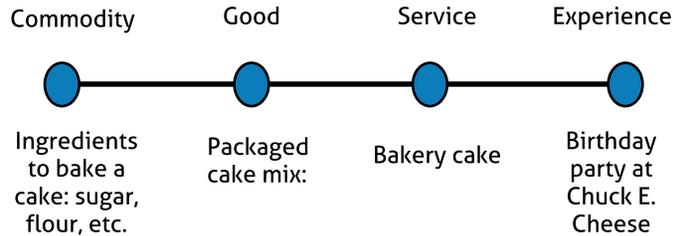


**"We view the world through rose tinted glasses."**

## The Evolution of Consuming Experiences

Companies know that experiences make consumers happier and gives their product a point of differentiation. This can be seen in the way we currently buy common goods. For example, look how simply making a birthday cake has changed over time.



## What Makes an Experience

How companies create experiences for us:

**Personal**

**Memorable**

**Engage the 5 senses**

**Feel like a guest, not a customer**

**Mix in Memorabilia**

**Experience has a theme**

**Eliminate cues that take us out of experience**

## What Doesn't Matter

**Length of experience and any bumps along the way**

Janelle Maloney, Katelyn Rains, Fernando Tejada, Mark Zanoia

**Experience Happiness**

*Positive Reinterpretation:* tendency to remember experiences, no matter the true result, in a positive light



**Collect and Consume Moments for a Happier Life**

# Why do experiences make us happier?

More and more companies are working to make their goods a part of a memorable experience for the customer. Why are retailers, restaurants, and other services working so hard to make your transaction feel so special? Because experiences make us happier consumers! Read on to learn why consuming experiences puts a smile on our faces...

## Hedonic Adaptation

We tend to get bored of things easily. This tendency is referred to as "[hedonic adaptation](#)." It is a cycle of continually buying items to make us happy, which we then get bored of and look for the next thing to buy. Experiences, on the other hand, are never something we get bored of. They can always be relived through memories and stories of [reminiscence](#).

## Power of Anticipation

Anticipation is part of the fun! The feelings of [promise](#) and excitement add to the positive memories you will form. It is even better to [pay now](#) and [consume later](#). This separates the pain of paying from the pleasure of consuming. This is why all-inclusive vacations give the illusion that "everything is free."

## Experiences Exist in the Mind



**YOU ARE WHAT  
YOU  
EXPERIENCE**

## Find Flow

Flow is a time when you are [fully immersed](#) in an activity and time seems to fly by. The mind is not wandering and is fully focused on the task at hand. The more time the mind is spent wandering, the less happy we are. When in flow you are [truly present](#) in the moment and a happier person!

## Beyond Comparison

Experiences are [difficult to compare](#). Goods are easy to compare from one model to the other, while every experience holds a [special](#) place in your mind.

## Experiences are Social

Through experiences we form [social connections](#) with the people present, and are able to tell [stories](#) to those who were not.



## The Four Realms of Experience

Based on consumer participation and level of personal connection

### Entertainment

Customer is passively engaged and absorbs experience.

Example: Attending a concert

### Educational

Customer is actively engaged, but absorbs experience and not completely immersed.

Example: Taking a ski lesson

### Esthetic

Consumer is passively participating, but completely immersed in the experience.

Example: Visiting an art gallery

### Escapist

Consumer is actively participating and completely immersed in the experience.

Example: Descending the Grand Canyon

