

2024

**Experientia**  
company  
profile



# Experientia

*Understanding behaviors,  
designing solutions that matter.*

# About us

## Bringing behavioral and social sciences to business innovation

Since 2005 Experientia is an **independent international user experience and human-centered design consultancy**.

Using a human-centered design approach, our service designers and behavioral experts help companies to sustainably innovate their products, services and strategies through a comprehensive understanding of people, their behavioral patterns and their aspirations.



### Prioritize people

We center our design process around **people**, understanding their contexts and aspirations to create solutions that genuinely resonate with their true needs and desires.



### Challenge assumptions

We **rigorously test assumptions** to ensure you're building the right product, service, system, or strategy for the right audience, saving you time and effort.

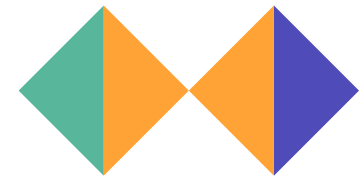


### Deliver relevant solutions

By **involving stakeholders in the design process**, we pinpoint key moments in the user experience and align them with organizational needs for optimal results.



# Our methodology



Our methodology utilizes an adapted version of the **Double Diamond** framework, developed by the UK Design Council in 2005.

Experientia's Double Diamond, shown on the next slide, describes three key phases: **Understand**, **Model** (the heart of Experientia's activities), and **Design**.



## Understand the challenge internally and externally

In this initial phase, we deeply explore the problem space by engaging stakeholders, including clients, end-users, and service providers, to gather critical insights.



## Model behaviors to create contexts for new opportunities

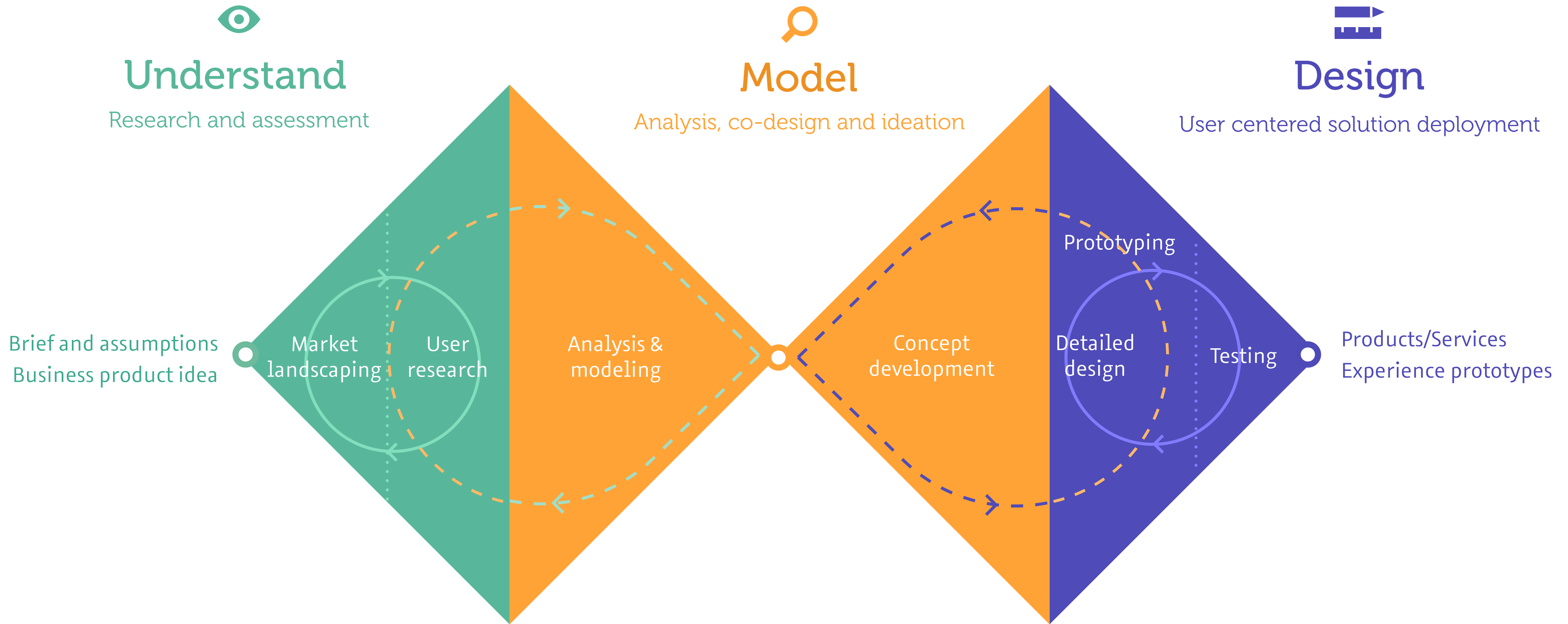
Here, we refine these insights into clear, actionable problem statements, often employing tools like personas and journey maps.



## Design solutions ready to be implemented

The final phase focuses on ideation, prototyping, and testing, ensuring solutions are user-centered and iteratively refined based on feedback.

# Our methodology





# Our services

## Research and assessment



# Understand the challenge internally and externally



### Market landscaping

We gain valuable insights and understand the current state of the industry through desk research, stakeholder engagement, and expert consultations during this phase.

#### Activities

- Benchmarking
- Desk research
- Foresight scans
- Heuristic evaluation
- Kick-off workshop
- Service safari
- Stakeholder interviews



### User research

We plan and conduct generative research with a defined segment of users and/or prospects to uncover their context, behaviors, goals, and aspirations, helping us understand the project challenges more clearly.

#### Activities

- Digital ethnography
- Card sorting
- Contextual interviews
- Netnography
- Sentiment analysis
- Shadowing
- Video ethnography

# Our services

Analysis, co-design and ideation



## Model behaviors to create contexts for new opportunities



### Analysis and modeling

We analyze field observations to identify behavioral patterns in how people interact with products and services, providing a foundation for developing new solutions and iterating on existing ones.



### Concept development

We combine industry knowledge with insights from real user pain points, opportunities, and leverage points to identify new and relevant service opportunities, prioritizing ideas that lead to ready-to-implement, people-centered concepts.

#### Activities

- Architecture of choices
- Behavioral modeling
- Customer journey mapping
- Insights generation
- Participatory workshops
- Persona modeling
- Task modeling

#### Activities

- Co-creation workshop
- Concept design
- Idea generation
- Opportunity mapping
- Scenario modeling
- Service blueprints
- UX roadmapping



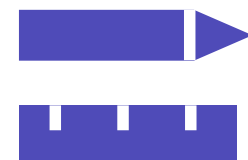


# Our services

User centered solution deployment



# Design solutions that are ready to be implemented



## Design & prototyping

We define the key characteristics of the service - including its visual design, technology, legal requirements, and processes - and create prototypes to test these concepts in real-world scenarios.

### Activities

- Design guidelines and specifications
- Experience prototyping
- Foresight scenarios
- Information architecture
- Low fidelity prototyping
- Rapid prototyping
- UI and visual design



## Iterative tests

We evaluate and validate our prototypes with real users to gather valuable feedback. Through an iterative approach, we continuously refine these prototypes and solutions to enhance the user experience of the designed product or service.

### Activities

- Evaluation workshop
- Formative evaluation
- Post-occupancy evaluations
- Solution development
- Summative testing
- Usability testing

# Some of our clients







# Our key strengths

## 1

### Ethnographic research & behavioral modeling

- Transform **customer insights** into practical frameworks.
- Enhance **strategies, increase customer value**, and achieve cost savings.

## 2

### Collaborative stakeholder engagement

- **Involve client stakeholders** in every step.
- **Generate solutions aligned with client goals**, leading to greater satisfaction and success.

## 3

### User-centered design & innovation

- Combine **human-centered design and research** methodologies.
- Tackle **complex challenges** and ensure products resonate with end-users for sustainable growth.

## 4

### Experts in design disciplines

- Leverage **global design expertise**.
- Deliver **extraordinary results through well-defined processes**, providing a competitive edge.

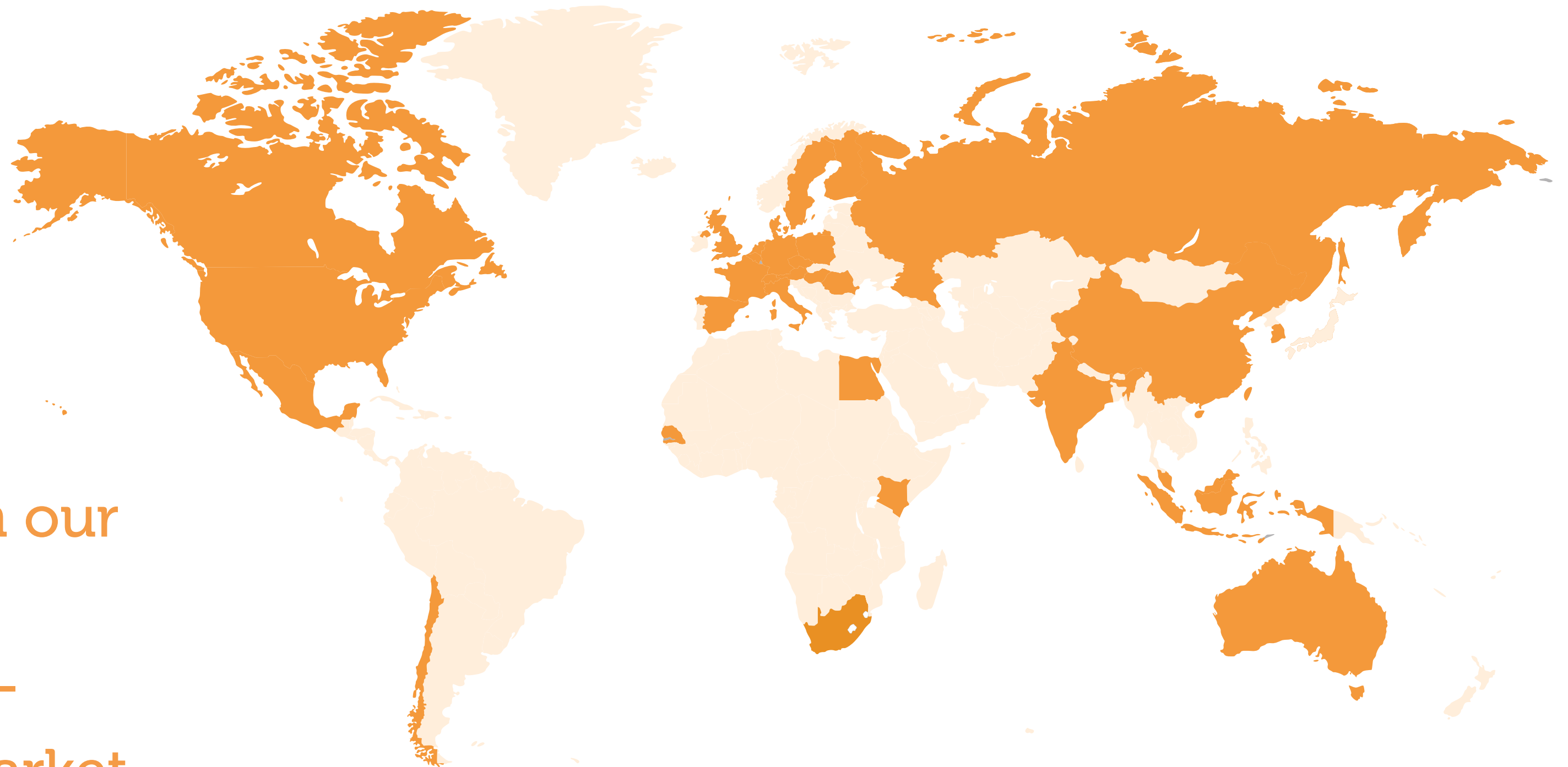


# Our network



Thanks to our independence and extensive network of collaborators and partners, we offer exceptional flexibility and the ability to work swiftly across the globe.

**Our clients benefit from our agile approach and our capacity to deliver high-quality results in any market.**



*Highlighted countries show client locations or locations of our research activities*





  
**experientia**  
PUTTING PEOPLE FIRST

CEO & Co-founder

**Mark Vanderbeeken**

T +39 333 194 9545

[mark.vanderbeeken@experientia.com](mailto:mark.vanderbeeken@experientia.com)

Business developer

**Michel Corrado**

T +39 349 983 5610

[michel.corrado@experientia.com](mailto:michel.corrado@experientia.com)

**Italy**

**Experientia srl**

[www.experientia.com](http://www.experientia.com)

Via Maria Vittoria 38  
10123 Turin