

Vak: Project Strategic Experience Design

credits: 15

Vakcode	IFVB24SED	Werkvormen	Projectonderwijs
Naam	Project Strategic Experience Design	Toetsen	Opdracht - Opdracht
Studiejaar	2026-2027		Presentatie - Presentatie
ECTS credits	15		
Taal	Engels		
Coördinator	G.J. Offringa		

Leeruitkomsten

1. The student estimates the needs and motivations of users to achieve an optimal experience.
2. The student justifies/explains the (strategic) added value when deploying facility services in the design.
3. The student demonstrates how (desired) behaviour is stimulated by the (adapted) experience.
4. The student performs a stakeholder analysis and uses it to increase the quality of the (process within the) project.
5. The student delivers an innovative and/or inspiring result based on a clear vision of practice, including (strategic) follow-up steps.
6. The student reflects, with explicit attention to the adjustment/optimisation of the process, on everyone's (including own) development, role and contribution.

Inhoud

For a client, the student creates a new or improved experience by (re)designing a product, service or event. This design is in line with the organisational strategy. Measurability and quality control therefore play an important role. Attention is also paid to personal leadership, the individual journey that the student makes. Guidance takes place in communities of learners. The assignment is developed into a prototype, on which the student receives feedback, as well as on his/her performance in the duo. The student presents the final design to the client and reflects on his/her personal journey.

Opgenomen in opleiding(en)

Facility Management, major International Facility Management
International Facility Management exchange programme

School(s)

Kunst, Ontwerp & Ruimte