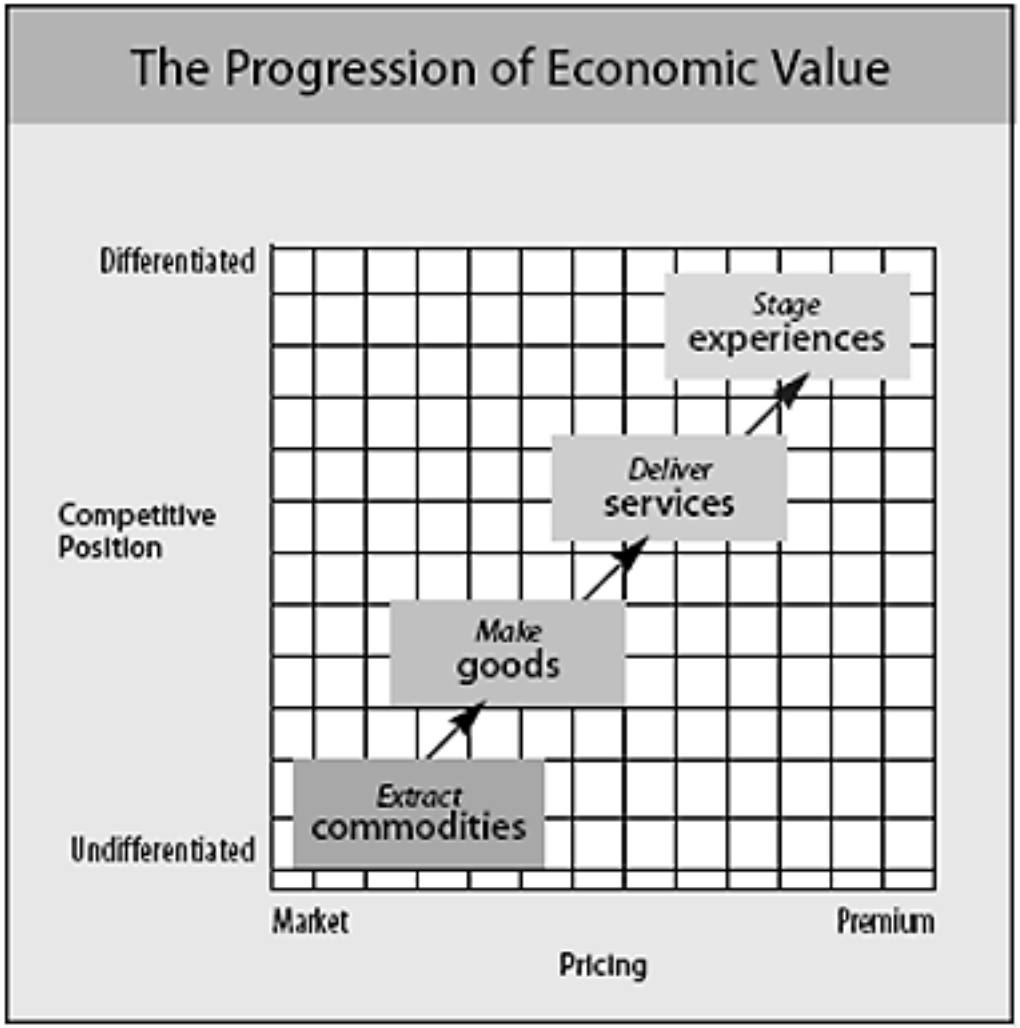


PERIENCE DESIGN

CARINE WARSAWSKI

What is an experience?

An experience occurs when a company/org intentionally uses services as the stage to engage people in a way that creates a memorable event



What people remember

1. Energy > Length
2. Feeling > Content
3. Small details > Big picture
4. Preparedness (or lack thereof)





1

What the heck is UX?

- Offers a feeling
- How we deliberately create experiences to elicit a certain response from the audience.



Experiential Touchpoints







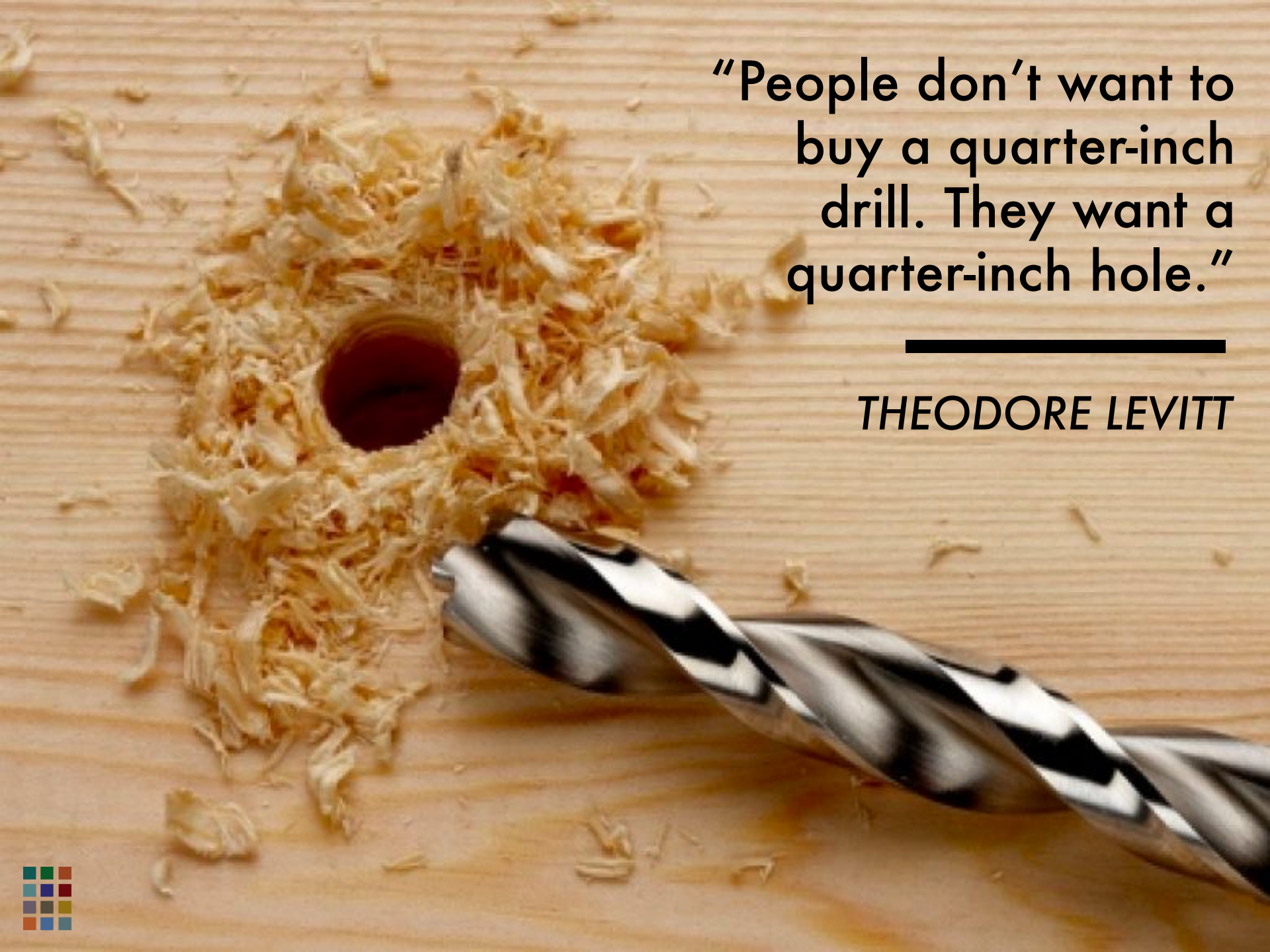
THE BRAND → CAMP → THE COMMUNITY

User first.



(this is a drill bit)



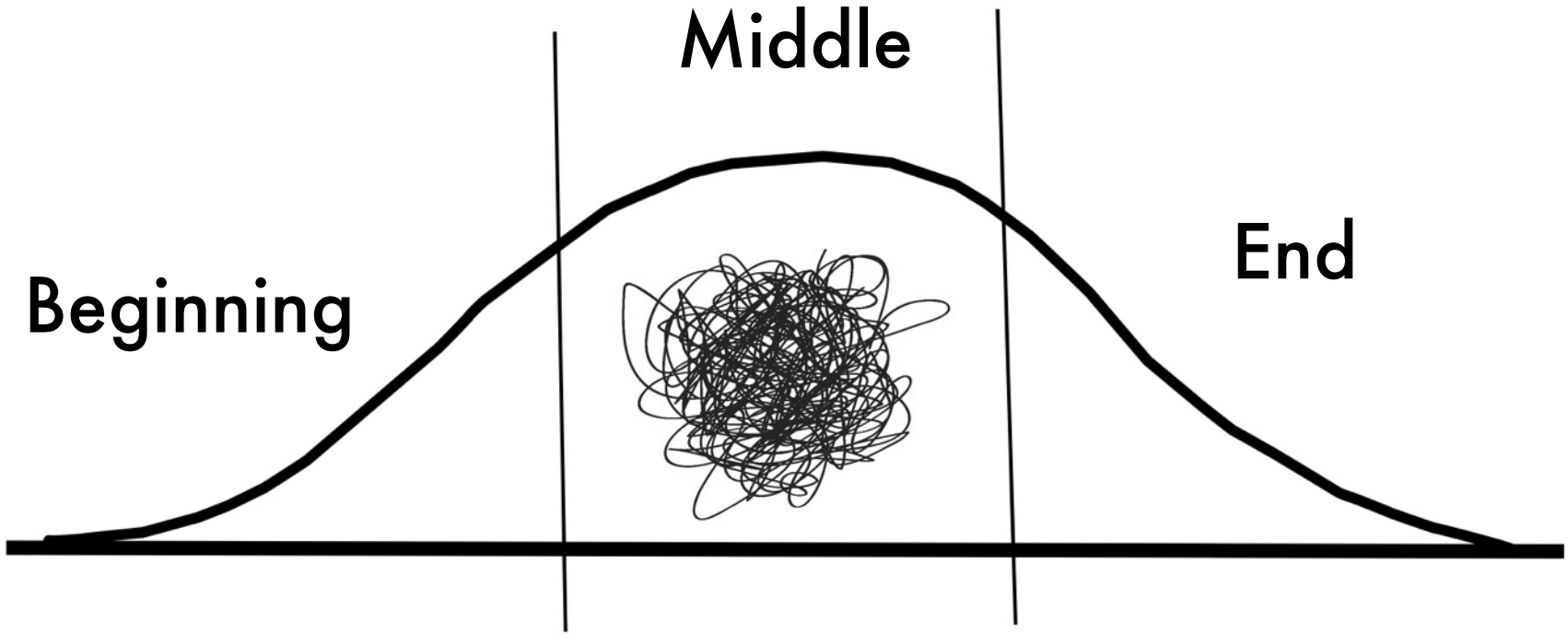

"People don't want to buy a quarter-inch drill. They want a quarter-inch hole."
THEODORE LEVITT



2

Don’t design a program. Design an itinerary

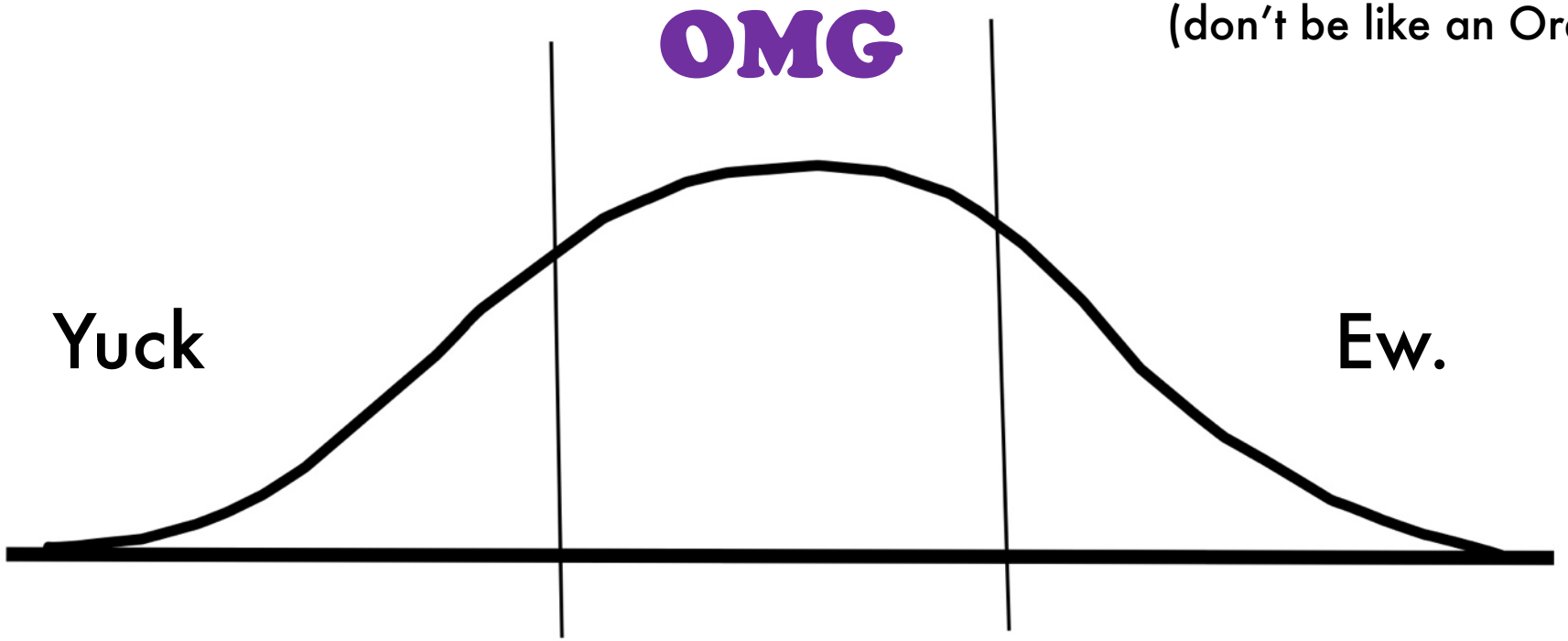
Create an arc of touchpoints



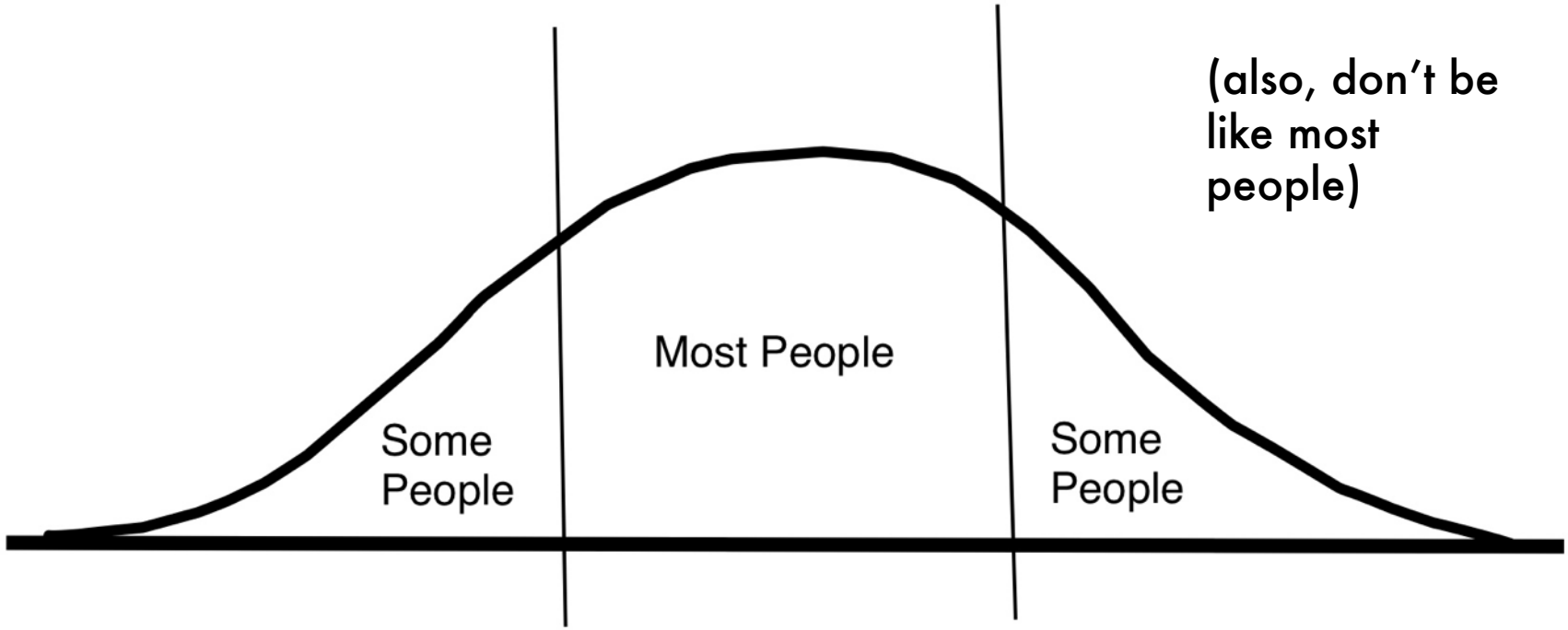
Create an arc of touchpoints



(don't be like an Oreo)

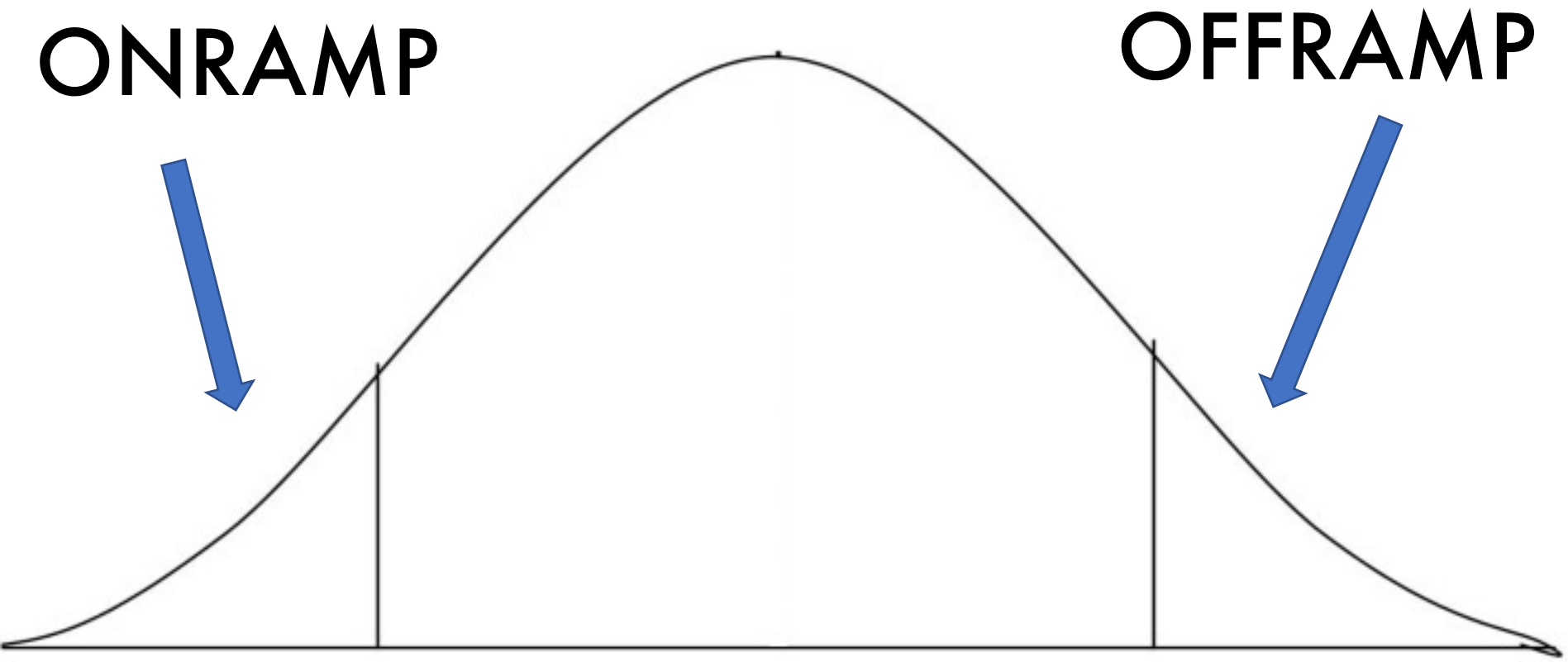


Create an arc of touchpoints

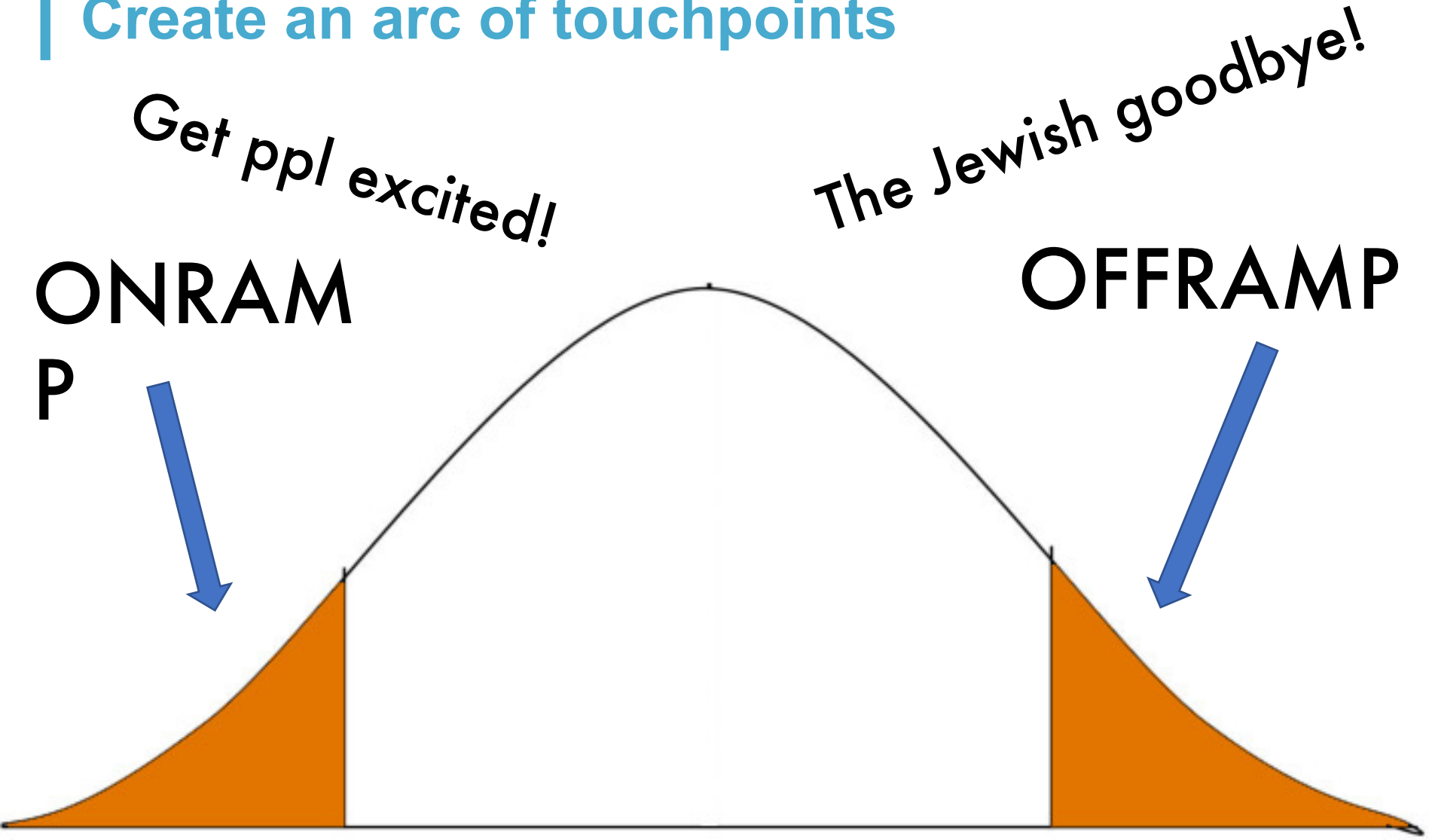


(also, don't be like most people)

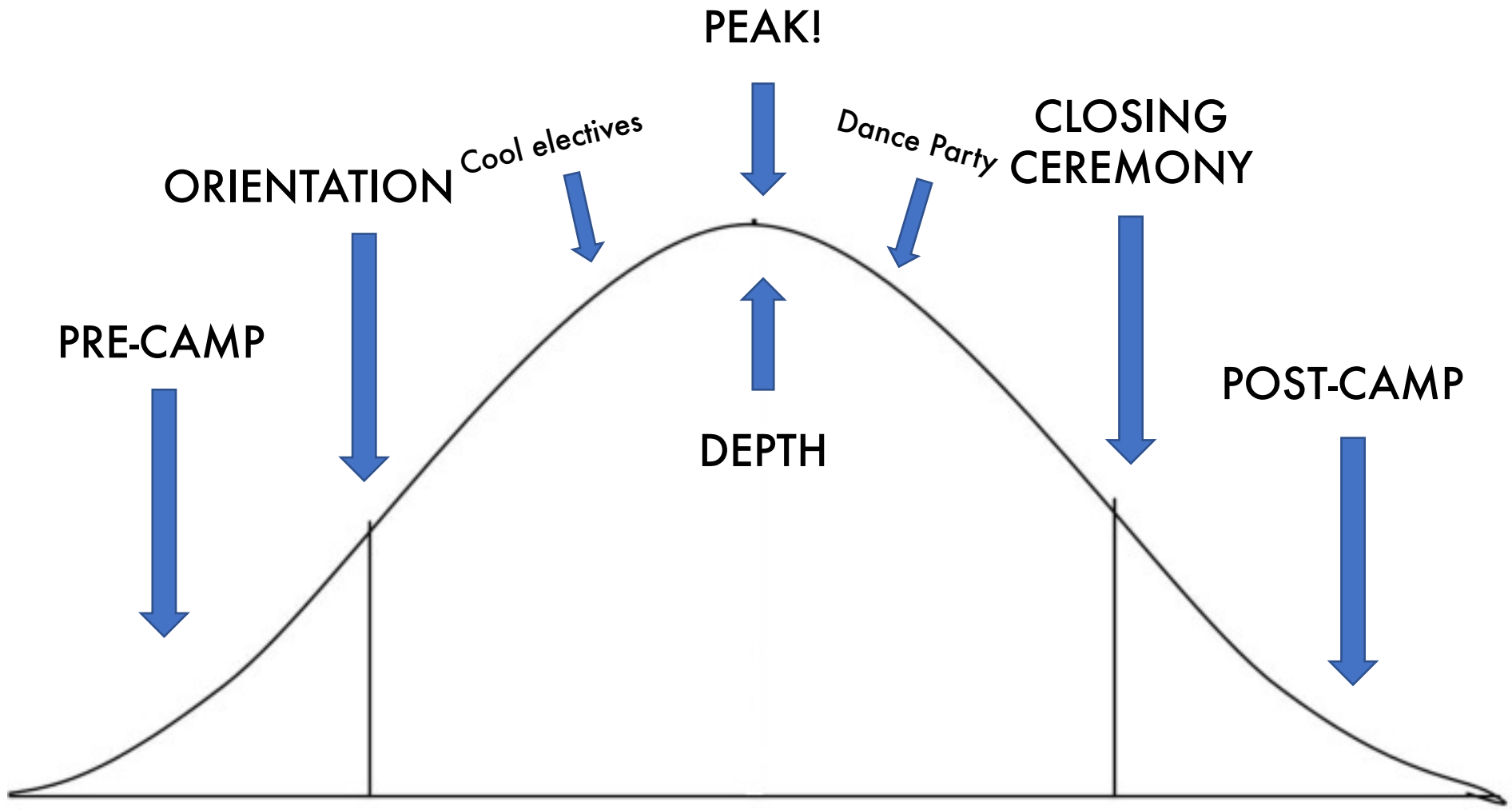
Create an arc of touchpoints



Create an arc of touchpoints



Itinerary Planning 101



3

THE PEAK END RULE



People judge an experience based on a peak moment and the end, rather than the total sum.

Insight

Realize something new about ourselves or the environment




You can permanently change
price of one item to $1.
What is it?
a house with a pool in LA
COMPUTER GRAPHICS CARDS
Trybal Socal
FLIGHTS for Life
Solar panels
Happiness
Doggy


PRIDE
Capture us at our best moments. Make people feel good about being there. Accomplish something together.



TRYBAL
GATHERINGS



TRYBAL GATHERINGS

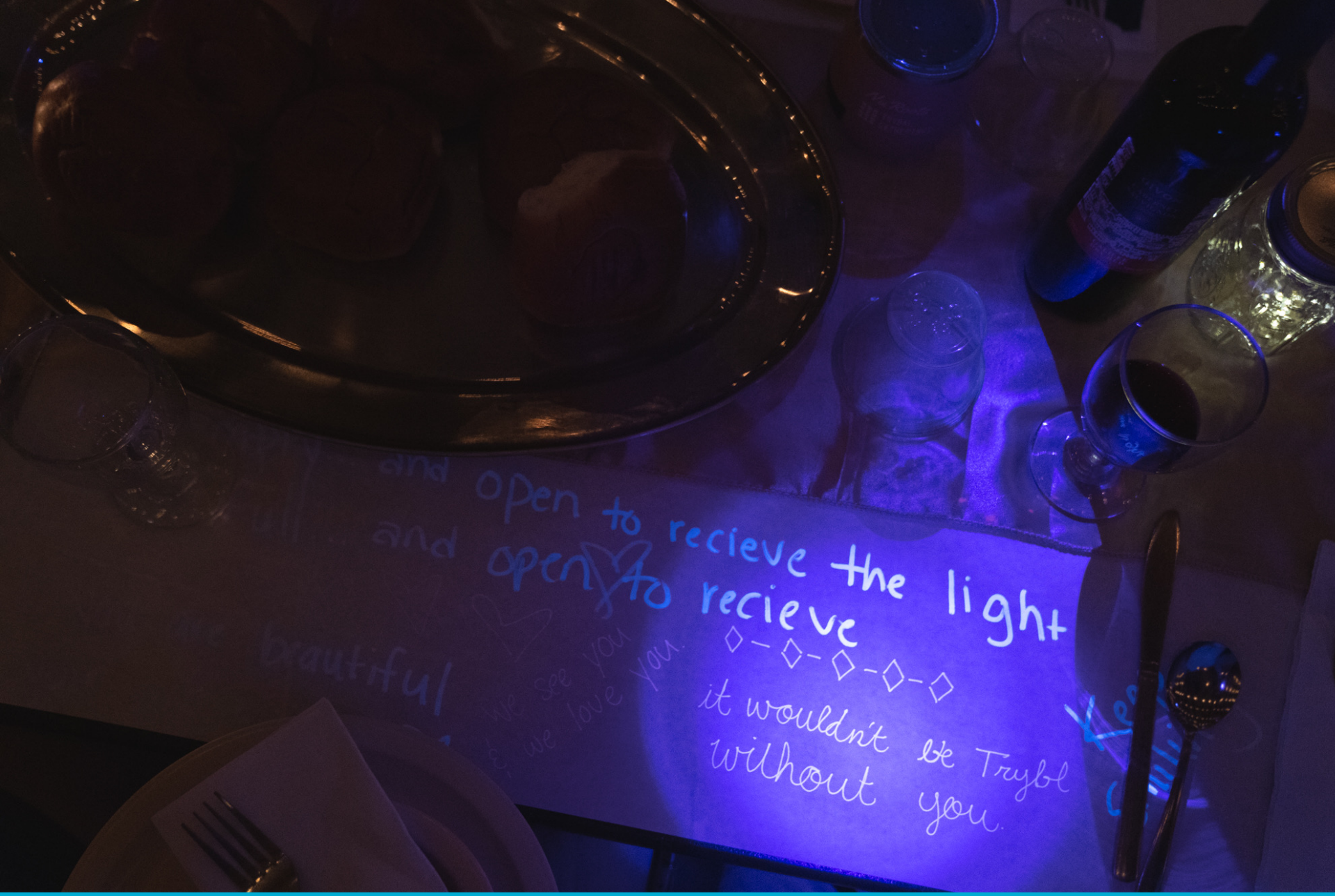
Elevation

Break the script. Boost sensory pleasures, add elements of surprise.





TRYBAL
GATHERINGS


and open to recieve the light
and open to recieve
it wouldn't be Trybl
without you.


Connection
The experience or moment is strengthened because you're sharing it with people around you, forming new relationships.

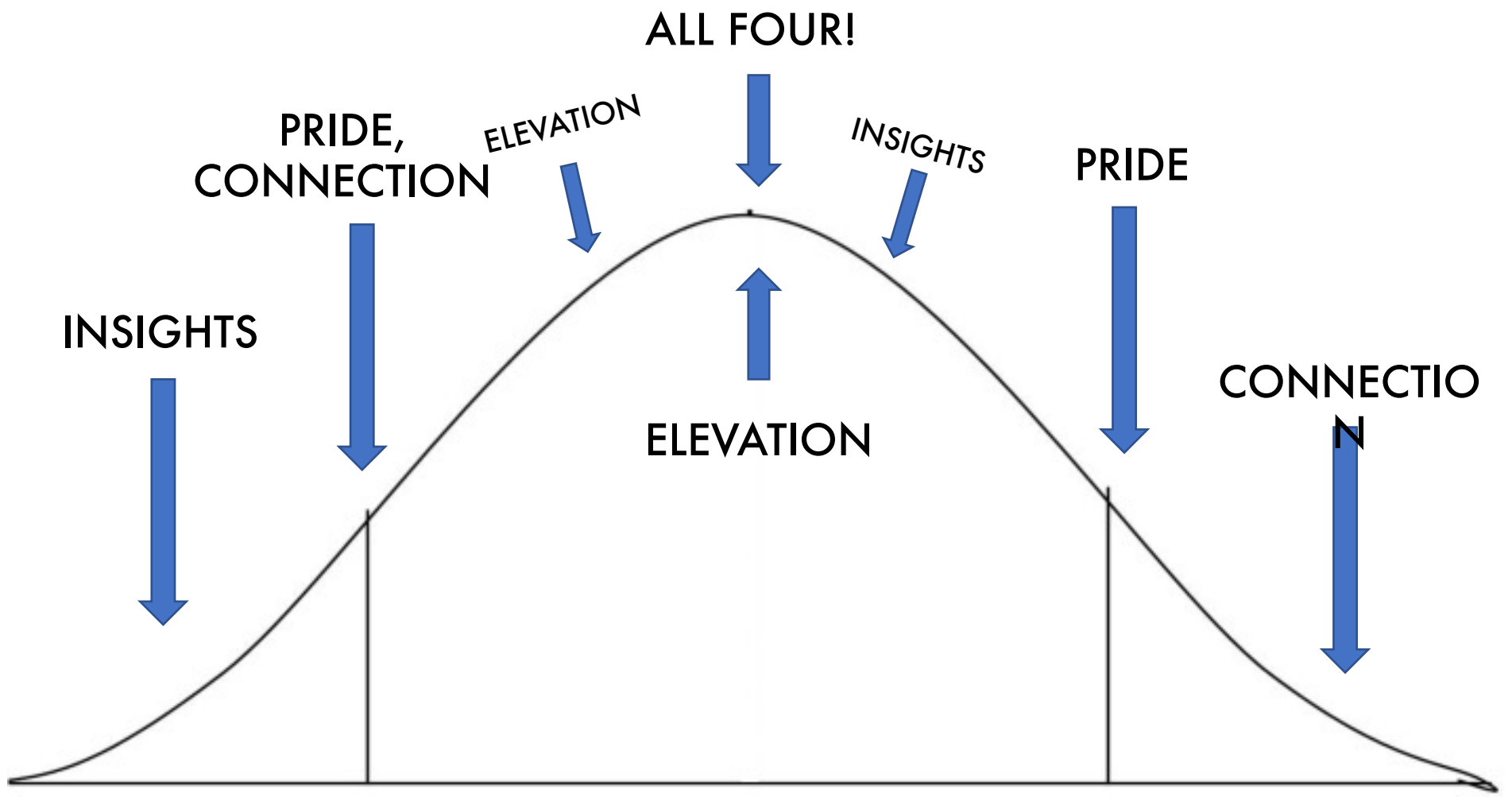

Write to your
Mailbox buddy
Shalom



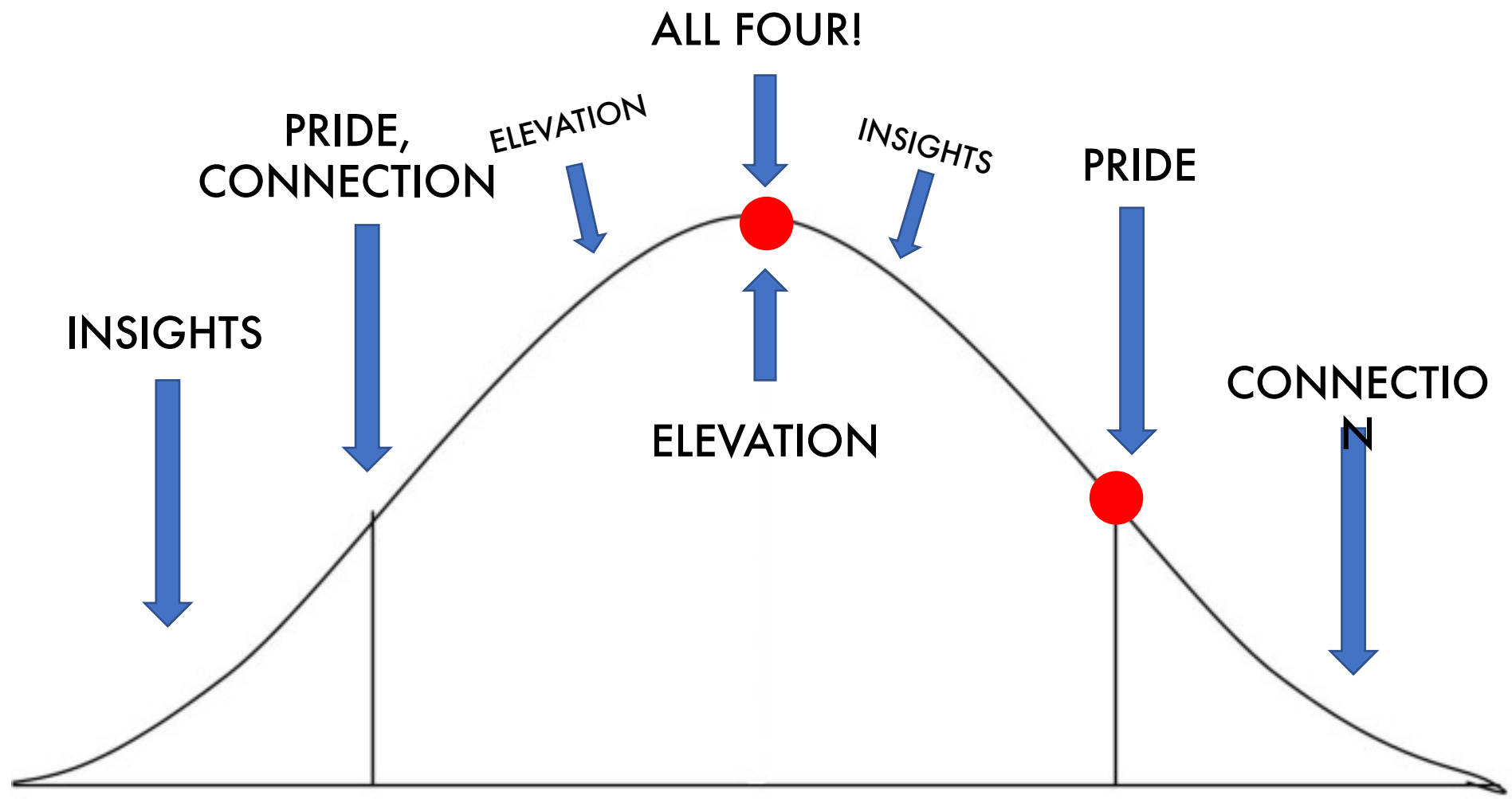
TRYBAL
GATHERINGS


The ColorPal-ette
Alyson Bender
Ally Gerstley
Allison Blonder
Alicia Silverman
Alex Yalen
Alex Meyer
Aimee Elie
Benjamin Wenger
Ben Huebscher
Bahareh Aghajani
Ayla Barreau
Arya Donay
Aron Wolfson
Ariel Lazarus
Danielle Matlin
Daniel Grabell
Daniel Hoisch
Chaz Volk
Celine Torkan
Catie LaRue
Carrie Murphy
Carmille Kiesler
Drew Schwartz
Drew Bleicher
Doreen Benyamin
Denise Kotlarenko
Deborah Bramwell
David Silberberg
David Ezroj
David Greis
Danna Bornstein
Gil Baron
Genna Rochlin
Fry Zimmerman
Forbs West
Ethan Ellberger
Erika Sommer
Emily Regal
Eliana Lev
Eddy Damyanov
Izzy Salant
Isra Yaghoubi
Ilana Rosenberg
Ilana Duboff
Hindy
Hava
Harrison
Hannah
Greg
TRYBAL GATHERINGS
COLOR pal-ETTE
Find your name!
Find your buddy.
Ask them the question.

Journey Mapping



Journey Mapping



4

Rituals vs. Tradition

A habit with intention

- **Rituals:**
  - Set of actions performed with meaning or intention
  - A ritual without intention is just a habit.
  - Intention brings focus and depth
  - Building blocks of tradition

- **Traditions:**
  - A broader practice or custom that is passed down through generations
  - Preserves culture, history, or group identity







- **Why do rituals in professional settings matter?**
  - Increases engagement and focus
  - Builds team culture, psychological safety
  - Adds structure
  - Makes meetings feel purposeful and enjoyable

Transform habits into sacred foundations

- **Intention: "The Why"**
  - What are you bringing to the moment?
  - Focus & depth create emotional power
- **Attention: "The How"**
  - Coming back to being in the moment
  - Deepens the experience, makes it sacred
- **Repetition: "The When"**
  - Coming back to the practice time and again turns action into ritual
  - Time builds stability, comfort, and transformation




5
STAY ORGANIZED.
CHOREOGRAPH.



SUMMARY

1. Be more than a ¼" hole.
2. Don't design a program. Design an itinerary.
3. Peak-End Rule + 4 Pillars
4. Create meaning with Intention, Attention, Repetition
5. Choreograph.



TRYBAL GATHERINGS @TRYBALGATHERINGS

CARINE WARSAWSKI
carine@trybalgatherings.com

Perspective

You wanna travel so bad you didn't notice it was a cake

