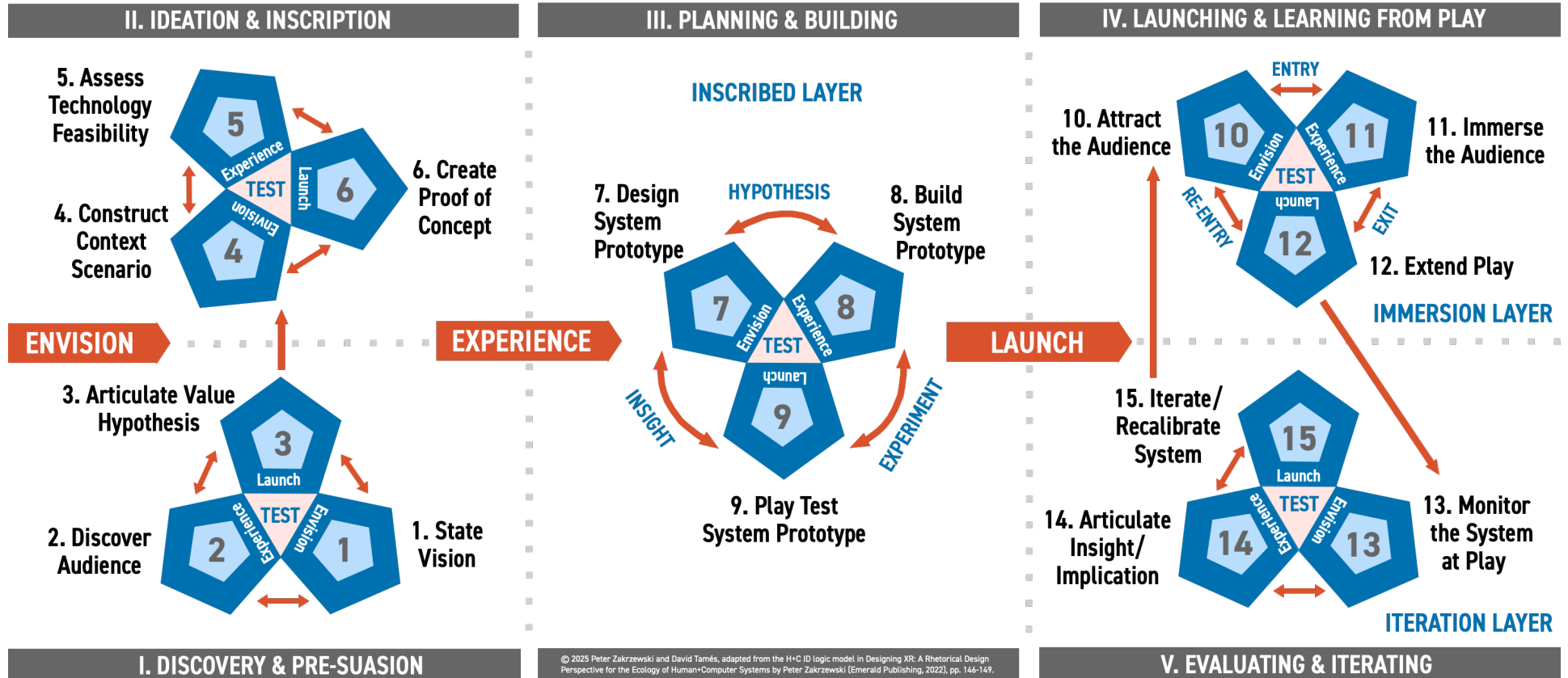




# XR Experience Design (XRXD)

XRXD is a design-based method for creating XR experiences. Each step is accompanied by specific design methods expressly created for or adapted to XR content creation and is described in the new book *Mediating Presence: Immersive Experience Design Workbook for UX Designers, Filmmakers, Artists, and Content Creators* by Peter (Zak) Zakrzewski and David Tamés (Focal Press, 2025), visit [xrxdesign.com](http://xrxdesign.com) for more information.



© 2025 Peter Zakrzewski and David Tamés, adapted from the H+C ID logic model in *Designing XR: A Rhetorical Design Perspective for the Ecology of Human+Computer Systems* by Peter Zakrzewski (Emerald Publishing, 2022), pp. 146-149.

The unique affordances of immersive media make XR a fundamental building block of a new chapter in our relationship with computational media. We are shifting away from Human-Computer Interaction and toward a new paradigm of Human+Computer Immersion. The complex and sensitive nature of building Human+Computer systems requires XR system designers to engage in ecological thinking that can restore the power balance between human users and increasingly advanced and complex computer systems. The logic model presented in the book provides the conceptual tools to explicitly describe your proposed theory of change used to activate the intervention components such as program inputs, processes, and outcomes necessary to accomplish your goals for participants in the XR experience you are designing, empowering you to better balance the social (desirability) and the technical (feasibility) aspects of XR system design. Systems thinking and the concept of emergence enable designers of socio-technical systems to conceptualize purposeful XR environments as an outcome that strikes a balance between user participation and designer control. We refer to this framework as a logic model to highlight the difference between a fixed, linear, step-by-step, or paint-by-numbers process and flexible, abstract problem-solving tools, such as logic models. The main difference is that logic models reward goal states, rather than specific actions. Steps within logic models can be approached in a different order and revisited depending on the project type and goals. Knowledge within each step of the logic model is considered provisional, meaning that any assumptions must be tested and can be revised depending on the outcome of the hypothesis test. Logic models allow change makers a great deal of creative freedom within each step. They are frequently used by policy planners and evaluators in nongovernmental organizations and social enterprises to demonstrate how proposed programs might address identified problems and have been shown to be highly effective in a wide range of applications. The XRXD logic model is a powerful conceptual tool that can help immersive media makers and XR system designers describe, evaluate, and then achieve their stated vision or proposed change hypothesis.



	ENVISION						EXPERIENCE			LAUNCH			
	PHASE I DISCOVERY & PRE-SUASION (p. 109)			PHASE II IDEATION & INSCRIPTION (p. 169)			PHASE III PLANNING & BUILDING (p. 301)			PHASE IV LAUNCHING & LEARNING FROM PLAY (p. 371)			PHASE V EVALUATING & ITERATING (p. 425)
Steps (book chapters correspond to each step of XRXD)	1 Developing Your Project Vision (p. 111)	2 Understand Your Audience (p. 134)	3 Developing Your Value Hypothesis (p. 160)	4 Creating the Context Scenario (p. 171)	5 Engineering the Magic (Feasibility) (p. 210)	6 Building the Proof of Concept (p. 267)	7 Designing the System Prototype (p. 303)	8 Building the Functional System Prototype (p. 322)	9 Playtesting the Prototype (p. 350)	10 Attracting the Audience (p. 373)	11 Immersing the Audience (p. 391)	12 Extending Play (p. 414)	12+ Iterating the System (p. 425)
Key Questions	Why are we pursuing this project? (healing, entertaining, educating, persuading)  What will be doing?  How will be doing it?	Who for?  Who with?  What moves them?  Ability and access issues?	What value do you provide to your audience?	What if?  Where will you transport your audience?	How will it work?	Does it work?	Does it deliver the core value to the audience?  What have we learned from our prototype?  How can we iterate it?	Does it work as an immersive system?	Does the system work for the audience?	How do we bring the audience into the experience?	Does the work transport the audience?	How do we develop play beyond the initial experience for repeat play, word of mouth, and lasting transformation?	How can the system better achieve its function (purpose)?  How can we make the system work better for the audience?
Workshops	Developing Your Project Vision Workshop	Understand Your Audience Workshop	Value Hypothesis Workshop	Context Scenario Workshop	System Engineering and Design Workshop	Hypothesis Testing and Rapid Prototyping Workshop	Prototype Design Workshop	Functional Prototype Workshop	Immersive System Playtesting Workshop	Building the Audience Workshop	Immersing the Audience Workshop	Extending Play Workshop	Iterating Immersive Systems Workshop
Deliverables	Vision Statement	Audience Profile	Elevator Pitch and One Sheet	Context Scenario	Technology Architecture and Technology Breakdown	Prototype Design Document  Rapid prototype for value hypothesis testing	Iteration on prototype  Revised value hypothesis	Testable functional prototype	Testable system prototype	Persuade the audience to try the experience.	Functional, immersive experience, product, or platform.	Build an extension platform.	Revised and re-tested value hypothesis; iterations on the working system.

Page numbers correspond to pages in *Mediating Presence*.