UE X
EXPERIENCE DESIGN
Augmented Boutique
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 boutique, question its traditional design, and propose alternative experiences that combine both physical and virtual artifacts in proof of concept prototypes.

The seminar will combine students from both IC and ENAC (master's students in architecture, computer and communication sciences) to work together in a real interdisciplinary process.
The course will be structured as follows. In the first half of the semester, ANALYSIS and DIAGNOSIS, we will examine the current watch boutique experience. We will critically analyze the actors involved, map the spatial-temporal flows, and observe the key touchpoints between sellers and shoppers, in order to provide a comprehensive view and critique of the current watch boutique experience.

In the second half of the semester, EXPERIENCE DESIGN, we will use the data gathered in ANALYSIS and DIAGNOSIS to drive the design of a new watch boutique experience. Digital interfaces (mobile apps, social media, web plug-ins, etc.) and augmented physical artefacts (interactive furnitures, media elements, etc.) will be considered as possible alternatives to existing touchpoints, and developed in an iterative design process, culminating in a final project.
Elegance
Photo: monochrome
Admiring
Photo: ablogtowatch
Can you spot the fake? 😐

By: @horologyhouse
#Rolex #Mondani #Rolexero
#watches #DeRelojes
#TheWatchesClub #RolexWrist
#Horology #Menstyle #Instawatch
#Watches #Watchgeek #Wristgame
#Wristshot #Dapper #Timepiece

left is fake and right is original

When the Chinese can make a replica the most people can't tell the difference that's
Personalize
Video: monochrome
Choreography of movement, David Matias 2004
Sources: Farrelly, 2008
Experiences
Source: Walker, 2009

ONE
preparation
chop, cut, stir
cook
set the table

TWO
carve the chicken
serve the food
fill the plate
sit

THREE
pour the wine
cheers
glad to be together
eat

FOUR
food from plate to fork,
fork to mouth,
and then into belly
plate empties

FIVE
dessert
so good
so full
sit back, converse
if necessary lie on
ground to stretch
Thinking drawing
Sources: Spankie, 2009

Blossoming
2 parts
1. bachelor blossom into stripping by the bachelor bear
2. blossom into imaginative stripping by the desiring bride from the two graphic developments find their way to the rest.

This last stage of telling bring her a 

Most

This cinematic blossoming is the halo
it is in general the symbolic
this is not a question of symbolism
very happy theme
More clearly: in all this blossoming
an invention of the elements of
imagined by her the

Arbor-Type
complexing the tree
(graphically in Manly I had already made two studies of
this arbor-type)
Notations: narrative of space and time
Sources: Tufte, 1990
Taking pictures

Photo: meteo
Space and movements
Composite Polaroid: David Hockney
Temporal mapping - actions and experiences
Author: Yatmo et al., 2017
Walking down a flight stairs
Marchel Duchamp
Flow in space: Napoleon's Russian Campaign
Source: Tufte, 2006
Movements notations
Source: Walker, 2009
Artificial Arcadia: Measured and adjustable(?) landscapes
IMPORTANT DATES:

Phase 1: ANALYSIS
Sept 20-Oct 18

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 watch store experience in graphically coherent and compelling drawings. There will be several dimensions of the boutique experience we will focus on. They are: (1) the social dimension, (2) the spatial dimension, (3) the temporal dimension, (4) the physical dimension.

Phase 2: DIAGNOSIS
Oct 25-Nov 8

In the phase “DIAGNOSIS”, we will critically evaluate the quality of the watch store experience in both the physical and virtual boutiques 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.

Mid Review
Nov 1

Phase 3: EXPERIENCE DESIGN
Nov 15-Dec 13

In this final phase, we use the data gathered in ANALYSIS and DIAGNOSIS to drive the design of a new watch store experience. We start with focusing on the redesign of particular touchpoints following our proposed strategy. Digital interfaces, augmented physical artefacts, novel interfaces will be considered as possible alternatives to existing touchpoints.

Final Review
Dec 13