UE X : Experience Design
Prof. Jeffrey Huang, Nicole Hatz, Peter Ortner
Fall 2017
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, temporal and emotional experiences.

Summary (fr)

Experience Design examine les effets de la numérisation sur les typologies architecturales dans la ville contemporaine. Le cours remet en question des typologies existantes par une compréhension et redéfinition des expériences sociales, géographiques, temporelles et émotionnelles.

Content

At the beginning of the digital revolution, technologists painted a picture of a disembodied future in which people would shed their skins and live online, evolving from citizens into “netizens.” According to their depiction, people would learn in MOOC spaces, hang out in game environments, google in virtual libraries, shop in online stores, heal in tele-operated beds, and fall in love in online chat rooms.

While the virtual world has profoundly changed the way we practice some of our most basic everyday activities – shopping, learning, working, banking, healing – it has not rendered the physical word obsolete or even less important. People enjoy and need social and sensual contact. Yet only a few elements of physical architecture will be left unaffected. As digital infrastructures increasingly become part of our built environments, physical and virtual elements will merge in many ways, leading to completely new architectural typologies.

In this seminar, we examine the effects of digitalization on architectural typologies in contemporary cities. Which typologies are becoming obsolete with the shift from the physical to the virtual? How do architectural and urban conceptions of space change with the infiltration of new elements of interactivity? Which new experiences and typologies become possible?
We explore such questions at the intersection of physical and
digital architecture through an experience design approach,
involving: (1) a mapping of the social dynamics surrounding an
experience; (2) a critical analysis of the geographical and
temporal flows (experience journeys); and (3) a detailed
evaluation of the experience touch points. Based on this
experience diagnosis, we propose alternative designs of
experience blueprints that combine physical and digital touch
points which in turn will constitute the elements of future
typologies.

Our particular focus will be on information intensive typologies
in the contemporary city, such as museums, libraries, airports,
banks, governments, hospitals. Each year, we will investigate
different typologies.

Keywords
Experience Design, Flow Analysis, Social Networks, Experience
Journeys, Touch points, Typology, Convergence.

Learning Outcomes
By the end of the course, the student must be able to:

• Identify issues of experience design in relation to an actual
typology

• Perform rigorous analysis of the problem space and map the
stakeholders, spatial flows, temporal journeys, and touch points
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.
• Make an oral presentation.
Teaching methods

Presentations, 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 mapping exercises (30%), in the intermediary reviews (30%) and in the final review (40%).

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

References


