**Summary**

Experience Design examines the effects of digitalization on architectural typologies in the contemporary city. The course questions traditional typologies by focusing on an understanding and re-design of social, geographic, spatial, temporal and emotional experiences.

**Content**

At the beginning of the digital revolution technologist painted a picture of disembodied future in which people would shed their skins and live online, evolving from citizens into “netizens”. While the virtual world has profoundly changed the way how we practice some of our most basic everyday activities - shopping, learning, working, banking, healing - it has not rendered the physical world obsolete or even less important. People enjoy and need social and sensual contact. Yet, the development of digital technologies pours out to our physical spaces and affects our experience. As digital infrastructures increasingly become part of our built environments, physical and virtual elements will merge in many ways, leading to new architectural typologies.

In this seminar, we examine the effects of digitalization on architectural typologies in contemporary cities. How do architectural and urban conceptions of space change with the infiltration of new elements of interactivity? Which new experiences and typologies become possible?

This year, we will focus on the augmented boutique and in particular investigate the experience of the “horlogerie”. We will examine the typology of the Swiss watch boutiques, question its traditional design, and propose the alternative experience that combines both physical and virtual artifacts in a proof of concept prototypes.

The seminar will combine students from both IC and ENAC to work in a real interdisciplinary process. The first half of the semester, ANALYSIS and DIAGNOSIS, will focus on the examination of the current watch boutique experience. We will analyze the actors involved, map the spatial-temporal flows, and observe the key touchpoints to provide a comprehensive view and critique of the current experience.

In the second half of the semester, we will use the data gathered in ANALYSIS and DIAGNOSIS to drive the design of a new watch boutique experience. Digital interfaces, augmented physical artefacts, novel interfaces will be considered as possible alternatives to existing touchpoints, and developed in an iterative design process, culminating in a final project.

**Keywords**

Experience design, flow analysis, actors, experience journey, touchpoints, typology, convergence
Learning Outcomes
By the end of the course, the student must be able to:

- Identify issues of experience design in relation to actual typology
- Perform rigorous analysis of the problem space and map the actors, spatial flows, temporal journeys and touchpoints involved in the experience
- Develop alternative design concepts for future experiences
- Translate experience concepts into meaningful architectures through iterative prototyping at appropriate scales and levels of granularity
- Create convincing arguments and visual evidence for the design propositions

Transversal skills
- Collect data.
- Design and present a poster
- Set objectives and design an action plan to reach those objectives
- Make an oral presentation

Teaching methods
Presentation, Mapping exercises, Hands-on design activities, Design reviews, Group projects.

Expected student activities
Group discussion, Case studies, Mapping, Sketching, Designing, Design Reviews, Pin-Up, Desk Crits.

Assessment methods
Grading will be based upon the quality of the projects in the analysis and diagnosis stage (50%) and in the final review (50%).

Project will be reviewed and assessed based on their analytical and conceptual strength and innovation, the coherence and resolution of their design translation, their representative clarity and expressive power, and the persuasiveness of their communication, both orally and through the physical and digital artifacts.
Program

Phase 1: ANALYSIS

In this phase “ANALYSIS”, we will embark on a discovery process of the watch store experience both in the physical and digital world. The objective is to examine and map the various dimensions of the experience in graphically coherent and compelling drawings.

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Course</th>
<th>Description</th>
<th>Deliverables</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to project</td>
<td>Rethinking typologies</td>
<td>Preliminary study. The objective is to find comparable cases of shopping experience in both physical and digital world.</td>
<td>Documentation of preliminary study – photographs, images and screenshots with descriptions.</td>
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<tr>
<td>2</td>
<td>Social dimension</td>
<td>Actors: user-centered</td>
<td>Mapping of the social dimension of the stores. The objective is to understand the social relation between actors and its personas.</td>
<td>Network of actors (A2), and empathy map of three key personas (3xA4)</td>
</tr>
<tr>
<td>3</td>
<td>Spatial dimension of experience</td>
<td>Mapping Narrative: Actors, Stages &amp; Movement</td>
<td>Spatial flow analysis. The goal is to understand the spatial aspect of experience in which movement and space is taken into account.</td>
<td>A map / analytical drawing of redesigned space at architectural level showing the paths of the key personas (A2) and wire flow of the compared digital space (A2).</td>
</tr>
<tr>
<td>4</td>
<td>Temporal dimension of experience</td>
<td>Itinerary: Action &amp; Experience</td>
<td>Temporal flow analysis. The goal is to identify the key touchpoints and the experience that entails.</td>
<td>A temporal diagram of journey of each of the personas in both physical and digital space (A1)</td>
</tr>
<tr>
<td>5</td>
<td>Experience Map</td>
<td>Beyond visuality / Touch points</td>
<td>Using particular visual methods, we will represent the touch points between customer and the stores within the journey, and add indication of the people in the experience, and a metric for the quality of the experience: the sense of perception evoked and the emotional response solicited.</td>
<td>Drawings represent mise-en-scène of the interaction for each touch points and diagrams depicting the sense of perception and emotional response. (A2)</td>
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Phase 2: DIAGNOSIS

In phase “DIAGNOSIS”, we will critically evaluate the quality of the watch store experience in both physical and virtual stores gathered in ANALYSIS. The objective is to determine precisely the pain points, bottlenecks, problems and opportunities for gains in the current experience. The opportunity of intersection between physical and digital space will be explored to propose alternative concepts and strategies for the store that address the pain points and leverage the gain potentials.

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| 6    | Problem statement          | Diagnosis| By highlighting the undermined experience flow, the pain points where the visitor get frustrated or anxious, identifying recurring shortcoming in the existing experience, the diagnosis goes beyond the symptoms and pin points the underlying causes. | A highlighted map or analytical drawing of the spatial flow (A2), showing the pain points and gain points of the key personas.  
A highlighted map of temporal experience of the key personas (A1), showing the pain points and gain points of the key personas.  
Highlighted mise-en-scène drawing of the existing touch points |
| 7    | Presentation               | Review   | Presentation of ANALYSIS and DIAGNOSIS phase. We discuss the analysis and diagnosis and formulating the preliminary prescription as proposed strategies.                                                                 | Pinup presentation of the previous work.                                                                                                                                                                           |
| 8    | Design Conception          | Designing experience | Various design strategies are discussed. How do we response to the problems and opportunities in the current experience? How the designed experience and perception can be identified and materialized into design. | Sketches and/or diagram of proposed design strategies (A2) |


**Phase 3: EXPERIENCE DESIGN**

In this final phase, we take the data gathered in ANALYSIS and DIAGNOSIS to drive the design of a new watch boutique experience. Digital interfaces, augmented physical artefacts, novel interfaces will be considered as possible alternatives to existing touchpoints, and developed in an iterative design process, culminating in a final project.

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<td>9</td>
<td>Design Development</td>
<td>Alternative Touch Points</td>
<td>At this step, alternative touch points are discussed and design program is established</td>
<td>Programming diagram (A2)</td>
</tr>
<tr>
<td>10</td>
<td>Prototyping</td>
<td>Design for the future</td>
<td>To proof our ideas, design prototyping is inevitable, we will discuss several strategies in design prototyping and its role in design process.</td>
<td>Drawing represents of the imagined prototype.</td>
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<td>11</td>
<td>Situating Design</td>
<td>Choreography of Experience</td>
<td>We consider the design as a part of the entire configuration of experience, analyze the narrative and redistribute the experience in time. The goal is to design not only the real-time experience but also the impact of the experience.</td>
<td>A drawing of redesigned temporal flow for each personas (A1) and articulation of the delta between the existing with the proposed design.</td>
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<tr>
<td>12</td>
<td>Articulation</td>
<td>Visual Proposition and Storytelling</td>
<td>How do we communicate the value of experience design? In Visual Proposition and Storytelling we challenge our knowledge on graphical representation and visual language to expand our communicative repertoire, to tell the story of redesigned experience and their value.</td>
<td>Drawing and/or diagram represent the redesigned experience and its values proposition (2xA2)</td>
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<tr>
<td>13</td>
<td>Final presentation</td>
<td>Review</td>
<td>Project presentation</td>
<td>Design prototype and pinup presentation.</td>
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Resources


