



WOMINJEKA! & THANK YOU

‘Designing Impactful Sport Experiences’

**SPORT
EXPERIENCE
DESIGN**

x

**UNISPORT
AUSTRALIA
CONFERENCE**

Experiences we can all be proud of.



SPORTS
EXPERIENCE
DESIGN

SPORTS EXPERIENCE DESIGN

ANDREW O'LOUGHLIN

SXD INFO & EXPERIENCES

MORE

Log In

MORE PEOPLE* MORE INVOLVED**

in your sport, events & programs



SCROLL



GET THE INFO?

GET THE NEW BOOK!

PLAY THE CARD GAME!

FREE PULSE CHECK?



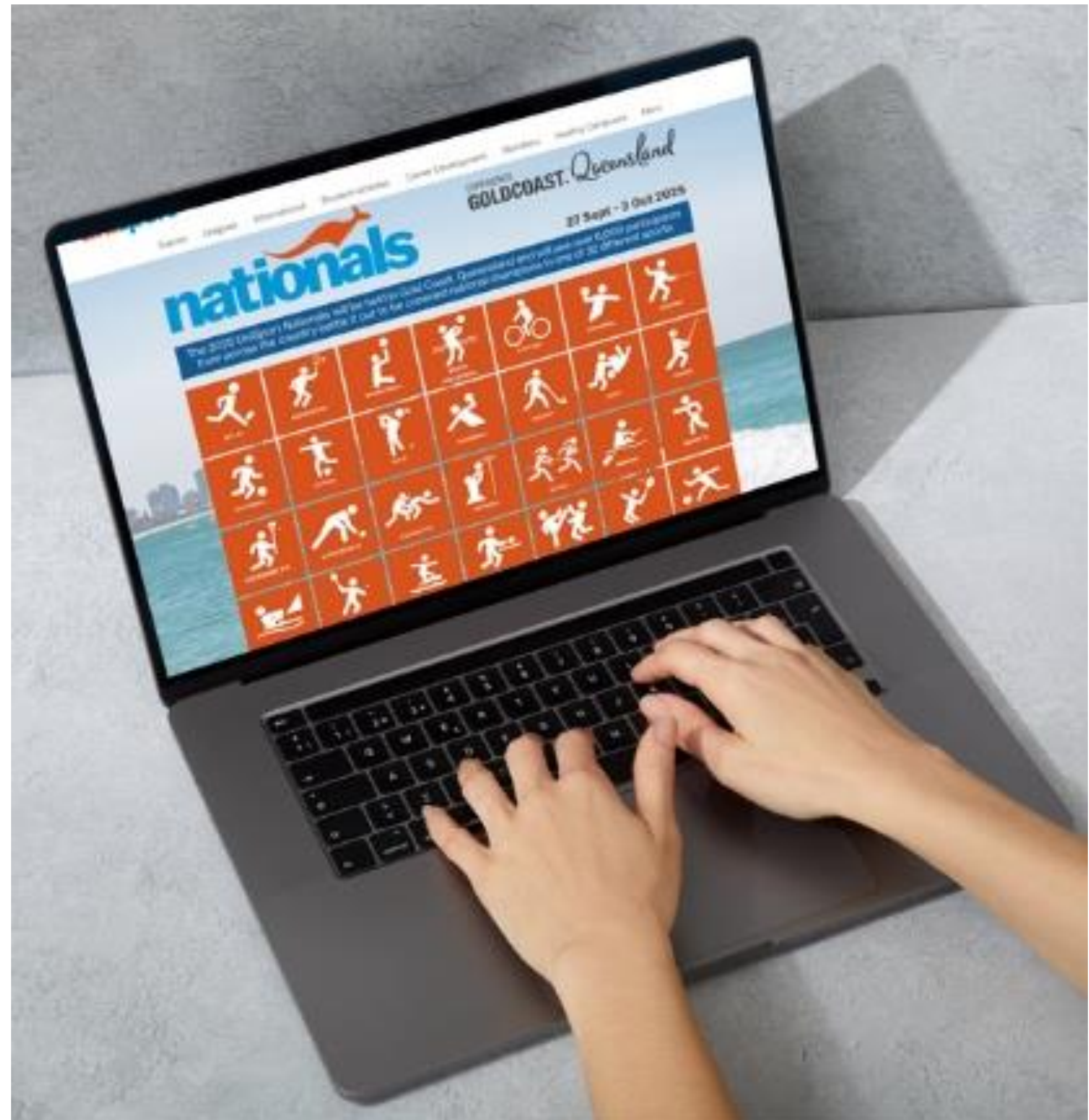
MacBook Pro

We have a lot of things to do, and lots of ways to do it, but ultimately the experiences we provide will determine if we achieve it, or not.

Why
**‘impactful
experiences’?**



What we promote & provide.



What they value.



What do they value?

It's (not just) the sport/activity -
it is the experience.



What do they value?

It's (not just) the sport/activity -
it is the experience.

What are the real 'jobs to be done'?

What do people *really* want?*

*A better life,
together.



What is a 'experience'?

Definition.

'an event or occurrence
which leaves an impression on someone'



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We are experience providers.



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**At the end of the day
people won't
remember what you
said or did...**



... but people will
never forget
how you make
them feel.

- Maya Angelou



**your people will
never forget
how you make
them feel.**

All the different experiences.



All the different experiences.

Sport and fitness clubs

From cheerleading to martial arts, lacrosse to outdoor hiking, RMIT has a sports club for every interest.

Representative sport

Represent RMIT against other universities nationally in a variety of sporting events throughout the year.

RMIT Active Hub

Our great value fitness centre on City campus offers a gym, group classes, personal trainers and dynamic club space.

RMIT Sports Centre

RMIT Bundoora's quality indoor and outdoor sports facilities and services for students, staff and local community.

RMIT Sports Academy

An academy for the development of high-performance athletes, coaches and student interns.

RMIT Elite Athlete Program

Supporting RMIT's elite and emerging athletes to achieve sporting and academic excellence.

Esports and games

We're for competitive gamers, casual gamers, and everything in between – check out our dedicated gaming space on City campus and thriving Esports Club.

Inclusive sport

RMIT emphasises an inclusive and accessible environment for all of our sports programs and events.

Work with us

Grow your skills in sports media with a variety of working opportunities including internships and mentoring.

Your people will never forget how you made them feel.

The great experiences...



Your people will never forget how you made them feel.

and - the challenging experiences....



Your people will never forget how you made them feel.

It's how you leave them that matters.



Unique
Elegant
Thorough
Relevant

RECRUITMENT

Why the
**experience
matters.**

It decides if they sign up.

'Is this for me?'

We all make predictions, and have expectations.



RETENTION



It matters for next time...

The basic calculation

- did it meet my expectations?



RETENTION



Chart

If, I am satisfied...

... I am 10++ times more likely to come back again.



RETENTION



If, I am NOT satisfied...

... I am 15++ times more likely to NOT come back.



RETENTION



Our past experience is our biggest predictor
of future involvement.



RETENTION + RECRUITMENT



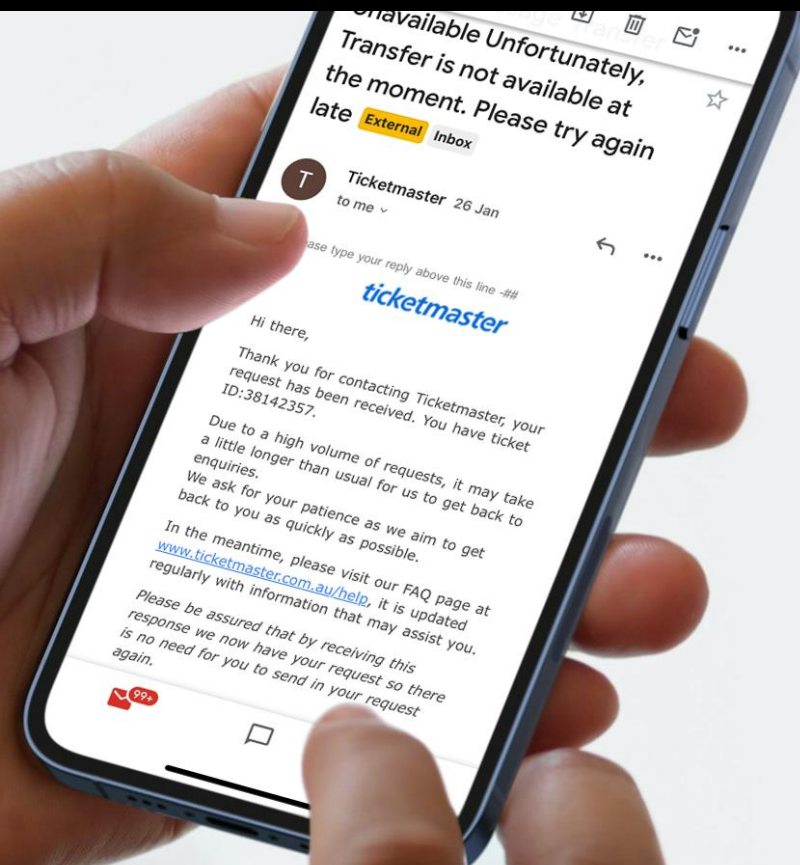
It decides if they show up again - and
- if they will bring others with them.

If, I am satisfied...

- I am 12++ times more likely to recommend you to others.



RETENTION + RECRUITMENT



**It decides if they show up again - and
- if they will bring others with them.**

If, I am satisfied...

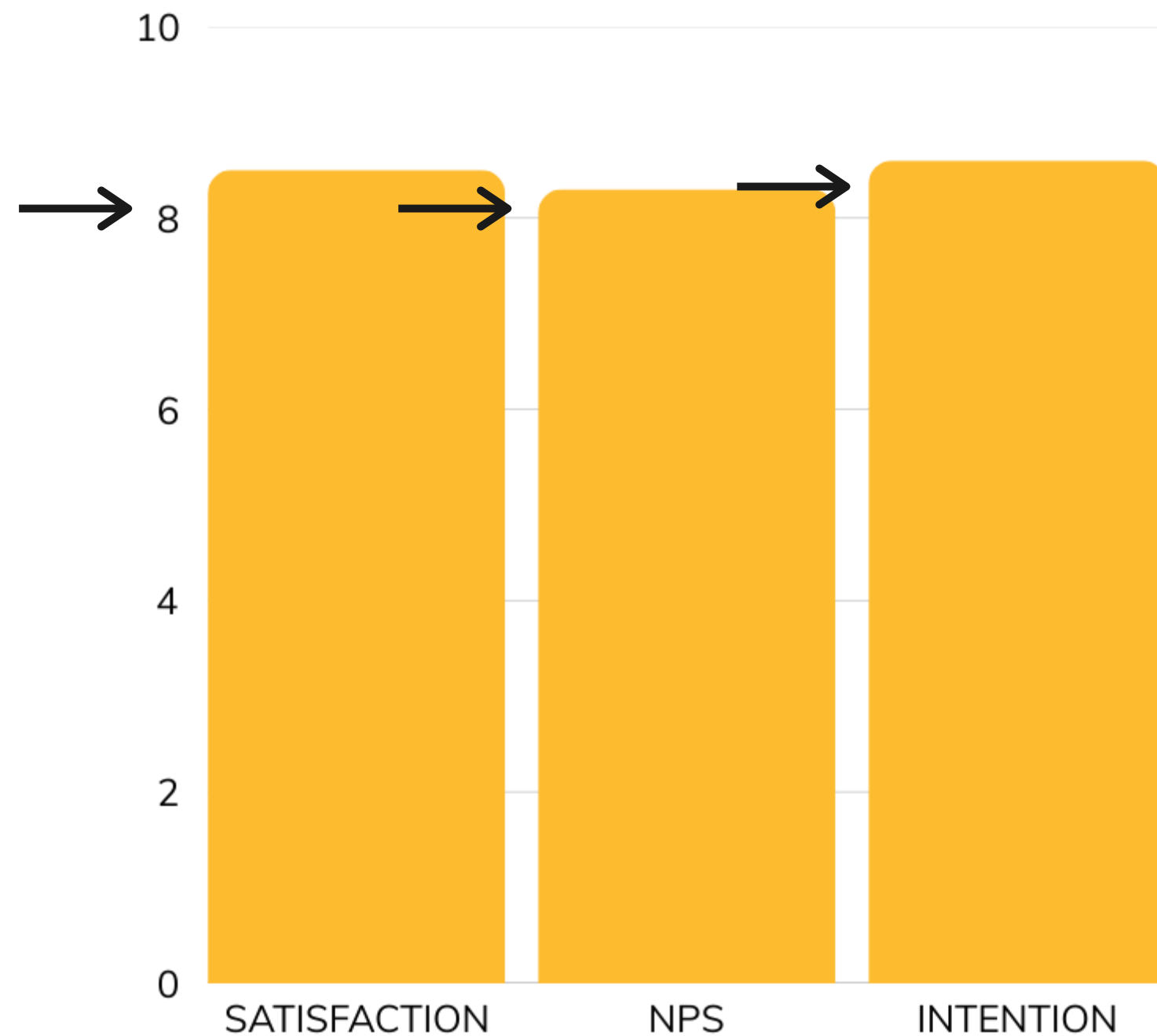
- I am 12++ times more likely to recommend you to others.

If I am NOT satisfied...

- I am 16x times more likely to tell people!



RETENTION + RECRUITMENT + REPUTATION

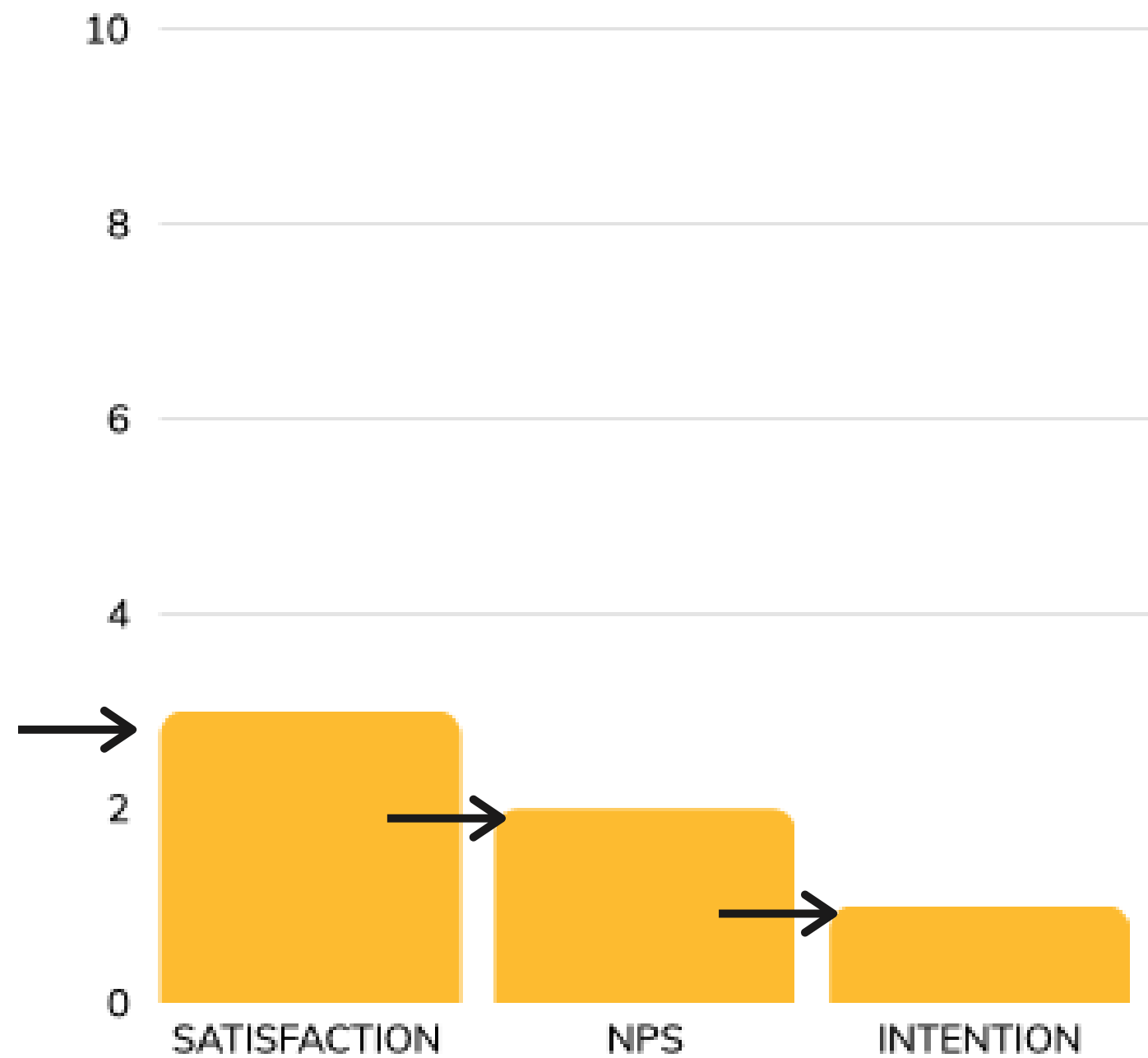


This is why the
experience
matters.

It decides if they show up again - and
- if they will bring others with them.



RETENTION + RECRUITMENT + REPUTATION

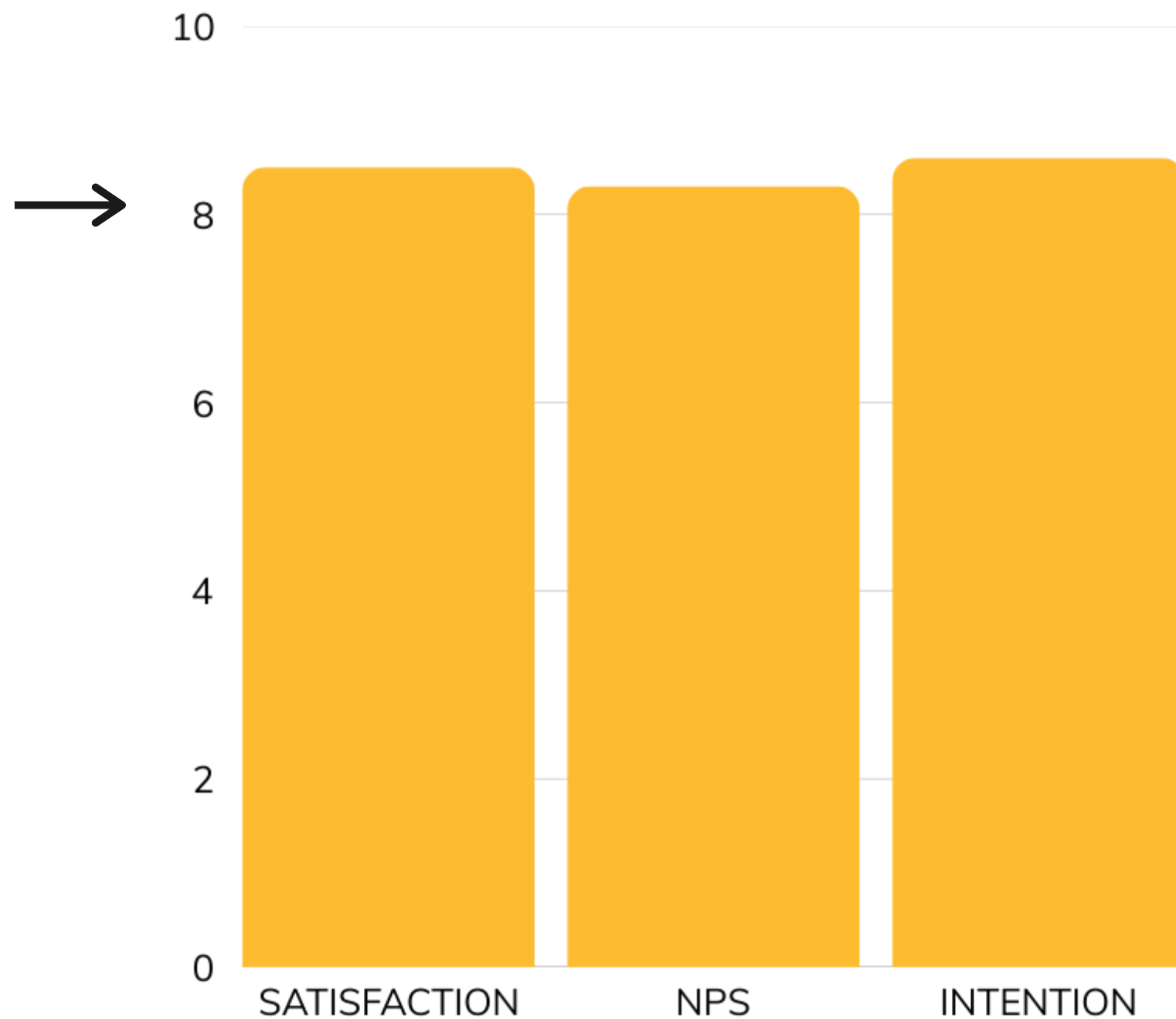


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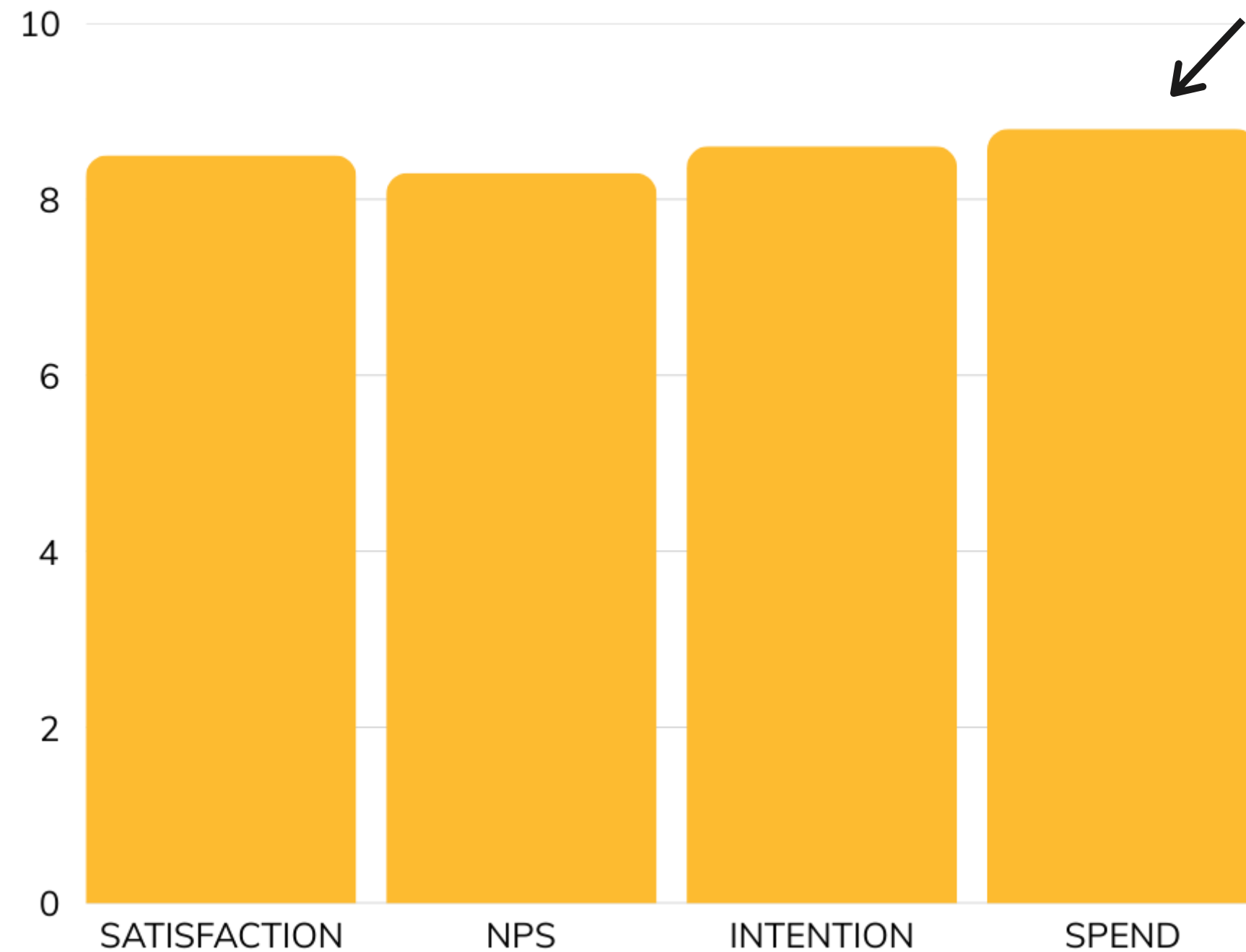
RETENTION + RECRUITMENT + REPUTATION



This is why the
**experience
matters.**

It decides if they show up again - and
- if they will bring others with them.

RETENTION + RECRUITMENT + REPUTATION + REVENUE



This is why the
experience
matters.

It decides if they show up again -
- if they will bring others with them
+ what they will spend.



RETENTION + RECRUITMENT + REPUTATION + REVENUE

Your
**experiences
matter.**

We live in the 'experience economy'.

So it's all about experiences
- and expectations!



The experience matters.

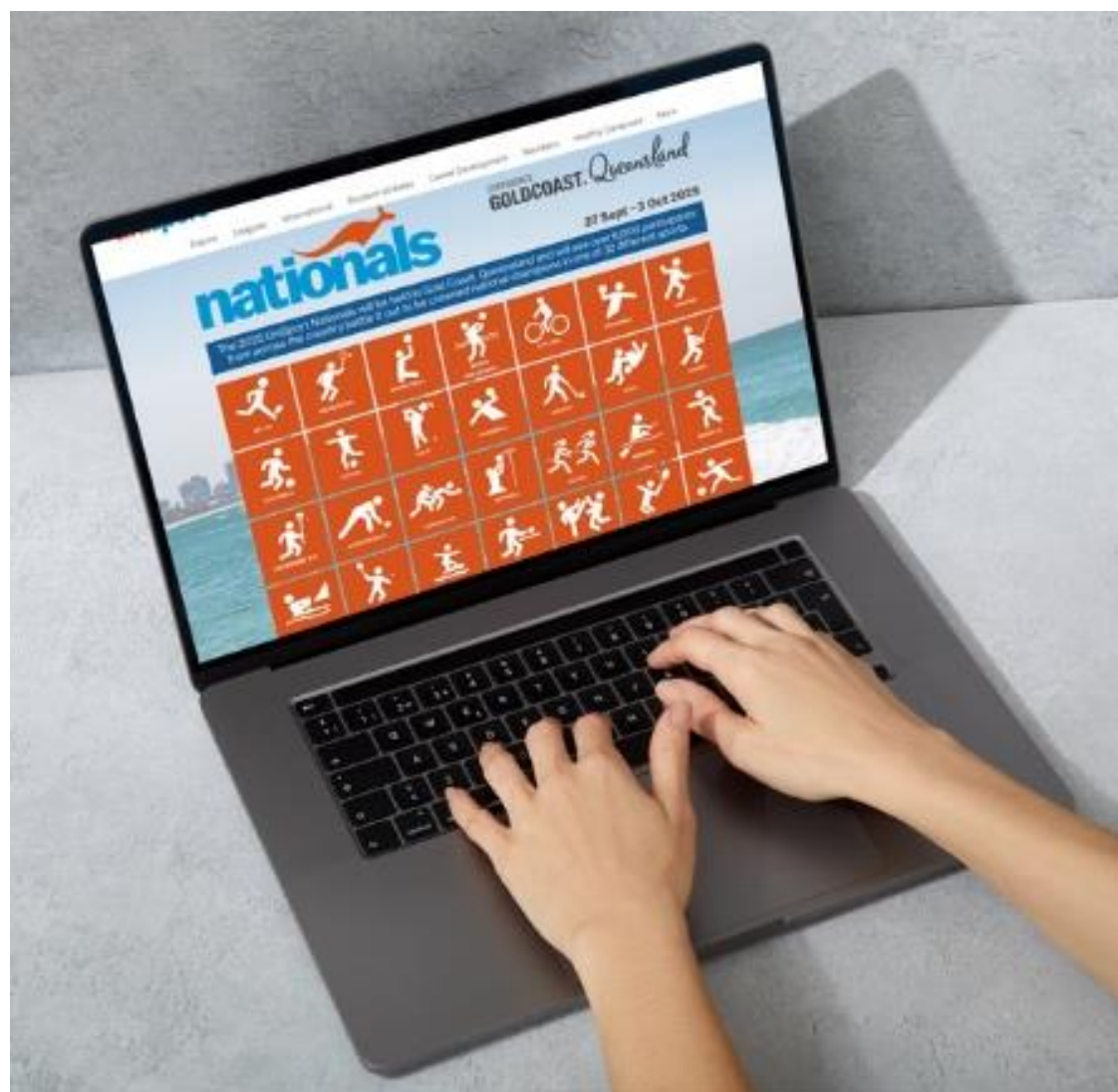
For us!

We have a lot of things to achieve and lot's of ways to do it

- but the experience will be the solution (in some way).



What is a 'experience'?



Before



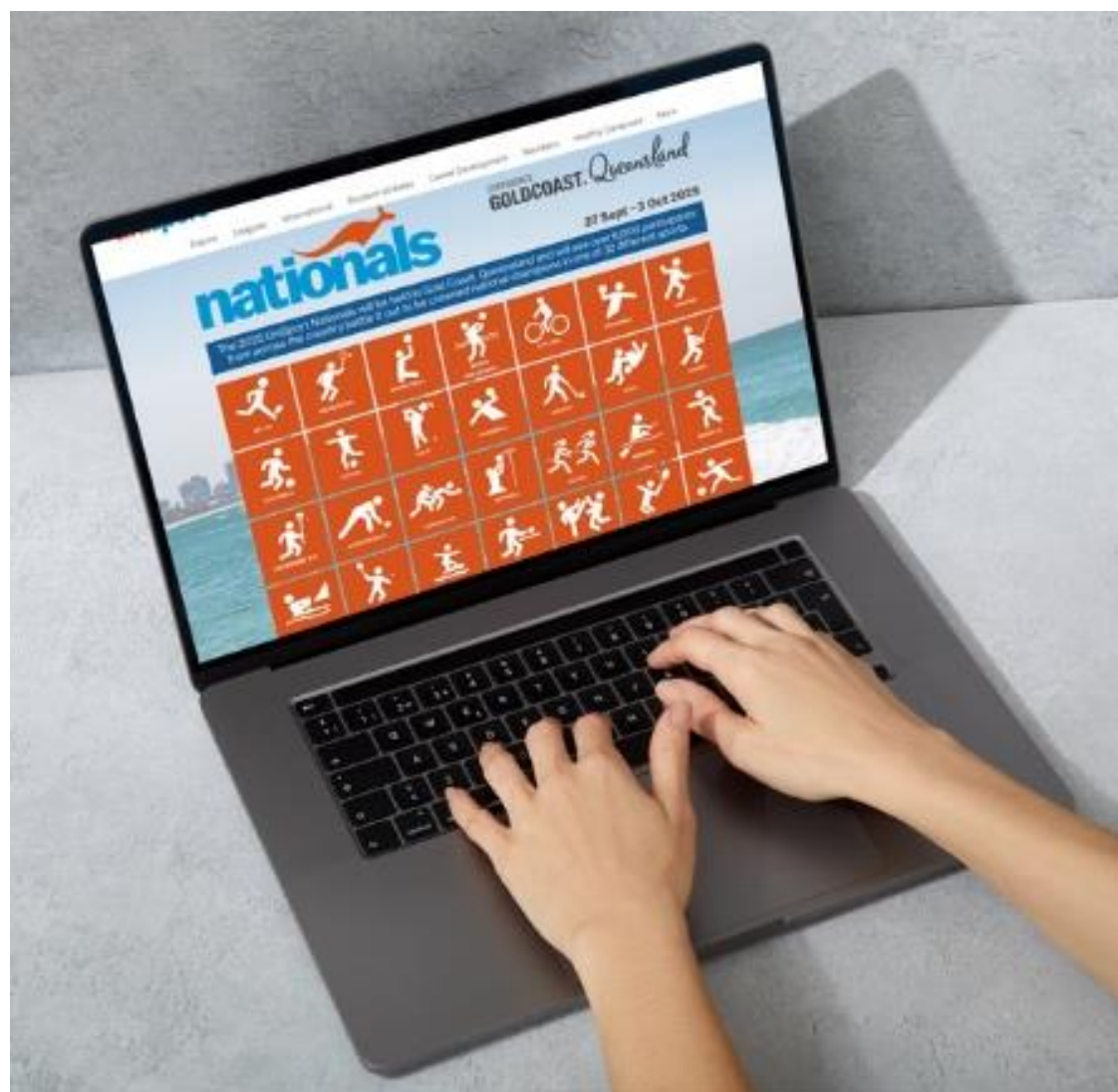
During



After



(re)designing a 'experience'?



Before



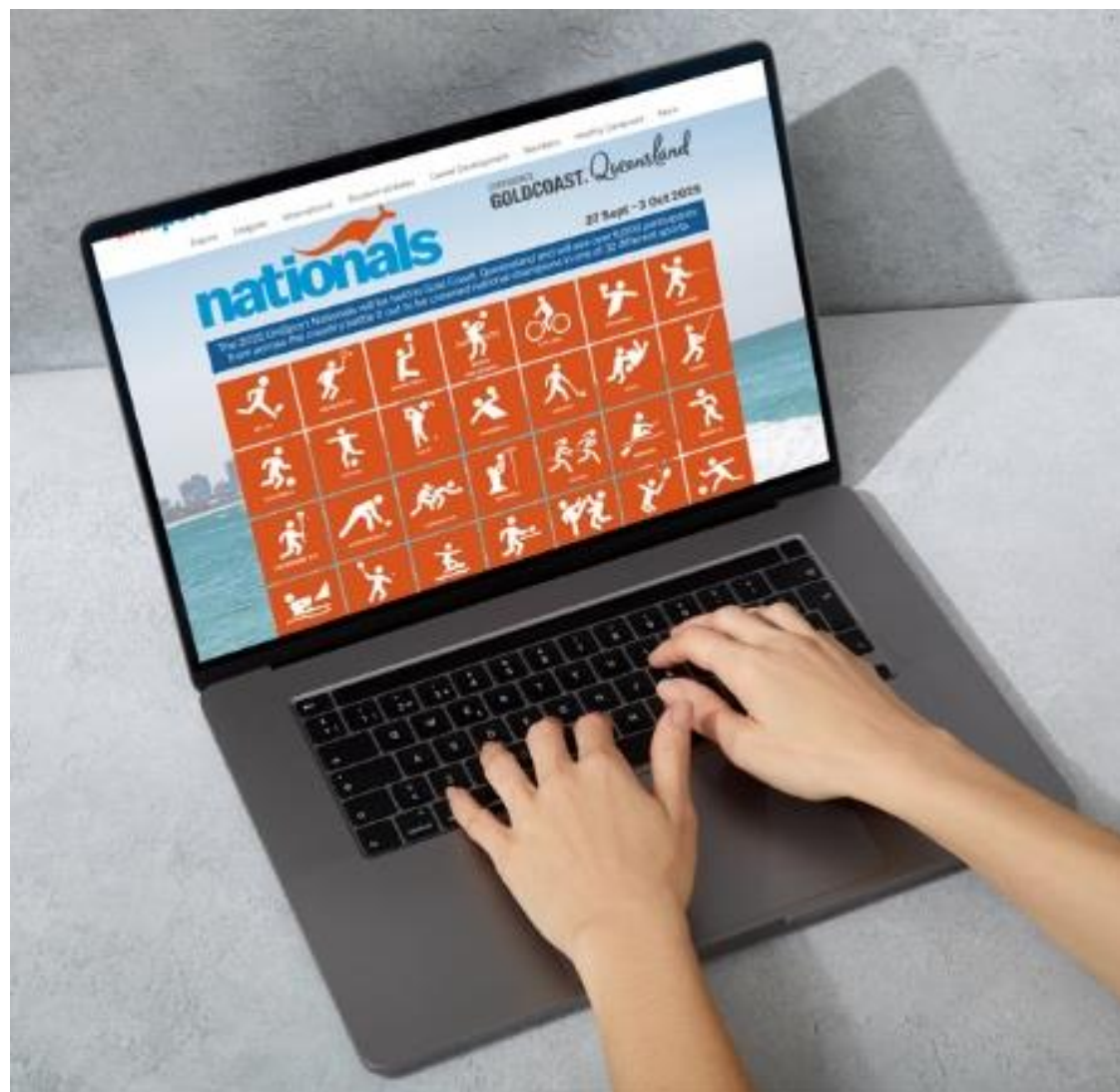
During



After



(re)designing a 'experience'?



Before



During



After



Moments

Interactions

Expectations

Activity

Memories

Events

Programs

Participating

Volunteering

Officiating

Coaching

Comps

Supporters

Workouts

'the experience'

Staff

Classes

Emails

Studios

Websites

Facilities

Social media

Signage

Thoughts

Stories

Conversations

Sounds

Sights

Smells

5 elements of a great experience

1. ATTRACTIVE

- be Aspirational
- be Interesting!
- provide Status



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2. EASIER

- be Understood
- reduce Friction
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3. PERSONALISED

- make it Personal
- recognise Me
- offer NBE's

4. SHAREABLE

- done Together
- ignite FOMO+WOM
- be Remarkable



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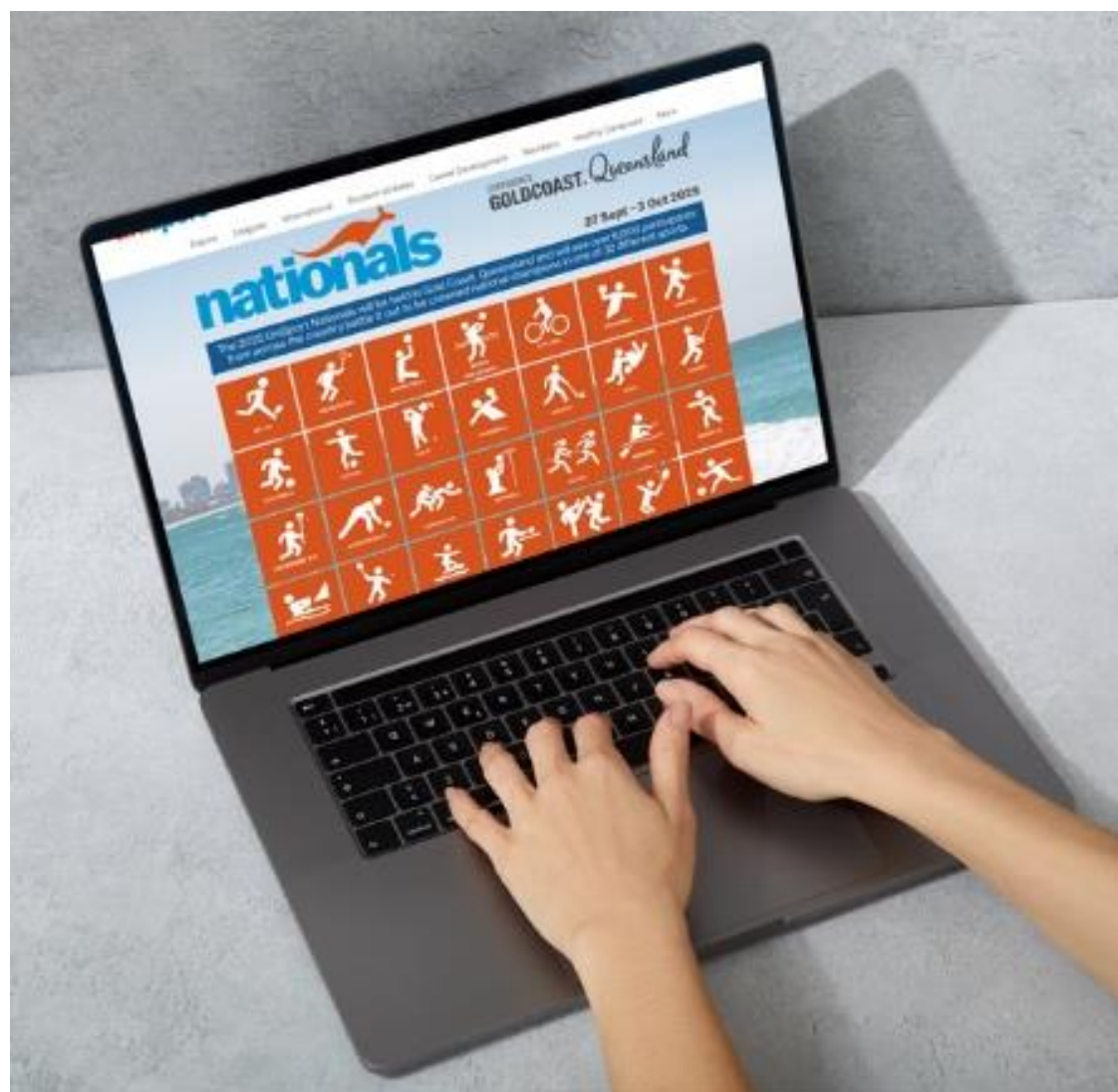
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5. VALUABLE

- show WIIFM???
- give R.O.Effort
- make life better!



(re)Designing a 'experience'?



Before



During

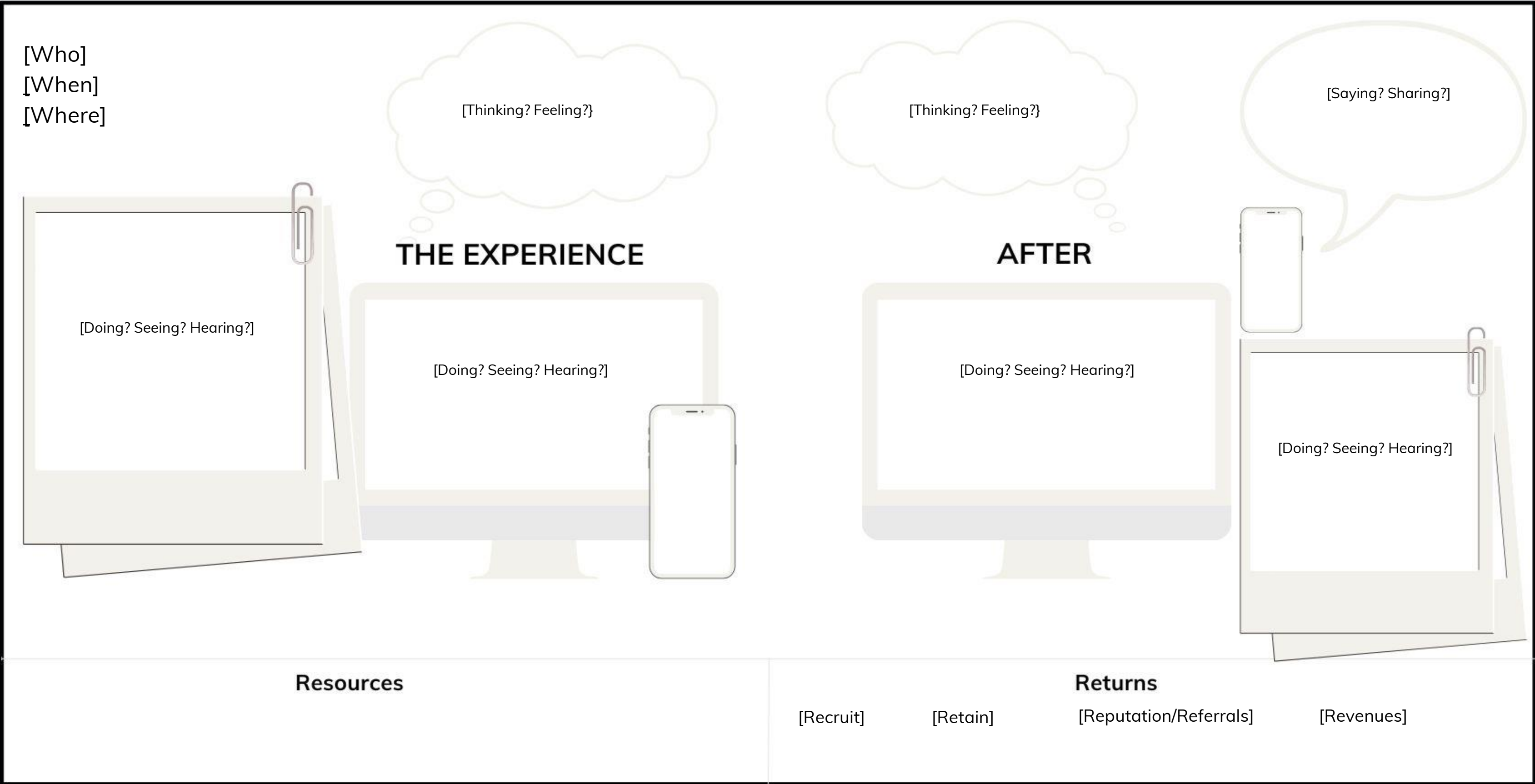


After





THE SPORT EXPERIENCE PLAYBOOK 'INTERACTION MAPS'



The moments of impact

THE AWARENESS

Seeing it to Signing up



THE PREPARATION

Signing up to Showing up



THE PARTICIPATION

Showing up and Sharing



THE REFLECTION

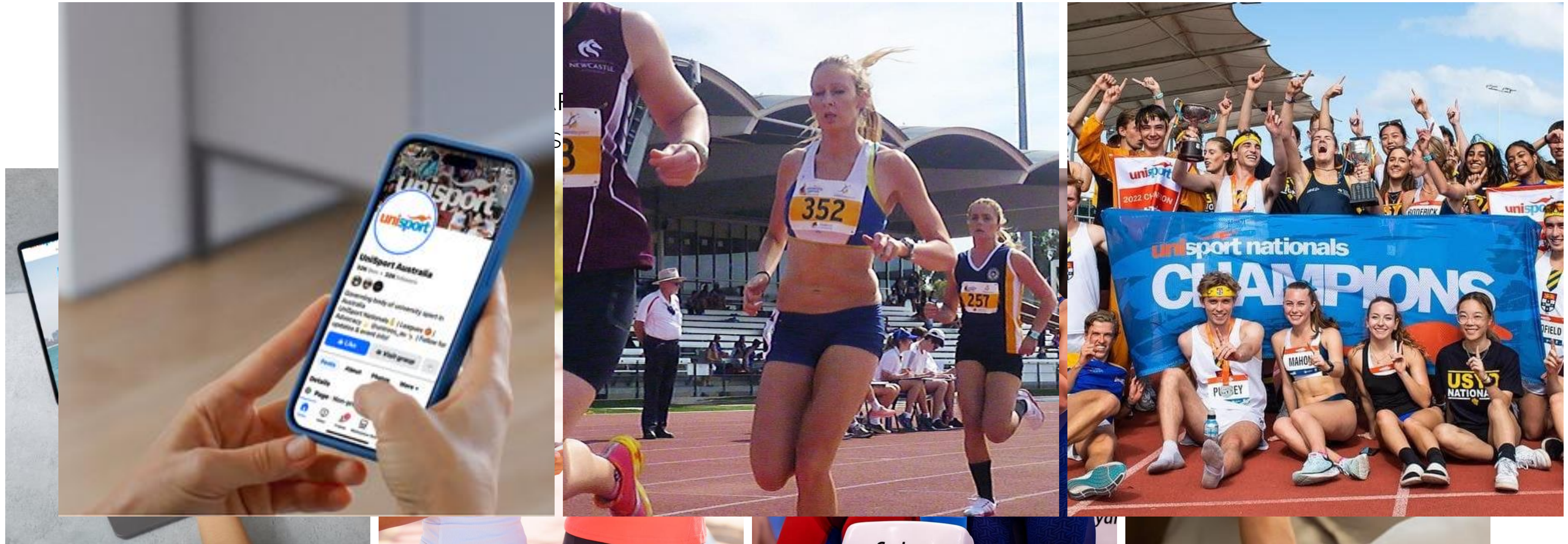
Sharing it and Showing up again



End to End Journeys



The moments of impact



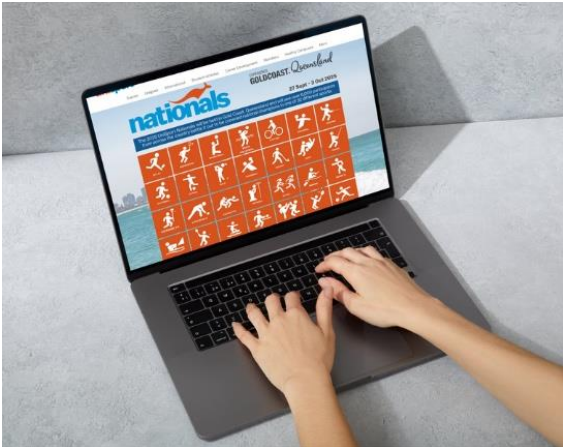
Some moments mean more

The moments of impact

THE AWARENESS

THE PREPARATION

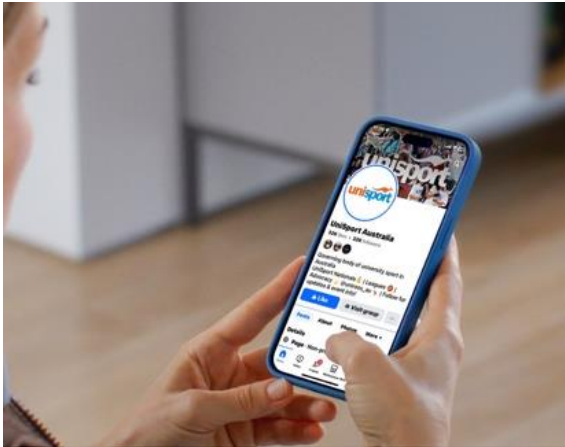
THE PARTICIPATION



#1 THE TRIGGERS



#2 THE CONSIDER



#3 THE COMMIT



#4 THE PREP



#5 THE ARRIVAL



#6 THE START

each journey is personal, but the paths are similar.



The moments of impact

THE PARTICIPATION

THE REFLECTION



#7 THE ACTIVITY



#8 THE CHALLENGE



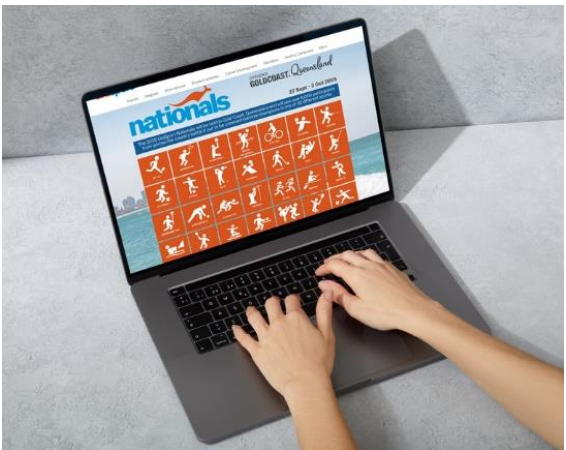
#9 THE PEAKS



#10 THE FINISH



#11 THE REACTION

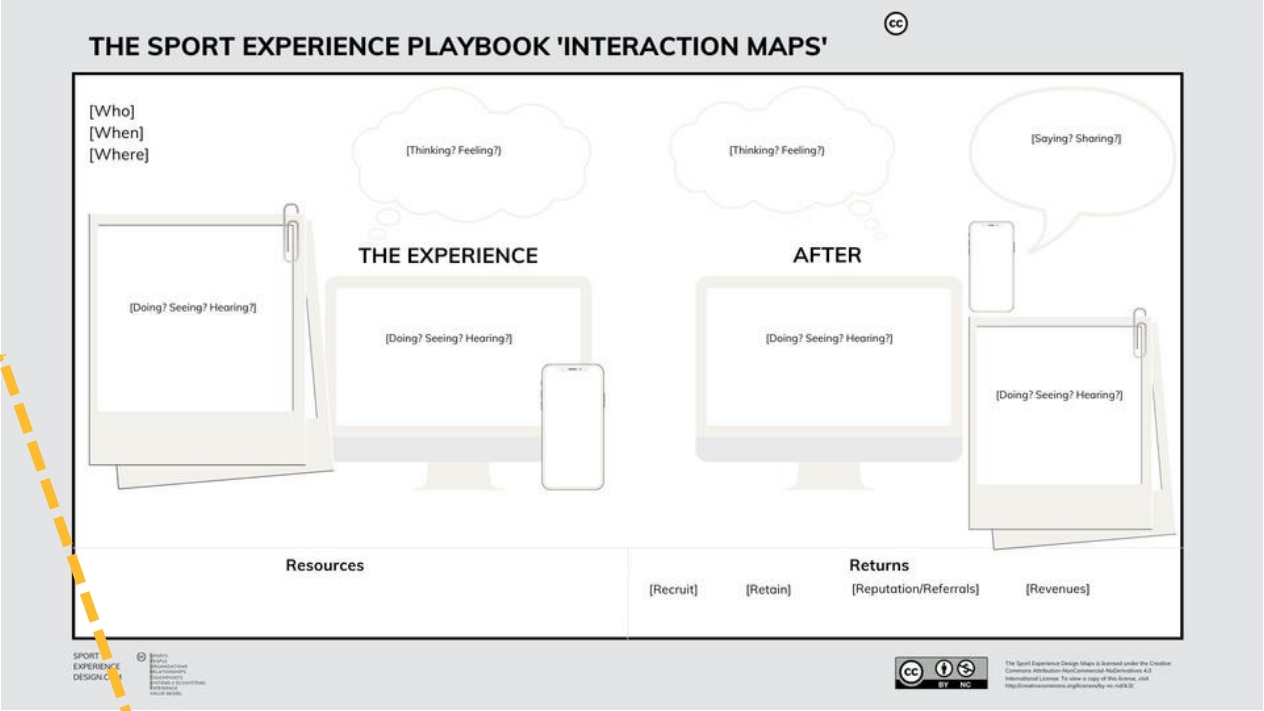


#12 THE NEXT STEP

each journey is personal, but the paths are similar.



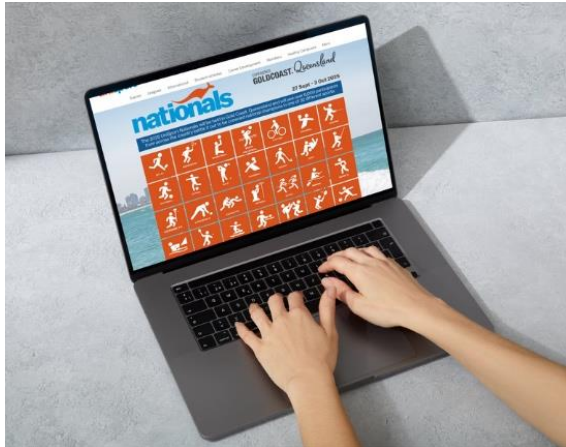
Pick a moment



THE AWARENESS

THE PREPARATION

THE PARTICIPATION



#1 THE TRIGGERS



#2 THE CONSIDER



#3 THE COMMIT



#4 THE PREP



#5 THE ARRIVAL

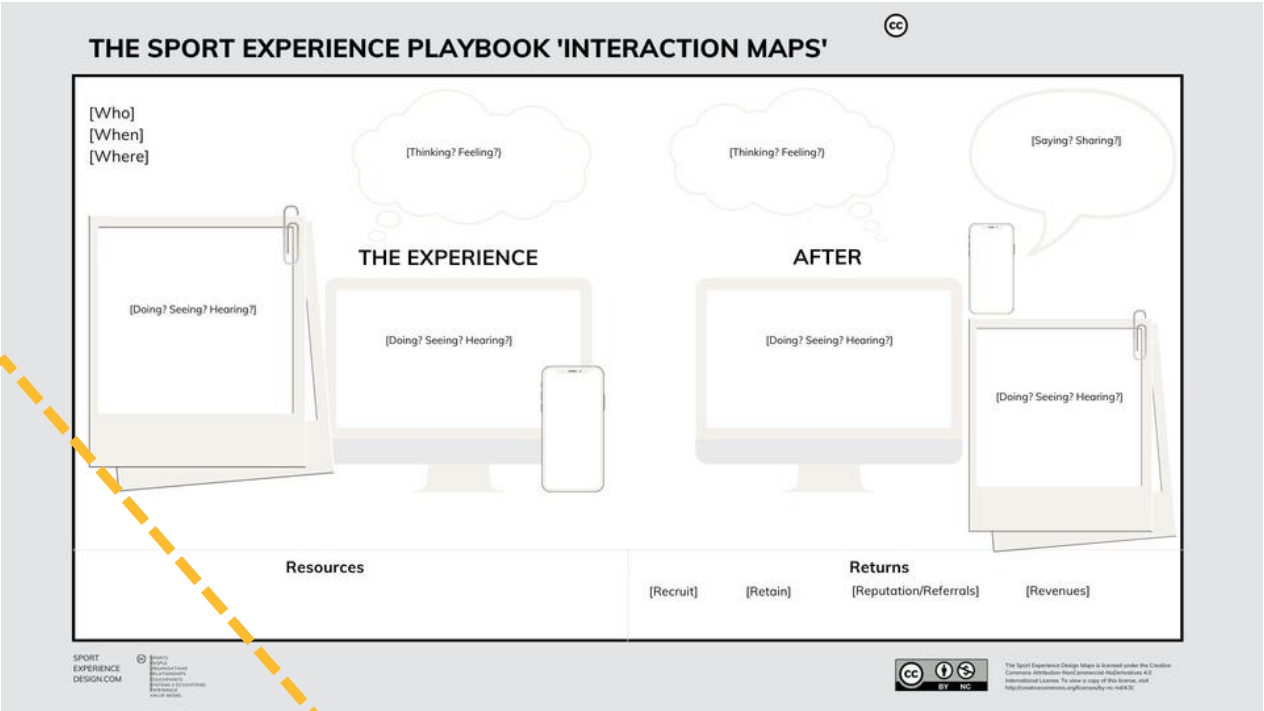


#6 THE START

What moments will matter the most?



Pick a moment



THE PARTICIPATION

THE REFLECTION



#7 THE ACTIVITY



#8 THE CHALLENGE



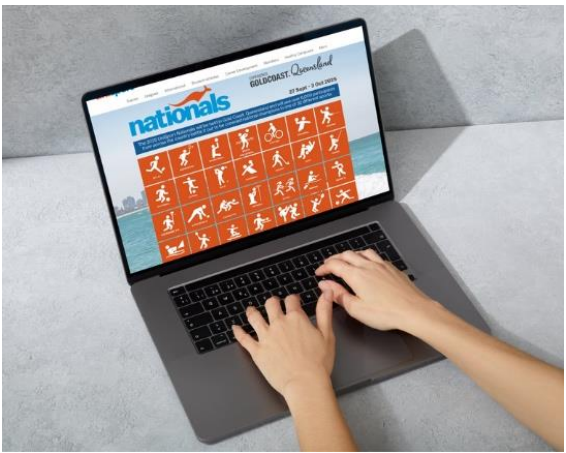
#9 THE PEAKS



#10 THE FINISH



#11 THE REACTION



#12 THE NEXT STEP

What moments will matter the most?



5 elements of a great experience can you make it more?

1. ATTRACTIVE

- be Aspirational
- be Interesting
- provide Status

2. EASIER

- be Understood
- reduce Friction
- be Organised!

3. PERSONALISED

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4. SHAREABLE

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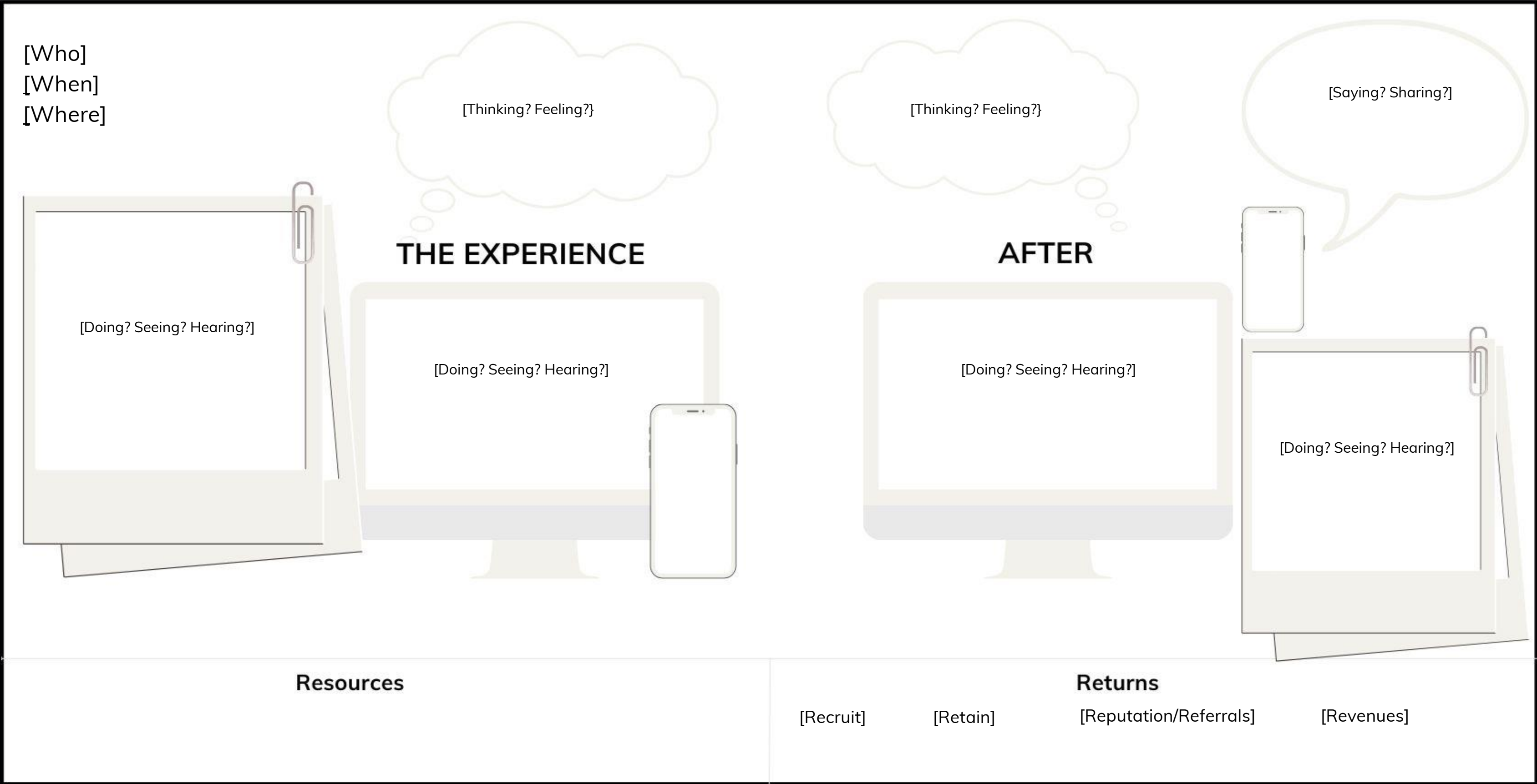
5. VALUABLE

- show WIIFM???
- give R.O.Effort
- make life better!





THE SPORT EXPERIENCE PLAYBOOK 'INTERACTION MAPS'



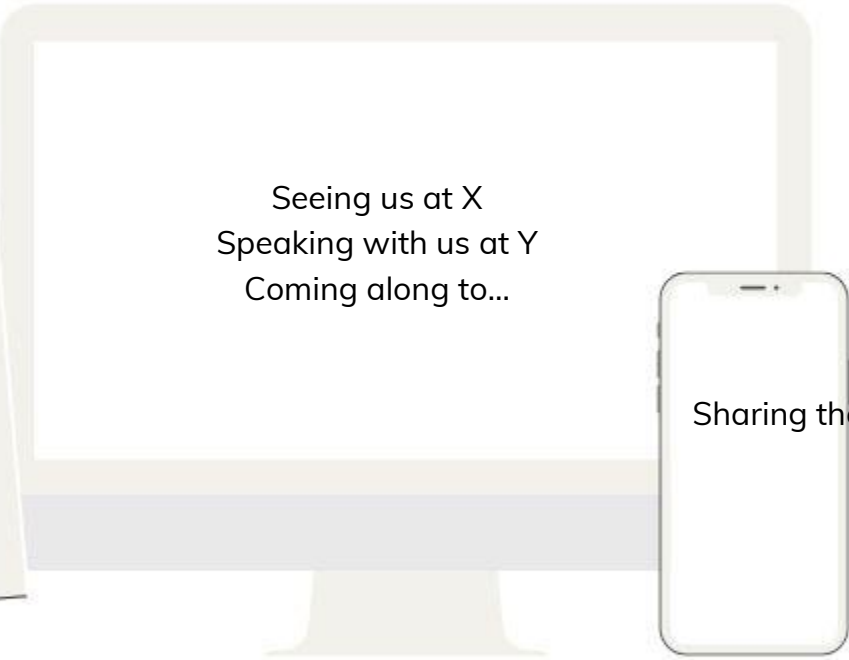


THE SPORT EXPERIENCE PLAYBOOK 'INTERACTION MAPS'

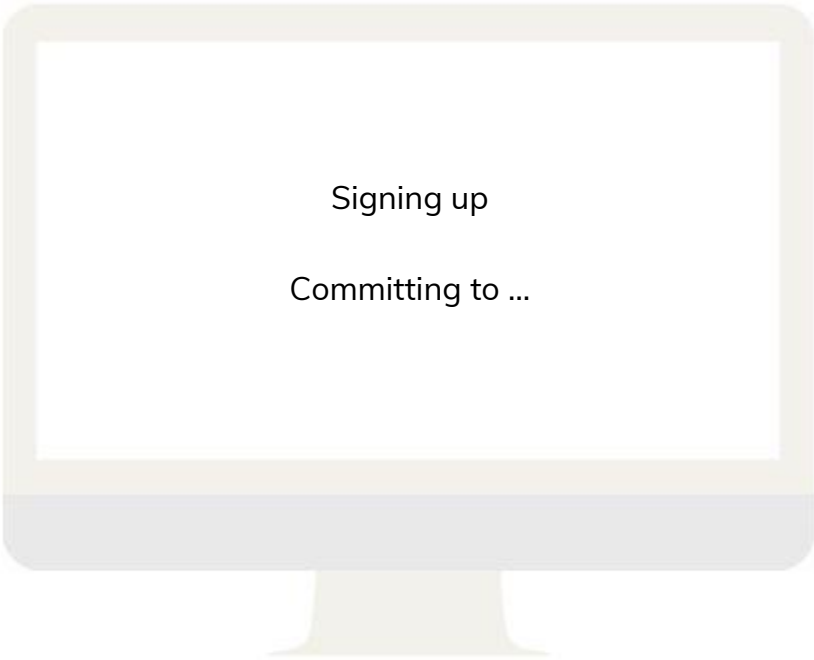
New Students
O Week
On Campas at...



THE EXPERIENCE



AFTER



Resources

- ☐ Activations
- ☐ Online content updated
- ☐ Meetups
- ☐ Staff and Volunteers
- ☐ Specialist skills
- ☐ Ambassadors

Returns

- [Recruit]
- [Retain]
- [Reputation/Referrals]
- [Revenues]

5 elements of a great experience can you make it more?

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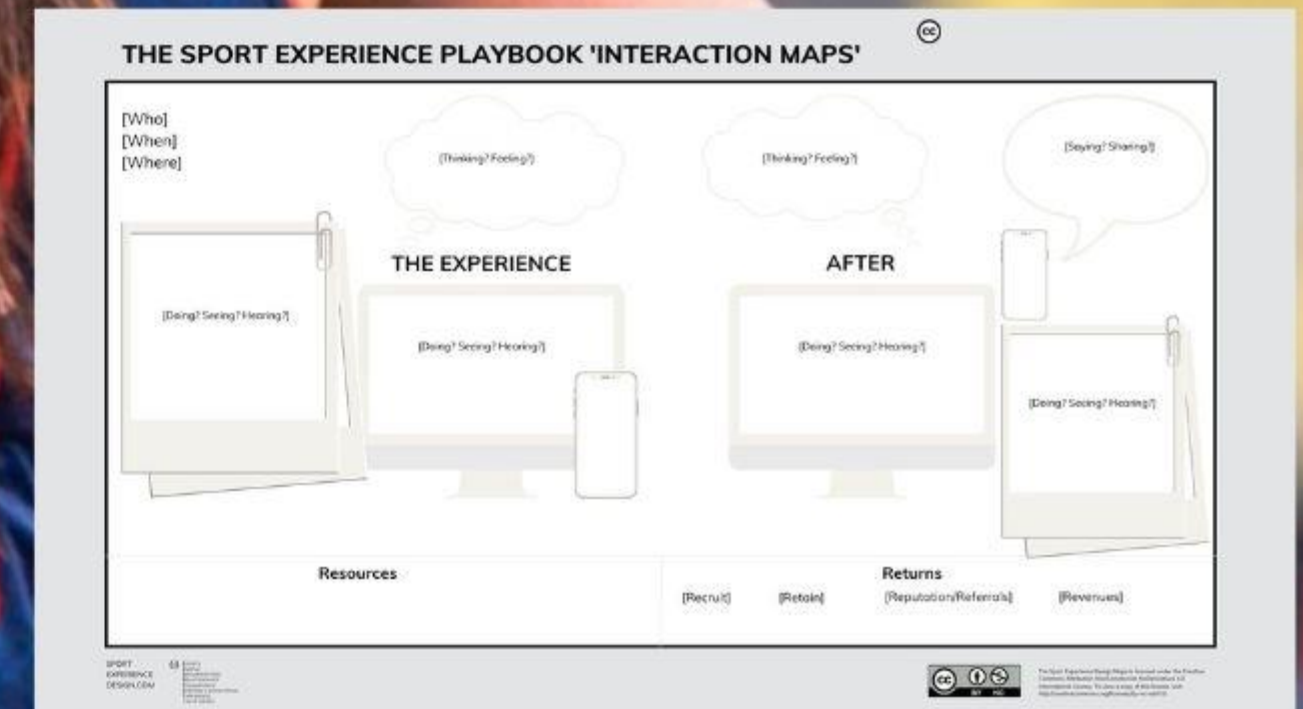
- make it Personal
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4. SHAREABLE

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- make life better!



Who?

Different people. Different things.



ALIENATED



UNAWARE



ACTIVE...



EXPERIENCE
SEEKERS



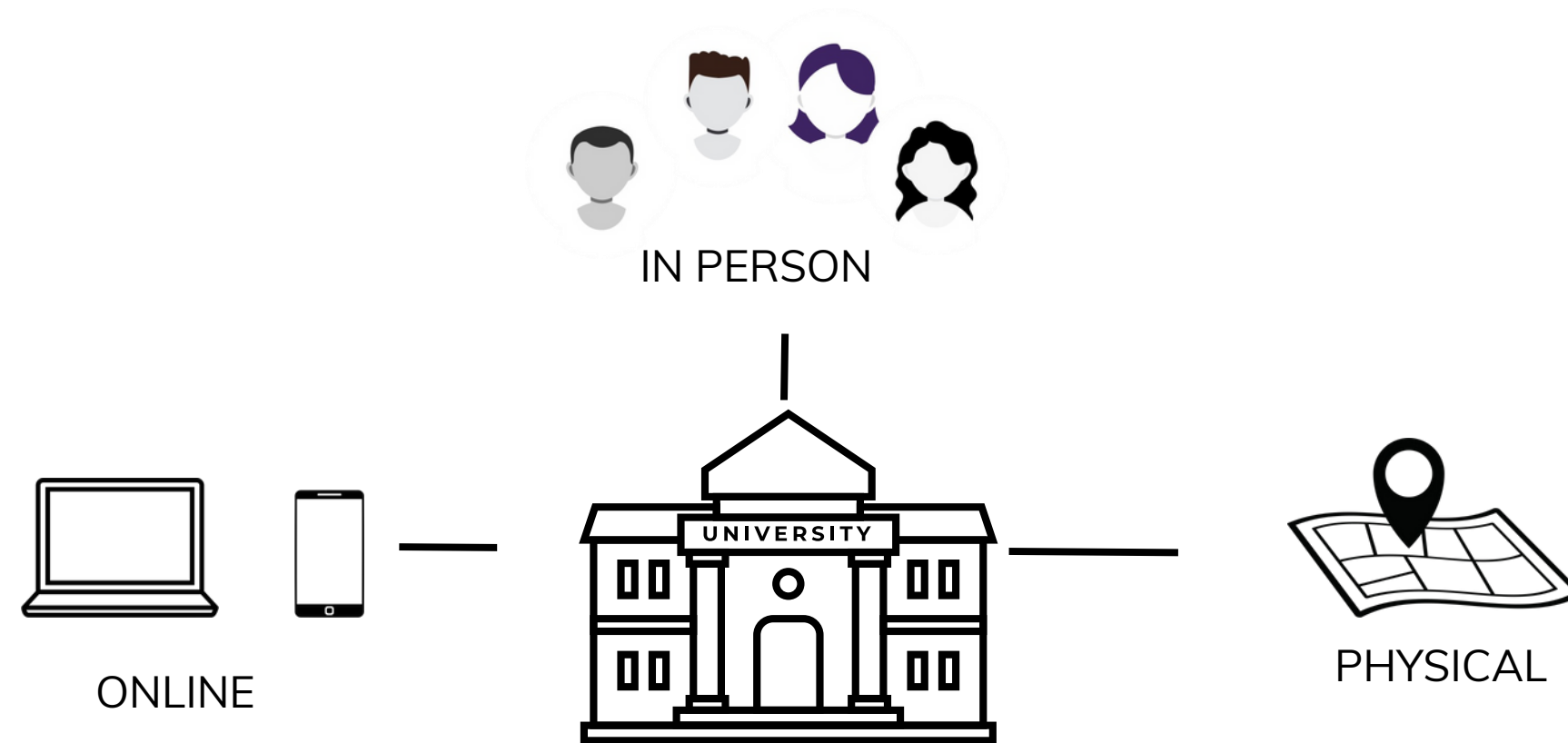
EVANGELISTS

A spectrum of relationships.



When & Where?

The interactions



Cue + Response

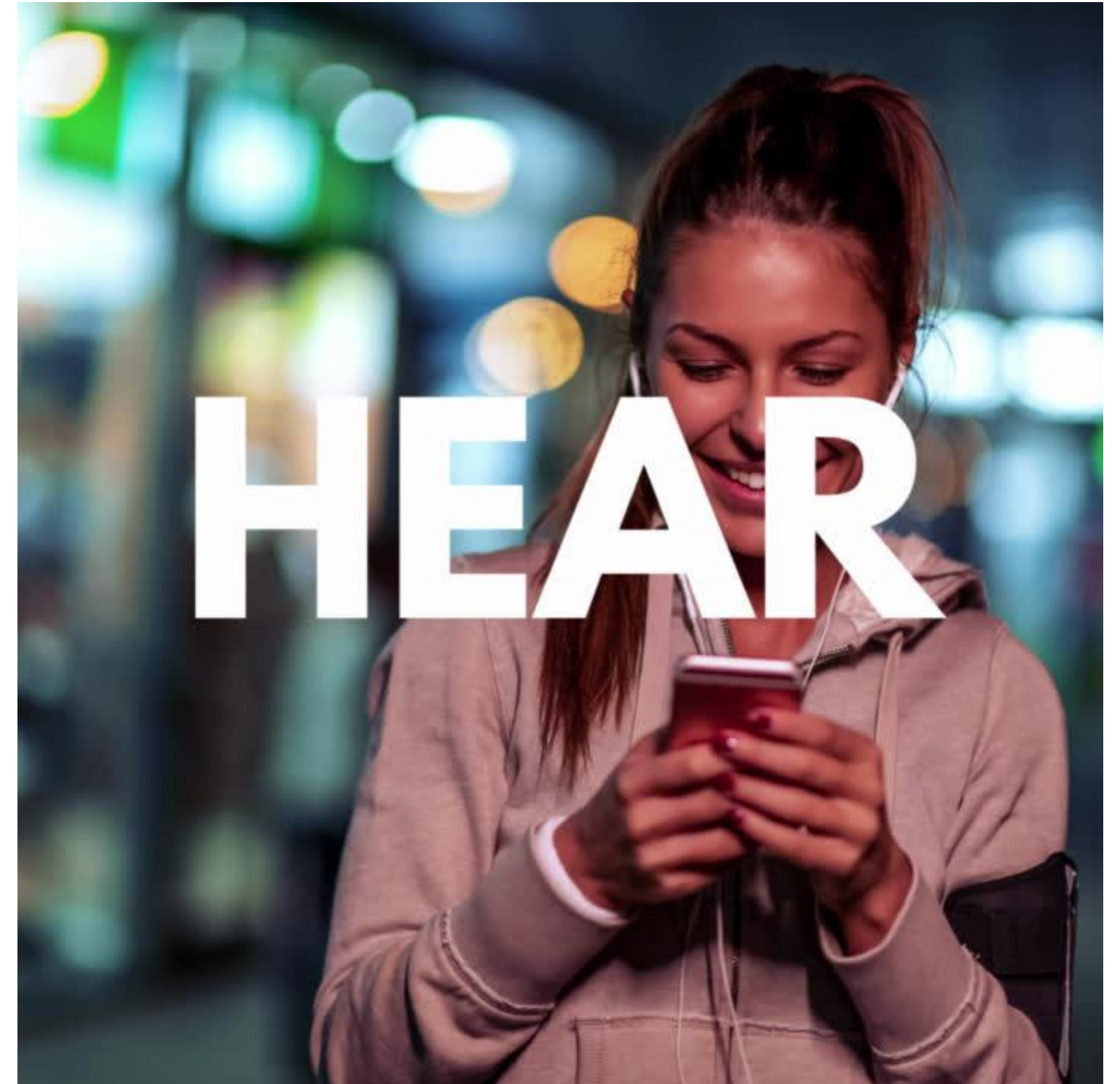
What they see and hear from you
(or about you)

decides what they will
(or will not) do.

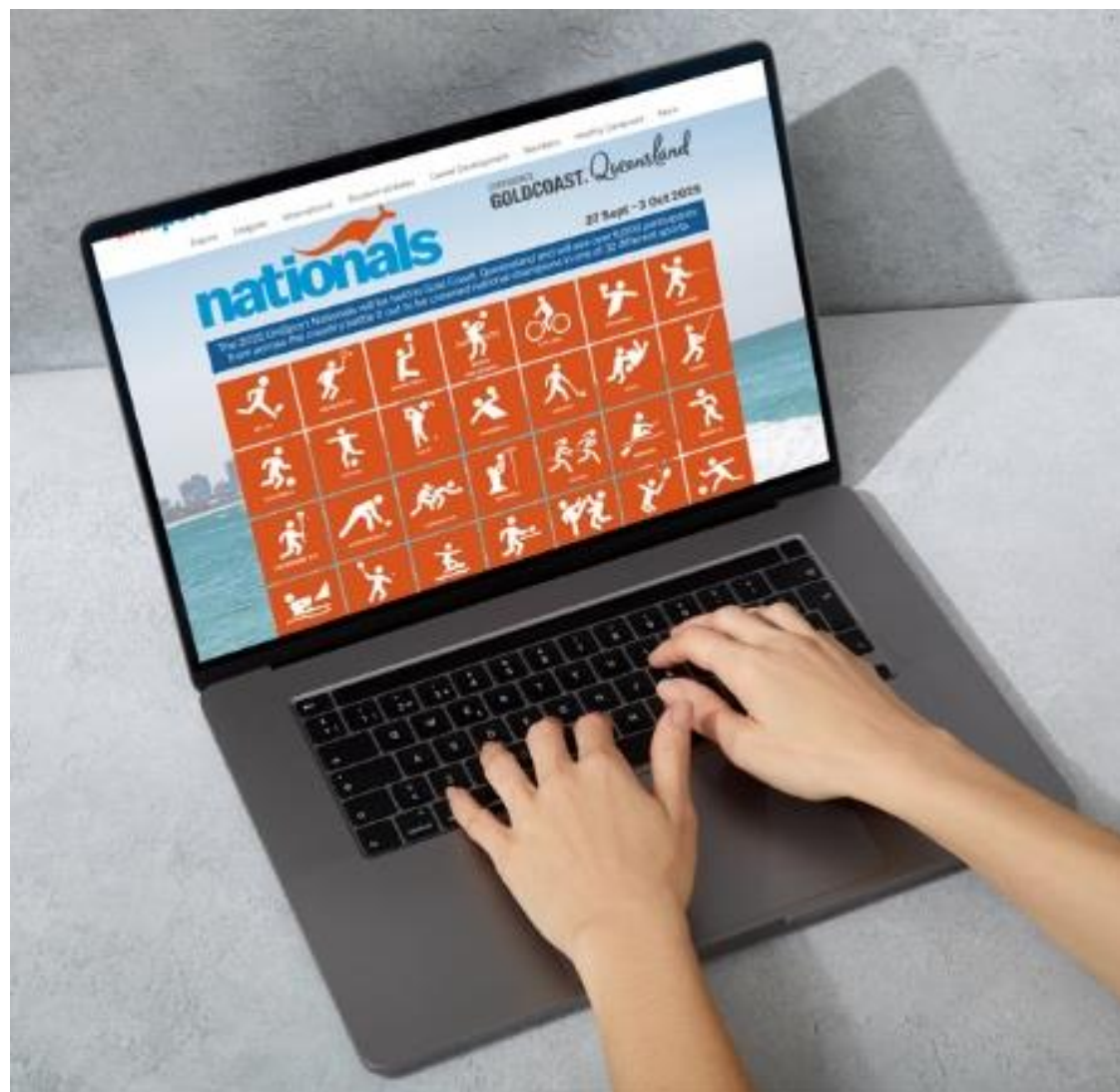
1 central idea...

What we *see* and *hear*, influences what we *think* and *feel*.

What we *think* and *feel*, influences what we *do* and *say*.



(re)Designing a 'experience'?



Before



During

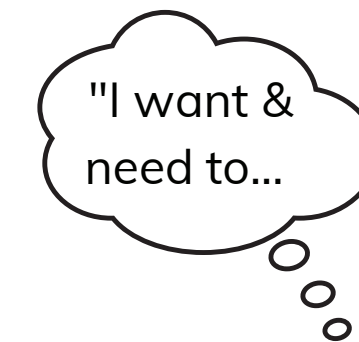


After



What?

‘Experiences of Value’



ASPIRATIONAL

BE MORE...

SOCIAL

BELONG MORE...

EMOTIONAL

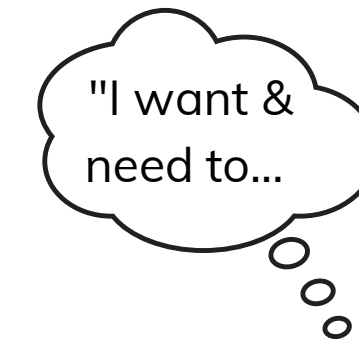
FEEL MORE...

FUNCTIONAL

DO MORE...

What?

‘Experiences of Value’



ASPIRATIONAL

BE MORE...

SOCIAL

BELONG MORE...

EMOTIONAL

FEEL MORE...

FUNCTIONAL

Information

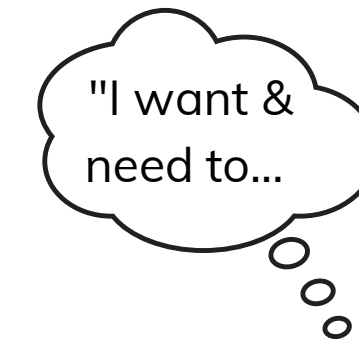
Organisation

Access

DO MORE...

What?

‘Experiences of Value’



ASPIRATIONAL

BE MORE...

SOCIAL

BELONG MORE...

EMOTIONAL

Escape

Enjoyment

Comfort

FEEL MORE...

FUNCTIONAL

Information

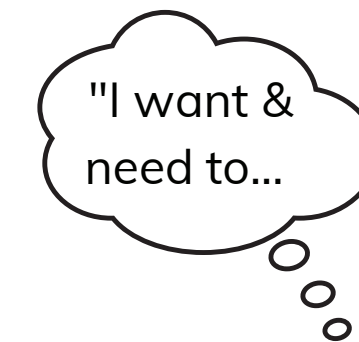
Organisation

Access

DO MORE...

What?

‘Experiences of Value’



ASPIRATIONAL

BE MORE...

SOCIAL

Connection

Belonging

Friendship

BELONG MORE...

EMOTIONAL

Escape

Enjoyment

Comfort

FEEL MORE...

FUNCTIONAL

Information

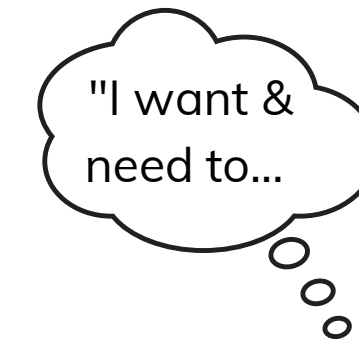
Organisation

Access

DO MORE...

What?

‘Experiences of Value’



ASPIRATIONAL

Pride

Identity

Status

BE MORE...

SOCIAL

Connection

Belonging

Friendship

BELONG MORE...

EMOTIONAL

Escape

Enjoyment

Comfort

FEEL MORE...

FUNCTIONAL

Information

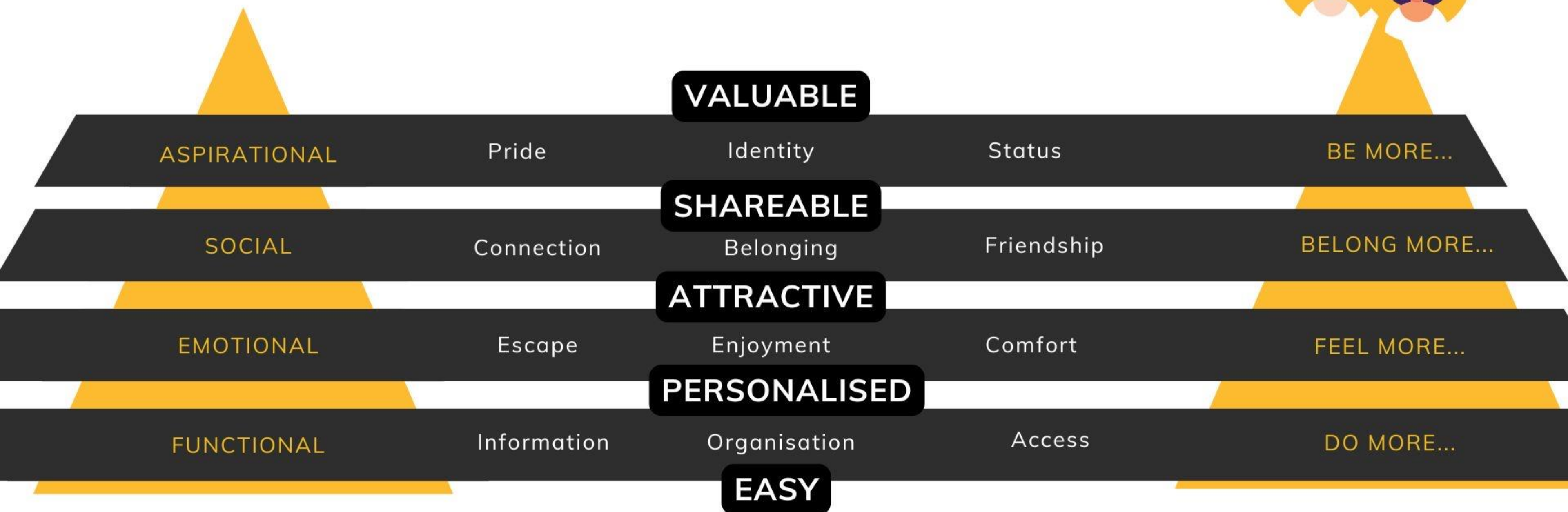
Organisation

Access

DO MORE...

What?

'Experiences of Value'



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Where are you at?

EXPERIENCES AT
YOUR UNIVERSITY?

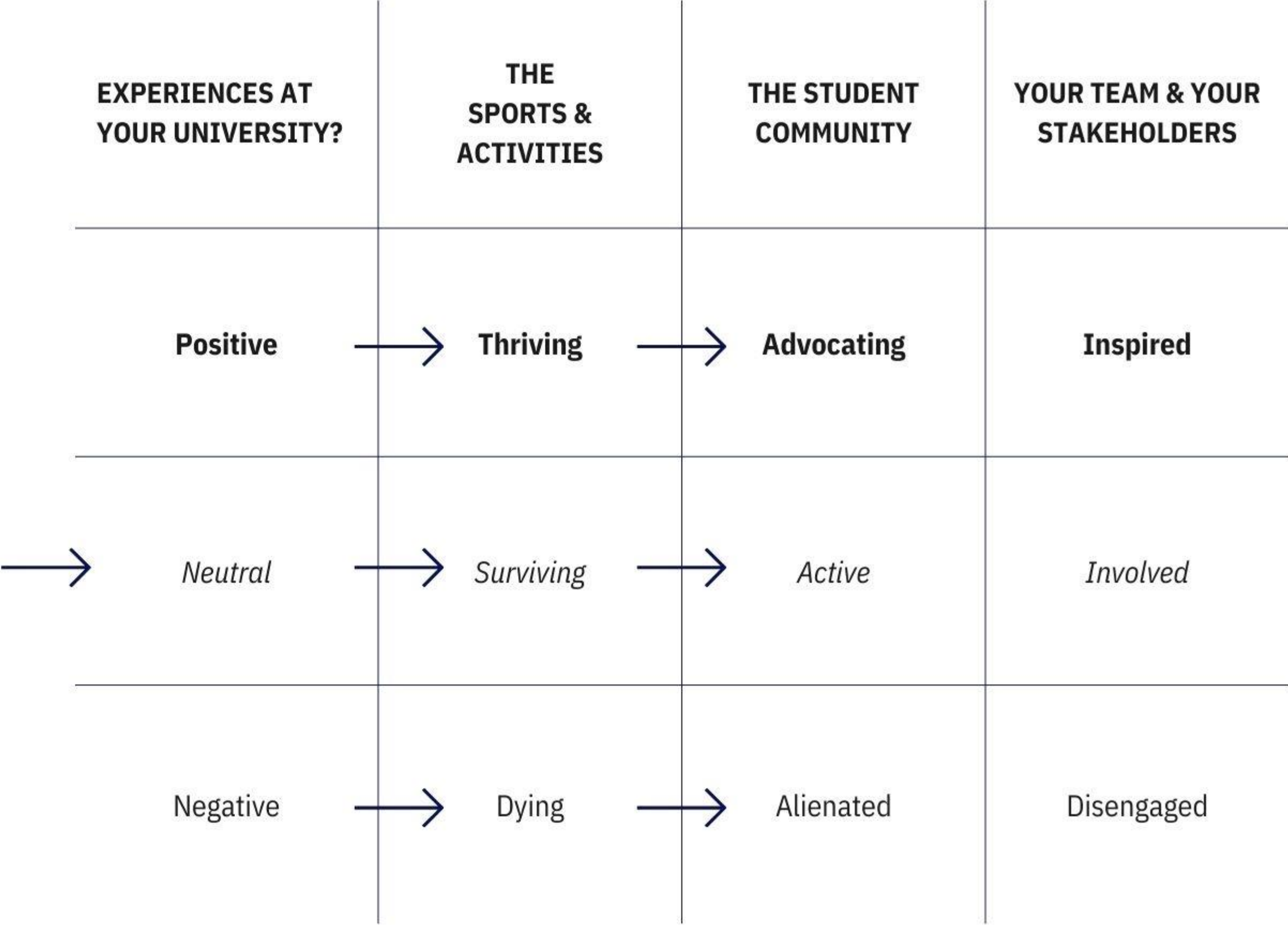
Positive



Neutral

Negative

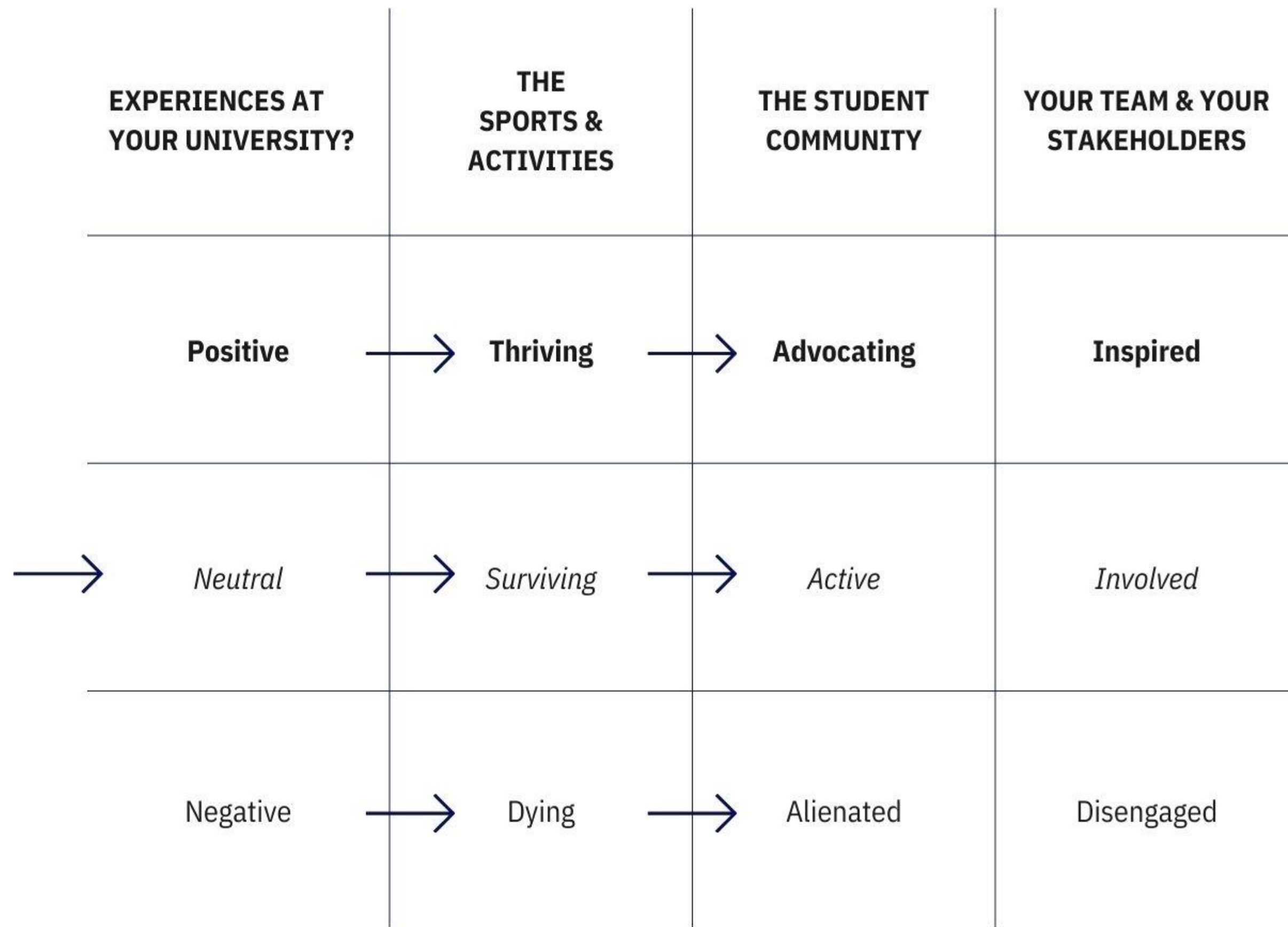
Where are you at?



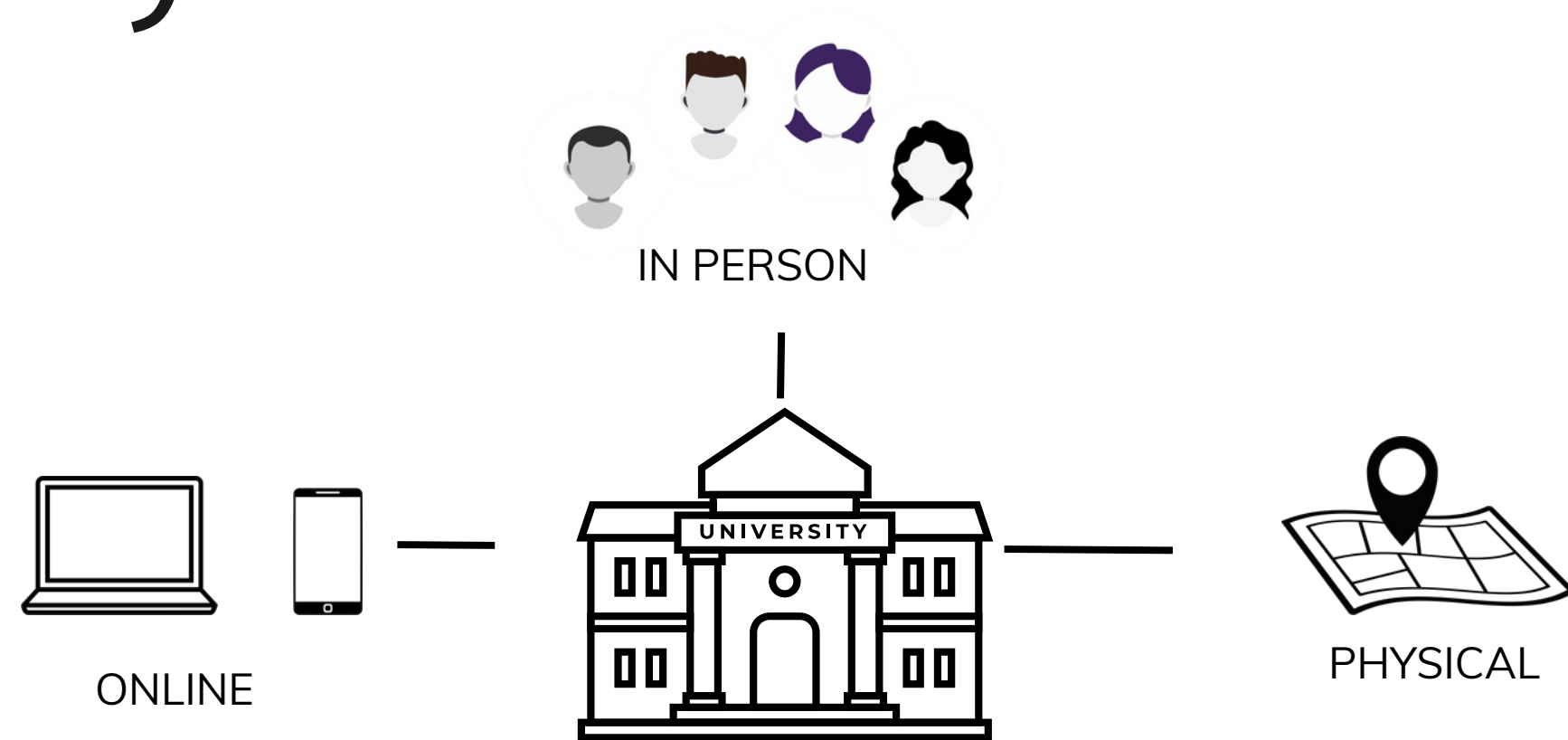
Where are you at?

The experiences we provide will influence many things.

If we can intentionally lift the levels of the experiences we are designing and delivering, to we will get to where we want to be.



What do
**they say about
you?**



What would you like them to say??



Your people will never forget how you made them feel.

All the different people.



What is 1 thing you can do today?

To have a positive influence?



MORE PEOPLE MORE INVOLVED

in your sport, events & programs



YOUR FREE EXPERIENCE AUDIT?



SCROLL
↓

Time to (re)design?

- **Experience Audits**
Observation, Surveys, Trackers
- **Sport Experience Workshops**
'Immersions', Strategy, Design
- **Free Sport Experience Design tools**
Card Game, Books, Podcasts etc
- Andrew O'Loughlin**
SPORT EXPERIENCE DESIGN
- **andrew@experiencedesign.global**
www.sportexperiencedesign.com