Course: Project Strategic Experience Design — credits: 15

Course code	FMVB24SED
Name	Project Strategic Experience Design
Study year	2026-2027
ECTS credits	15
Language	Dutch, with parts in English
Coordinator	G.J. Offringa
Modes of delivery	Project-based learning
Assessments	Assignment - Assignment Presentation - Presentation

Learning outcomes

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.

Content

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.

Included in programme(s)

Facility Management

School(s)

Arts, Design & Built Environment

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