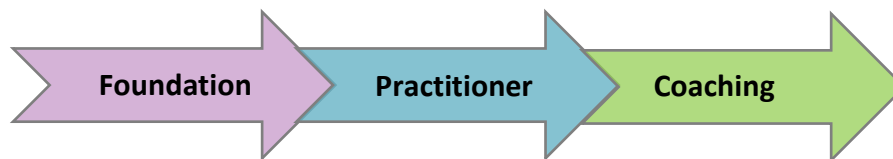


Experience Design

In an era of accelerating changes, customer, employee and client needs are also rapidly changing. Audience and customers are looking for emotional bonds and meaningful connections more than ever before. Experience Design is a human-centred approach and innovation mindset which moves you beyond designing the form and function of a product, event or service, to also craft the emotions, memories and long-term impact they evoke.

Short courses

Short online courses build on each other as stepping stones, to equip you with knowledge and practical skills to design transformative experiences. All modules involve a dynamic blend of visual presentations, hands-on exercises, group discussions, business case studies, and the latest in scientific research, including neuroscience and behavioral economics, so you can move from designing by intuition to design with intention.



Lessons are run live online, for the tutor and cohort to interact with each other in real time. You will be joined by peers from around the world for group discussions, collaborative working and direct feedback from the tutor. You will leave empowered with deeper knowledge, increased vocabulary, and enhanced skills to design high impact experiences.

About the tutor

Pigalle Tavakkoli has created a comprehensive Experience Design process based on 15 years hands-on practice as an Experience Designer and producer. The principles and methods have been refined through 11 years as an educator, since she established the UK's first short course in Experience Design in 2012 at the University of the Arts, London, ranked second in the world for art and design education. She is a multidisciplinary specialist in artist and scientist collaborations, devising immersive story worlds across live and digital platforms for clients such as the Science Museum, Science Gallery London, V&A, Barbican Centre.

She also provides bespoke training and consultancy for clients such as The Institute of Physics, The Guardian, Pukka Herbs, L'Oréal and Unilever, and is a Founding Member of the World Experience Organisation, a global network of pioneers and thought leaders.

Foundation course programme



Saturday mornings, 09:00 – 12:30 GMT | 10:00 – 13:30 CET,
for 3.5 hours including short breaks.

4 modules take place across 4 weeks, with each module run online and in real time.

MODULE	CONTENT
01: Introduction to designing experiences & a transformation strategy	<ul style="list-style-type: none"> ❖ Developing a creative approach ❖ Neuroscience of open vs. closed mindset ❖ Defining an experience & transformation ❖ Experience change equation ❖ Transformation phases ❖ Transformation cycle ❖ Devising a transformation strategy
02: Experience Design principles & process	<ul style="list-style-type: none"> ❖ Emergence of the experience economy ❖ Current context & D-VCAD era ❖ Experience Design principles ❖ Experience Design phases ❖ Experience Design Triple Diamond process
03: Designing emotions	<ul style="list-style-type: none"> ❖ History of emotions ❖ Anatomy of emotions ❖ Neuroscience of memories ❖ Emotion paint palette ❖ Emotion wheel ❖ Designing the customer emotional journey
04: Changing behaviours	<ul style="list-style-type: none"> ❖ Behavioral economics methods, including Nudge theory & choice architecture ❖ Behaviour change model, Hierarchy of needs ❖ Behaviour change model, Behaviour grid ❖ Behaviour change model, Engagement levels ❖ Behaviour change model, Ladder of participation

On completion

You will leave the Foundation course with a Certificate of Achievement from the School of Experience Design, and the following skillsets:

- ❖ Harness strategy with creativity to design with intention
- ❖ Expanded mindset with new perspectives and ways of thinking
- ❖ Equipped with vocabulary to articulate concepts for stakeholder buy-in
- ❖ Ability to devise a transformation strategy for long-term impact
- ❖ Overview on the principles, phases, and Experience Design Triple Diamond process
- ❖ Increased confidence to design unforgettable emotional journeys
- ❖ Ability to apply behaviour change methods
- ❖ Scientific insights on human emotions, memory and behaviour
- ❖ Inspiration from business case studies and artistic practices

Learning platforms

Each lesson is run online and in real time, through a combination of Zoom and Miro platforms. A short orientation session is provided to become comfortable in using Miro. Visual presentation slides and interactive Miro board exercises are stored in Google Drive, for you to access throughout the course. A comprehensive reading list is also provided, as additional resource to view in your own time.

Foundation course dates: 25 May - 15 June 2024

Saturday, 09:00 – 12:30 GMT | 10:00 – 13.30 CET.

4 modules run across 4 Saturdays, each session runs for 3.5 hours with short breaks.

Fee

Foundation course fee: £450 for 4 classes.

Capacity: Limited to 10 places.

Enquiries

Please contact Pigalle to discuss any further questions or to book your place:

hello@schoolofexperiencedesign.net