Your Mission

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

experience!

Your Vision

Behaviours
How do you want people to act?

Feelings
How do you want people to feel?

Stage Setup

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

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?
1. **Reverse Inspiration**
   - Anti-Places of Action
     - At which locations would it be difficult for people to take the desired actions?
   - Anti-Places of Feeling
     - At which locations would it be difficult for people to develop the desired feelings?

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

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: