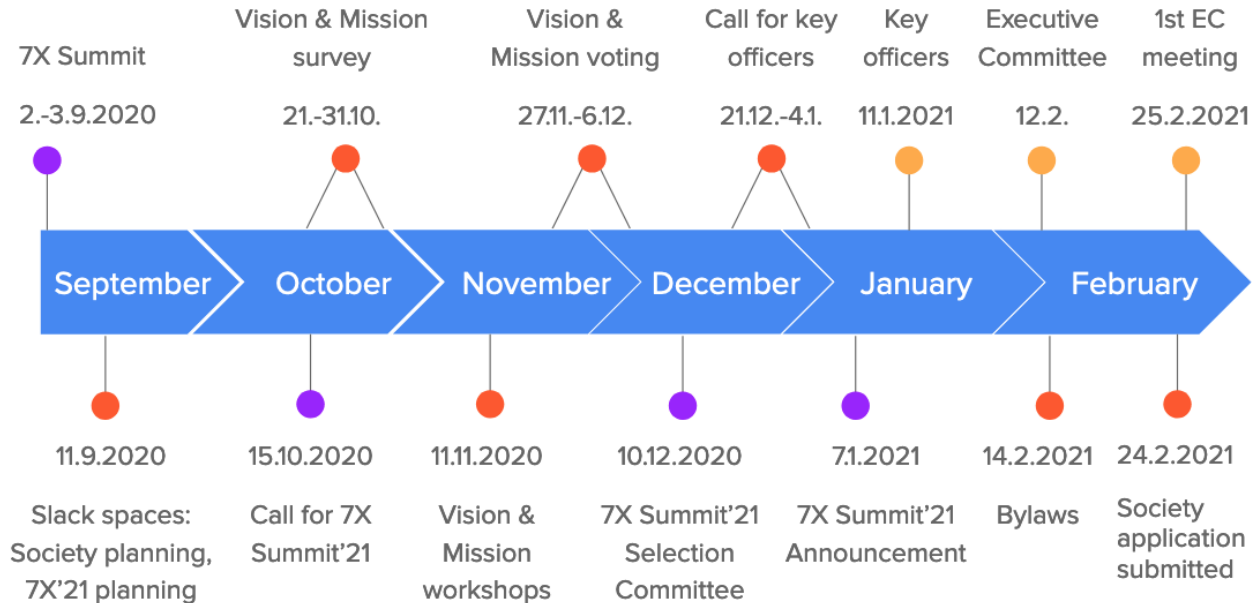


EXPRESSO Interim Report of Activities

The first year of EXPRESSO has been busy with the commence of operations. While EXPRESSO's first year of operations has not finished yet, this document reports some of the important activities the EXPRESSO team has been busy with. The official report of activities will be available in the Annual General Meeting in spring 2022.

The 7 Experiences Summit 2020 was the starting point of gathering together experience research fans across the disciplines and continents. At the end of the summit, Slack was chosen as the communication channel for those who are willing to participate in the joint effort of society establishment. This enabled a collaborative effort in establishing the society. The activities before the EC started are shown below.



Vision and Mission

One of the first joint activities advertised in the Slack channel was creation of vision and mission for the society. This was done via a survey and workshop. The vision and mission were used as the basis for the EXPRESSO bylaws that state the purpose of the society (Appendix 1).

Vision: Understanding life, promoting well-being and increasing societal impact through research into the fundamentals of experience.

Mission: To foster cross-disciplinary collaboration around experiences to create scientific and societal impact.

Official operations

Register the society

The Finnish Patent and Registration Office registered Experience Research Society as an association on March 8, 2021.

Elect Chair, Secretary and Treasurer

The call for the key positions was distributed in EXPRESSO Slack channel December 21, 2020. This channel reached 68 participants of 7 Experiences Summit 2020, who expressed interest in an active role in EXPRESSO. Only Virpi Roto volunteered primarily for the chair role, Brian Hill chose it as the 3rd priority. Both Markus Ahola and Gioia Laura Iannilli volunteered primarily for the secretary role. Brian Hill chose executive committee membership as priority 1 and the Treasurer or Secretary role as priority 2. He was the only volunteer in the Treasurer role, and when we informed him, he was happy to take this role.

On January 13, 2021, Virpi Roto was named as the Chair, and Brian Hill as the Treasurer. Voting was organized for the Secretary through the Slack channel. Markus Ahola received 18 votes and Gioia Laura Iannilli 15 votes, so Markus Ahola was named as the Secretary on January 31, 2021.

Select the Executive Committee members

The call for EC members was distributed first time as part of the call for key positions on December 21, 2020, and then again on January 13, 2021. By the deadline of February 7, 17 volunteers expressed their interest in the EC membership. All of them were invited to the EC. During the summer 2021, the EC discussed that the EC lacks representatives from Africa, Asia and South America, and also PhD students. From the 7 Experience Summit participants list, we found three such candidates and asked if they would like to join the EC. Two of them accepted the call and joined the EC meetings from August onwards. Thus, EXPRESSO EC now has 19 representatives from all continents and from diverse disciplines, see Appendix 2.

The EC has worked in groups of 2-4 EC members on topics such as Visual identity, Web site, Memberships, Finances, Action plan, and Events.

Finances

EXPRESSO leadership have taken steps to establish financial processes that are efficient and transparent. We have:

- Established a bank account with OP Bank in Finland (a Finnish bank required for an association registered in Finland)
- Gathered input about appropriate membership fees and put those into place
- Set-up payment processes through PayPal and Stripe
- Begun to record and account for all membership payments and organizational expenses

Income and Expenses through 20 September 2021

Income		Euro 4063.05
Donation from Aalto University	Euro 2768.05	
Membership Fees	Euro 1295.00	
Expenses		Euro 2999.61
Organization Registration	Euro 100.00	
Bank Account Set up Fee	Euro 100.00	
Bank Service Charges	Euro 22.16	
PayPal Service Fees	Euro 50.00	
Domain Name Registrations	Euro 227.45	
Website Development	Euro 2500.00	
Balance		Euro 1063.44

Ongoing budgeted expenses so far for the coming year include:

- Euro 2000.00 for visual identity development (work complete, waiting on invoice)
- Euro 500.00 to complete website development
- About Euro 120.00 for monthly banking service fees
- Transaction fees from PayPal and Stripe of about 4% per transaction

Communication channels

EXPRESSO utilizes various communication channels. Below the channels in use and the general purpose of each channel.

- Slack: used for community and EC internal communication.
- Website (<https://ExperienceResearchSociety.org>): used for distributing general information about the society, membership management and distributing content for members.
- Email distribution lists: used for distributing announcements and general information to members and 7 Experiences Summit participants.
- Social Media
 - Twitter: used for reporting current activities in the society and interaction with the people engaged with experience research.
 - LinkedIn: used for distributing announcements and general information.
 - YouTube: used for distributing video content.
 - Instagram: used for reporting visually current activities in the society and interaction with the people engaged with experience research.

The biggest effort in communications has been to build the web site. It started with a call for the visual identity, and the winning identity was designed by Volker Schubert from Australia. The EC saw the identity as human, dynamic, and playful. The logo on the right indicates the many voices of members that form the core of cross-disciplinary EXPRESSO. The strong colors refer to experiences and energy.



For website development, EC decided to hire Jack Morrell from Jack M Design Co, Spain. The web site was launched in July 2021, and more sections are being implemented during the fall.

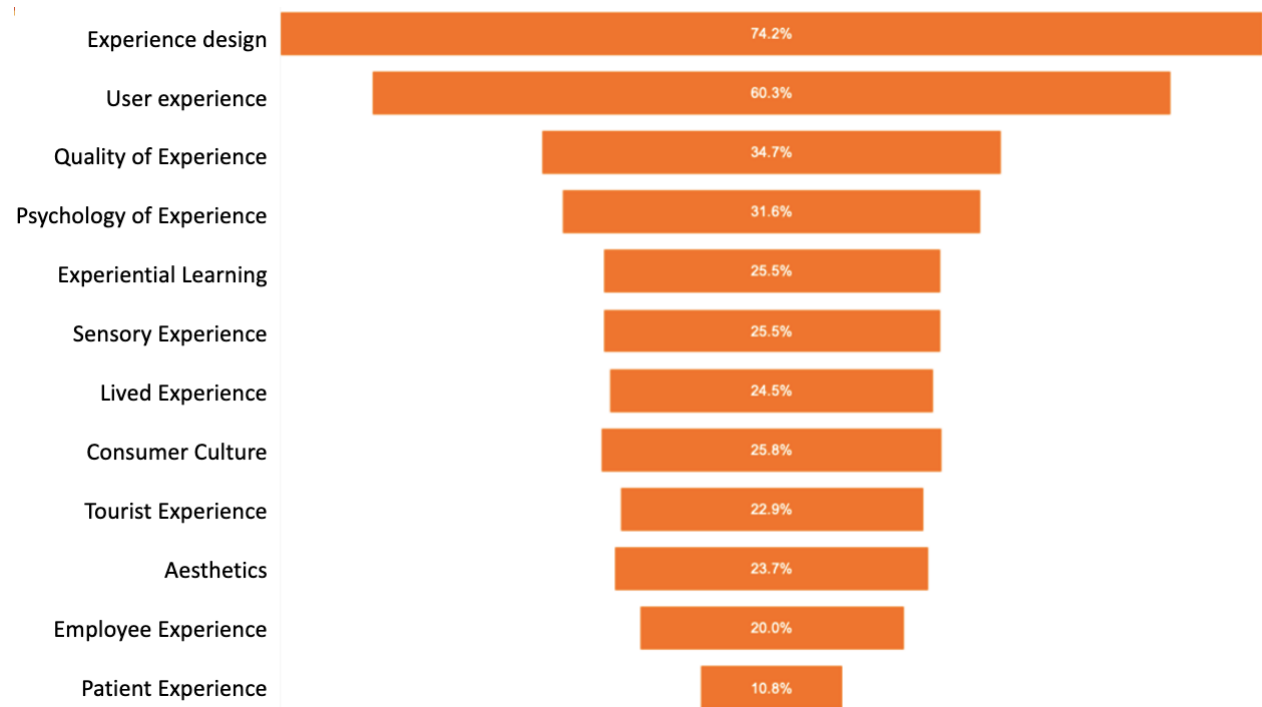
7 Experiences Summit 2021

Call for hosts and selection of the location

7 Experiences Summit (7X Summit in short) is the main event to bring together a diverse set of experience researchers around the globe. The present role of EXPRESSO is to ensure the summit will happen each year. So far, EXPRESSO has distributed calls for 7X Summit for 2021, 2022, and 2023. The call for the 2023 summit is open until the end of October, 2021.

Organizing the summit

The 2021 edition of 7X Summit was to be organized as a physical gathering in Breda University of Applied Sciences, the Netherlands. During summer 2021, the organizing responsibility was transferred to EXPRESSO, and the summit ran as a free of charge online event in Zoom on September 2-3, 2021. 381 experience research fans from 35 countries registered for the event. The graph below shows the percentages of registrees indicating their match to the biggest experience research topics. The program overview is copied in Appendix 3.



7X Summit 2022 will be hosted by Brigham Young University and take place physically in Provo, UT, USA on October 6-7.

Appendix 1

EXPRESSO Activities as stated in the bylaws

The purpose of the association is to increase the scientific and social impact of experience research worldwide. It seeks to support research of experiences and exchange of information, as well as cooperation across geographies and disciplines.

To achieve its purpose, the association:

- *brings together members for joint activities and maintains contacts with other associations in the field*
- *can collect and share information and carry out research activities*
- *may engage in publishing activities*
- *can organize seminars, conferences, competitions, shows, and other events*
- *may organize courses, training sessions and other similar activities*
- *can maintain the association's electronic communication channels*
- *may publish the association's bulletins and other communications in various communication channels*
- *may participate in the public debate on issues related to the field*

In order to support its activities, the association may, after obtaining the relevant permit, if necessary:

- *collect membership fees*
- *engage in publishing and training activities*
- *enter into sponsorship and advertising agreements*
- *withhold a share of the proceeds of events organized with the association's support*
- *engage in small-scale trade in the association's own promotional products*
- *accept donations, grants and wills*
- *own real estate*

The purpose of the association is not to make a profit.

Appendix 2.

EXPRESSO inaugural Executive Committee

<i>ame</i>	<i>Experience research topics</i>	<i>Affiliation, Country</i>
<i>Virpi Roto (Chair)</i>	<i>User experience, Experience design</i>	<i>Aalto University, Finland</i>
<i>Markus Ahola (Secretary)</i>	<i>User-centred design, Experience design</i>	<i>Aalto University, Finland</i>
<i>Brian Hill (Treasurer)</i>	<i>Face to face experience design, Flourishing through experiences</i>	<i>Brigham Young University, UT USA</i>
<i>Ceyda Berk-Söderblom</i>	<i>Art practitioner, Cultural experience, Artistic experience, Lived experience</i>	<i>MiklagardArts, Finland</i>
<i>Licia Calvi</i>	<i>Experience design, Museum experience design, Storytelling</i>	<i>Breda University of Applied Sciences, The Netherlands</i>
<i>Gary David</i>	<i>Experience design, Customer experience, Employee experience, User experience</i>	<i>Bentley University, Waltham, MA USA</i>
<i>Mat Duerden</i>	<i>Conceptualizing and measuring memorable, meaningful, and transformative experiences. Experience Design. Transformative learning experiences.</i>	<i>Brigham Young University, UT USA</i>
<i>Nathan Felde</i>	<i>Living Systems, Semiotics, Cybernetics, Anticipation, Sociocracy, Æstheticquette, and Eventual Design</i>	<i>Northeastern University and concatenate design consultancy, MA USA</i>
<i>Bianca Frost</i>	<i>Meaningful consumption experiences and experience design</i>	<i>University of Pretoria, South Africa</i>

Sandhiya Goolaup	<i>Tourist experience, Extraordinary experience, Transformative experience</i>	<i>University of Borås, Sweden</i>
Gioia Laura Iannilli	<i>Aesthetics, Experience Design, Everyday Aesthetics, Problem Solving-Problem Setting</i>	<i>University of Bologna/ Polytechnic University of Milan, Italy</i>
Sanika Inamdar	<i>Experiencing Built and Natural Environments, Environmental Psychology, Multi-sensory Experience, User Experience</i>	<i>Pune University, India</i>
Anita Kocsis	<i>Design for experience, User/ visitor experience</i>	<i>Design Factory Melbourne, Swinbure University, Australia</i>
Barbara Neuhofer	<i>Transformative experiences, Tourist experiences, Experience design</i>	<i>Salzburg University of Applied Sciences, Austria</i>
Monica Raya	<i>Experiencing Space. Sensuous thinking before and after the experience</i>	<i>National Autonomous University of Mexico, Mexico</i>
Jarkko Toikkanen	<i>Intermedial experience, Concept of experience, Experience in literary and cultural studies</i>	<i>University of Oulu, Finland</i>
James Wallman	<i>Experience & time design</i>	<i>World Experience Organization, UK</i>
Haian Xue	<i>Design for experience and wellbeing</i>	<i>Delft University of Technology, The Netherlands</i>
Ye Zhang	<i>Transformative experience design for Tourism and Hospitality Customers and Employees, Positive-psychology-based experience research, Service experience management</i>	<i>Florida Atlantic University, FL USA</i>

Appendix 3

7 Experiences Summit 2021 - Program overview

Thursday 2 September

- 14.00 Opening
- 14.15 -14.40 Keynote: Tech enhanced service experiences Lia Patrício
- 14.45 – 15.10 Keynote: Eating in Virtual Reality Qian Janice Wang
- 15:15 – 15:40 Keynote: Patient Experiences. Using experience as a form of evidence
Sophie Staniszewska

Break

- 16.15 – 17.30 Online Workshops round 1
1. Measuring (impact of) Experiences by Mat Duerden, Marcel Bastiaansen, Karen Melton, Neil Lundberg, Amit Birenboim & Ondrej Mitas
 2. CANCELED: Art based methods for Experience Research by Satu Miettinen, Silja Nikula & Li Hong
 3. Publishing on Experience Research by Gioia Laura Iannilli
 4. (Digital) Design methods for Experience research by Elizabeth Sanders
 5. Experience Research Spectrum by Anita Kocsis & Virpi Roto
 6. Digital Experiences and the real world by Igor Mayer + guest
 7. Learning experiences beyond borders by Liliya Terzieva & Margo Rooijackers

Break

- 18.00 – 19.30 7 Novelties parallel sessions
- 19.30 – 21.00 Social Programme in the (virtual)
Lobby

Friday 3 September

- 9.30 – 11.00 Online Workshops round 2
1. Measuring (impact of) Experiences by Mat Duerden, Marcel Bastiaansen, Karen Melton, Neil Lundberg, Amit Birenboim & Ondrej Mitas
 2. CANCELED: Art based methods for Experience Research by Satu Miettinen, Silja Nikula & Li Hong
 3. Publishing on Experience Research by Gioia Laura Iannilli
 4. (Moved at the end of programme, scroll down)
 5. Experience Research Spectrum by Anita Kocsis & Virpi Roto
 6. Digital Experiences and the real world by Igor Mayer + guest

11.30 – 13.00 7 Novelties parallel sessions

Break

14.00 Introduction of keynote speakers

14.15 -14.40 Keynote: The future of experience design for transformation: Becoming fully human Barbara Neuhofer

14.45 – 15.10 Keynote: Sustainable Experience Design Frans Melissen

15.15 – 15.40 Keynote: How has the workplace experience been developed over the past decades and what will the future bring? Peter Ankerstjerne

15.45 – 16.10 Keynote: Future Learning Experiences Max Louwerse

16.10 – 16.30 Closing & Announcement of 7 Experiences Summit 2022

Break

16.45 – 18.00 Workshop 4. (Digital) Design methods for Experience research by Elizabeth Sanders