Vak: Project Strategic Experience Design — credits: 15

Vakcode	IFVB24SED
Naam	Project Strategic Experience Design
Studiejaar	2025-2026
ECTS credits	15
Taal	Engels
Coördinator	G.J. Offringa
Werkvormen	Projectonderwijs
Toetsen	Opdracht - Opdracht Presentatie - Presentatie

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)

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

School(s)

Instituut voor Future Environments

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