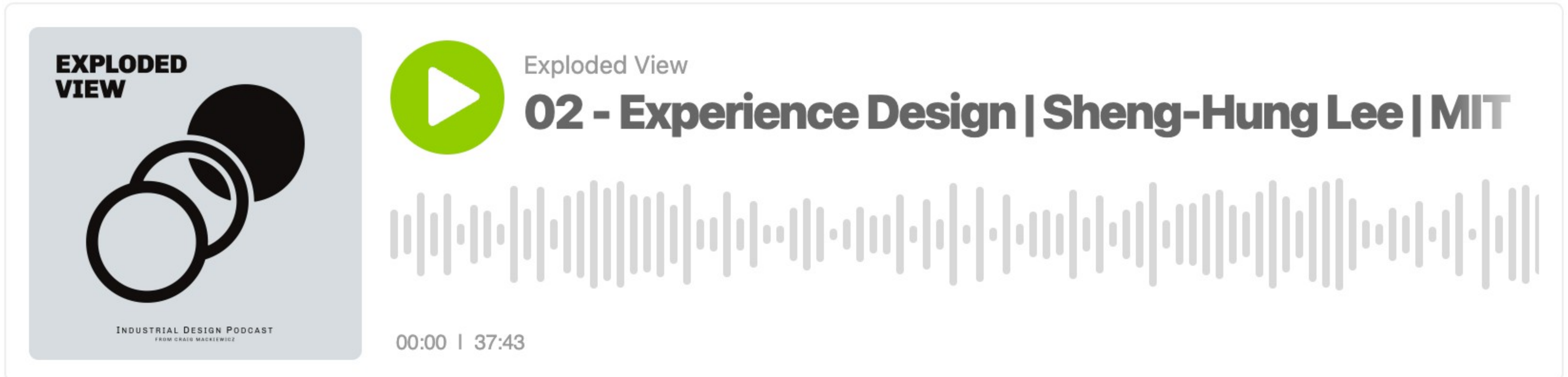


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# Exploded View

02 - Experience Design | Sheng-Hung Lee | MIT

SEPTEMBER 16, 2020 CRAIG MACKIEWICZ SEASON 1 EPISODE 2



**EXPLODED VIEW**  
INDUSTRIAL DESIGN PODCAST  
FROM CRAIG MACKIEWICZ

Exploded View  
**02 - Experience Design | Sheng-Hung Lee | MIT**

00:00 | 37:43

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## Show Notes

We interact with experiences all the time, from grocery shopping, to education, and online retail shopping to healthcare. Sometimes these experience stand out as memorable (good or bad). How can we as designers create better experiences for our customers? Today on Exploded View, we will be talking about the 5E's of experience design. How can we think about each step in the process and make sure we are creating a journey that each of our customers will want to return to. Sheng-Hung Lee will discuss how he uses the 5 steps- Entice, Enter, Engage, Exit, and Extend to think through his projects. Try using these 5 steps of experience design the next time you are working through a project and let us know how it goes!

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