

# Experience Evaluation and Design

## PARC Innovation Services



Increasingly companies are not creating products or services they're creating *experiences*.

Business success is grounded in satisfying *human* experience: of a new product, a new service or even a new process.

Designing for experiences means understanding what engages and delights users, and PARC social scientists are experts at analyzing human experience. For more than 40 years, PARC has pioneered innovations that serve *people*.

Using ethnography – the naturalistic study of human behavior in context – our researchers provide insights that deepen your understanding of your customers.

We take the understanding of human behavior to the next level, by translating insights about human needs and desires into concepts for products and services that meet a proven need or desire.

Utilizing a toolkit of proven techniques, we examine the broader ecosystem of potential products and services and help you innovate around the total customer experience.

**PARC's social science and design expertise is a crucial differentiator when working with clients on Experience Evaluation and Design for products and services.**

# the PARC method



## Experience Evaluation

### Observation

To understand the real-life contexts and motivations behind product and service use, PARC social scientists conduct in-depth observations of users in their natural environment. Video-shadowing and other techniques capture actual behavior to better discern the entire customer experience.

### Analysis and Synthesis

We leverage PARC's extensive social science expertise to deeply analyze key data sets, highlight unexpected insights, and work with you to synthesize innovative concepts for product or service improvement and design.

## Experience Design

### Scenario Development

Building on the evaluation stage, we work with clients to develop and refine concepts to create rough solutions, and test the scenarios with real users to obtain their feedback.

### Iterative Prototype Design, Development and Testing

We design and develop working prototypes of the product, service or process concepts. We iteratively test the prototype with people in real-life contexts, continually evaluating and refining the user experience.

## Results

Our rigorous and time-tested experience evaluation methodology generates deep and actionable insights that are not otherwise revealed by standard market research techniques. Continual iterative evaluation based on observations of users in real contexts sets us apart from the competition. With over 40 years' experience of analyzing true human needs through the pioneering use of social science, our approach reduces innovation risk through its focus on real, not hypothetical, human experience requirements.



*The Business of Breakthroughs®*

**work with us**

[parc.com/innovationservices](http://parc.com/innovationservices)  
[engage@parc.com](mailto:engage@parc.com)