 3: Reflective Assessment: Purposeful assessment of the experience through collective reflection.

¹ This concerns the project shown in image 1: Cocolab's collaboration with Disney on the movie Coco.



Assignment

This is the most important part of the project brief as it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project

(max 1 sentence)

Design a method that facilitates purposeful assessment and savoring through reflection of Cocolab's experiences in a collective and post-experience setting.

Then, explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution.

(max 150 words)

Firstly, comprehensive research will need to be conducted on theoretical frameworks on emotional and needs assessment, collective assessment, and criteria for successful post-experience touchpoints. From this research, the criteria or guidelines for a practical collective assessment method that promotes savoring will be developed. This will be supported by field research on what needs need to be included into this model based on previous and current projects of Cocolab. This will be followed by materializing the practical assessment method into a prototype. Lastly, the prototype will be put to the test in a 'real life' experience designed by Cocolab in Mexico City.

The final deliverable of this graduation project will be a method on purposeful experience assessment in a collective post-experience setting, as well as a prototype that has been built upon this method and tested in a real life experience.

Project Planning and Key Moments

Planning

Image of Planning (Yet to be added)

Key Moments	Dates
Kick-Off Meeting	05-09-24 (Thursday, 5th of September)

<i>Mid-Term Evaluation</i>	16-10-24 (Wednesday, 16th of October)
<i>Green Light Meeting</i>	18-12-24 (Wednesday, 18th of December)
<i>Graduation Ceremony</i>	10-02-24 (Monday, 10th of February)

Motivation and Personal Ambitions

Explain why you wish to start this project, what competences you want to prove or develop. Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself.

(max 200 words, max 5 personal learning objectives)

Part of the reason for doing my graduation project in Mexico is personal. My girlfriend is from there, and I am seriously considering moving to Mexico and applying for a job there, after my graduation.

Therefore, my personal objective with this project is to determine whether the Mexican professional climate suits me, and to establish the beginnings of a professional foundation by building global competence. During my stay, I want to deepen my understanding of Mexican culture and improve my Spanish language skills. By the end of the project, I aim to raise my Spanish level from A1 to B1.

Lastly. During our first conversation, Haian said that “there is no absolute and permanent truth in theories and research findings. As long as they are not obviously wrong, one can introduce them to the world”. I often struggle to accept the imperfections in my work and to accept that I will never know or figure out everything on a topic. Through this project, I want to learn to accept things as they are and as I know them, rather than focusing on what could have been, or what I could have known.

Appendix C - Research Questions

Main Research Questions:

1. Assessment Methods: What are the most effective frameworks for assessing the meaningfulness of experiences in a pre- and post- experience setting?
2. The Company: Cocolab: What does one need to measure if one wants to understand the impact in terms of meaningfulness of Cocolab as a company on its visitors?
3. The Visitor: How does one include visitors collectively into the pre- and post-experience assessment of an experience?
4. Experiences: How does one assess a great variety of immersive multimedia experiences while refraining from interference with the experience itself?

The main research questions presented above form the basis for the research questions presented below. The research questions below are not designed to be answered, yet to provide us with starting-point for our inquiry.

Assessment Methods (A1)

A1 - RQ 1: What are the most effective methods for assessing experiential outcomes in a collective post-experience setting, and how can these methods be deployed without detracting from the experience itself?

A1 - RQ 2: What is the purpose and optimal timing for conducting assessment in a collective post-experience setting, and what specific experiential factors should be prioritized?

A1 - RQ 3: What are the most effective methods for assessing experiences in a collective post-experience setting?

1. What is the purpose of assessment? (Why)
2. What techniques exist to assess? (How)
3. What can currently already be assessed? (What)

A1 - RQ 4: What needs to be assessed?

A1 - RQ 5: What criteria determine the effectiveness of an emotional assessment method in a post-experience collective context?

1. How does one assess an experience without undermining the experience?
2. How does one assess experiences collectively?
3. How does one assess experiences in a post-experience setting?

A1 - RQ 6: When is the most optimal post-experience moment for assessment?

Cocolab and its Clients (A2)

A2 - RQ 1: How does Cocolab's organizational structure, resources, assessment and clients currently shape the creation and enhancement of their immersive multimedia experiences?

1. How is Cocolab structured?
2. What kind of experiences does Cocolab create?
3. How does Cocolab create experiences?

A2 - RQ 2: Why does Cocolab want to assess their experiences?

1. How does Cocolab currently go about assessing their experiences?

A2 - RQ 3: What are Cocolab's resources for working with the method?

A2 - RQ 4: How can Cocolab's clients be characterized?

1. What do Cocolab's client's want to get out of this method?

The Visitor (A3)

A3 - RQ 1: How can the individual and collective characteristics, motivations, and experiences of Cocolab's visitors be assessed, and leveraged to enhance their overall experience?

A3 - RQ 2: How can the visitor of a Cocolab experience be characterized?

1. How can visitors of Cocolab experience be described Collectively
2. How does one go from individual to collective?

A3 - RQ 3: What motivates visitors to come to an experience?

1. How are Cocolab's experiences reviewed?

A3 - RQ 4: What can people experience?

1. How do people experience?

A3 - RQ 5: How can people be persuaded to provide information/be assessed?

A3 - RQ 6: What are ways in which people can transfer information?

Experiences (A4)

A4 - RQ 1: How does an experience impact, and how can strategic reflection an assessment of Cocolab's experiences enhance this impact?

Understanding Experiences

A4 - RQ 2: What are experiences?

A4 - RQ 3: What kind of experiences are around nowadays?

A4 - RQ 4: Why do we need experiences? / What is the roll of experiences?

A4 - RQ 5: How does Cocolab contribute to this role?

Post Experience Setting

A4 - RQ 6: Why assess in a post-experience setting?

A4 - RQ 6: What defines as the post-experience setting?

A4 - RQ 7: How can experiences be enhanced in post-experience settings?

1. What role does reflection play in enhancing the experience in a post-experience setting?

Collective Setting

A4 - RQ 8: What defines as a collective setting?

A4 - RQ 9: What are the effects of experiencing an experience collectively, as oposed to individually?

Appendix D - Interviews Cocolab Experts

Below, the semi-structured script of the interviews with Cocolab experts is presented. If needed, and upon request and permission of the participants, the full transcript of the interviews could be provided.

Informed Consent

You are being invited to participate in an interview as part of a research study that aims to create an understanding in Cocolab as a company. This interview is conducted by a student from the TU Delft studying MSc. Strategic Product Design as part of the course Graduation Project.

Your privacy and confidentiality are paramount. Rest assured, all information provided in this interview will be kept confidential and used solely for research purposes.

Your participation is entirely voluntary, and you are, at any point in time, allowed to withdraw from the research study. To participate in this research the following boxes must be read and checked:

☐ I have read and understood the above information dated [XX/XX/24], or it has been read to me. I have been able to ask questions about the study and my questions have been answered to my satisfaction.

☐ I consent voluntarily to be a participant in this interview and understand that I can refuse to answer questions and I can withdraw from the interview at any time, without having to give a reason.

☐ I consent to my responses from the interview to be used in the research study, even directly in the form of quotes.

With my signature I acknowledge that I have read the provided information about the project and understand the nature of my participation as well as being in agreeance with the requirements given for participation in this project.

Participant

Last name: _____ First name: _____

Date: _____ Signature: _____

Researcher

Last name: _____ First name: _____

Date: _____ Signature: _____

Interview Questions

Per participant, a certain set of topics was selected to be discussed during the interview. Across all 6 interviews, this meant all topics would be discussed. For each interview individually, this could mean that e.g. only topic 1 to 4 was discussed. Topic were selected based on the expertise of the interviewee.

Topic 1: To gain an understanding of the company (1).

Core Business & Projects

Q1: Who is Cocolab and what does Cocolab do?

- Can you describe the word Experience in this context in more detail?

Q2: How many projects does Cocolab engage in over the course of 1 year?

Q3: What does Cocolab offer and how is pricing arranged?

Mision & Vision

Q4: What is the Cocolab's current mission and vision?

- Follow-Up: Can you name some of Cocolab's core values?

Q5: How would Cocolab currently define success in the context of its "job"?

Company Structure

Q6: How is the company structured (departments, teams)?

- Key Activities and expertise?
- Size?
- What is their influence on the experience?
- Lead?
- Closest other Department?

Q7: How does Cocolab make sure these different departments communicate and collaborate with each other?

Creating Experiences

Q8: Can you walk me through the typical process that Cocolab follows when designing and producing an experience from concept to execution?

- Follow-Up: Both Cocolab and its client have a certain vision and objective for your projects. How do you make sure that through these steps, both visions and objectives are met/aligned?

Q9: What departments are active per stage in the process of creating an experience?



Q10: If so, how does Cocolab incorporate feedback and reviews from clients and audiences during the design process?

- Follow-Up: What department is responsible for this, and during what stage(s) does this usually happen?

	Program	Concept	Design	Implementation	Integration	Operation
Commercial						
Strategy						
Environment						
Interaction						

Technology						
Content						
Production						
Management						

Topic 2: To gain an understanding of the industry (2).

Q1: Cocolab as a company is active in a particular industry within the field of design. It might seem an obvious question, but how would you name this industry?

Q2: Cocolab as a company is specialized in a specific type of design: that of experiences. Cocolab is part of an industry, a community, of companies and individuals that all work on this industry. Can you tell me more about the industry of Experience Design, both Globally, and more specific, in Mexico?

- Follow-Up: Do you believe this Mexican context is important in understanding the industry at a national level?

Q3: What different kind of roles are present/can companies take within the industry of Experience Design?

Q4: What trends are currently in development within the industry of Experience Design? And which ones do you believe will be shaping the future of this industry?

Q5: What do you believe this industry contributes to the world? What is its output?

Q6: What are key challenges is your industry currently facing?

- Follow-Up: Which of these challenges do you believe to be most pressing, and which do you believe hold most opportunity?

Topic 3: To understand the limitations of Cocolab's reserved resources for usage of the method (3).

Q1: What resources does Cocolab currently allocate for assessing and enhancing the experience of the visitor, before, during, and after the experience?

Q2: When implementing any new method, tool, software, how does Cocolab manage time and personnel resources? (E.g., this graduation project or any other project not directly related to experiences)

Topic 4: To gain an understanding Cocolab's target audience (4).

Typical Visitor

Q1: How would you describe the typical visitor to a Cocolab experience? Think about demographics, but more importantly, psychographics (Attitudes, Interests, Values, etc)?

- Follow-Up: Do you feel/believe that different kinds of projects attract a different type of target audience?
- Follow-Up: Have you noticed, or are you noticing, a shift in the this typical profile of your target audience over time?

Q2: What common traits or behaviors do you observe among visitors during the experiences?

- Follow-Up: How do these traits (demographically and psychographically) influence the design of the experience?

Typical Visitor (Collective)

Q3: How would you describe your target audience on a collective setting, rather than on an individual level?

- Follow-Up 1: How would you describe the collective experience of visitors during a Cocolab project?
- Follow-Up 2: Are there specific strategies that aim to enhance this collective experience of Cocolab's experiences?

Q4: How do visitors interact with each other during an experience, and how does this influence their overall experience?

- Follow-Up: Can you give an example where collectively experiencing Cocolab's experience impacted/enhanced the overall experience?

Motivation & Review

Q5: What do you believe are the motivations for visitors to attend a Cocolab experience(s), both individually and collectively?

Q6: Does Cocolab actively “research”, identify, and make use of these primary motivations when designing an experience?

- Follow-Up: Can you give an example of a project where the motivation of visitors to (not) go was a determining factor?

Q7: How are Cocolab's experiences generally speaking being reviewed?

Q8: What methods are currently being used to gather reviews or feedback from visitors after an experience?

- Follow-Up: Which methods have proven to be most effective?
- Follow-Up: How does the received reviewed or feedback influence future designs, if at all?

Topic 5: To understand why Cocolab needs to assess their experiences (6).

Q1: The aim of this entire graduation project is to design a method that allows Cocolab to assess their experiences. Did the project achieve its objectives, did Cocolab manage to fulfill its purpose? Why do you believe it is important for Cocolab to be able to assess the experiences you design?

- Follow-Up: How will this assessment method impact (the quality) of future projects? And what do you hope it will impact?

Q2: What do you believe, you are missing out on as a company, when not assessing your experiences?

Q3: How do you, as a company, reflect back on a project? What makes a project a success? And what makes it a failure? What perspectives are taken?

- Follow-Up 1: What metrics/KPI's do you (unconsciously) take into account when saying "Success" or "Failure".
- Follow-Up 2: And what emotional/psychological factors determine whether a project is successful or not?

Q4: How do you currently assess the succes of an experience?

- When? (Pre/Peri/Post)
- Whom?
- How?
- Why?

Q5: Cocolab engages with different kinds of clients, resulting in different kinds of projects. Do you believe different kinds of projects have different reasons for assessing?

- Follow-Up 1: Do you think this results in different metrics that need to be measured?
- Follow-Up 2: And can you give an example of this when reflecting back on your own projects?

Topic 6: To gain an understanding into the needs of Cocolab's clients (7).

Q1: Cocolab engages in projects for and with Clients. Can you describe the different types of clients present in your industry, and the different type of projects that follow from engaging with different types of clients?

- Follow-Up: Do you (fore)see a shift in the types of clients that Cocolab engages with?

Q2: What are the most common objectives or concerns that Cocolab's clients have when engaging in a project with Cocolab?

Q3: How does Cocolab make sure these objectives are met, and how does it prove this to the client, if at all?

Q4: Are clients sometimes asking for feedback or reflection on metrics that Cocolab cannot provide in?

Q5: What metrics or aspects for an emotional assessment tool do you believe might be helpful for Cocolab's clients?

Appendix E - Contextual Personal Value Profiles

This small-scale experiment was conducted by the use of Google Forms. This Google Forms contained questions aimed at understanding someone's value profile in the context of their generic lifes, as well as in the context of a specific experience. Subsequently, we were then looking for shifts in the overall value distribution. The experiment was conducted in both English and Spanish, and yielded respectively 46 and 6 respondent - 52 in total. In short, after analyzing the data, we could conclude that convergence towards a specific CPVP profile occurs once people are placed in a specific context, such as a concert.

Concert Experience & Values

Thank you for taking part in this survey about *experiences and values*! We highly appreciate you are taking your time to fill in this questionnaire. The data obtained through this questionnaire will be used for research purposes only. This research is part of my Graduation Project for my Masters of Science Strategic Product Design at the TU-Delft, The Netherlands. This project is executed in collaboration with Cocolab International.

By filling in this questionnaire you give permission to analyse and process the data you provide through this questionnaire. We will **not** ask for any personal data that could potentially identify you.

Questions: 8x

Estimated Completion Time: 2 - 3 min

Haz clic aquí para la versión en español:

https://docs.google.com/forms/d/e/1FAIpQLScpttP-_nGx0EX0NcZiliYKiLpKnC6HhCdEvnMp1yT5TS_eZQ/viewform?usp=sf_link

* Verplichte vraag

Let's introduce each other!

Nice to meet you too! The following 4 questions are designed to get to know you a little bit better.

NOTE: These 4 questions focus on your life in general.

1. **Q1.1: This question is about your life in general.** Imagine you're planning the next year of your life. Which of these approaches would fit you the **best**? *

Markeer slechts één ovaal.

- ☐ Exploring and Growing: You focus on trying new things, exploring fresh ideas, and finding unique experiences. You embrace change and enjoy the thrill of learning something different.
- ☐ Building Stability and Routine: You prioritize creating a secure, organized, and stable environment. You stick to familiar routines, traditions, and prioritize safety for yourself and those around you.
- ☐ Helping and Giving Back: You spend your time helping others, supporting people in need, and striving to make a positive impact. You value fairness and aim to contribute to a just and caring world.
- ☐ Achieving Success and Recognition: You dedicate your time to achieving personal goals, aiming to excel, and gaining recognition for your accomplishments. You enjoy being the best and showcasing your abilities.

2. **Q1.2: This question is about your life in general.** Imagine you're planning the next year of your life. Which of these approaches would fit you the **least**? *

Markeer slechts één ovaal.

- ☐ Exploring and Growing: You focus on trying new things, exploring fresh ideas, and finding unique experiences. You embrace change and enjoy the thrill of learning something different.
- ☐ Building Stability and Routine: You prioritize creating a secure, organized, and stable environment. You stick to familiar routines, traditions, and prioritize safety for yourself and those around you.
- ☐ Helping and Giving Back: You spend your time helping others, supporting people in need, and striving to make a positive impact. You value fairness and aim to contribute to a just and caring world.
- ☐ Achieving Success and Recognition: You dedicate your time to achieving personal goals, aiming to excel, and gaining recognition for your accomplishments. You enjoy being the best and showcasing your abilities.

3. **Q1.3: This question is about your life in general.** Which of the four approaches do you consider **most** meaningful to you? *

Markeer slechts één ovaal.

- ☐ Personal Growth: You find it meaningful to strive to become a better person and to learn new things.
- ☐ Goal Fulfillment: You find it meaningful to pursue and reach personal goals that you have set in your life.
- ☐ Social Connections: You find it meaningful to have strong social connections with you loved ones, family, and friends.
- ☐ Contribution: You find it meaningful to contribute and to make a difference in this world.

4. **Q1.4: This question is about your life in general.** Which of the four approaches do you consider **least** meaningful to you? *

Markeer slechts één ovaal.

- ☐ Personal Growth: You find it meaningful to strive to become a better person and to learn new things.
- ☐ Goal Fulfillment: You find it meaningful to pursue and reach personal goals that you have set in your life.
- ☐ Social Connections: You find it meaningful to have strong social connections with you loved ones, family, and friends.
- ☐ Contribution: You find it meaningful to contribute and to make a difference in this world.

Now, lets imagine something.

The following 4 questions are designed to understand what you believe is important during a hypothetical experience. We are asking you to imagine you are at a concert of one of your favourite bands or artists, with some of your closest friends.

NOTE: These 4 questions focus on you in in the context of this concert.

5. **Q2.1: This question is about the hypothetical concert:** Which of the following approaches **best** reflects what you'd enjoy or value most in this experience? *
Please select the one that feels **most** like you:

Markeer slechts één ovaal.

- ☐ Excitement and New Experiences: You enjoy the thrill of trying new things, meeting new people, and seeing where this night takes you. You value variety and freedom in the concert and look forward to discovering something unexpected.
- ☐ Comfort and Familiarity: During this concert, you prefer a well-organized, safe environment where things are familiar, and everyone knows their place. You value having a good time without any surprises, where you prioritize comfort and ease.
- ☐ Memories and Connection: You're there to make memories and share meaningful moments with your friends. During this concert, you value to deepen bonds and give you a sense of connection and purpose with the friends you're with.
- ☐ Achieving and Being Seen: You enjoy feeling like you're part of something special, and you might want to be where the action is or where you'll have a chance to shine. You value the idea of being recognized and that you will get the most out of this concert.

6. **Q2.2: This question is about the hypothetical concert:** Which of the following approaches **least** reflects what you'd enjoy or value most in this experience? *
Please select the one that feels the **least** like you:

Markeer slechts één ovaal.

- ☐ Excitement and New Experiences: You enjoy the thrill of trying new things, meeting new people, and seeing where this night takes you. You value variety and freedom in the concert and look forward to discovering something unexpected.
- ☐ Comfort and Familiarity: During this concert, you prefer a well-organized, safe environment where things are familiar, and everyone knows their place. You value having a good time without any surprises, where you prioritize comfort and ease.
- ☐ Memories and Connection: You're there to make memories and share meaningful moments with your friends. During this concert, you value to deepen bonds and give you a sense of connection and purpose with the friends you're with.
- ☐ Achieving and Being Seen: You enjoy feeling like you're part of something special, and you might want to be where the action is or where you'll have a chance to shine. You value the idea of being recognized and that you will get the most out of this concert.

7. **Q2.3: This question is about the hypothetical concert:** What is the *most* important reason for you to go to the this concert? *

Markeer slechts één ovaal.

- ☐ I want to attend this concert so that I can explore new music, reflect on personal experiences, or gain fresh perspectives.
- ☐ I want the concert to help me fulfill a personal goal or be an experience I've wanted for a long time.
- ☐ I want this concert to help me feel closer to my friends or connect with other people who enjoy the same music
- ☐ By being at the concert, I want to feel like I'm supporting the artists, a cause they promote, or contributing to a memorable experience with my friends.

8. **Q2.4: This question is about the hypothetical concert:** What is the *least* important reason for you to go to the this concert? *

Markeer slechts één ovaal.

- ☐ I want to attend this concert so that I can explore new music, reflect on personal experiences, or gain fresh perspectives.
- ☐ I want the concert to help me fulfill a personal goal or be an experience I've wanted for a long time.
- ☐ I want this concert to help me feel closer to my friends or connect with other people who enjoy the same music
- ☐ By being at the concert, I want to feel like I'm supporting the artists, a cause they promote, or contributing to a memorable experience with my friends.

Time to say goodbye!

Thank you for having filled out the most important questions of this survey. If you still have time, and want to, could fill out these last 3 questions? It will take less than one minute and be of great value to us! Thank you in advance! **For these last 3 questions, we ask you to imagine the hypothetical concert just ended. You were asked to fill in this survey and reflect back on the survey itself.**

9. **Q4.1: This question is about you filling out this survey at the end of the hypothetical concert:** Did you like filling out this survey about Experiences and Values?

Markeer slechts één ovaal.

1 2 3 4 5

No, ☐ ☐ ☐ ☐ ☐ Yes, I really like it.

10. **Q4.2: This question is about you filling out this survey at the end of the hypothetical concert:** What did you like the least about filling in this survey? You can select multiple answers.

Vink alle toepasselijke opties aan.

- ☐ The length of the survey
- ☐ It was difficult to reflect on the hypothetical experience
- ☐ I didn't like the setting in which I filled out this survey (too noisy, no privacy, etc)
- ☐ The questions did not let me tell everything I wanted to tell about the hypothetical experience
- ☐ The questions were too long
- ☐ I did not understand the questions
- ☐ I felt a pressure to finish this survey quickly
- ☐ I have better things to do now
- ☐ Anders: _____

11. **Q4.3: This question is about you filling out this survey at the end of the hypothetical concert:** Do you have any final thoughts, comments, ideas, concerns for improving this survey?

You have reached the end of this survey. Hit the "Submit" button below in your screen to finish. Thank you for sharing!

Deze content is niet gemaakt of goedgekeurd door Google.

Google Formulieren

Appendix F - Experiment 1: Coco en Concierto

Date: 01/11/24, 02/11/24

Location: Plaza de Toros, Mexico City

Experience: Coco En Concierto

Organized: Cocolab

Visitors/Participants: 25.000



[image of backstage pass for COCO EN Concierto]

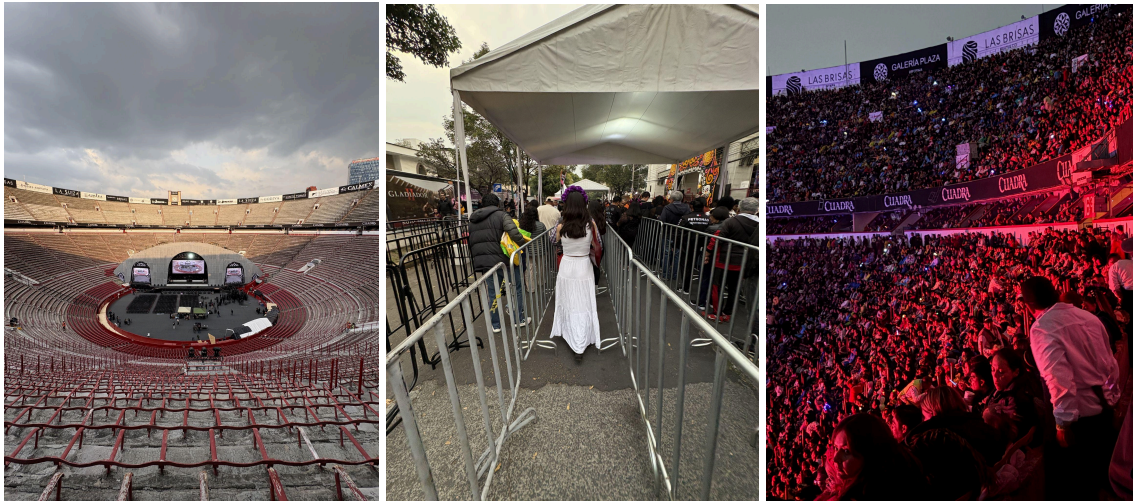
Short Description

Text

Objective and Method

The objective of this first experiment was twofold. First, it aimed to provide firsthand experience of a Cocolab production in practice. Second, it sought to identify practical considerations that might influence the development and implementation of our assessment method.

The method involved practical observations, including taking pictures, observing the audience flow in and out of the stadium, and documenting any notable behaviors or events.



[images of Coco]

Participants

This experiment observed all individuals present at the venue, without targeting a specific demographic group. The observations covered the entire audience, which totaled approximately 25,000 attendees.



[images of COCO Audience flow at various stages of the experience]

Ethical Considerations

No consent was obtained for this experiment, as the focus was on general audience behavior rather than individual participants. On photographs taken during the experiment we aimed to exclude any identifiable individuals, or we blurred out any identifiable individuals afterwards.

Procedure

The observations took place during "COCO En Concierto", a large-scale immersive experience held at the Plaza de Toros "La México", an old bullfighting arena in Mexico City. I was granted access to the venue one day before the event took place to familiarize myself with the venue. On the day itself One day later, 02/11/24 (or Dia de Muertos) I was present at the venue as an observer, before, during, and after the show, spanning a total duration of approximately four hours.

- **Before the Show:** We watched attendees as they entered the venue and took their seats.
- **During the Show:** We moved through the stadium, observing audience reactions, behaviors, and engagement. While occasional attention was given to the show itself, the primary focus was on the audience.
- **After the Show:** We joined the audience flow as they exited the venue, experiencing the logistical challenges and audience behaviors firsthand.

Spontaneous photographs and handwritten notes were taken throughout the event, providing a visual and textual record of key moments and observations.

Data Collection

As mentioned, the following tools and techniques were employed for data collection:

- **iPhone Camera:** Used to capture images of the event and audience flow.
- **Notebook:** Used for handwritten observations and reflections during and after the experience.

Themes of Focus

The observations focused on the following themes:

- The overall experience and audience behavior.
- Identifying suitable moments where participants might be open to engaging in assessment activities, such as surveys or (informal) interviews.
- Observing the logistical flow of attendees, particularly entry and exit points.

Data Analysis

The analysis of the photos, notes, and observations revealed several key insights:

- **Audience Flow:** Large-scale, one-off events like "COCO En Concierto" present significant challenges for audience engagement in a post-experience setting. The exit flow of 25,000 attendees, especially during bad weather (e.g., rain, such as we experienced it during our visit), created logistical bottlenecks. Attendees prioritized

leaving the venue quickly, making it difficult to "intervene" or conduct assessments at this stage.

- **Assessment Opportunities:** During the event, there were observable moments where attendees appeared open to engagement, such as when seated before the show or during breaks in the program. However, the post-event environment was not very suitable for voluntary and non incentivised reflective assessment activities.

Conclusions

At large scale one-off events such as "COCO En Concierto" (especially if the audience all come and go together during a short timespan), it becomes extremely hard to include visitors in post-experience reflection and assessment practices if it happens on a voluntary or non incentivised basis. Visitors simply want to leave, and either arrangements beforehand with visitors or incentives on site will need to be ensured so that a sufficient amount of visitors can be included in the assessment.

We did observe other suitable moments for assessment, logistically speaking, such as before the show (in the foodcourt with all the brand activations), or during the show, again in the foodcourt. However, these moments are not suitable if we look at the quality of the data, as the experience is not over yet and assessment would simply make no sense at this point.

Appendix G - Experiment 2: Leonora Carrington

Date: 14/11/24

Location: Cocolab Office, Mexico City

Experience: Leonora Carrington

Organized: Cocolab

Visitors/Participants: 6

Short Description

The Leonora Carrington experience is a project currently under development by Cocolab. This immersive exhibition is dedicated to the Mexican surrealist artist Leonora Carrington and invites visitors to explore her worldview through her art. The exhibition features various rooms showcasing her artwork, complemented by music, interactive lighting, and other immersive technologies. The central theme of the experience is: "Freedom is not a destination in life; it is a journey."



[images of the 3 main stages of the prototype of the Leonora Carrington experience]

At the time of this experiment, the project was still in the prototyping phase. As a result, only a small portion of the exhibition was available for exploration, and the audience was limited to a select group of approximately 30 visitors. Most of these visitors were Cocolab employees, including individuals directly involved in the Leonora Carrington project. Out of this group, six visitors were included in the experiment.

Objective and Method

The objective of this experiment was to test the feasibility of a reflective assessment session following an immersive experience. Specifically, we aimed to explore how participants engage in structured reflection after visiting the Leonora Carrington Experience and evaluate the potential for collective assessment in a post-experience setting.

The method involved conducting a guided reflective session with six participants, focusing on three key aspects:

- Identifying participants' Core Personal Value Profile (CPVP).
- Assessing the extent to which the CPVP was fulfilled during the experience.
- Understanding the insights generated by participants, using the SOLO taxonomy as the analytical framework.

It is important to understand that the aim was not to assess the experience, but to understand how a reflective assessment session takes place in practice, by observing the participants in a collective and post experience setting.

Participants

The participants were selected informally from the pool of approximately 30 individuals who had attended the exhibition. These were mostly employees of Cocolab, including individuals involved in the project. Six volunteers agreed to take part in the reflective assessment session.

Ethical Considerations

All participants provided both verbal and written textual consent to participate in the session and be voice recorded. Photographs taken during the session were limited to non-identifiable images, and any identifiable details were anonymized in the transcription process.

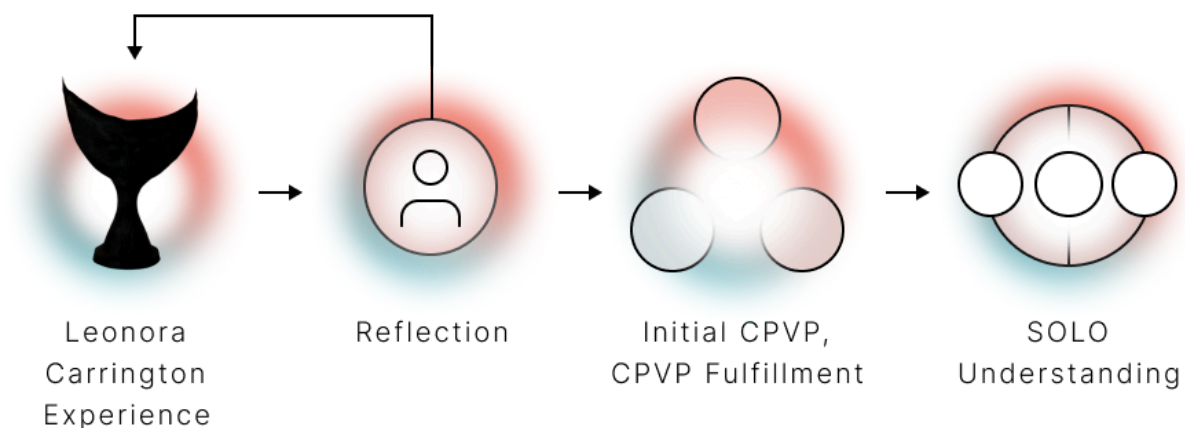
Procedure

The experiment took place during the prototyping phase of the Leonora Carrington Experience. Participants first explored a small section of the immersive exhibition, which lasted approximately 20 to 30 minutes. Afterward, they were invited into a separate room set up specifically for the reflective assessment session.

The room was arranged with a central table and seven chairs, along with reflective assessment materials. The walls were decorated with images from the exhibition to serve as visual reminders and mental triggers during the session.

The session was structured as follows:

- **Instructions and Consent:** The participants were explained what was expected from them during this reflective assessment session, after which they were given the opportunity to give textual consent.
- **Guided Reflection:** Participants were guided through various stages of reflection to help them recall and articulate their experience.
- **Collective Assessment:** Participants collectively evaluated the experience, focusing on the three key aspects mentioned earlier.
- **General Discussion:** A 10 minute discussion concluded the reflective assessment session, during which participants were asked to evaluate the session.



[images of order steps of experiment 2]

The session itself lasted about 50 minutes and concluded with a brief discussion lasting approximately 10 minutes.



[images of the session in progress]

Data Collection

The following tools and techniques were employed during the experiment:

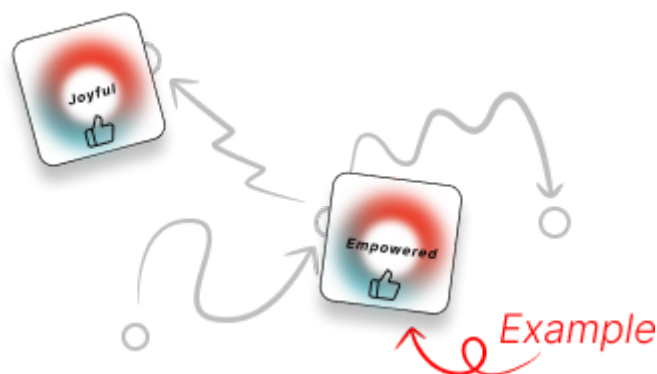
- Voice Recording and Transcription: The session was recorded and later transcribed using AI.
- Photographs: Photos of the session were taken to document the setup and key moments.
- Structured Document: A pre-designed document guided the facilitators through the various stages of reflection and assessment, ensuring consistency and structure. We will discuss the structured document in more detail below.

Structured Document

During the reflective assessment session, we made use of a prepared document that was designed to guide the participants through the session. It consisted of 3 sheets of paper, complemented by a set of emotion cards.

Sheet 1: Reflection

On sheet 1, participants were invited to reflect on the experience. They were first asked to sketch out the experience, simply stating/drawing what rooms they had been in and what they had seen in those rooms. Secondly, they were asked to select 3 emotion cards and attach those to their drawing of the experience. See for a detailed version of the emotion cards.

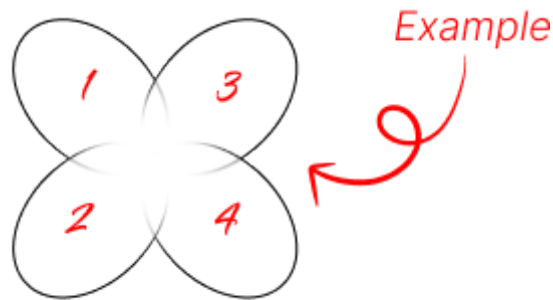


[images of emotion cards used in the session]

These first two steps were done individually. Then, they were asked to share their findings with the rest of the group. Lastly, we prompted the participants with two questions at the end of the sheet. These questions form the starting point for sheet 2 and 3. This sheet (Sheet 1) maintained a structured reflection that is based on Gibbs reflective model. As discussed in this chapter, we need to gradually increase the level of abstraction in order to facilitate deep emotional reflection and set the stage for a conversation about CPVP's and SOLO.

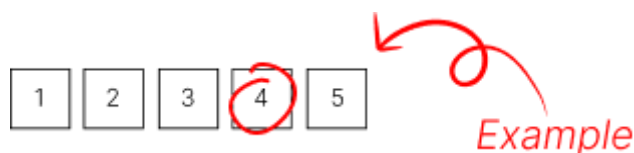
Sheet 2: CPVP and CPVP Fulfillment

Sheet 2 is designed to help participants identify their CPVP for Leonora Carrington. First, they are asked to identify what they were looking for in the experience. We provided them with the four dimensions of the value model by Schwartz, put in the context of the experience. They were asked to put the four dimensions in order of importance (1 = least important, 4 = most important).



[images of example of hierarchy of value dimensions]

Secondly, they were asked to shared with the group why they had made their selection. As a third step, they were asked to grade to what extent they believe their selection was 'present' in the experience? To what extent did they find the CPVP they were looking for? They were asked to grade this on scale from 1 (being the lowest score) to 5 (being the highest score).



[images of example of grading scale.]

Lastly, we asked the participants to again share with the group why they believe they did or did not find what they were looking for in the experience.

Sheet 3: Insight Generation

The last sheet, sheet 3, is designed to help participants identify their generated insights. Here, we showed the participants a wordcloud containing a set of 25 words or short sentences that were increasing in level of difficulty, according to the 5 layers of the SOLO Taxonomy. Here, the extended abstract (layer 5) is represented by the main theme of the experience: "Freedom is not a destination in life; it is a journey.", which was represented in the wordcloud by "Freedom as a Journey". The first layer of the SOLO Taxonomy -

pre-structural - is represented by words that stand for certain basic elements of the experience, such as the words “Symbols”, “Creatures”, or “Magic”. The participants were asked to select three words or short sentences that symbolized best what they believe is their main take-away from the experience.



[images of example of selecting the three words.]

Secondly, they were asked to explain their take-away of the experience in their own words. They were allowed to make use of the words from the wordcloud, but they had to formulate a sentence of their own. Lastly, they were asked to share with the others why they had made their selection.

Concluding Discussion

The reflective assessment session was concluded with a 10 minute discussion with the participants, in which participants were asked to share their opinion about the session in a conversation-like manner.

Themes of Focus

The observations during the reflective assessment session focused on the following themes:

- The participants' ability to reflect on their experience and articulate insights using the structured reflection sheet.
- The suitability of the setup for collective assessment, including the room's design and materials and provided to the participants (sheets, emotion cards, pictures of the experience).
- The practicality of using CPVP and SOLO taxonomy as analytical frameworks for data analysis afterwards.
- The group dynamic of the collective during the reflective assessment session.

Data Analysis

The analysis of the transcriptions, photos, and structured document highlighted several key insights:

- **Reflective Engagement:** Participants generally engaged well with the reflective session. The use of exhibition imagery in the room helped prompt memories and

foster deeper reflection. Participants sometimes did not fully understand how every step on sheet 1 should be followed, however. They noted that they had not read the explanation of each step well enough, as there was a lot of text and they expected me, since I was present in the room to guide the session, to explain all the steps. This was also the case for the other two sheets..

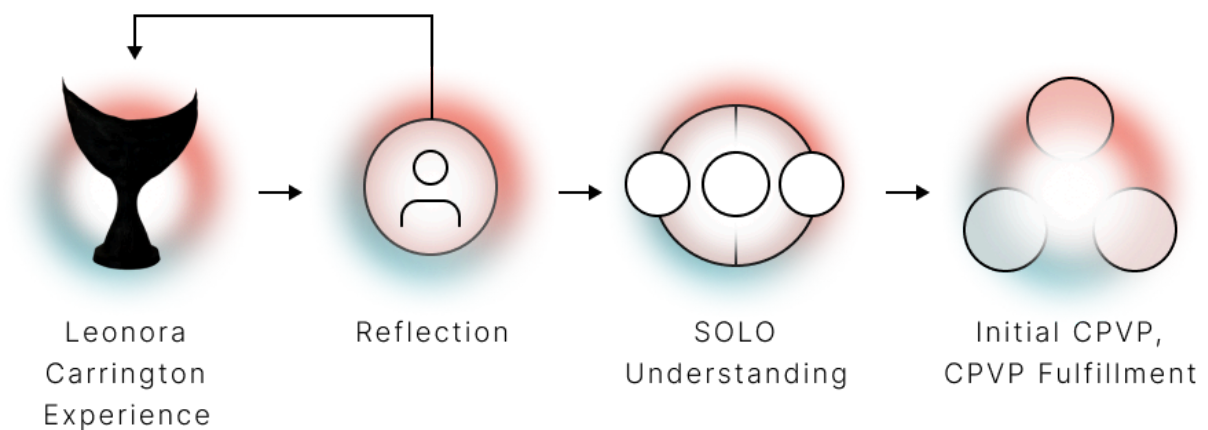
- **CPVP and SOLO Frameworks:** The frameworks were effective in structuring the assessment and the data analysis afterwards. Participants could identify their core values and insights, though some required additional guidance, things they noted they would normally not talk about when asked for an opinion or reflection upon an experience.
- **Room Design:** The setup of the room—with a central table and visual aids—was conducive to reflection and discussion. However, the group size of six participants felt ideal for maintaining focus and interaction.
- **Order of the Topics:** Multiple participants noted that the order in which we discussed the various topics did not maximize the level of depth of the conversation. We first discussed the reflection, then we discussed the CPVP fulfillment, and then the SOLO understanding. Participants, however, noted that the CPVP fulfillment was a more philosophical topic than SOLO understanding. They therefore suggested switching the order these two topics, so the descent to “meaningful depths” becomes more gradual.
- **Balancing Structure and Freedom:** The participants noted that the structured ‘conversation’ they were having did not always provide them with enough freedom to say everything they wanted to say. This was partially due to the time restrictions we maintained for each step on each step, but also because the questions, and more particular, the options given per question, did not cover their full range of opinions.
- **Intens Topic:** Participants noted that the session was long and energy draining, as they were asked to think and reflect upon values, insights, in a way they had not done before.

Limitations

- **Biased Participants:** The participants were primarily Cocolab employees, which may have introduced bias, as they were familiar with the exhibition and its goals.
- **Unfinished Experience:** The prototyping phase of the exhibition meant that the experience was not fully developed, which could have limited the depth of participants’ reflections.

Conclusions

The reflective assessment session proved to be a feasible approach for post-experience evaluation. The structured process, supported by the (...) reflection model, CPVP, and SOLO frameworks, successfully elicited useful insights from participants. In a different order, most probably, a more fruitful conversation can be held.



[images of newly proposed order steps after experiment 2]

However, this approach is best suited for smaller groups in controlled settings. For larger-scale implementations, logistical challenges such as participant recruitment and managing group dynamics may require additional planning and resources.

Worksheet 1

SHEET 1

Experience Sketching

Participant: _____

Step 1: Sketch

Sketch how the experience for you looked like. What rooms were you in, what did you see, smell, hear, etc.?

Step 2: Emotions

Attach 3 emotion cards to your sketch. What did you feel when? And was it positive or negative?



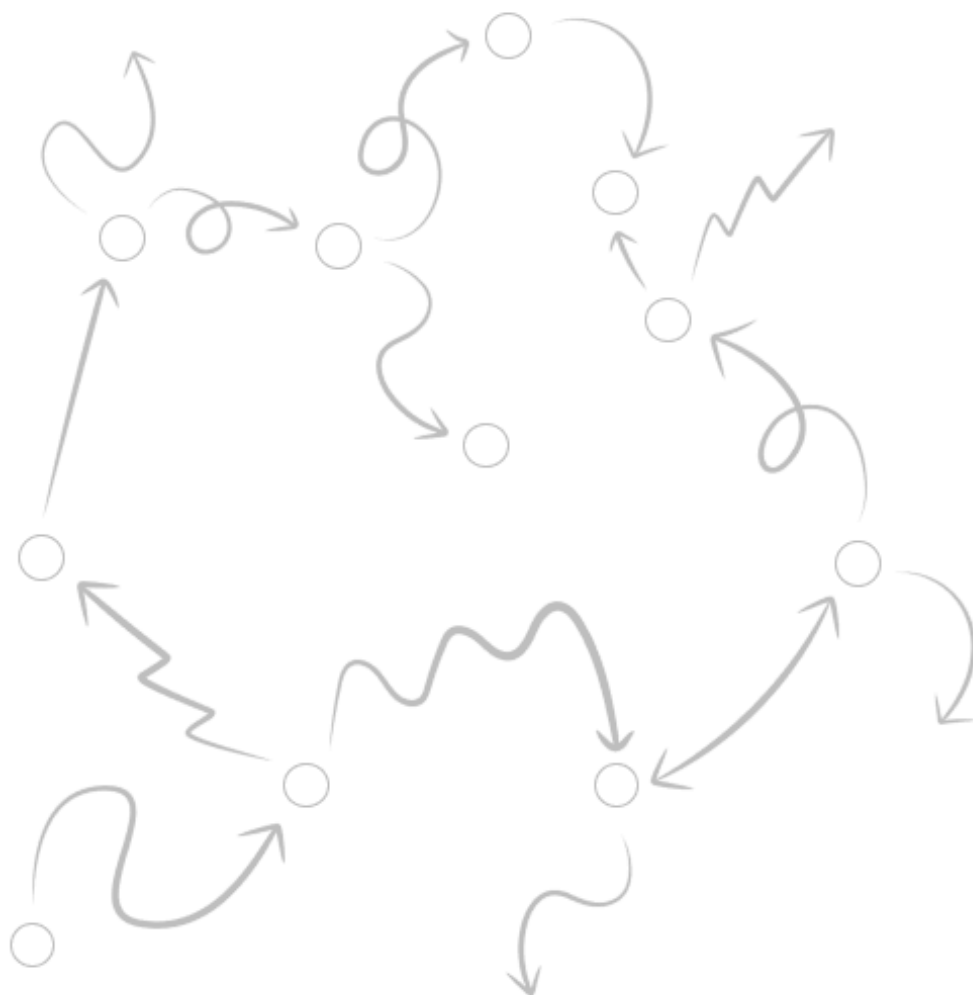
Step 3: Share

Share your sketch with the group and why you have chosen your emotion cards.

Step 4: Think

Think about the following two questions:

- What were the most important moments for you during the experience?
- Did you learn anything interesting?



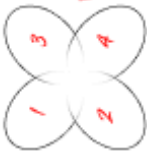
Worksheet 2

SHEET 2

Contextual Value Profile

Participant: _____


Step 1: Rate
 What were you looking for during the experience?
 Rate each dimension from 1 (least important) to 4 (most important).



Example

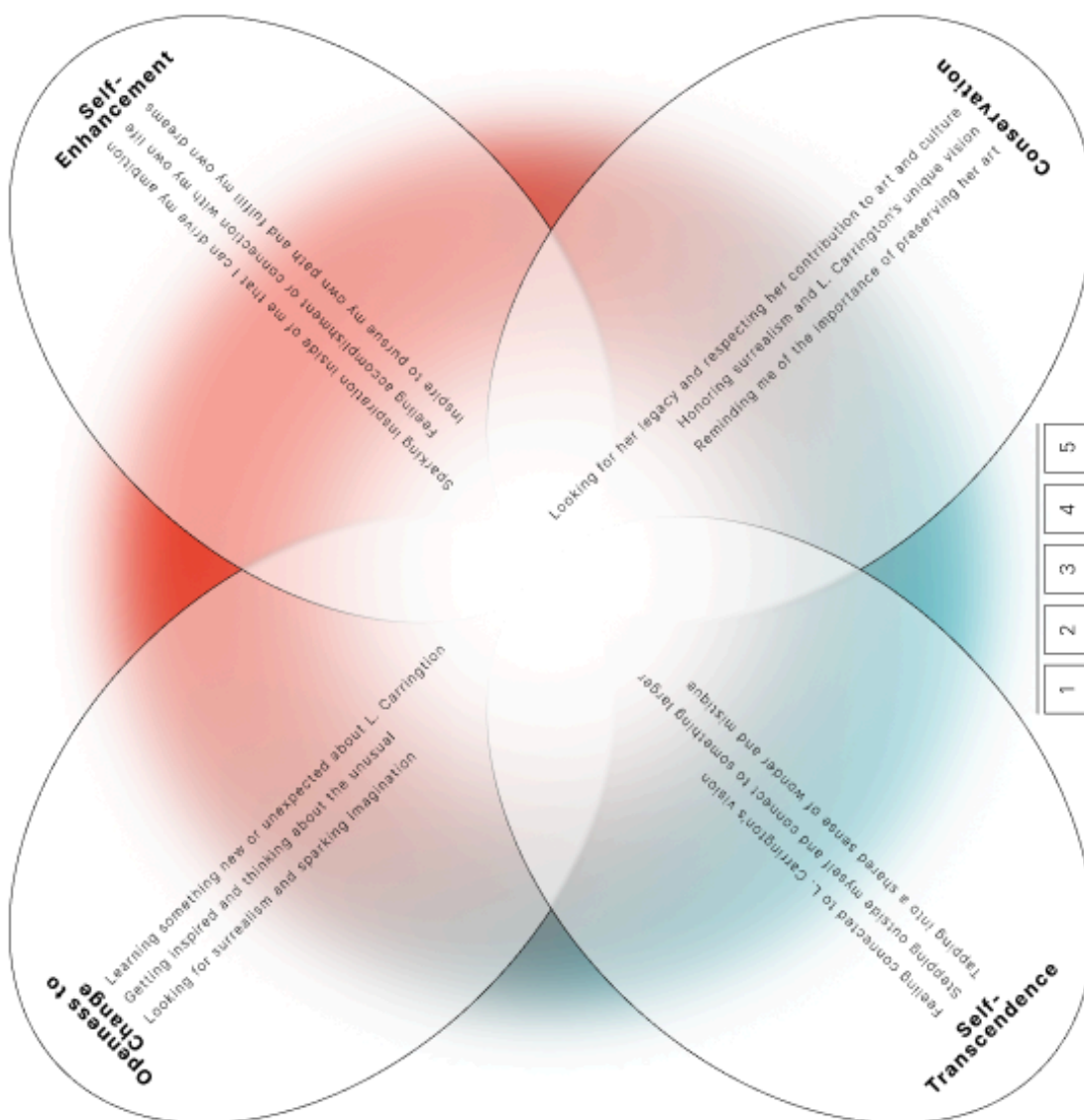
Step 2: Share
 Share with the group why you were looking for this.

Step 3: Rate
 Do you believe you found what you were looking for? Rate from 1 to 5 if this was the case.



Example

Step 4: Share
 Share with the group why you believe this.



Worksheet 3

SHEET 3

Experience Sketching

Participant: _____

Step 1: Learn

Encircle 3 words that describe best what your main take away is from the experience.



Step 2: Teach

Explain in one sentence what your main take away is from this experience. You may use the words you see in the wordcloud.

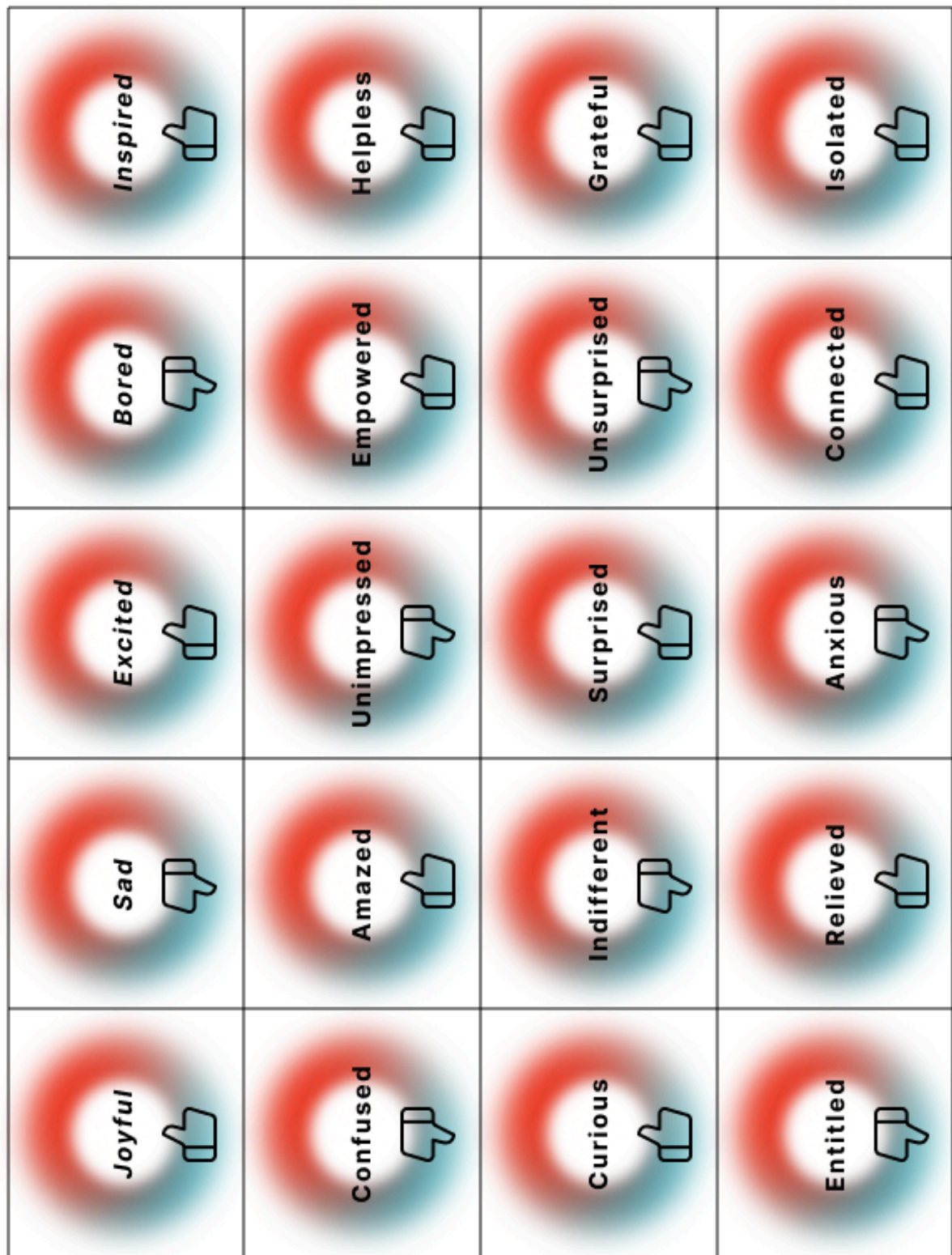
Step 3: Share

Share with the group what your main take away is from the experience, and why you believe so.



My main take away is:

Emotion Cards



■ PARTICIPANT CONSENT

By signing below, you confirm that you understand and agree to the following:

1. Audio recordings will be made, and you consent to being recorded.
2. Photographs may be taken, with your permission, and your face will be blurred for privacy.
3. Your participation in this experiment is entirely voluntary.
4. The results of this experiment will be used exclusively for research purposes.
5. You acknowledge that you understand all of the above and wish to proceed with participation.

Signature _____ Date _____

Appendix H - Meaningful Interviews

Date: 15/11/24 - 20/11/24

Location: Zoom

Experience: n.a.

Organized: n.a.

Visitors/Participants: 7

Short Description

This section describes the insights obtained from conducting seven semi-structured interviews on the topic of meaningful experiences. The interviews explored how participants articulate and interpret meaningful experiences, aiming to assess the ease or difficulty with which they engage with the topic and to identify any mutual understanding or differences in how they define and describe the concept of meaningfulness..

Objective and Method

The objective of this set of interviews was twofold. First, it aimed to gain insight into how individuals articulate and reflect on meaningful experiences in their lives. Second, it sought to identify any practical considerations for discussing this topic in future assessment contexts, such as the clarity of mutual understanding and challenges in communication.

The method involved conducting semi-structured interviews lasting 30 minutes to 1 hour with participants familiar to the interviewer (family and friends). These interviews used a predefined set of open-ended questions to guide the conversation while allowing for flexibility to explore relevant topics that emerged.

Participants

The participants were seven individuals personally known to the interviewer. They were selected for their willingness to reflect on and share personal experiences. While the participants varied in background, no specific demographic groups were targeted.

Ethical Considerations

Participants provided textual and verbal consent before the interviews, having been informed of the purpose of the research and their right to withdraw at any time. Interviews were voice recorded, and identifying information was anonymized in the transcripts.

Procedure

The interviews were conducted online, using Zoom, over a period of one week. At the beginning of each session, we encouraged participants to take place in a quiet, comfortable setting to encourage open and honest discussion. The interview process followed these steps:

- **Introduction:** Here we introduced the participants to the project and explained the reason for the interviews they were part of.
- **Consent:** Asking for consent to voice record the interview, as well as to use anonymized data for research purposes.
- **Familiarizing:** We began with general questions to understand more about the participants' background, interests, and day-to-day life. These questions aimed to establish rapport and gain insight into the participants' personal context.
- **Values & Meaning:** Participants were asked to reflect on their core values and what they consider important in life. Open-ended questions were used to facilitate a discussion about their beliefs and guiding principles.
- **Importance in Context:** Participants were presented with a hypothetical scenario or were allowed to choose one themselves to explore how they prioritize values in a specific, imagined or real life context. This helped us understand how their values may shift depending on the situation.
- **Reflection on Interview:** In the closing section, we asked participants to share their thoughts on the interview process. This included feedback on the questions, the overall experience, and whether they felt comfortable and understood throughout.

Data Collection

For the collection of the data, we used the following tools and techniques:

- **Zoom:** Used as the platform to host the interviews.
- **iPhone with Voice Memos app:** Used to voice record the interviews, using the Voice Memos app.
- **AI Software:** Soundtype.com was employed to transcribe and summarize the recordings.
- **Notebook:** Used for handwritten notes during the interviews to capture immediate key observations and reflections.

Themes of Focus

The themes that we focussed on during the interviews with the participants were the following:

- The participants' ability to talk about abstract concepts like 'meaning' and 'meaningfulness'.
- The participants' ability to talk about experiences from the past, and elaborate on those experiences through the lens of their CPVP's.

Data Analysis

Having analysed the data from the interviews, we have found several key insights:

- **The Role of Familiarity:** All participants noted that knowing the interviewer (me) lowered their boundaries and made it easier for them to discuss sensitive or difficult topics. In addition, some participants suggested the opposite as well - if they had not known the interviewer, they may not have felt as comfortable or open during the conversation.
- **Understanding of 'Meaning':** Some participants demonstrated little to no understanding of the terms "meaning," "meaningful," or "meaningfulness." However, they had no difficulty discussing what they believed was important for them in a hypothetical experience, particularly when referred to as their CPVP's. This validated our earlier assumption that "meaning" is a concept too abstract for many participants to discuss, and that reframing the discussion around CPVPs is more effective.
- **Use of Participant Language:** This finding underscores the importance of framing all concepts in language that participants can easily understand. For example, asking, "What is important for you during event/experience [X]?" is a straightforward way to introduce the concept of CPVP's, without having to use the term 'CPVP'.
- **Challenges with Reflection on Past Experiences:** Some participants found it difficult to reflect on or discuss experiences from the distant past, as their memories had faded or become less distinct over time. These participants referred to experiences that occurred six months to several years ago.
- **Timing of Reflection:** On the other hand, some participants indicated that immediate reflection or assessment after an experience would also be challenging. This was due not only to practical reasons, such as wanting to leave the venue, but also because they felt they needed more time to process and internalize the experience before reflecting on it meaningfully.

Limitations

- **Biased Participants:** While familiarity with the interviewer lowered barriers for all participants, it may have also introduced a bias. Participants who knew the interviewer may have felt inclined to provide answers they believed were expected or favorable, potentially influencing the authenticity of their responses.

Conclusions

The interviews provided valuable insights into how participants articulate and interpret (meaningful) experiences, confirming that (indirectly) discussing CPVP's is more effective than abstract concepts like "meaning." Familiarity with the interviewer lowered barriers and encouraged openness, but also introduced potential bias. We also found that timing of post-experience reflection and assessment is important, which is in line with what we discovered earlier in [chapter \[x\]](#). Immediate assessments may lack depth, reflections on distant experiences may suffer from faded memories, suggesting an optimal window for meaningful assessment lies somewhere in between.

These insights show the need for careful framing of questions, participant selection, and timing in future applications of the to be designed method.

Interview Format

Interview Cocolab

Part 1: Introduction

Hi [Name Participant], welcome to the interview!

First of all, I'm very happy to have you on and thank you so much for making time for me. My name is Merijn, but you can call me Merlin if you want. The interview we are about to conduct is part of my research for my MSc. Strategic Product Design at the TU-Delft, and more specific, my graduation project with and at Cocolab. Together with Cocolab, I am researching and designing a method that allows for assessment of Cocolab's projects, in a collective and post-experience setting. I thought it'd be wise to give you some context about the project, before we continue with the rest of the interview. Cocolab, as a company, is active in the experience industry. They design immersive multimedia experiences that come in different shapes and forms. From immersive exhibitions such as Frida, to multimedia shows where Coco is being brought to life, literally. All these experiences have been designed to meet certain objectives. Some of which are relatively easy to measure, such as the amount of sold tickets, or revenue created through selling merchandise. Other objectives, the ones related to the emotions evoked, or the moods triggered, or whether or not the experience was experienced as something positive, are much harder and less straightforward to measure. That's where I come in. Over the course of this project, I will be developing a method and a prototype that enables Cocolab's to assess their experiences from the visitors point of view.

But more about that later. First I want to get to know you, what you do, what makes you tick, etc, and of course, how COCO En Concierto was for you. That is what this interview will be about; creating an understanding of you, your personal values and the things you derive meaning from in life, and how COCO potentially contributed to this. Should you have any questions now, or during, or after the interview itself, feel free to interrupt me and ask your questions.

The interview is structured as follows. The interview consists of **3** parts. The topics we will cover during this interview are the following:

- **Topic 0: Consent**
- **Topic 1: Getting to know you a little better**
- **Topic 2: Finding out what you believe is important in life**
- Topic 3: Finding out what you believe is important in a hypothetical context
- **Topic 4: What did you think about COCO?**
- **Topic 5: What did you think about this interview?**

Topic 0: Consent

Before we start, I need to ask you whether it is fine if I record the session for future analysis?
After the necessary data has been gathered and analyzed, recordings will be deleted.

Permission to record the interview.

YES	NO
-----	----

At all times, within the report, your data will solely be mentioned anonymously, unless you give me permission to mention your name.

Permission to mention your name in the report.

YES	NO
-----	----

Should I be selected for publication, I will first consult all participants of the interviews, including you, to inform whether you are okay with publishing the results of this research, and whether or not you are okay with your name being mentioned publically. As for now, all results of this research, including the report, will only be distributed within my research group - my TU-Delft Chair, TU-Delft Mentor, and Supervisor at Cocolab - for feedback and assessment purposes. In practice, for now, this means that only these three people will be reading our report. Is this clear?

Before we start, do you have any final questions?

Do you understand everything I just said, and do you give permission to continue to the interview?

YES	NO
-----	----

Interview Questions

Topic 1: Getting to know you a little better

Q1: Can you tell me more about yourself, where you're from, how old you are, how you spend your days, and what makes you get up every morning?

Q2: Can you tell me more about how you currently feel? Are you experiencing any (perhaps strong) emotions, or have you been experiencing a certain mood today?

Q3: On a scale from 1 to 5, how much do you feel like yourself at the moment?

Completely NOT myself				Completly LIKE myself
1	2	3	4	5

- And why?

Q4: How natural does it feel to talk about yourself right now?

Completely Staged				Completely natural
1	2	3	4	5

- And why?

Q5: How easy do you find it to talk about yourself, your emotions, your feelings, to a total stranger?

Topic 2: Finding out what you believe is important in life

Q1: This question will be more about your life in general. If you were to plan the next your of your life, what kind of topics would you like to focus on?

- Openness to Change / Personal Growth
- Conservation / Building stability and routine
- Self-Transcendence / Helping and Giving Back
- Self-Enhancement / Achieving Succes and Recognition

Q2: Again, if you were to plan the next your of your life, what kind of topics would you absolutely **not** like to focus on?

- Openness to Change / Personal Growth
- Conservation / Building stability and routine
- Self-Transcendence / Helping and Giving Back
- Self-Enhancement / Achieving Succes and Recognition

Q3: Can you tell, what does the word meaningful mean to you? Can you try to explain it?

- What do you believe sets an ordinary moment apart from an extraordinary?
- Example?

Q4: This questions is a bit more personal. Can you explain to me (one of) the most meaningful experience/moment in your life?

- What makes this moment so special?

Topic 3: Topic 3: Finding out what you believe is important in a hypothetical context.

The following questions are designed to understand what you believe is important during a hypothetical experience. We are asking you to imagine that you are at a specific event. This can be any event you have been to in the past. Does anything come to mind here?

- Si, great! Imagine being there! We'll ask a couple of questions about you in the context of your chosen event.
- No? Than try to imagine being at a concert of one of your favourite singers, or bands, with your friends. Let's ask some questions about this hypothetical concert.

NOTE: These 4 questions focus on you in in the context of this concert.

Q3.1: This question is about the hypothetical event: I am asking you to reflect or think back to this event. Can you briefly describe to me what it was, and what you did there? Can you describe to me the context?

Q3.2: You just described your event to me. You highlighted (...) to me. Was this the most significant moment, or were there other things that stood out most for you during this event?

Q3.3: Earlier, you described to me that you value (...). I wonder, if you put this way of thinking in the context of the experience, would you start valuing other things, or do the same things matter?

Topic 4: What did you think about this interview?

Q1: So, we have talked about your most meaningful experience. I can imagine, your life must have contained multiple other experience that you perhaps also would have found meaningful. Imagine being in one of those meaningful moments from the past, would you have mind to talk about it in the way we just did?

- What did you like?
- What didn't you like?
- What could be improved?

Q2: Imagine we would have had this conversation at the end of your chosen event, something that is out of the ordinary. Imagine someone belonging to the organization approaches you for a similar interview we just had. What would make you say yes to that interview?

- What promises would we need to make you?
- What context do we need to provide you with?

Q3: We have talked about your most meaningful experience in life. Thank you for this! Was it difficult to talk about this to me? And imagine I would have been a complete stranger, how would this have turned out then?

Q4: As we have discussed, you have been to (...). How difficult did you find it to reflect back on this event?

Part 4: Closing

Thank you for sharing your insights today. We've covered a lot of ground on the industry, Cocolab's contributions, the need for experience assessment, and the needs of your clients.

Before we wrap up, is there anything we haven't discussed that you think is important for me to understand about Cocolab or the challenges and opportunities in experience design?

Thanks again for everything! I really appreciate your time and the valuable information you've provided me today. This will be invaluable to my project. If any further questions arise as I progress, would it be alright to reach out to you? Please feel free to do the same should you have any questions. I look forward to sharing the outcomes with you.

Appendix I - Design Criteria

1. Reflection and Visitor Understanding

This group focuses on the importance of understanding how visitors internalize and make sense of the experience. We look at reflection, understanding the visitors' perception of the meaningfulness of the experience, and their level of understanding of the main theme of the experience.

Highover Criteria 1:

(Demand)

The assessment method should measure how well visitors comprehend the main theme and perceive the experience as meaningful, showing actionable insights into audience segmentation and value fulfillment.

1. Understanding Visitors' Theme Perception

(Demand)

Do you get it?

By the end of the assessment process, the method should provide us with an understanding of the extent to which the segmented target audiences have understood the main theme of the experience.

2. Understanding Visitors' perceived Meaningfulness

(Demand)

And, what did you think?

By the end of the assessment process, the method should provide us with an understanding of the participants in terms of their contextual personal value profiles, what profiles were present at the experience and in what ratios, and to what extent we have fulfilled it (or not).

3. Provoking Reflection

(Demand)

There once was a time...

During the assessment process, reflection needs to be provoked by the method in order to enable savoring within the participants, as reflection is not something that occurs naturally to most of us.

SMART: During pilot testing, at least 90% of the participants will confirm that our assessment method leads to savoring, with reflection as its medium.

4. Understanding Each Other

(Demand)

¿Hablas ingles?

As meaningfulness and perceptions of the main theme of an experience are subjective matters, we as researchers need to have the same understanding of these concepts as the participants have. We need to speak their 'language'.

SMART: During pilot testing, 90% of the participants will confirm that our language aligns with their understanding, and, vice versa, that our understanding aligns with their language.

5. Internalization Timeframe

(Wish)

Let it sink

Participants need to be given space and time to internalize the experience, before assessment of the experience takes place.

SMART: Participants will be invited to complete the assessment between 0 min and 48 hours post-experience, ensuring sufficient time for internalization while maintaining recall accuracy (**See Appendix 1 for a more elaborate discussion on this**).

2. Inclusivity and Participant Comfort

Here, we focus on ensuring that all participants feel comfortable, respected, and included. This is critical for collecting honest and diverse (read: from all necessary target audiences) feedback. We look at accommodating varied backgrounds, communication styles, and needs, that will make the assessment as a whole more welcoming and equitable, resulting in more realistic assessment of the experience.

Highover Criteria 2:

(Demand)

The assessment method should create a comfortable, immersive, and non-pressured environment that promotes participants to provide open, honest, and unbiased feedback across the full spectrum of their perceptions while maintaining the reflective atmosphere of the original experience.

6. Openness and Honesty

(Demand)

It's a safe environment...

Participants should feel as if they can be open and honest when they are assessing the experience, so that we won't introduce (too much) bias, or miss out on any important information.

SMART: During pilot testing, at least 90% of the participants report feeling comfortable sharing open and honest feedback during the assessment process.

7. Comfortable Environment

(Demand)

You want an extra pillow?

The assessment process should take place in an environment that makes the participants feel comfortable and at ease.

SMART: During pilot testing, at least 90% of the participants report feeling comfortable and at ease during the assessment process.

8. Unbiased Incentive

(Demand)

The truth, and nothing but the truth...

Participants need to be incentivized to participate in the assessment process in a way that introduces as little bias as possible to the assessment of the experience.

SMART: During pilot testing, at least 90% of the participants report that their assessment was not influenced by the incentive for participating in the assessment in the first place.

9. Balanced Constraints

(Demand)

What's on your mind?

Participants should not feel constraint by the frameworks we are imposing on them. We aim to understand them in terms of the fulfillment of their contextual personal value profiles (meaningfulness) and the SOLO taxonomy (level of understanding of the main theme of the experience). However, working with these frameworks should not make the participants feel as if they can only 'correctly' assess the experience if their judgment fits within these frameworks.

SMART: During pilot testing, at least 90% of the participants report that the assessment method, or the frameworks that form the basis of this method, did not constrain their answers. However, at the same time, at least 90% of the participants needs to provide answers that fit within the constraints of the frameworks and are thus useful for analysis.

10. The Full Spectrum of Perceptions

(Wish)

What's the matter?

When assessing, participants need to be able to express both positive, neutral, and negative perceptions of the experience, in terms of the perceived meaningfulness and level of understanding of the main theme of the experience.

11. Extended Experience

(Wish)

Stay in it

The setting in which the assessment takes place should maintain the atmosphere of the original experience to facilitate immersion needed for more effective reflection. It should feel like a continuation and/or enhancement of the experience, rather than a separate task.

12. Pressure and Rush

(Wish)

Take it easy

Participants should not feel hurried or pressured when they are assessing the experience, as this might introduce unwanted biases. Each participant will assess the

experience in less than 8 minutes, since this is the average time participants are willing to spend after an experience on assessing the experience.

3. Collective and Post-Experience Setting

The context in which we assess the experience influences the outcome of the assessment. This group focuses on the importance of the collective and post-experience setting which the assessment will take place. This way, we aim to mimic the natural setting of the experience and avoid interference with the experience.

Highover Criteria 3:

(Demand)

The assessment should occur post-experience, preserving participants' original perceptions while minimizing collective influence. It should promote natural, pressure-free dialogue and ensure that individuals can reflect authentically within their original experience groups.

13. Collective Assessment

(Demand)

We're all in this together

Participants will go through the assessment process with the collectives with which they went through the experience in the first place (e.g. families, friend groups, couples, or visitors that went individually).

SMART: During pilot testing, at least 90% of the assessments will involve collectives consistent with those from the original experience.

14. Post-Experience

(Demand)

¡Ahorita, ahorita!

The assessment method should take place in a post-experience setting, as this will result in minimal to no interference with the experience itself.

SMART: During pilot testing, at least 90% of the participants assessed the experience in a post-experience setting, resulting in no interference with experience itself.

15. Collective Bias

(Demand)

Hear me, please...

The assessment method will provide participants with individual response mechanisms that minimize the influence by the collective as much as possible.

SMART: During pilot testing, at least 90% of the participants assessed report that they had the space and time to assess, without feeling they were influenced by the collective.

16. Preserving the Perception

(Demand)

Don't hurt me, please...

Even in a post-experience setting, it is important not to undermine the overall perception of the experience. We should avoid providing an 'assessment experience' that influences the overall perception of the experience negatively.

SMART: During pilot testing, at least 90% of the participants reported that the assessment did not influence their overall perception of the experience negatively.

17. No pressure

(Wish)

The collective aspect of assessment should encourage, and not pressure, natural dialogue among the participants of the assessment, as this might introduce unwanted biases that undermine the purposeful and authentic assessment of the experience.

4. Data Quality and Usability

The foundation for purposeful assessment of experiences is high-quality and actionable data. This group focuses on ensuring that the assessment method produces data that is reliable, relevant, and easy to analyze and implement.

Highover Criteria 4:

(Demand)

The assessment should provide manageable, comprehensible, and actionable data. The analysis process should be intuitive and error-minimizing, with automated outputs. The data should support strategic decisions for Cocolab, including insights for future projects, audience performance, and areas of improvement.

18. Manageable Raw Data

(Demand)

Medium rare, sir?

The raw data derived from the assessment and provided to Cocolab should be manageable, comprehensible and easy to interpret or analyze.

19. Data Analysis

(Demand)

Can you handle it?

The analysis of the data itself should be intuitive and minimize user input errors. Processes that require complex calculations and/or analysis need to be automated.

20. Analysis Output

(Demand)

What do you want to know?

The output of the data analysis will be a 1-page summary for each assessment, including an intuitive dashboard that shows the (fulfillment of) dimensions of meaningfulness and understanding of the main theme, per segment of the target audience, at a glance. The following analysis output is crucial for understanding the overall performance of an experience in terms of meaningfulness and the understanding of the main theme:

- What is the distribution of the target audiences expressed in their contextual personal value profiles?
- Was the experience was meaningful or not (the experience as a whole)?
- Was the experience was meaningful or not (for a specific target, segmented based on their contextual personal value profiles)?
- Did the experience transmitted the main theme well (the experience as a whole)?

- Did the experience transmitted the main theme well (to specific target audiences, segmented based on their contextual personal value profiles)?

21. Amount of Participants

(Demand)

Enough is enough

We need to have enough participants for assessment to ensure a certain confidence level, and error margin, for a specific total amount of visitors that we expect to come to an experience. Because the total amount of visitors fluctuates heavily from experience to experience, the assessment method needs to be flexible in terms of the amount of participants it can include.

22. Target Audience Representation

(Demand)

Is it really you?

The assessment method should assess target audiences that reflect the target audiences of the actual experience, in terms of their contextual personal value profiles, and the ratios in which we expect them to be present at the experience.

23. Actionable Data Output

(Demand)

Show me some action.

The data derived from the assessment and provided to Cocolab should be actionable. We not only want to understand how well (or not) the experience performed in terms of providing meaningfulness and making visitors understand the main message of the experience, but also which target audiences have been underserved, what potentially caused this, and how we can prevent this from happening in the future.

24. Client's Interest

(Demand)

Show me the money

The data derived through the assessment method, or any conclusions we can draw from this data, should be interesting and valuable to share with the clients of Cocolab.

25. Future Projects

(Demand)

What's Next?

The assessment method should generate insights or learnings that support innovation for (this and) future experiences that are to be designed by Cocolab.

26. Mutual Understanding

(Demand)

But, that's not what I meant...

The assessment method should not only provide understanding into whether the experience was meaningful or transmitted its main theme, but also what has been misunderstood or wrongly transmitted to the audience.

5. Scalability and Integration

To be effective, the assessment method must fit seamlessly into Cocolab's design process and scale across various projects. This group emphasizes integration and adaptability, and the method's ability to grow alongside the company and its needs.

Highover Criteria 5:

(Demand)

The assessment method should be adaptable to different Cocolab projects, aligning across them while minimizing disruptions, and integrate smoothly into Cocolab's design process as a whole.

27. Cross-Project Alignment

(Demand)

It's not level...

The assessment method should provide data that can be aligned across all Cocolab's (future) projects, enabling a more holistic understanding of the company's performance as a whole, and not only within a specific project.

28. Cross-Project Versatility

(Demand)

I'm an allrounder...

The assessment method should be deployable in all Cocolab's (future) projects, meaning it has to accommodate for the great variety of projects that Cocolab has to offer. This means the method has to take into account that:

- Some projects only have one 'go', meaning there will be only one opportunity for assessment on site.
- Some projects are executed far from Cocolab's offices in Mexico City.
- Some projects have a steady in and outgoing stream of visitors, while others have intense peaking moments.
- For some projects, the IP is not owned, (...).

29. Integration

(Wish)

Does it fit?

The assessment method should be integrated into Cocolab's design process as a whole, and not be considered a separate stage on its own. This means that, even though the assessment will take place post-experience, the assessment method itself will need to manifest itself in various stages of the design process in order to make post-experience assessment more purposeful.

30. Disruptions

(Wish)

Shhhhhh...

The method should minimize disruptions for venues hosting the experience, meaning it should minimize the exposure to sounds, visuals, etc. to people other than those participating in the assessment.

6. Feasibility

This group addresses the practicalities of implementing the assessment method, such as time, resources, and operational constraints. Making sure the method is feasible is crucial, as it helps making it work in practice by being manageable and sustainable.

Highover Criteria 6:

(Demand)

The assessment method should be efficient in resources, time, and manpower. Costs must be justified by the value generated.

31. Resources

(Demand)

We got it covered

The assessment method should be manageable by Cocolab in terms of resources, time, and manpower, both in preparation of the assessment, the assessment itself, and in the analysis of the data derived from the assessment.

32. Costs

(Demand)

It's worth it...

The costs of assessment should be acceptable, and not exceed the value that it creates for the company.

33. Time Limits

(Demand)

Can I go now?

The assessment should not be too time consuming for the participants, whether they have been included voluntarily or in a staged setting. We have set the following limits for the duration of their participation:

	Voluntarily Participating	Staged Participation
Quantitative	5–10 mins: Quick assessment; no prior commitment.	10–20 mins: Pre-recruited assessment; participants know what to expect.
Qualitative	5–15 mins: Short, informal assessment; unprepared participants.	15–90 mins: In-depth assessment; participants are briefed and incentivized.

These limits aim to minimize the introduction of biases caused by (too) long participation, due to fatigue, boredom, or frustration.

7. Ethical Considerations

Ethics are at the core of any responsible assessment. This group ensures that participant data is handled respectfully, assessments are conducted transparently, and visitors' autonomy and privacy are safeguarded throughout the process.

Highover Criteria 7:

(Demand)

The assessment method must comply with privacy laws present in Mexico, ensuring ethical handling of participant data.

34. Privacy Considerations

(Demand)

Privacy? Check!

The assessment method should ensure ethical handling of (personal) participant data, respecting local and national privacy laws present in Mexico.

35. Data Management Plan

(Demand)

Where did you store it?

The data obtained through the assessment method will be stored and kept safe according to a Data Management Plan.

36. Participant Consent

(Wish)

You said yes, right?

Participants should provide informed consent before or after engaging in the assessment process.

37. Participant Autonomy

(Wish)

Free will...

The assessment process should avoid manipulation or coercion, ensuring participant autonomy during the assessment, and providing a more natural and free setting in which the participants are assessed..

Appendix J - Harris Profiles

Below, the Harris Profiles based on the design criteria are presented. We used these Harris Profiles in the



**Harris Profile based on
the highover design
criteria.**

Concept / Idea

	--	-	+	++
HC.1 Reflection & Visitor Understanding				
HC.2 Inclusivity & Participant Comfort				
HC.3 Collective & Post- Experience Sett				
HC.4 Data Quality & Usability				
HC.5 Scalability & Integration				
HC.6 Feasibility				
HC.7 Ethical Considerations				

Notes:

Appendix K - LUM, Implementation 1

Analogue In-Take Form (English)

EN

Name: _____

Email: ☐ I have read and understood the privacy notice: <https://www.cocolab.mx/privacy>

Privacy Notice: _____

Thank you for participating! **Before** you enter the experience, we ask you to complete the questions on **this side**. Please complete the **other side** after the experience is over. After you have completed all questions, we will send your Starbucks e-giftcard of \$100.-(MX) in 3 working days to your email.

Step 1: Let's think ahead...

Take 1 or 2 minutes to think about and discuss the following questions with your group.

What will be **seeing** during the experience today? What do you expect to **feel** during the experience?

1 ————— 2 ————— 3

Step 2: What do you want?

What is **most important** to you during this experience? Please select **1 option** that fits you best. Use a pen(cil) to encircle your choice.

I want to experience something **new and exciting**.

I want to spark my **imagination and creativity**.

I want an **unforgettable** experience for **myself**.

I want to **energize myself**.

I want to **explore** and get **inspired**.

I want to **connect** to something **bigger than myself** or **partner**.

I want to discover the **deeper meaning** of the experience.

Choose one, please.

I want to see things that I am **familiar** with.

I want to feel **grounded and comfortable**.

I want to feel **calm and safe**.

Important: Finish this side after the experience!

Step 4: Let's think back...

Take 1 or 2 minutes to think about the experience and discuss the following questions with your group. Perhaps look at the photos you have taken while you do so.

What did you see during the experience? What have you done during the experience? How did this make you feel?

1 ————— 2 ————— 3

Step 5: What did you learn?

Select **3 words or sentences** that best capture what you **learned or gained** from this experience. Use a pen(cil) to encircle your **3** choices.

The lights were bright.

The colors were amazing.

The music was loud.

The light and sound created a mood.

I felt relaxed during the experience.

The projections were colorful.

The light synchronized sounds created a story.

The projections illustrated the passage of time.

I reflected on the beauty of nature.

How light can represent emotions.

Technology can tell human stories.

It shows that time is constantly changing.

Step 6: What did you find?

Look back at Step 2 (previous page). Before the experience, you stated that you believe this is most important to you. Did you find what was most important to you? Encircle that option please.

Not at all...

Slightly

Somewhat

Mostly

Completely!

Step 7: Give it back

Completely finished? Please **give back this sheet** to Cocolab personnel. You will receive your free Starbucks e-giftcard in 3 workingdays on your emailaddress. Thank you for participating!

Analogue In-Take Form (Spanish)

Nombre: _____

E-mail: _____

Por favor, acepto el Aviso de Privacidad de Cocolab.
Aviso de Privacidad: <https://www.cocolab.mx/privacy>

¡Gracias por participar! Antes de entrar a la experiencia, te pedimos que completes las preguntas de este lado (1, 2 y 3). Por favor, completa el resto una vez que la experiencia haya terminado. Al concluir todas las preguntas, te enviaremos tu e-giftcard de Starbucks de \$100.- (MX) a tu correo electrónico en un plazo de 3 días hábiles como agradecimiento a tu participación.

1 ————— 2 ————— 3

Paso 1 Pensemos... Tómate 1 o 2 minutos para reflexionar y discutir las siguientes preguntas con su grupo.

¿Qué verás durante la experiencia de hoy?	¿Qué harás durante la experiencia de hoy?	¿Cómo te hizo sentir esto?
--	--	-----------------------------------

Paso 2 ¿Qué quieres?

¿Qué es lo más importante para ti durante esta experiencia? Por favor, selecciona la opción que mejor se ajuste a tus expectativas. Usa un bolígrafo (o lápiz) para encerrar tu elección en un círculo. Quiero ...

- ... experimentar algo nuevo y emocionante.
- ... despertar mi imaginación y creatividad.
- ... una experiencia inolvidable para mí.
- ... energizarme.

Elige uno, por favor.

- ... conectarme con algo más grande que yo mismo.
- ... explorar e inspirarme.
- ... descubrir el significado más profundo de la experiencia.
- ... ver cosas con las que estoy familiarizado.
- ... sentirme centrado y cómodo.
- ... sentirme tranquilo y seguro.

Paso 3 Devuélvelo, por favor...

¿Terminador? Por favor, devuélvele esta hoja al personal de Cocolab. Te la devolverán después de la experiencia para que puedas completarla.

1 ————— 2 ————— 3

Paso 4 Pensemos en el pasado... Tómate 1 o 2 minutos para reflexionar sobre la experiencia y discutir las siguientes preguntas con tu grupo. Tal vez mires las fotos que has tomado mientras lo haces.

¿Qué viste durante la experiencia?	¿Qué hiciste durante la experiencia?	¿Cómo te hizo sentir esto?
---	---	-----------------------------------

Paso 5 ¿Qué aprendiste?

Selecciona 3 palabras o frases que mejor capturen lo que aprendiste o ganaste de esta experiencia. Usa un bolígrafo (o lápiz) para encerrar en un círculo tus 3 elecciones.

- Las luces eran brillantes.
- La luz se sincronizó con la música.
- Me sentí relajado durante la experiencia.
- Los colores eran asombrosos.
- La música estaba alta.

- Las luces y los sonidos crearon un ambiente.
- La luz se sincronizó con la música.
- Noté diferentes temas en cada habitación.
- Las proyecciones ilustraron el paso del tiempo.
- Reflexioné sobre la belleza de la naturaleza.
- Muestra que el tiempo está en constante cambio.

Paso 6 ¿Qué encontraste?

Mira atrás en el Paso 2 (página anterior). Antes de la experiencia, dijiste que esto era lo más importante para ti. ¿Encontraste lo que era más importante para tí? Por favor, encierra esa opción.

1 ————— 2 ————— 3

Paso 7 Devuélvelo, por favor...

¿Completamente terminado? Por favor, devuélvele esta hoja al personal de Cocolab. Recibirás tu e-giftcard de Starbucks gratis en 3 días hábiles en tu correo electrónico. ¡Gracias por participar!

Digital In-Take Form (English, Part 1)

LUM

Name: _____

Email: _____

I have read and understood the privacy notice: ☐

Privacy Notice: <https://www.cocolab.mx/privacy>

Thank you for participating! Before entering the experience, we ask you to complete questions 1, 2, 3, and 4. Tomorrow, you will receive an email to complete the exercise with a digital survey, which must be completed within 24 hours of receiving it. Once completed, within 3 working days, we will send you a \$100 MXN Starbucks e-gift card as a thank you for your participation.

Step 1: Let's think ahead...

Take 1 or 2 minutes to think about and discuss the following questions with your group.

<p>What will be seeing during the experience today?</p> <p style="text-align: center;">1</p>	<p>What will you be doing during the experience today?</p> <p style="text-align: center;">2</p>	<p>What do you expect to feel during the experience?</p> <p style="text-align: center;">3</p>
--	---	---

Step 2: What do you want?

What is **most important** to you during this experience? Please select **1 option** that fits you best. Use a pen(cil) to encircle your choice.

I want to experience something **new and exciting**.

I want to **explore and get inspired**.

I want to **spark my imagination and creativity**.

I want an **unforgettable experience for myself**.

I want to **energize myself**.

I want to **connect to something bigger than myself or partner**.

I want to discover the **deeper meaning of the experience**.

I want to see things that I am **familiar with**.

I want to feel **grounded and comfortable**.

I want to feel **calm and safe**.

Choose one, please.

Step 3: Give it back, please...

Finished? Please **give back this sheet** to Cocolab personnel. Tomorrow, you will receive an email to complete your survey.

Digital In-Take Form (English, Part 2)

26-02-2025, 16:39

LUM Extended Assessment (EN)

LUM Extended Assessment (EN)

Welcome to the second part of your assessment! Thank you for having joined us again for the completion of the final questions! Below, you will find the final set of questions that we ask you to complete. After you have completed all questions and submitted your response, you will receive your \$100.- (MX) Starbuck e-giftcard within 3 business days.

* **Verplichte vraag**

1. **Emailaddress Confirmation**

*

Please confirm your emailaddress here so that we can send you your \$100.- (MX) Starbuck e-giftcard within 3 business days. Please use the same emailaddress as you used earlier on the paper sheet at LUM.

Step 1: Let's think back...

Take 1 or 2 minutes to think about the experience and discuss the following questions with your group (if they are present). Perhaps look at the photos you have taken while you do so.

1. What did you **see** during the experience?
2. What have you **done** during the experience?
3. How did this make you **feel**?

2. Step 2: What did you learn?

*

Select **3 words or sentences** that best capture what you **learned or gained** from this experience. Check the boxes of the **3** options.

Vink alle toepasselijke opties aan.

- ☐ The lights were bright.
- ☐ The light and sound created a mood.
- ☐ The light synchronized with the music.
- ☐ The lights and sounds created a story.
- ☐ How light can represent emotions.
- ☐ The colors were amazing.
- ☐ I felt relaxed during the experience.
- ☐ I noticed different themes in each room.
- ☐ The projections illustrated the passage of time.
- ☐ Technology can tell human stories.
- ☐ The music was loud.
- ☐ The projections were colorful.
- ☐ The exhibit included various light displays.
- ☐ I reflected on the beauty of nature.
- ☐ It shows that time is constantly changing.






3. Step 3: What did you find?

*

At LUM, you have selected what you believe is most important to you during this experience. In the email we have sent you, you will find your selection.

To what extent did you find what was most important to you? Check that option please.

Markeer slechts één ovaal.

	
<input type="radio"/> Not at all...	<input type="radio"/> Slightly
	
<input type="radio"/> Somewhat	<input type="radio"/> Mostly
	
<input type="radio"/> Completely!	

4. How much time did you spend more or less on these questions, including the reflective part at the beginning of this survey?

Markeer slechts één ovaal.

- ☐ Less than 1 minute
- ☐ 1 - 2 minutes
- ☐ 2 - 3 minutes
- ☐ 3 - 4 minutes
- ☐ 4 - 5 minutes
- ☐ 5 - 6 minutes
- ☐ 6 - 7 minutes
- ☐ 7 - 8 minutes
- ☐ More than 8 minutes

5. Is there anything else you would like to share about your experience at LUM, or about your experience filling in this survey?

You are finished!

Thank you so much for completing this assessment about LUM. Before you submit, please double check your emailaddress so we can ensure that you recieve your \$100.- Starbucks e-giftcard within 3 working days from now. Thanks again!

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Google Formulieren

Digital In-Take Form (Spanish, Part 1)

ES

Nombre: _____
E-mail: _____
Por favor, acepto el Aviso de Privacidad de Cocolab. ☐
Aviso de Privacidad: <https://www.cocolab.mx/privacy>

¡Gracias por participar! Antes de entrar a la experiencia, te pedimos que completes las **preguntas 1, 2, 3 y 4**. Mañana recibirás un correo electrónico para completar el ejercicio con una encuesta digital, la cual deberá ser concluida en un **máximo de 24 horas después de recibirla**. Al concluir, te enviaremos tu e-giftcard de Starbucks de \$100.- (MX) a tu correo electrónico en un plazo de 3 días hábiles como agradecimiento a tu participación.

Paso 1 Pensemos...

Tómate 1 o 2 minutos para reflexionar y discutir las siguientes preguntas con su grupo.

¿Qué **verás** durante la experiencia de hoy? ¿Qué **harás** durante la experiencia de hoy? ¿Qué **esperas sentir** durante la experiencia?

1 ————— **2** ————— **3**

Paso 2 ¿Qué quieres?

¿Qué es lo **más importante** para ti durante esta experiencia? Por favor, selecciona la opción **que mejor se ajuste a tus expectativas**. Usa un bolígrafo (o lápiz) para encerrar tu elección en un círculo. Quiero ...

... experimentar algo nuevo y emocionante.	... explorar e inspirarme.	... conectarme con algo más grande que yo mismo.	... sentirme más cerca de mi familia, amigos o pareja.
... despertar mi imaginación y creatividad.			... descubrir el significado más profundo de la experiencia.
... una experiencia inolvidable para mí.			... ver cosas con las que estoy familiarizado.
... energizarme.	... ver cosas que me ayuden a comprenderme mejor.	... sentirme centrado y cómodo.	... sentirme tranquilo y seguro.

Elija uno, por favor.

Paso 3 Devuélvelo, por favor...

¿Terminado? Por favor, devuélvele esta hoja al personal de Cocolab. Te la devolverán después de la experiencia para que puedas completarla.

Paso 4 Último recordatorio.

Mañana recibirás un correo electrónico con un enlace a una encuesta. Te pedimos que completes la encuesta dentro de un día después de recibir el correo electrónico. Después de que hayas terminado y hayamos recibido todas tus respuestas, recibirás tu e-giftcard de Starbucks de \$100.- (MX) en un plazo de 3 días hábiles. ¡Gracias por participar!

Digital In-Take Form (Spanish, Part 2)

26-02-2025, 16:39

LUM Extended Assessment (ES)

LUM Extended Assessment (ES)

¡Bienvenido a la segunda parte de tu evaluación! ¡Gracias por habernos acompañado nuevamente para completar las preguntas finales! A continuación, encontrarás el último conjunto de preguntas que te pedimos que completes. Después de que hayas terminado todas las preguntas y enviado tu respuesta, recibirás tu regalo en un plazo de 3 días hábiles.

* Verplichte vraag

1. Confirmación de correo electrónico

*

Por favor, confirma tu dirección de correo electrónico aquí para que podamos enviarte tu regalo en un plazo de 3 días hábiles. Usa la misma dirección de correo electrónico que utilizaste anteriormente en la hoja de papel en LUM.

Paso 1: Pensemos en el pasado...

Tómate 1 o 2 minutos para reflexionar sobre la experiencia y discutir las siguientes preguntas (con tu grupo si posible). Tal vez mires las fotos que has tomado mientras lo haces.

1. ¿Qué **viste** durante la experiencia?
2. ¿Qué **hiciste** durante la experiencia?
3. ¿Cómo **te hizo sentir** esto?

2. Paso 2: ¿Qué aprendiste?

*

Selecciona **3 palabras o frases** que mejor capturen lo que aprendiste o ganaste de esta experiencia.

Vink alle toepasselijke opties aan.

- ☐ "Vi luces y música."
- ☐ "El círculo simboliza algo."
- ☐ "Cada parte tenía un tema."
- ☐ "Círculo y eclipse muestran transformación."
- ☐ "Reflexioné y me sentí conectado."
- ☐ "La experiencia fue abstracta."
- ☐ "Sentí calma durante el flow."
- ☐ "El círculo y eclipse son simbólicos."
- ☐ "Las salas representan conexión e introspección."
- ☐ "La experiencia simboliza crecimiento y armonía."
- ☐ "No entendí el significado."
- ☐ "El eclipse marcó transición."
- ☐ "Sonidos y visuales eran meditativos."
- ☐ "Luz y sombra simbolizan equilibrio."
- ☐ "Encontré paz dentro de mí."

3. Paso 3: ¿Qué encontraste?

*

En LUM, seleccionaste lo que consideras más importante para ti durante esta experiencia. En el correo que te hemos enviado, encontrarás tu selección.

¿Encontraste lo que era más importante para ti? Por favor, encierra esa opción.

Markeer slechts één ovaal.

	
<input type="radio"/> En absoluto...	<input type="radio"/> Ligeramente
	
<input type="radio"/> Algo	<input type="radio"/> Mayormente
	
<input type="radio"/> ¡Completamente!	

4. **¿Cuánto tiempo aproximadamente pasaste en estas preguntas, incluyendo la parte reflexiva al inicio de esta encuesta?**

Markeer slechts één ovaal.

- ☐ Menos de 1 minuto
- ☐ 1 - 2 minutos
- ☐ 2 - 3 minutos
- ☐ 3 - 4 minutos
- ☐ 4 - 5 minutos
- ☐ 5 - 6 minutos
- ☐ 6 - 7 minutos
- ☐ 7 - 8 minutos
- ☐ Más de 8 minutos

5. **¿Hay algo más que te gustaría compartir sobre tu experiencia en LUM o sobre tu experiencia llenando esta encuesta?**

¡Has terminado! ¡Muchísimas gracias por completar esta evaluación sobre LUM!
Antes de enviarla, por favor revisa tu dirección de correo electrónico para asegurarnos de que recibas tu regalo dentro de los próximos 3 días hábiles. ¡Gracias nuevamente!

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Appendix L - LUM, Implementation 1, Results

Meaningfulness Assessment



Experience:	LUM	Conducted by:	Merijn (Cocolab) Isabella (InSpace) Pamella (InSpace)
Date(s):	13/12/24 14/12/24		
Approach(es):	Sandwich (AN) Extended (DI)		
Participant(s):	31 (AN)* 37 (DI)** Total N: 68***	*31 successfully finished. **4 successfully finished. ***In total, 35 successfully finished.	

General Info

For this assessment, we aimed to understand the following 3 aspects of the visitors of the LUM experience.

1. Context Personal Value Profile (CPVP):



Here, we want to understand what people value in the experience they are about to visit. What are they looking for? What is important to them? Why did they come to LUM? We express our understanding in the Value Framework as proposed by Schwartz, in the context of the LUM. Visitors express what this aspect **before** they enter the experience.

2. CPVP Fulfillment:



Here, we want to understand if, and more importantly, to what extent, they found their CPVP back in the experience of LUM. We asked them to grade their CPVP on a scale from 1 (Did not find it at all...) to 5 (Completely found it!). This aspect was assessed **after** the experience.

3. Generated Insights:



Here, we want to understand what people actually understood from the experience, and more importantly, to what extent. We use the SOLO Taxonomy to understand the visitor's level of understanding of the main theme of the experience. This aspect was assessed **after** the experience.

Meaningfulness



The overall meaningfulness of the experience per visitor, per value dimension, and for the experience as a whole, is calculated by taking the average of the CPVP Fulfillment and the Generated Insights.

$$(CPVP\ Fulfillment + Generated\ Insights) / 2 = Meaningfulness$$

Meaningfulness Assessment

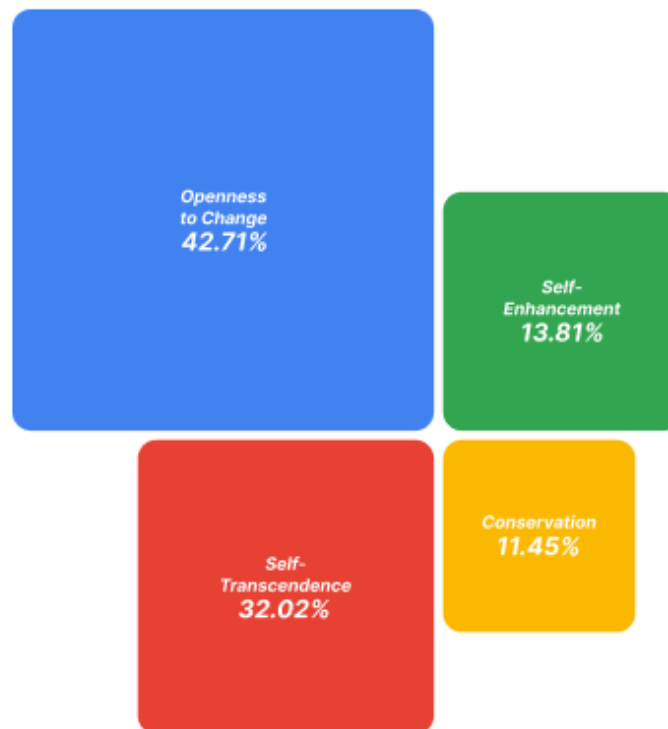
LUM

CPVP Assessment



Below, we see the overall composition of the visitors of LUM in terms of their CPVP. Here we have aimed to answer the question: "What do you believe is important for you when visiting this experience?", or, "What are you looking for?". The bigger the square, the bigger the segment of those visitors that selected a specific CPVP, is.

N = 68 participants



- 1. Openness to Change:** Almost half (42.71%) of all the visitors coming to LUM value Openness for Change. In practice, this means they are looking for:
- a. ... despertar mi imaginación y creatividad.
 - b. ... experimentar algo nuevo y emocionante.
 - c. ... explorar e inspirarme.

- 2. Self Transcendence:** More than a quarter (32.02%) of all the visitors coming to LUM value Self-Transcendence. In practice, this means they are looking for:
- a. ... conectarme con algo más grande que yo mismo.
 - b. ... sentirme más cerca de mi familia, amigos o pareja.
 - c. ... descubrir el significado más profundo de la experiencia.

- 3. Self-Enhancement:** Almost half (42.71%) of all the visitors coming to LUM value Openness for Change. In practice, this means they are looking for:
- a. ... una experiencia inolvidable para mí.
 - b. ... crear imágenes para compartir.
 - c. ... ver cosas que me ayuden a comprenderme mejor.

- 4. Conservation:** This is the smallest CPVP group (11.45%) They are looking for conservation. In practice, this means they are looking for:
- a. ... ver cosas con las que estoy familiarizado.
 - b. ... sentirme tranquilo y seguro.
 - c. ... sentirme centrado y cómodo.

Meaningfulness Assessment

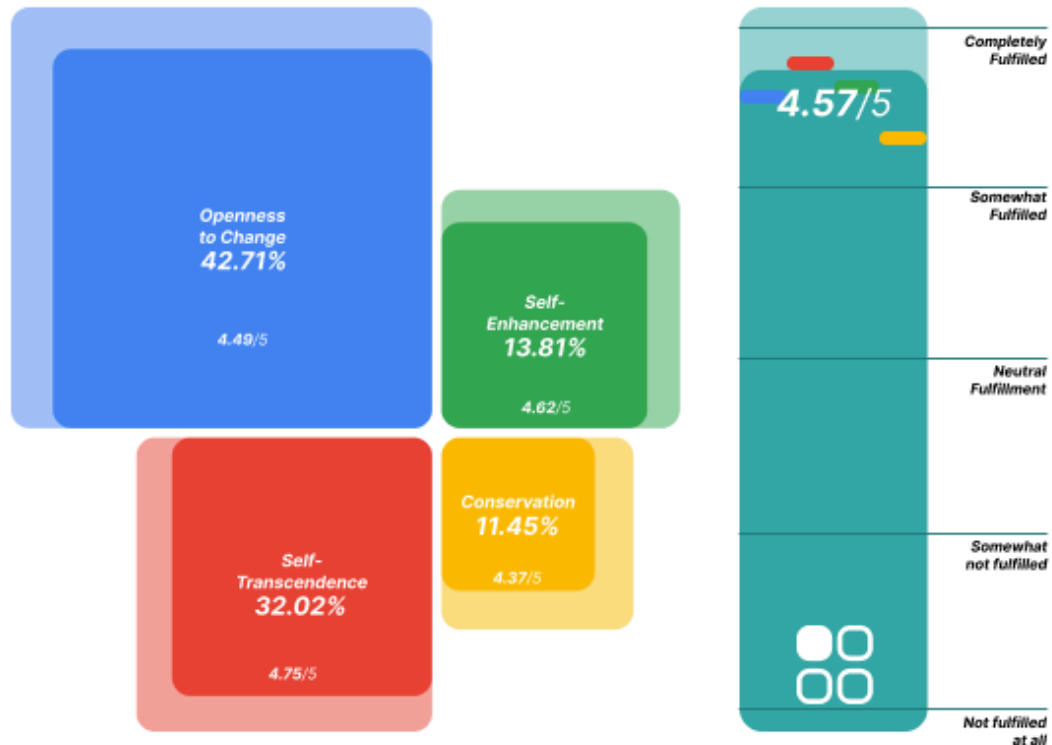
LUM

CPVP Fulfillment

Below, we can see the fulfillment of each of CPVP group. Here we asked the question: To what extent do you believe your selected CPVP was fulfilled, respected, facilitated, or present during this experience on a scale from 1 to 5. The higher the score, the higher the fulfillment of the profile. On the right side we see the overall fulfillment of all CPVP groups all together.

N = 35 participants*

**This number is lower than on the previous page, due to high dropout rates for the Extended assessment.*



1. Openness to Change: Visitors scored this with a 4.49/5, which is the third highest score on our list. Since this is the biggest CPVP group, it is the most important one to "fulfill".

2. Self Transcendence: Your second biggest CPVP group scores highest in terms of fulfillment (4.75/5), which is really high. Way to go!

3. Self-Enhancement: The third biggest CPVP group scores a 4.62, which is the second highest average score.

4. Conservation: The lowest level of satisfaction is 4.37% and can be found in your smallest CPVP group. Since it is small, the stakes are not that high.

Overall: Overall, on average, all CPVP group together, on average, score LUM with a 4.57/5, which, in terms of fulfillment, is a really high score. Congratulations!

Meaningfulness Assessment

LUM

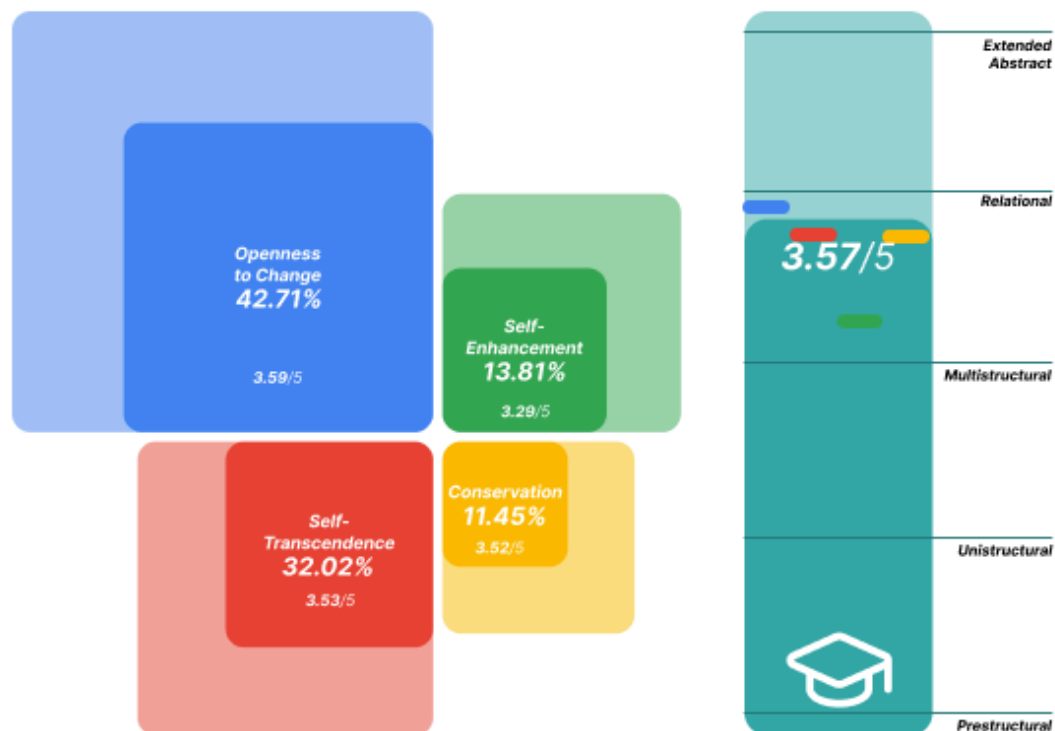
Generated Insights



Here, we looked at the understanding of the experience as a whole: the second dimension that contributes to the overall meaningfulness of an experience. We use the SOLO taxonomy as the basis for assessing the extent to which visitors have grasped the highover message of the experience. We have expressed this per CPVP, and for the experience of LUM as a whole.

N = 35 participants*

**This number is lower than on the previous page, due to high dropout rates for the Extended assessment.*



1. Openness to Change: Here, we see the highest level of understanding of the experience with an average of 3.59/5. This means they almost start seeing the relations between the various components of the experience.

2. Self Transcendence: Your second highest scoring CPVP is this one. Here, we see an average of 3.53/5, again resulting in an advanced multistructural understanding

3. Self-Enhancement: The third biggest CPVP group scores a 3.29, the lowest level of understanding among all your CPVP groups.

4. Conservation: Your smallest CPVP group scores a 3.52/5, again an advanced multistructural understanding of the experience.

Overall: Overall, on average, all CPVP group together, on average, score LUM with a 3.57/5, which in terms of of understanding, is an advanced multistructural understanding of the experience. People understand the various subcomponents of LUM, and are beginning to start to understand the relations between these subcomponents.

Meaningfulness Assessment

LUM

Meaningfulness



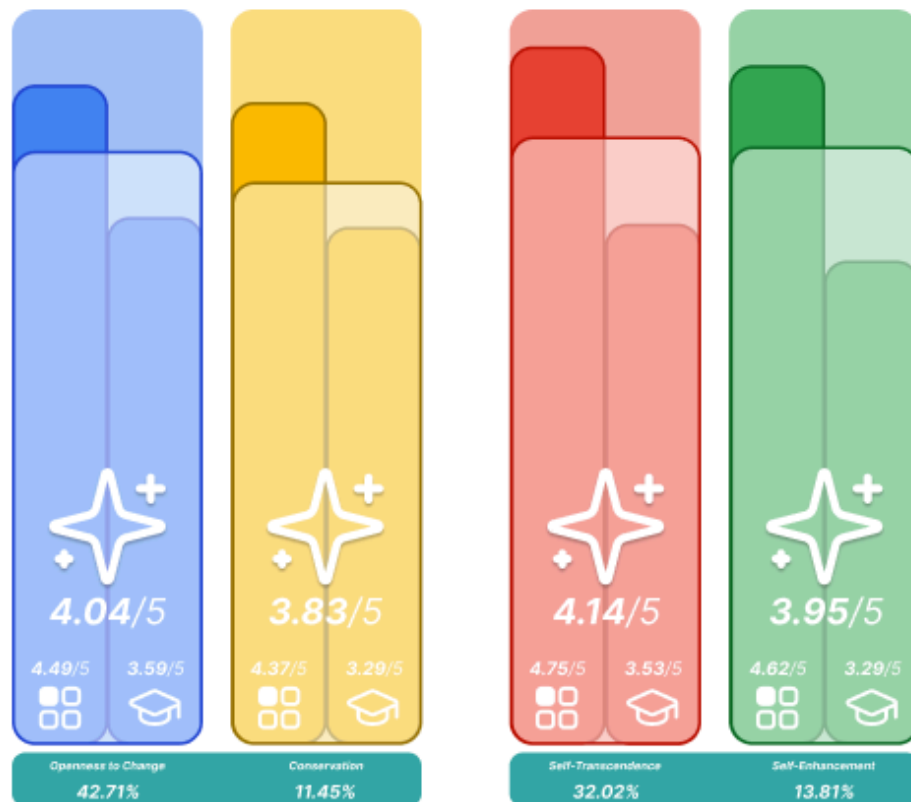
Here, we look at the sum of both the fulfillment of CPVP groups and their level of understanding of the experience. Both dimensions have an equal weight in the equation for meaningfulness, which results in:

$$(CPVP \text{ Fulfillment} + \text{Generated Insights}) / 2 = \text{Meaningfulness}$$

Per CPVP group, we have calculated the average meaningfulness of the experience of LUM, as well as for the experience as a whole (so all the CPVP groups combined).

N = 35 participants*

*This number is lower than on the previous page, due to high dropout rates for the Extended assessment.



Overall Meaningfulness of LUM



Appendix M - LUM, Implementation 2

Digital QR In-Take Form (Spanish, Part 1)



Digital In-Take Form (Spanish, Part 2)

26-02-2025, 16:47

LUM Cuestionario (ANTES)

LUM Cuestionario (ANTES)

¡Bienvenido! Gracias por participar en este cuestionario. El cuestionario consta de dos partes. La primera parte, este cuestionario, debe completarse ANTES de la experiencia. La segunda parte debe completarse DESPUÉS de la experiencia. ¡Una vez que hayas completado ambas partes, recibirás tu regalo! ¡Gracias nuevamente por participar!

* Verplichte vraag

1. Confirmación de correo electrónico *

Por favor, confirma tu dirección de correo electrónico aquí.

Paso 1: Pensemos en el pasado...

Tómate 1 o 2 minutos para (p)reflexionar y discutir las siguientes preguntas con su grupo.

1. ¿Qué **verás** durante la experiencia de hoy?
2. ¿Qué **harás** durante la experiencia de hoy?
3. ¿Qué **esperas** sentir durante la experiencia?

2. Paso 2: ¿Qué quieres? ★

¿Qué es lo más importante para ti durante esta experiencia? Por favor, selecciona la opción que mejor se ajuste a tus expectativas. Elija uno, por favor.

Quiero ...

Markeer slechts één ovaal.

- ☐ ... despertar mi imaginación y creatividad.
- ☐ ... experimentar algo nuevo y emocionante.
- ☐ ... explorar e inspirarme.
- ☐ ... conectarme con algo más grande que yo mismo.
- ☐ ... sentirme más cerca de mi familia, amigos o pareja.
- ☐ ... descubrir el significado más profundo de la experiencia.
- ☐ ... ver cosas con las que estoy familiarizado.
- ☐ ... sentirme tranquilo y seguro.
- ☐ ... sentirme centrado y cómodo.
- ☐ ... ver cosas que me ayuden a comprenderme mejor.
- ☐ ... crear imágenes para compartir.
- ☐ ... una experiencia inolvidable para mí.

¿Terminaste con la primera parte del cuestionario? ¡Genial! ¡Gracias! Presiona "Enviar", ve y disfruta de la experiencia, y no olvides regresar después de la experiencia para completar la segunda parte del cuestionario. Una vez que hayas completado ambas partes, recibirás tu regalo. **¡Qué emocionante!**

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Digital In-Take Form (Spanish, Part 3)

26-02-2025, 16:48

LUM Cuestionario (DESPUÉS)

LUM Cuestionario (DESPUÉS)

¡Bienvenido de nuevo a la segunda parte de este cuestionario! Nos alegra tenerte de vuelta. Esperamos que hayas disfrutado de la experiencia LUM. Por favor, completa el último conjunto de preguntas antes de recibir tu regalo. Solo completa esta parte DESPUÉS de la experiencia. ¡Muchísimas gracias de antemano!

* *Verplichte vraag*

1. Confirmación de correo electrónico *

Por favor, confirma tu dirección de correo electrónico aquí.

Paso 1: Pensemos en el pasado...

Tómate 1 o 2 minutos para reflexionar sobre la experiencia y discutir las siguientes preguntas (con tu grupo si posible). Tal vez mires las fotos que has tomado mientras lo haces.

1. ¿Qué **viste** durante la experiencia?
2. ¿Qué **hiciste** durante la experiencia?
3. ¿Cómo **te hizo sentir** esto?

2. Paso 2.1: ¿Qué aprendiste?

Selecciona 1 palabra o frase que mejor capture lo que aprendiste o ganaste de esta experiencia. Si no estás de acuerdo con ninguna de las 5 opciones a continuación, por favor deja esta pregunta en blanco y responde la siguiente pregunta.

Markeer slechts één ovaal.

- ☐ Estar presente conmigo mismo y con el momento me hace una mejor persona.
- ☐ Conectar la respiración, el enfoque y la atención plena une mi cuerpo y mente.
- ☐ Cada sala me mostró una forma diferente de practicar la meditación, como respirar y enfocarme.
- ☐ Respirar profundamente es una forma de practicar la meditación.
- ☐ Las salas tenían colores y sonidos relajantes para mirar y escuchar.

3. Paso 2.2: ¿Qué aprendiste?

Por favor, responde a esta pregunta solo si NO estuviste de acuerdo con ninguna de las 5 opciones en las preguntas anteriores. Por favor, describe con tus propias palabras cuál fue el principal aprendizaje que obtuviste de esta experiencia.

4. Paso 3: ¿Qué encontraste?

*

Antes LUM, seleccionaste lo que consideras más importante para ti durante esta experiencia. ¿Encontraste lo que era más importante para ti? Por favor, encierra esa opción.

Markeer slechts één ovaal.

1 2 3 4 5

¡En ☐ ☐ ☐ ☐ ☐ ¡Completamente!

5. ¿Cuánto tiempo aproximadamente pasaste en estas preguntas, incluyendo la parte reflexiva al inicio de esta encuesta, y la encuesta primera?

Markeer slechts één ovaal.

- ☐ Menos de 1 minuto
- ☐ 1 - 2 minutos
- ☐ 2 - 3 minutos
- ☐ 3 - 4 minutos
- ☐ 4 - 5 minutos
- ☐ 5 - 6 minutos
- ☐ 6 - 7 minutos
- ☐ 7 - 8 minutos
- ☐ Más de 8 minutos

6. **¿Hay algo más que te gustaría compartir sobre tu experiencia en LUM o sobre tu experiencia llenando esta encuesta?**

¡Has terminado! ¡Muchísimas gracias por completar estas evaluaciones sobre LUM! Por favor, notifica al personal de InSpace que has completado ambos cuestionarios, para que podamos entregarte tu regalo. ¡Gracias de nuevo!

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Appendix N - Data Quality and Participants

General Formula Sample Size

1. General Formula for Sample Size Calculation:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

- Z is the Z-score for the desired confidence level (1.96 for 95%)
- p is the estimated proportion of the population with the characteristic (default is 0.5 for maximum variability)
- e is the margin of error (0.05 for 5%)

2. Adjust for Finite Populations:

If the population size is smaller than infinity, adjust using:

$$n_{\text{adj}} = \frac{n}{1 + \left(\frac{n-1}{N}\right)}$$

Where:

- n is the sample size from the general formula
- N is the population size



miro

Filling in these formulas for varying audience sizes, we can observe that larger target audiences need relatively speaking smaller sample sizes, in order to maintain the error margin (5%) and confidence level (95%).