

DXR METHODOLOGY™

The templates of the DXR Method

The 16 working formats, from the brief to execution.

You can print them, use them, and share them with your team. Just keep the mark on them.

The editable pack in Word and Excel, with the user guide and filled-in examples, is at snuube.com/plantillas for readers of the book.

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Building the Unforgettable · Field manual of the DXR method

snuube.com/plantillas

DXR Brief

CHAPTER 1 *Captures the conversation with the client and who will experience it.*

CONDITIONS — WHAT DOESN'T MOVE

Participants (#)

Ages

Location

Duration

Budget

Proposal delivery date

Restrictions (mobility, diet, permits, weather)

WHO WILL EXPERIENCE IT

Person 1 — name, age, desire, fear, contradiction

Person 2

Person 3 (optional)

Source: I talked to ____ / someone told me ____ / I'm assuming

HISTORY

What did they do before?

What worked?

What CANNOT be repeated?

What did parents or participants say afterward?

WHAT THE CLIENT WANTS TO HEAR ON SUNDAY

Literal answer to: what would you want them talking about at home on Sunday night?

WARNING SIGNS

Difficult people

Sensitive topics

What worries me

UNRESOLVED

Open questions to close before step 2

Emotional Objective

CHAPTER 2 *The compass-phrase that governs every decision.*

THE PHRASE

The one thing this participant must feel and remember when it's all over

TESTS

Is it concrete? (not 'have a good time')

Is it about the participant, not the client?

Does it help decide if something adds or subtracts?

EVIDENCE I'LL LOOK FOR

What I would need to see to know it happened

Emotional Journey Map

CHAPTER 3 *The architecture: phases, peak, and closing.*

PHASES

Phase 1 — name, duration, what it produces

Phase 2

Phase 3

Phase 4

Phase 5

PEAK

Where does the peak moment fall?

Why there and not earlier?

CLOSING

How it ends

What they take away with them

REVIEW

Is this logistics that's actually part of the experience?

Are there deliberate lulls, or does everything just climb?

Moment Sheet

CHAPTER 4 *One per memorable moment, with its why.*

THE MOMENT

Name

Which phase does it happen in?

Duration

WHAT IT'S AFTER

What the participant must feel

Why this moment and not another

HOW IT HAPPENS

What happens, step by step

Who leads it

What's needed

CHECK

Does it require people to wait their turn? (if so, the climax IS the wait)

Does it work with the whole group at once?

Sensory Canvas

CHAPTER 5 *The five senses, phase by phase.*

BY PHASE — WHAT THEY SEE

Phase 1

Phase 2

Phase 3

Phase 4

WHAT THEY HEAR

Phase 1

Phase 2

Phase 3

Phase 4

WHAT THEY SMELL / TASTE

Phase 1

Phase 2

Phase 3

Phase 4

WHAT THEY TOUCH

Phase 1

Phase 2

Phase 3

Phase 4

PROTECT

What sensory layer already exists and must NOT be ruined

Interaction Matrix

CHAPTER 6 *Who talks to whom, and who decides.*

AXES

Participant ↔ participant

Participant ↔ team

Participant ↔ space

Participant ↔ technology

HIERARCHY

What hierarchies come in with the group? (boss, teacher, family)

How I account for it

PRE-EXISTING GROUPS

Who arrives already grouped

What moment forces them to mix

Emotional Map

CHAPTER 7 *The emotion assigned to each phase.*

■ BY PHASE

Phase 1 — emotion sought

Phase 2

Phase 3

Phase 4

Phase 5

■ THE ENDING FIRST

What emotion they leave with (fill this box before any other)

■ RANGE

What emotions do NOT belong in this context?

Walkthrough Checklist

CHAPTER 8 *For prototyping before the big day.*

PHYSICAL WALKTHROUGH

Arrival point
Transfers: ACTUAL measured time
Where the peak moment looks bad
Restrooms, water, shade

TRANSITIONS

Which ones feel abrupt
Where the group gets lost

WHO TESTS IT

Whoever designed the test CANNOT test it
Cold tester who tried it
Where it got stuck

Emotional Script

CHAPTER 9 *One page per role. What the team needs.*

ROLE

Role name

Who performs it

BY PHASE

What it produces (not what it does)

What the participant must feel

Key phrases

WHAT THE GROUP BRINGS WITH THEM

What's been going on with this group before they arrive

LIMITS

What they can decide on their own

What must ALWAYS be reported (safety, health, a child)

Operation Board

CHAPTER 10 *The four things to watch on the big day.*

THE FOUR

1. Are we on time relative to the point of no return?
2. Is the team watching, or just processing tasks?
3. Is anyone missing? (the question before the headcount)
4. Is there anything the client needs to know right now?

POINT OF NO RETURN

Deadline for the point of return

Actual margin available

DELEGATED DECISIONS

Who can decide what without calling me

KPI Experience Dashboard

CHAPTER 11 *Real evaluation, including the 30-day follow-up.*

OPERATIONS

Planned / actual start

Planned / actual end

Incidents

Budget variance

Formal complaints

IMMEDIATE REACTION

'What are you taking away from today?' — VERBATIM answers, minimum 10

Words that repeat

EMOTIONAL OBJECTIVE

The compass-phrase from step 2

Did it happen? Yes / Partially / No

CONCRETE EVIDENCE with names

THE TEAM'S VIEW

What worked better than expected

Where the group got lost (minute/phase)

What they'd change tomorrow

WHAT WERE THEY COMPARING IT TO?

Participant's prior experience with something similar

MEMORY — AT 30 DAYS

Planned call date

What do they remember?

What have they told others?

What would they do again?

Project File

CHAPTER 12 *Closed within 48 hours. What the next person needs.*

WHAT WAS DONE

Emotional objective

Journey structure — ACTUAL times

Key moments and what each one was after

QUALITY CRITERIA

What GOOD looks like

What BAD looks like

What CANNOT be changed

WHAT WENT WRONG

What happened

How it was resolved

What we'd do differently

HARD DATA

Vendors — contact and would we repeat?

Actual vs. planned times

Actual vs. budgeted costs

Permits, site plans, site contacts

TEAM

Who did what

Who stood out and in what

What had to be taught on the fly → training material

FOR WHOEVER COMES NEXT

The three things they need to know before day one

Budget Model

CHAPTER +1 *The three costs and the guaranteed minimum number.*

DIRECT COSTS PER PARTICIPANT

Food

Transportation

Tickets/admission

Materials

Insurance

Supplies/gear

FIXED PROJECT COSTS

Staff

Equipment

Setup and breakdown

Equipment transport

Venue rental

THE ONES NOBODY ADDS UP

Design and coordination hours

Prototype / walkthrough

Client meetings

Extra transport unit

Contingency (%)

MINIMUM NUMBER

Break-even point (participants)

Guaranteed minimum to negotiate

PAYMENT

Deposit (%) and date

Second payment

Contingency Sheet

CHAPTER +2 *This gets PRINTED. Never left on the phone.*

TRANSPORTATION

Company / contact / phone

Extra unit: yes/no — what is it used for if not needed?

If one breaks down en route: who to call, in what order

FOOD SERVICE

Vendor / contact / phone

Peak-time check-in time — who verifies

If the food isn't usable: concrete backup with phone number

Emergency budget

VENUE

Reservation confirmed IN WRITING — date of acknowledgment

Who arrives early, and at what time

If the venue falls through: concrete plan B

RAIN / WEATHER

Alternative covered space — name, capacity, permit

Who decides, and by what time

Indoor activities ready — materials loaded

INTERNAL COMMUNICATION

Heads-up rule communicated

Pre-headcount question agreed on

Team channel

Who tells the client if something changes

HEALTH AND SAFETY

Nearest medical facility — name, distance, phone

Who transports — assigned vehicle

Verified Delivery

CHAPTER 10 Checklist-based. Food, supplies, materials.

WHAT'S BEING DELIVERED

What

Total units received

Person responsible for delivery

BY GROUP

Group · Lead · # of people (+1) · Units · Received

■ The (+1) is the group lead. They eat too.

ABSENT

Name · Their unit set aside and labeled · Delivered

CLOSING

Full list checked? — only then is what's left actually surplus

Actual surplus and what was done with it

Standardization Map

CHAPTER +3 *For repeated operations. Skeleton and flesh.*

SKELETON — IDENTICAL EVERYWHERE

Phases and timing

Setup: what, who, how long it takes

Safety and emergency

Supplies / food

Opening and closing words

FLESH — DECIDED AT EACH SITE

What gets adapted

Who has authority to adapt it

What CANNOT be touched, no matter what

TEAM

Site lead — name and real authority

Who observes without executing

What criteria they master (criteria, not tasks)

LEARNING LOOP

Who writes down the findings

When

Who reads them before the next site

DEGRADATION ALARMS — OUT LOUD, EVERY NIGHT

Are we still using first names?

Is the pace still that of the first site?

Did anyone actually look at the participants today?