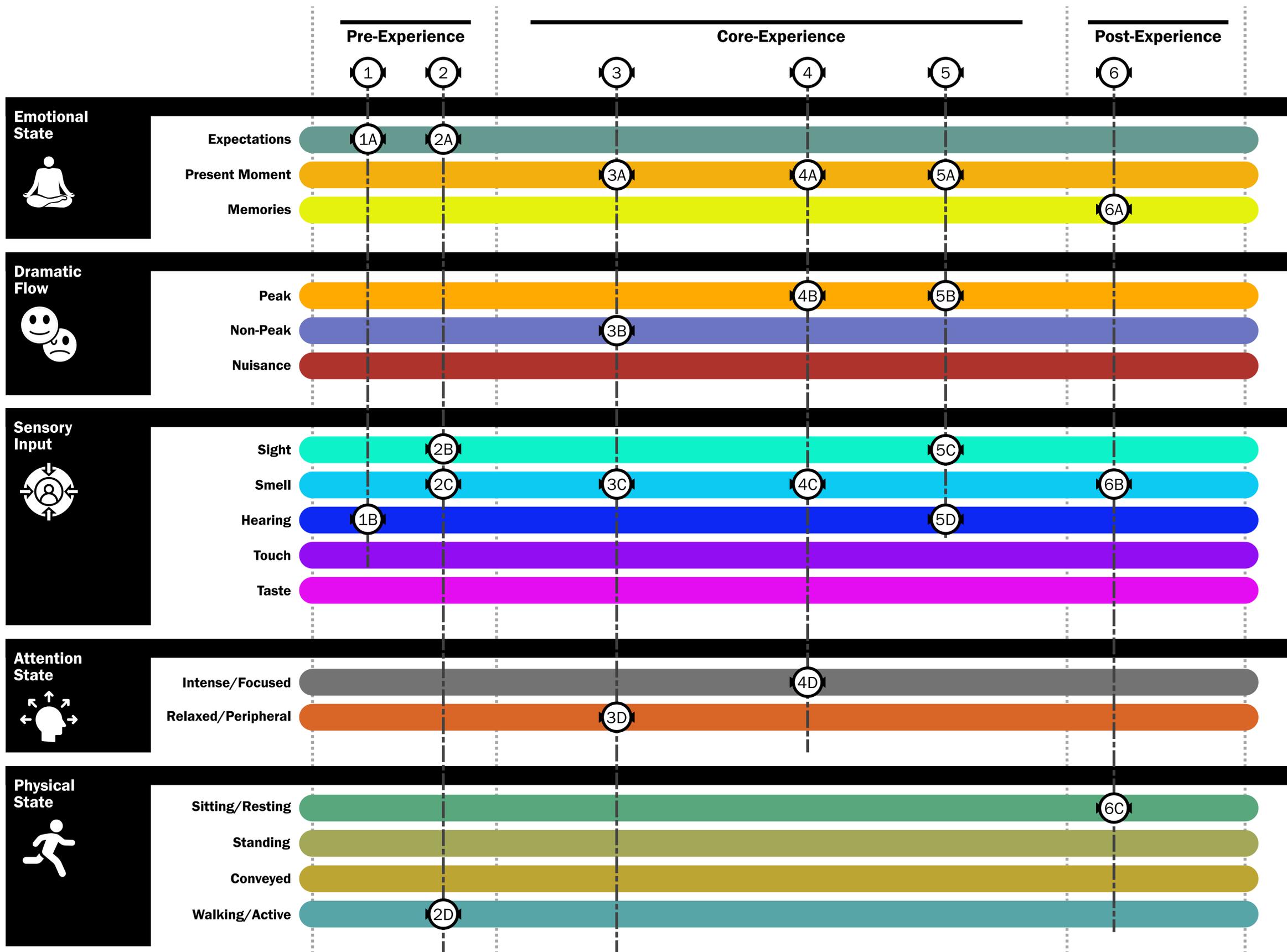


Immersive Experience Design



1	Booking	1A: Video Preview 1B: Signature Song 1C: 1D: 1E:
2	Arrival	2A: External Signage 2B: Reception Signature 2C: Reception Scent 2D: 2E:
3	Key Experience	3A: 3B: 3C: 3D: 3E:
4	Key Experience	
5	Key Experience	
6	Departure	

Immersive Experience Design

Pre-Experience

Core-Experience

Post-Experience

Emotional State



Expectations

Present Moment

Memories

Dramatic Flow



Peak

Non-Peak

Nuisance

Sensory Input



Sight

Smell

Hearing

Touch

Taste

Attention State



Intense/Focused

Relaxed/Peripheral

Physical State



Sitting/Resting

Standing

Conveyed

Walking/Active

1 Booking

2 Arrival

3 Key Experience

4 Key Experience

5 Key Experience

6 Departure