experientia
PUTTING PEOPLE FIRST

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.

Experientia's Double Diamond 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 designing, prototyping, and testing, ensuring solutions are user-centered and iteratively refined based on feedback.

Our methodology

Understand
Research and assessment

Model
Analysis, co-design and ideation

Design
User centered solution deployment

Brief and assumptions
Business product idea

Market landscaping

User research

Analysis & modeling

Concept development

Prototyping

Detailed design

Testing

Products/Services
Experience prototypes

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

Expert interviews

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

Contextual interviews

Quali-quantitative research

Digital ethnography

Card sorting

Netnography

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.

Activities

Customer journey mapping

Service blueprint mapping

Ecosystem mapping

Insights generation

Behavioral modeling

Participatory workshops

Information architecture

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

Co-creation workshop

Concept design

Idea generation

Opportunity mapping

Scenario modeling

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

UX design guidelines

Experience prototyping

Design scenarios

Information architecture

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 the process.

- **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 **meaningful results through well-defined processes**, providing a competitive edge.
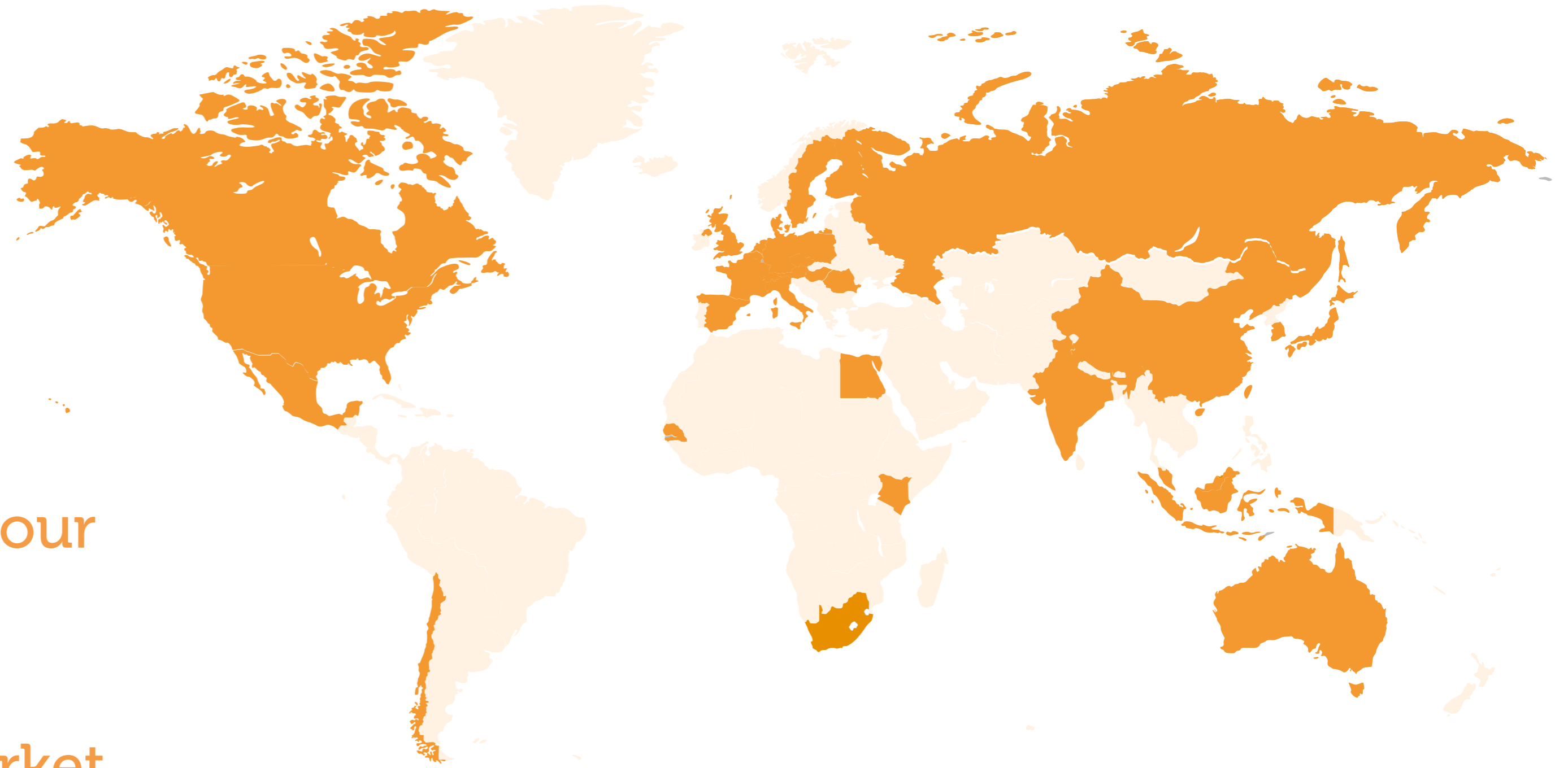
Our network

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

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