AR-480

UE X : Experience design

Huang Jeffrey

Cursus	Sem.	Type
Architecture	MA1, MA3	Opt.
Mob. AR	H	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	12
Hours	**4 weekly**
Courses	3 weekly
Exercises	1 weekly
Number of positions	

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

Remark

Inscription faite par la section

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.

Content

At the dawn of the generative AI revolution, circa. 2022, techno-utopian narratives painted an imminent future where people would shed their skins evolving from citizens into "netizens" driven by neoliberal ideals of relentless efficiency, limitless productivity, and optimized convenience. These scenarios envisioned a society mediated entirely by digital platforms, where education becomes personalized via AI-driven learning ecosystems, social interactions shift into immersive virtual worlds, and essential services from healthcare to retail evolve into transactional, data-harvesting exchanges.

Yet, while digital experiences have undeniably transformed fundamental aspects of our everyday lives--learning, working, banking, healing, meeting, and shopping--the physical world remains central and essential. People still deeply crave sensory experiences, social interactions, and tangible engagements. As AI and digital infrastructures continue to infiltrate our built environments, the physical and virtual realms are increasingly merging, spawning entirely novel architectural typologies.

The seminar UE X / Experience Design challenges students to transcend traditional disciplinary boundaries and cultivate a holistic understanding of experience design as a critical tool for shaping future architectures. Which traditional spaces and building types become obsolete or profoundly altered by digital transitions? How do architectural and urban concepts of space evolve as new interactive elements emerge? What new experiences and typologies are enabled by merging physical and digital realms?

Employing critical experience design methodologies, the course involves: (1) mapping social dynamics surrounding a lived experience, emphasizing the relational over the transactional; (2) critically analyzing geographical and temporal flows (experience journeys); and (3) carefully redesigning experience touchpoints to foreground humanistic values of care, presence, and agency.

Each year, the seminar examines a specific information-intensive typology vulnerable to obsolescence, such as museums, libraries, airports, banks, boutiques, parliaments, universities, hospitals, homes. Digital interfaces (apps) and augmented physical artifacts will be explored as tools to meaningfully redistribute sensory perception, re-humanize experiences of time, and reconfigure social, emotional, and spatial interactions. Students from ENAC and IC collaborate in a genuine interdisciplinary dialogue.

Keywords

design thinking, generative artificial intelligence, human-machine interaction, empathy, ethnography, iterative prototyping, convergent thinking, divergent thinking, team collaboration, design genealogy, analogy, style, experience design

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.
- Set objectives and design an action plan to reach those objectives.
- 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 exercises, in the midterm review and in the final review. Projects will be reviewed and assessed based on their conceptual strength, the coherence of their translation into prototypes, their narrative clarity and experiential power, and the persuasiveness of their communication, both orally and through the presented artifacts.

Supervision

Office hours	Yes
Assistant.e.s	Yes

Resources

Bibliography

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Ressources en bibliothèque

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