

the role of sensory design in creating memorable events.

problem statement.

Creating memorable event experiences is crucial for event planners. However, there is a lack of consensus on how to effectively design and measure them. The perception of an experience is largely dependent on sensory stimuli. Existing research often fails to capture the dynamic nature of visitor experiences and the influence of sensory cues. This limits event organizers' ability to measure the effectiveness of their design strategies and create truly exceptional events.

*“people perceive the world through their senses”
(Rathee & Rajain, 2017, p.125)*

research question.

How do sensory design elements affect visitors' perceptions of events?

research goal.

This study aims to investigate the impact of sensory design elements on event visitors, focusing on how these cues influence perception, satisfaction, well-being, and emotional response. The goal is to provide event planners with insights for creating memorable event experiences.

theoretical background.

Senses are crucial for perception and include sight, sound, smell, taste, and touch. Event experiences are a complex interplay of design, senses, emotions, and attendee interaction, requiring co-creation to leave a lasting impact. A successful event experience requires understanding the entire customer journey including the physical environment and social interactions to create lasting memories.

research design.

Qualitative research using semi-structured photo elicitation interviews with 24 participants across four different events was conducted. Pictures were used to stimulate memory recall and facilitate detailed descriptions of sensory experiences.



Figure 1.: ITB_1 (2)

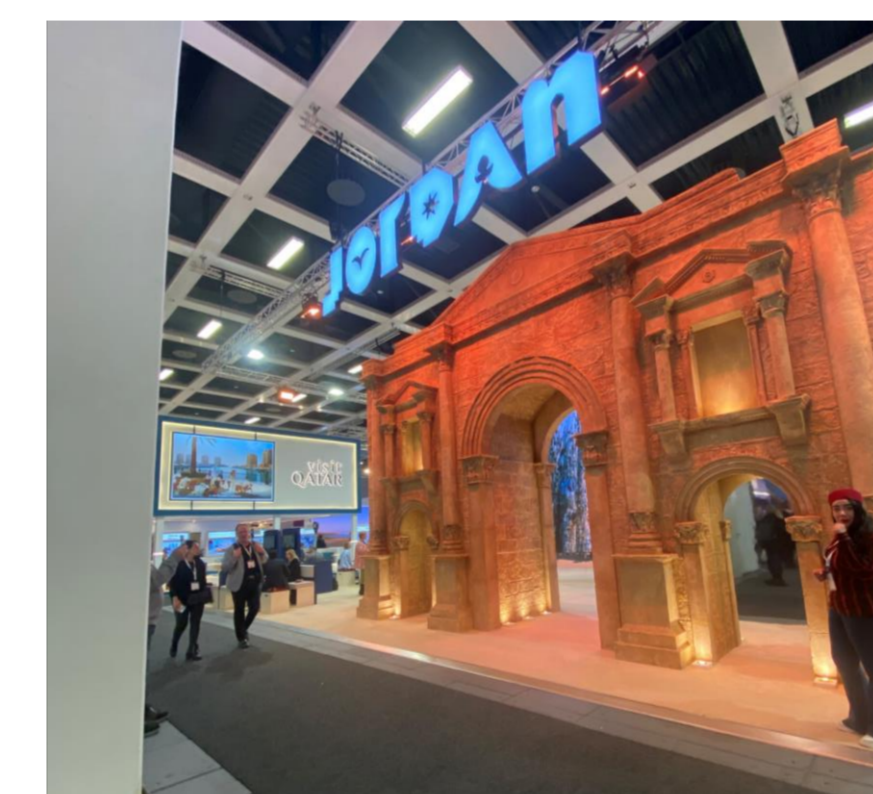


Figure 2.: ITB_7 (4)



Figure 3.: JB_1 (1)

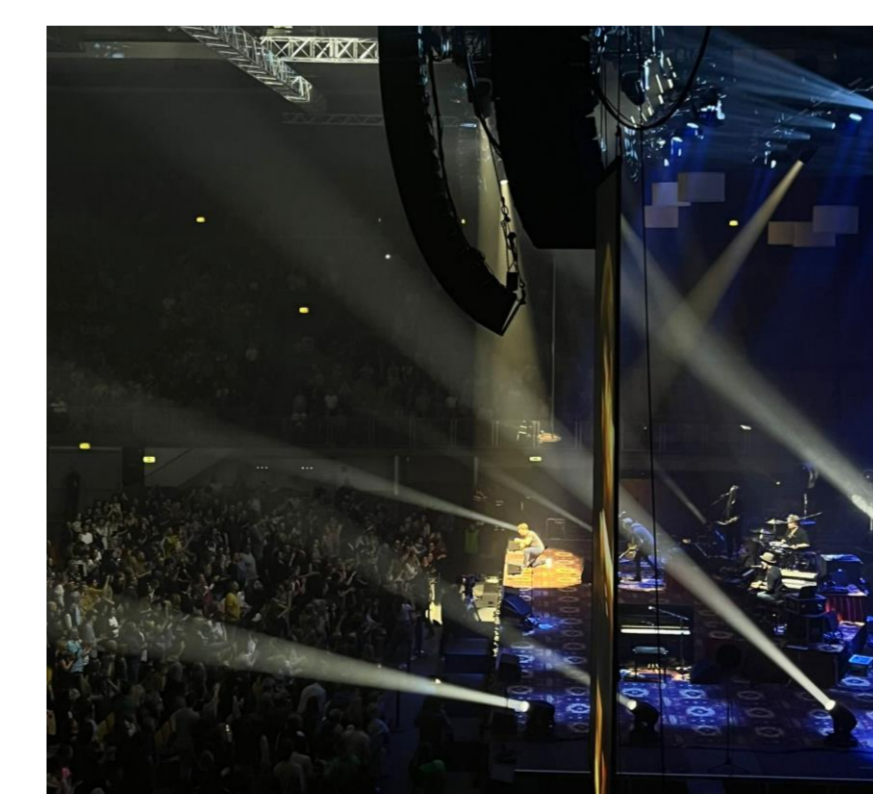


Figure 4.: JB_1 (3)

key results.

All five senses play a role in shaping visitor perceptions:

- results confirm dominance of sight and sound
- sound can significantly impact mood
- scent (often subconscious) can trigger powerful emotions
- taste variety can heighten emotional associations
- touch is the most interactive; temperature affects comfort

KEY FINDING

Importance of sensory congruence – visitors perceive the experience as more authentic and impactful.

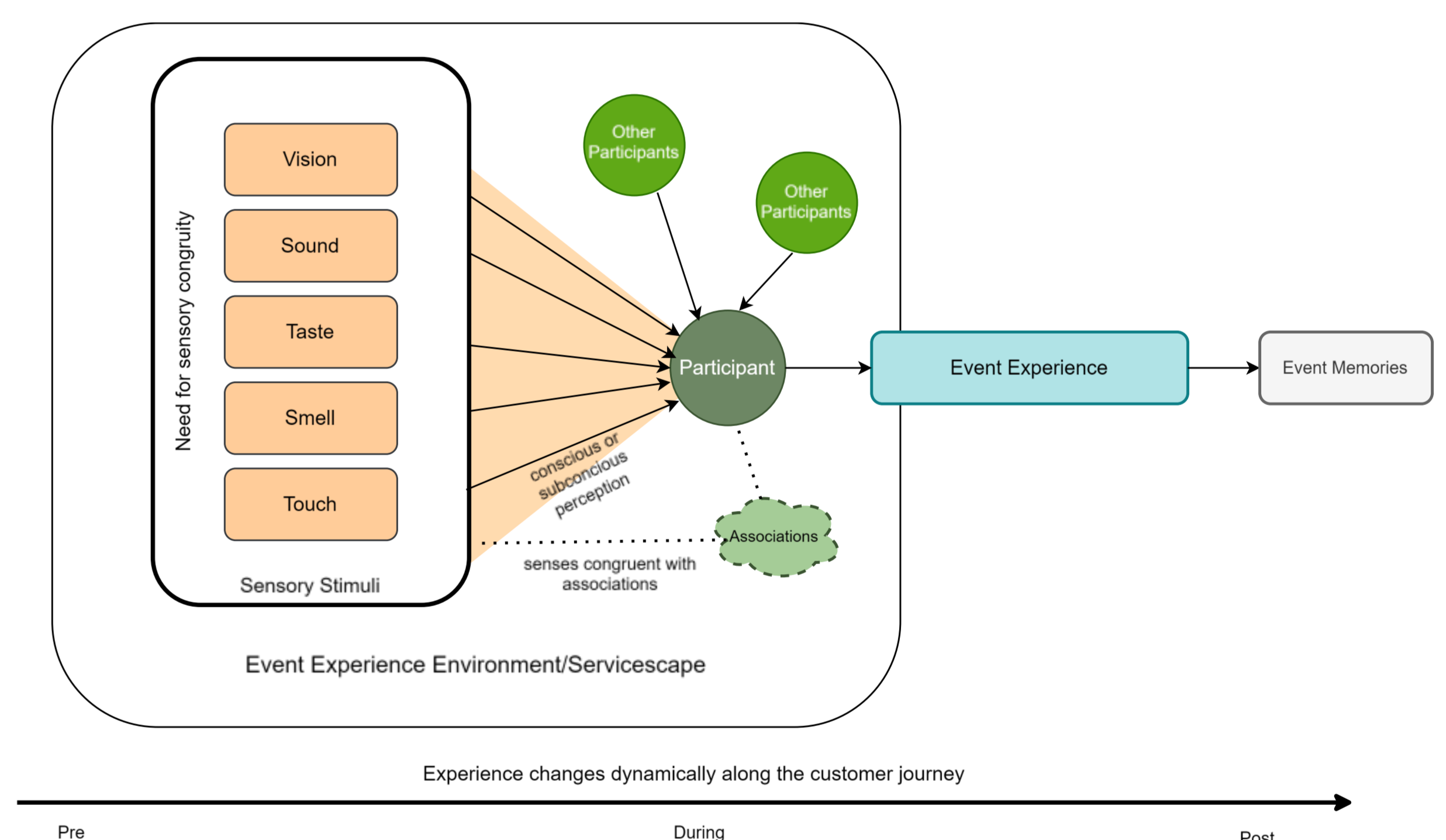


Figure 5.: Modified framework: sensory perception of event experiences

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