As we move towards a design economy, the success of new products, systems and services depend increasingly on the excellence of personal experience. This course introduces students to the notion and practice of experience design (human and artificial design) following a hands-on, studio-based approach.
Movements in a gallery of 19th century Romantic landscapes at the Cleveland Art Museum, 2012
Movements in a gallery of Modern and Abstract art at the Cleveland Art Museum, 2012.
"What's in a Line?", 2014. Difference between how visitors responded to different paintings hung on the same wall of the same space at the St. Gallen Art Museum.
Experience design in practice encompasses the collection, analysis and design of users experiences based on a deep understanding of the context concerned. However, such typical workflow tends to be labor-intensive, time-consuming and limited (or biased) given the small datasets used. We will automate these processes algorithmically using crowd-sourced datasets and machine learning techniques, to rapidly visualize and iterate on multiple design experience options. The goal is to create a meaningful, interactive, data-driven/AI-assisted digital interface and physical prototype that are to be staged at an exhibition.
Today’s museums are undergoing a significant process of reconceptualization, seeking new ways to curate and present their collections in both physical and digital spaces. These hybrid spaces of engagement need to be well synchronized to ensure a seamless and meaningful experience for the visitors. How does one design for a personalized experience according to the specificities of the museums’ collections? We will work with a real museum or gallery and their physical and digital collections and help prototype innovative digital interfaces for exploring their collections. The course will bring together students from both IC and ENAC in a true interdisciplinary process, and consist of a non-linear process of ‘design charrette’, ‘hackathon-like’ and ‘creative-coding’ workflow. The course will contain a series of iterative design props: ‘spatial-product mapping’, ‘human-action mapping, ‘data-machine learning’ and ‘prototype designing’ as an apparatus to construct a network of understandings, and create meaningful user experiences for a final design proposal/product.

/ Journey

- An act of travelling from one place to another.
- A long and often difficult process of personal change and development.
“People Sleeping in Museums”, 2015

/ Scenario

A written outline of a film, novel, or stage work giving details of the plot and individual scenes.

A postulated sequence or development of events.

A setting, in particular for a work of art or literature.
“How Do our Bodies Inspire Art?”, 2013.

/ Persona

_The aspect of someone’s character that is presented to or perceived by others._

_A role or character adopted by an author or an actor._
/ Touchpoint

_A point of contact or interaction, especially between a business and its customers or consumers._

_A point of reference._

_A touch-sensitive area on an electronic device._

_A time, condition, or circumstance that is vulnerable or unstable enough to precipitate a highly unfavourable, possibly devastating outcome._
references

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https://www.tate.org.uk/whats-on/tate-britain/exhibition/ik-prize-2016-recognition
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