

## **To all professionals in iTV and crossmedia: Did you create an "experience" lately?**

The ultimate goal of iTV or crossmedia services and content is to be entertaining and to be consumed. Obviously, people ought to have a positive and enjoyable "experience". However, what this elusive concept of "enjoyable experience" actually means, let alone how it is created is less clear. Now, for the first time, we aim to gather practitioners, developers and doers to learn and be inspired by each other. We want you, designers of iTV services and content, to share and discuss your opinions, approaches, processes, and convictions of how to design for experience.

The venue will be a closed workshop on the [EuroITV 2009](#) conference (3.-5. June 2009 in Leuven, Belgium) organized by MediaCity (Åbo Akademi University, Vaasa, Finland). By presenting a product of your choice and discussing projects of other participants, we hope to build a better understanding of the iTV and crossmedia experience. Take the chance to swap "secrets of the trade", to share your insights and benefit from the insights of other professionals. The project/product/service can still be in an early-on conceptual stage or fully-fledged and already broadcasted.

### ***What do you have to do?***

To be a part of the one-day closed workshop on EuroITV you have to submit a brief project description of max. two pages including:

1. a description of the iTV or crossmedia project (e.g., a show, a service, a game) you like to present and discuss in the workshop, what it is and which methods and processes you used to design and evaluate the project,
2. a brief statement on why you consider this project to be an interesting or even successful example of designing for "experience".

Use the following template for your submission: [euroitv\\_workshop\\_sub.doc](#).

For details about the formatting take a look at: [euroitv\\_workshop\\_formatdetails.doc](#)

Please submit to [annika.wiklund-engblom\[at\]abo.fi](mailto:annika.wiklund-engblom[at]abo.fi)

We plan to accept only a small number of projects (approx.10) to facilitate in-depth discussion within the workshop. Note, that in case of acceptance, you are expected to register for the conference and to pay the conference fee. The two-page descriptions of the accepted projects will be published in the conference proceedings.

### ***Your benefits***

The benefits of being part of the workshop are numerous: You will get in-depth information about other projects and the approaches taken by their designers. You will be able to present your work to a close group of other professionals. The discussion about what "experience" actually is and how to design for, will surely create insights even for the most seasoned professional. In addition, depending on the outcome, we plan for a publication, a project-based cook-book of experience design developed through the careful consideration of design expertise and good examples.

This is a great opportunity to make new contacts, gather new ideas and concentrate on the fun parts of developing crossmedia and iTV – when it goes well – for a secluded work-shop day.

For more information about the workshop please read the full proposal:  
euroitv\_workshop\_ux\_fn.pdf

Feel free to contact us any time!

### **Dates**

Deadline for submissions to the workshop: **09. March 2009** (submit to annika.wiklund-engblom@abo.fi)

Notification of acceptance: **27. March 2009**

Latest "early bird" registration to conference (fee reduction): **31. March 2009**

Workshop: **03 June 2009**

### **The Organizers**

**Marc Hassenzahl** is psychologist and Professor for Ergonomics and User Experience in Industrial Design at the Folkwang University, Essen. He is particularly interested in the positive affective and motivational aspects of interactive technologies, such as joy, fun, pride, surprise – in short: User Experience. Marc organized or co-organized workshops at CHI 02, CHI 08, NordiCHI 06, and British HCI 07.

**Susanne Sperring** holds an MA in sociology, BA in humanistic sciences, and is a doctoral student at Åbo Akademi University. She is Manager at iDTV Lab, MediaCity, Åbo Akademi University, Vaasa, Finland. Her special interest is in user experience of interactive crossmedia and entertainment. Susanne organized a workshop at Eyes On iTV 07 (“Academic Meeting on iTV”).

**Annika Wiklund-Engblom** is a developmental psychologist, IT-pedagogue, and a doctoral student in the Research School for Media (Åbo Akademi University). She is Research Coordinator at iDTV Lab, MediaCity, Åbo Akademi University, Vaasa, Finland. Her special interest is in user experience from a pedagogical perspective, especially using crossmedia in e-learning, and edutainment. She has co-organized a seminar on pedagogical issues for e-learning design 2003.