

Experience Design for Social Innovation



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RECENTLY, the intensification of global competition has significantly accelerated the commoditization of products and services. “Experience”—the value provided by experiences—has received great attention as a new form of development strategy that is capable of overcoming this challenge. The experiences that attract users will lead to the repurchase of products and services. However, how to develop those fascinating experiences as services is the challenge.

To provide a high-quality experience, Hitachi believes that the starting point is to investigate the on-site conditions of the product and service in order to extract and analyze the potential and the actual demands. Then, the following essential steps must be conducted. The first is to create the solutions from the predicted future ideal image. Next is to validate the effects of the solutions with the users and the stakeholders. The last part is to repeat the brush-up process of the recognized ideas. This sequenced activity is called the “experience design.” Through practicing this approach in designing products and services, the enhancement of users’ experiences will be pursued. This issue of *Hitachi Review* describes the concept of this approach, the engagement of Hitachi,

and the technologies for practical implementation.

The opening article presents our definition of “experience design” based on the perception of the logic that is cultivated from the marketing and design of experience. At the same time, the development of the approach and technology that can be applied practically is briefly introduced.

Multiple case studies from Hitachi are presented here. These articles introduce the details of the development process and the design of experiences in different fields, including railway interiors, vacuum cleaners, the operation of a large-scale plant construction, packaged software, an information system, and smart city business. Other articles explain the research status of “experience design” from the requirements development approach in ethnographic research and system development, and the methodologies for designing future experiences.

Through this issue of *Hitachi Review*, I hope that readers will understand Hitachi’s engagement in “experience design.” Also, I would be grateful if this design approach could provide value to everyone’s business and social innovation.