

TESIS: El Diseño impulsado por la experiencia desde la comunicación multidimensional y la co-creación de valor, en el marco de la interacción empresa-personas

Abstract

The project focuses on the study of the phenomenon of experience design from the evolutionary aspects of communication in the context of interaction enterprise-people as a means to drive the creation of differential values in the design of products, services and its relational environment. This research evidences that there are strong associations between communication from a multidimensional perspective, and the intensity of people's experience derived from use or consumption in the context of its interaction with firms through its value offering. To demonstrate it, it is proposed an approach that starts with the objectification of the components, functions and qualities that describe more clearly the subject matter, and how these elements operate in the system under study around key affective responses that might enable an organization inferring how to potentiate an experience to make it fuller, or on the contrary, attenuating its intensity on the basis of eminently communicational aspects. All this through content represented in the figure of three drivers: differentiation, configuration and emotion, explored under a systemic approach, through a conceptual model proposed for such purposes.

Companies, designers, managers, strategists and researchers and managers of R+D and branding, find themselves increasingly in the need to incorporate new knowledge resources in their decision-making processes related with the approach to users, in order to access and propose new ways of sustainable value co-creating at long-term, including considerations about their motivations, expectations and real insights in the context of new communication dynamics, capable of enhancing understanding between organizations and individuals, to more emotional and less rational levels. In this dissertation contents, concepts and tools that seek to support such decision-making processes are proposed, around new innovation practices and visualization of the portfolio of products, services and staging of experiences.

The research project runs around six hypotheses that are based on the analysis of the integration between the constructs experience and communication, and the intensity as the degree of force with which it is experienced; concepts discussed and verified through two studies in which qualitative contents are articulated with the collection and processing of evidence: a study of experts from twenty two different countries and a study of direct interaction experiences with products and its communication context.