

1



## Your Mission

Design the ..

(PLACE, e.g.. Kindergarten, Restaurant...)

experience!

2



## Your Vision

**Behaviours**  
How do you want people to act?

**Feelings**  
How do you want people to feel?

3



## The Inspiration

**Act-Alike Places**

At what places, in which situations do people **act** in these ways?

**Feel-Alike Places**

At what places, in which situations do people **feel** in these ways?

4



## Stage Setup

What furniture, arrangements, sounds, smells etc. are typical in the Act-Alike and Feel-Alike places?

2



## Analysis

What furniture, architectural design, arrangements, sounds, smells etc. are typical in the Anti-Places?

1



## Reverse Inspiration

**Anti-Places of Action**  
At which locations would it be difficult for people take the desired **actions**?

**Anti-Places of Feeling**  
At which locations would it be difficult for people to develop the desired **feelings**?

3



## Your Stage

What elements from the Anti-Places can you avoid at your location?

What elements from the Anti-Places are needed at your location?

4



## Stage Re-Design

Re-design elements of Anti-Places at your location to help people **act** in desired ways

Re-design elements of Anti-Places at your location to help people **feel** in desired ways

The scientific background to the **Place-Design-Template** is the Place-Situation-Analysis. You can read more about this here:

von Thienen, J. P. A., Noweski, C., Rauth, I. Meinel, C. & Lang, S. (2012). If you want to know who you are, tell me where you are: The importance of places. In H. Plattner, C. Meinel and L. Leifer (eds.), *Design thinking research. Studying co-creation in practice* (53-73). Berlin: Springer.