

Five Senses Tool

Create new ideas for your company using one of the experience economy's most fundamental principles:

Appeal to all senses to create a strong and memorable customer experience

Ex-
Based

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experience-based economy

Step 1 - Describe

- Describe your product/service briefly
- What are you delivering to whom and why do they buy it?

We deliver.....
to.....
they buy our service
because.....

Step 2 – Tell your story

- What is – briefly - the story of your company ?
- Try to write the story you want to tell your customers – how would a newspaper write about your new service/product?

The story we want
to tell the customer
is

Step 3: Create a theme

- Using your company story try and create a theme for the customer experience
- Read about creating a theme in the handbook: www.exbased.eu/tools-box

- The theme of the experience we want to give our customer is.....

Step 4: Engage all senses

- The sensory stimulants that accompany an experience should support and enhance its theme. The more senses an experience engages with, the more effective and memorable it can be. Many experience settings are based on visual impressions. The rest of the senses often remain unengaged.
- Example: When Porsche switched from an air-cooled engine to a water-cooled one, they received a tremendous number of complaints. What was the issue? The familiar Porsche sound had disappeared. Porsche moved heaven and earth to develop a new exhaust system with a sound which was as close to the old, familiar one as possible.

How to use

Team = 5-7 people

- Create a team of people with different competences/ways of thinking
- 7 minutes for each of the senses
- Put the ideas generated on stickers
- Free brainstorm – according to the brainstorm rules

BRAINSTORM RULES

- ✓ Create lots of ideas
- ✓ Allow wild ideas
- ✓ Build on the ideas
- ✓ Postpone judgment
- ✓ Visualize

Hearing



Ideas that give the customer a perfect hearing experience

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Smell



Ideas that gives the customer a perfect smelling experience

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Sight



Ideas that gives the customer a perfect visual experience

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Touch



Ideas that gives the customer a perfect touch experience

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Taste



Ideas that gives the customer a perfect taste experience

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Step 5: Concept

- Describe your business concept using the theme, story and the five senses information.

Theme, story,
senses.....

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