

UE X : EXPERIENCE DESIGN

FUTURE OF UNIVERSITY



MEDIA X DESIGN LABORATORY FALL 2025

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This seminar introduces experience design as a method for imagining how the fusion of physical and digital realms can transform spaces, interactions, and institutions for a hybrid future.

At the dawn of the digital revolution, techno-utopian visions promised an imminent transformation: citizens would shed their physical skins to become “netizens.” In these scenarios, fueled by ideals of relentless efficiency, limitless productivity, and optimized convenience, society would be mediated entirely by digital platforms. Education would be personalized through AI-driven learning ecosystems, social life would migrate to immersive virtual worlds, and essential services from healthcare to retail would collapse into transactional, data-harvesting exchanges.

Yet, despite the profound impact of digital technologies on learning, working, banking, healthcare, and shopping, the physical world remains central. People still crave sensory richness, embodied presence, and tangible encounters. As AI and digital infrastructures weave themselves into the fabric of our built environments, physical and virtual realms no longer stand apart; instead, they converge, giving rise to entirely new architectural typologies.

UE X – Experience Design invites students to work beyond disciplinary silos, treating experience design as a critical lens for imagining future urban environments.

Which familiar spaces and building types will vanish or be radically altered under the pressures of digital transformation? How will our spatial concepts shift as interactive, hybrid environments emerge? What experiences and typologies become possible when physical and digital realms are inseparably fused?

Each year, the seminar examines a single information-intensive typology at risk of obsolescence, such as museums, libraries, airports, banks, boutiques, parliaments, universities, hospitals, or homes.

This year’s focus is the university as a site for learning and knowledge production. Students will critically assess today’s learning experience and design alternative, novel solutions that integrate both physical and virtual architectures.

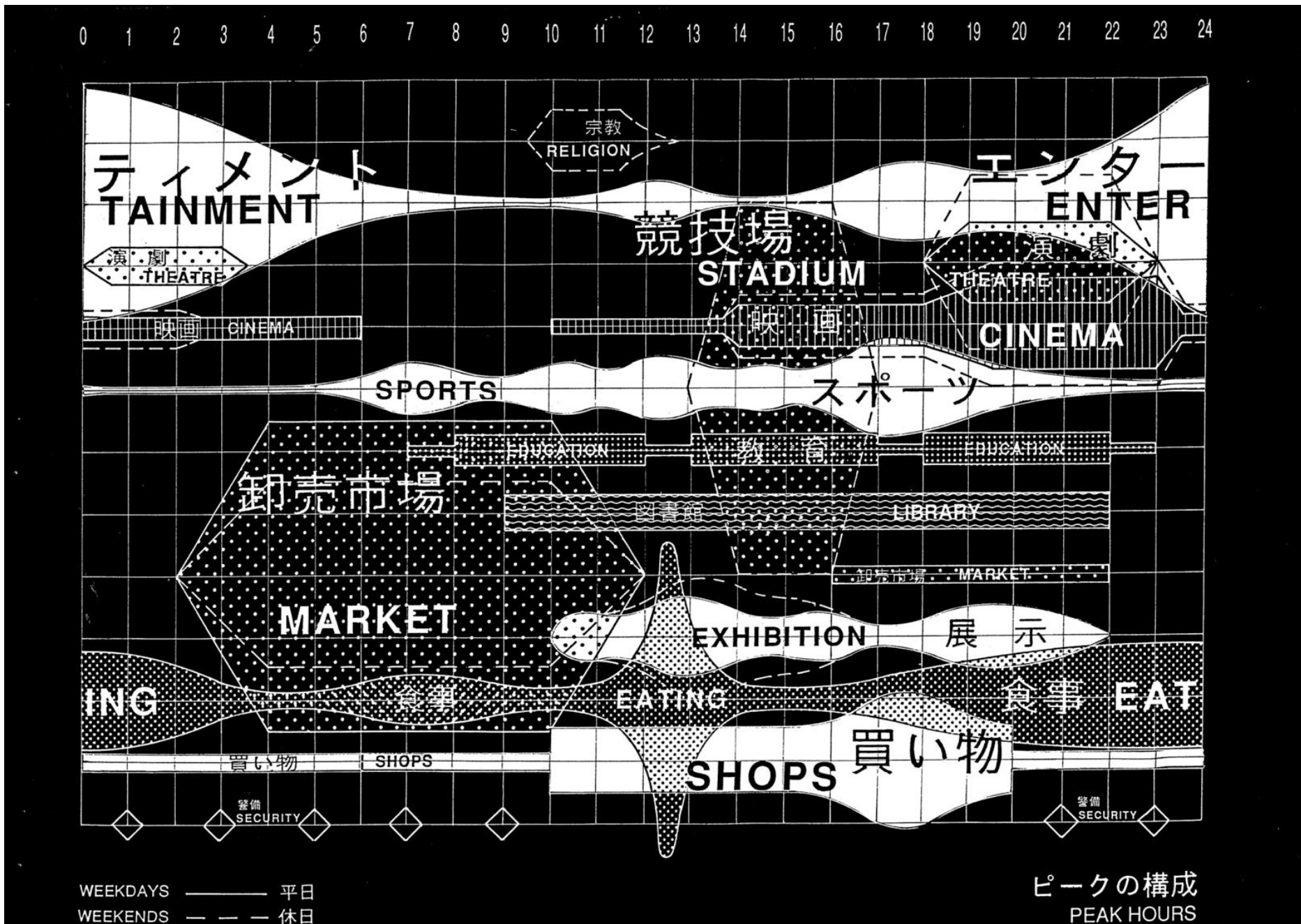
Through explorations of digital interfaces and augmented physical artifacts, the course investigates how sensory perception can be redistributed, how experiences of time can be re-humanized, and how social, emotional, and spatial relations can be reconfigured.

Projects develop through mapping the social dynamics of lived experience, analyzing the temporal and spatial flows that shape them, and redesigning key touchpoints that foreground humanistic values of care, presence, and agency.





Friedl Kubelka
Tagesportrait Franz Zokan-West, Wien, 1976.

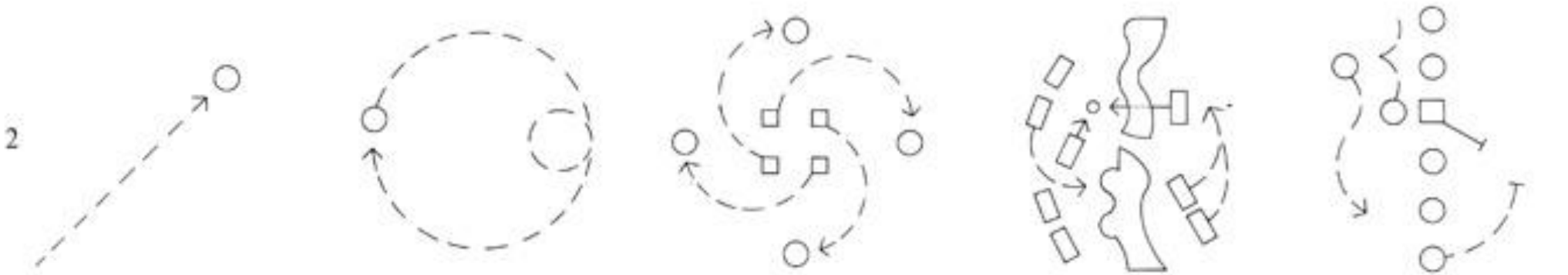


Office for Metropolitan Architecture (OMA)
Yokohama Masterplan, Yokohama, 1991.



HALF HOUR STAND AND WALKABOUT PIECE BARNES 1969

Bruce McLean, 'Half Hour Stand and Walk About Piece' (1969)

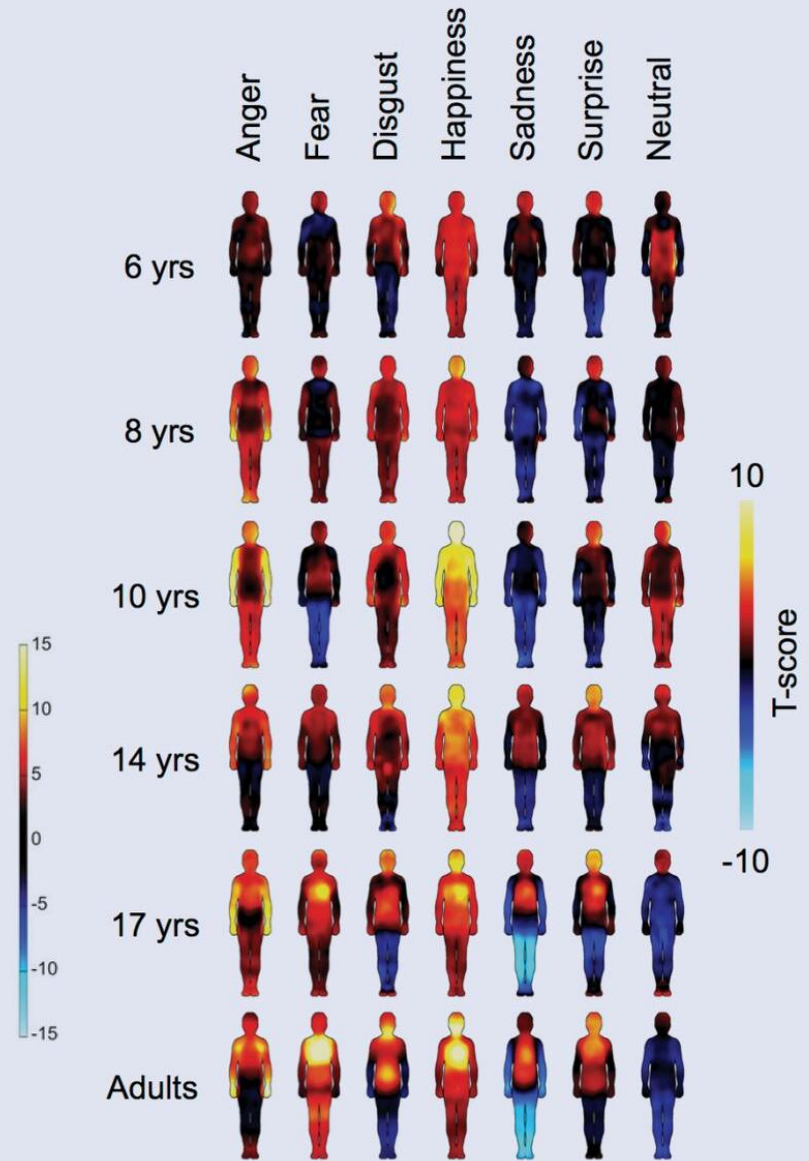
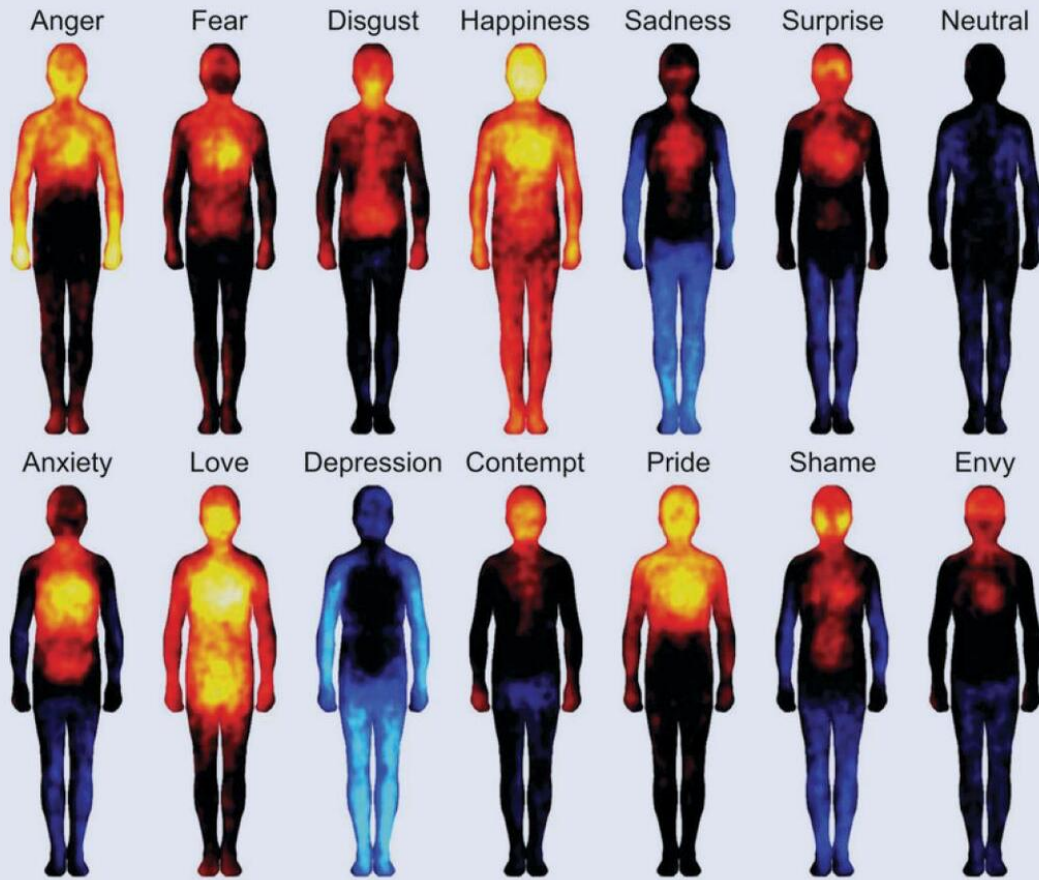


Barnard Tschumi
The Manhattan Transcripts, 1976-1981



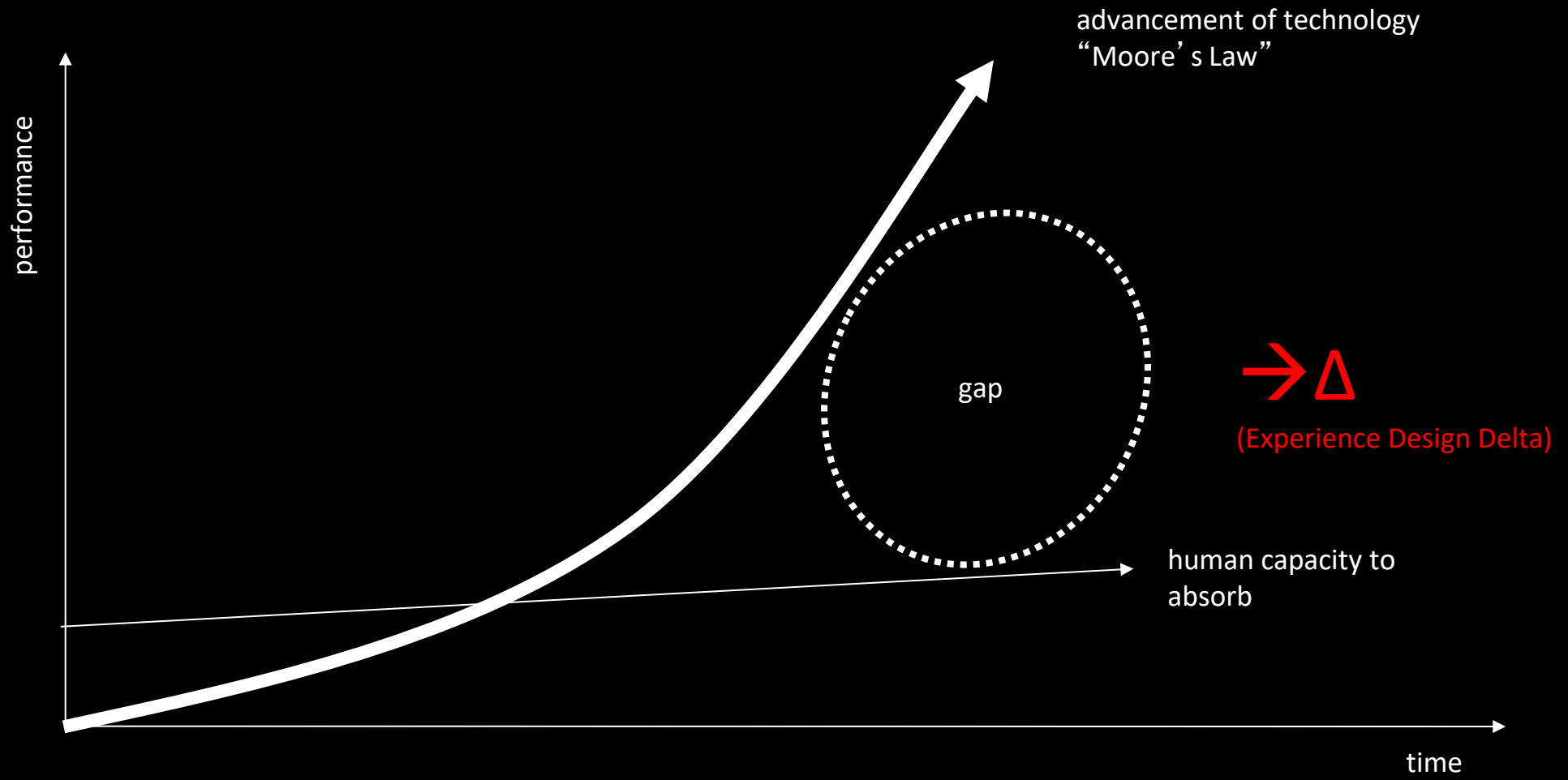
Marina Abramovic
Imponderabilia, 1977

Sergei M. Eisenstein
The Film Sense, 1943

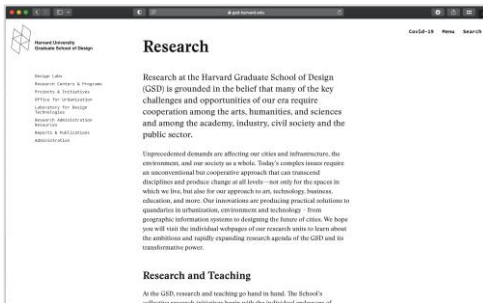


Why is Experience Design important for Architects?

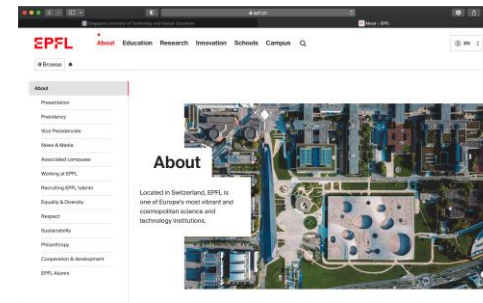
Why is Experience Design important for Computer Scientists,
Communication Scientists, Data Scientists, Digital Humanists?



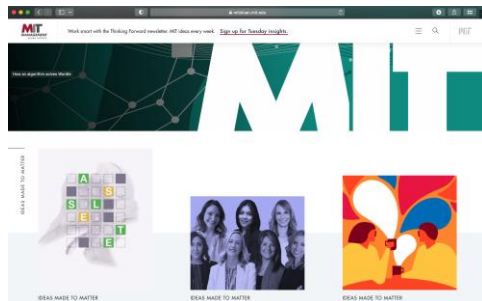
UEX – EXPERIENCE DESIGN ORIGINS OF THE COURSE (CV)



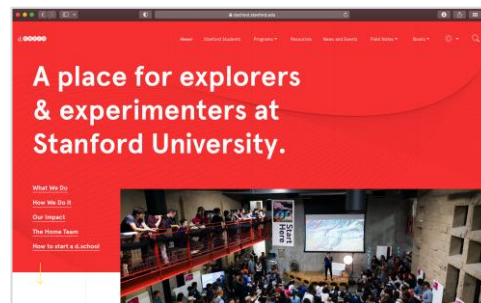
1998 – 2008
Harvard University, Graduate School of Design



2006- today
EPFL



2002 – 2005
Harvard VES / MIT Media Lab



2005 – 2006
Stanford D.School



2013- 2016
Singapore University of Technology and Design
In collaboration with MIT

UEX – EXPERIENCE DESIGN FRAMEWORK

23.09.2022	30.09.2022	07.10.2022	14.10.2022	21.10.2022	28.10.2022	04.11.2022	11.11.2022	18.11.2022	25.11.2022	02.12.2022	09.12.2022	16.12.2022
01 INTUITION	02 IMMERSION	03 MAPPING	04 DISRUPTION	05 PRECEDENTING	06 SHARPENING	07 MIDTERM REVIEW	08 PROTOTYPE I	09 PROTOTYPE II	10 PROTOTYPE III	11 PROTOTYPE IV	12 PACKAGING	13 FINAL REVIEW
<p>13.00 INTRODUCTION</p> <p>Prof. JIMMY HONG THE AUGMENTED CITY</p> <p>Individual ISSUE S- GLIES</p> <p>14.00 POOLING + VOTING</p> <p>GROUP FORMATION Human Algorithm + Disruption</p> <p>15.00 EMOTIONERING</p> <p>16.00</p> <p>17.00</p> <p>SUBMIT</p> <p>EXPERIENCE PROPOSAL</p> <p>webs images descriptions flow diagram</p>	<p>EXPERIENCE</p> <p>FORENSIC MANUAL</p> <p>EXPERIENCE MAPPING</p> <p>OVERLAYING</p> <p>MULTIDIMENSIONAL EXPERIENCE MAPS</p> <p>DATA COLLECTED</p>	<p>EXPERIENCE JOURNEY</p> <p>THREE RADICAL IDEAS PER GROUP</p> <p>CITY DATA PLATFORMS</p> <p>VISUAL INTERFACE</p> <p>CITIZEN ENGAGEMENT</p> <p>WSN</p> <p>IOT</p> <p>AR + VR</p> <p>POOLING</p> <p>12 PROJECTS</p>	<p>ANALOGIES + DATA SOURCES STATE OF THE ART</p> <p>PRECEDENTING</p> <p>SKETCHING</p> <p>NARRATIVE & STORYBOARDING</p> <p>REFERENCING</p> <p>BASHED COLLAGES VISUALIZATION STORYBOARD OF IDEA</p>	<p>ANALOGIES + DATA SOURCES STATE OF THE ART</p> <p>DATA SOURCE HUNTING</p>	<p>"VIZ-BASHING"</p> <p>SESSION I</p> <p>SESSION II</p> <p>FINAL REMARK</p> <p>VIRTUAL APERO</p>	<p>PITCHING SESSIONS</p> <p>STORY</p> <p>CITIZENS</p> <p>JOURNAL I</p>	<p>PROTOTYPE</p> <p>BASHING</p> <p>SOFT PROP</p> <p>END-USERS</p> <p>ENGAGEMENT</p> <p>JOURNAL II</p>	<p>PUBLIC BENEFIT</p> <p>BUDGETING</p> <p>HARD PROP</p> <p>POLITICS</p> <p>VIDEO RECORDING</p> <p>EDITING</p> <p>NARRATION</p> <p>JOURNAL III</p>	<p>PACKAGING WORKSHOP</p> <p>KICK-STARTING</p> <p>JOURNAL IV</p>	<p>LAUNCH CAMPAIGN</p>	<p>LOCATION TBD</p> <p>WORLD CAFE REVIEW</p> <p>FINAL PROJECT</p>	

UEX – EXPERIENCE DESIGN FRAMEWORK

	23.09.2022 01 INTUITION	30.09.2022 02 IMMERSION	07.10.2022 03 MAPPING	14.10.2022 04 DISRUPTION	21.10.2022 05 PRECEDENTING	28.10.2022 06 SHARPENING	04.11.2022 07 MIDTERM REVIEW
13.00	INTRODUCTION Prof. Jeffrey Heung THE AUGMENTED CITY	EXPERIENCE	EXPERIENCE JOURNEY	THREE RADICAL IDEAS	ANALOGIES + DATA SOURCES STATE OF THE ART	"VIZ-BASHING"	PITCHING SESSIONS
14.00	Individual/ESSE S- GLEIS	FORENSIC MANUAL	EXPERIENCE MAPPING	THREE RADICAL IDEAS PER GROUP CITY DATA PLATFORMS	PRECEDENTING	SKETCHING	SESSION I
15.00	POOLING + VOTING			VISUAL INTERFACE			
	GROUP FORMATION Human Algorithm + Disruption			CITIZEN ENGAGEMENT			
16.00	EMOTIONEERING			WSN IOT AR + VR	DATA SOURCE HUNTING	NARRATIVE & STORYBOARDING	SESSION II
			OVERLAYING		REFERENCING		
				POOLING			

Media x Desi

THE FORENSIC MANUAL

UE X | Experience Design
AR-480
CS-489

FUTURE TOUCHPOINTS

UE X | Experience Design
AR-480
CS-489

CRITICAL PROTOTYPING

UE X | Experience Design
AR-480
CS-489

Title

CONCEPT :

Vivamus ultrices vestibulum sen, sit amet sodales nisi donec non. Ut porttitor leo eu ligula dictum pellentesque.

descriptions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

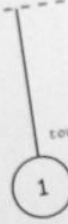
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touchpoints



touchpoint name



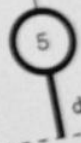
touchpoint name



touchpoint name



touchpoint name



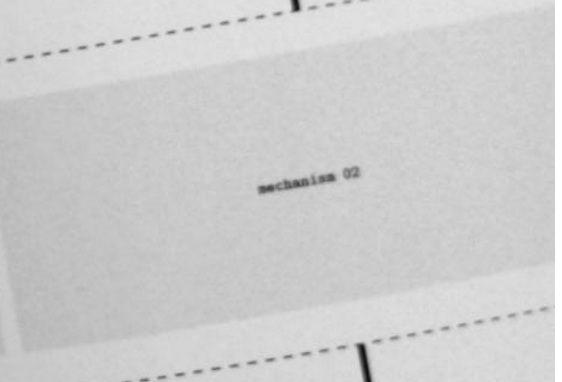
touchpoint name

disruptive

key AI/AR/VR mechanisms for disruption

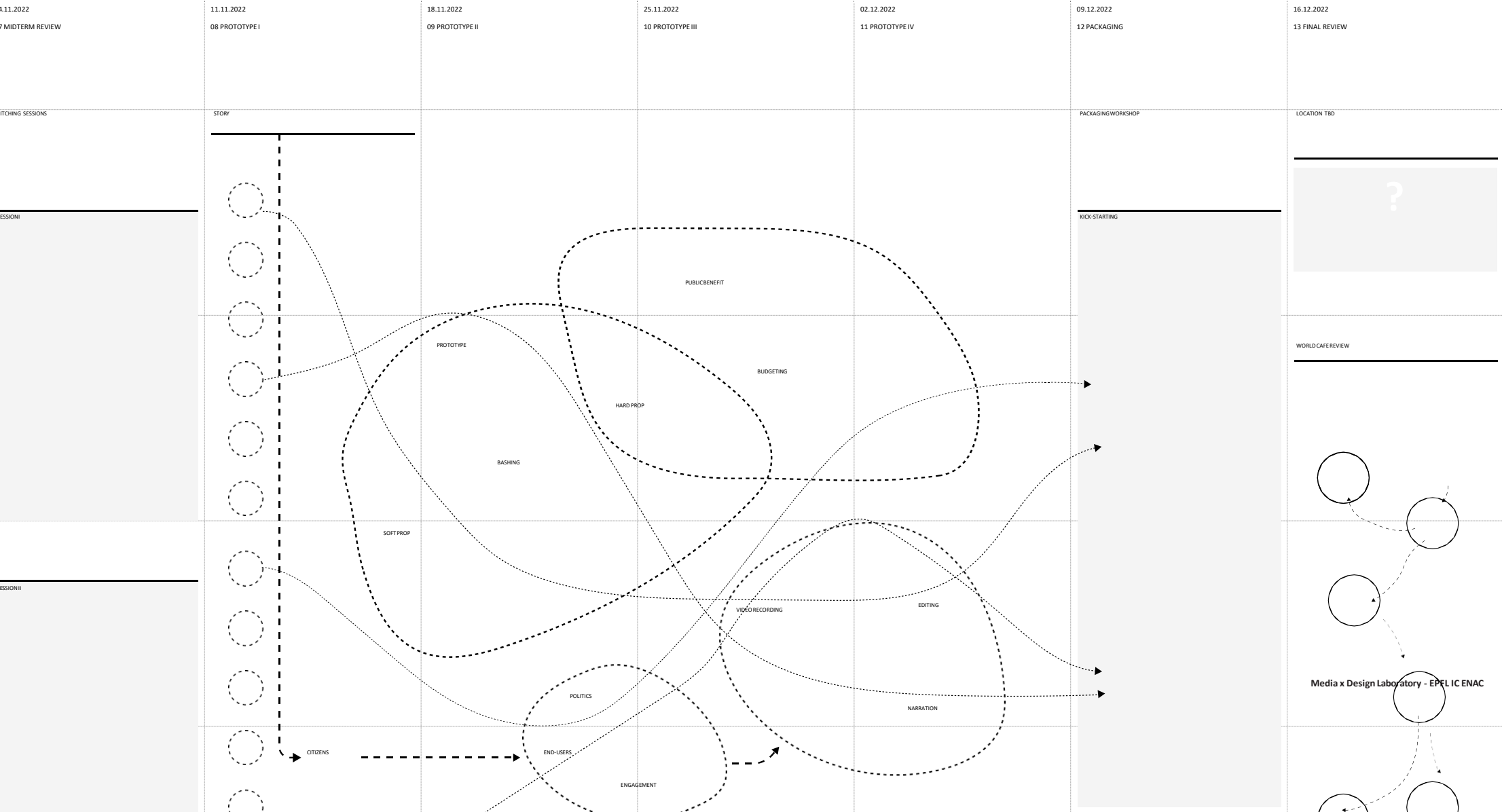


mechanism 01



mechanism 02

UEX – EXPERIENCE DESIGN FRAMEWORK





IDEO

Design by Empathy - The Empathy Writer, 2018



IDEO

Design by Decomposition - The Belief Checkout, 2018

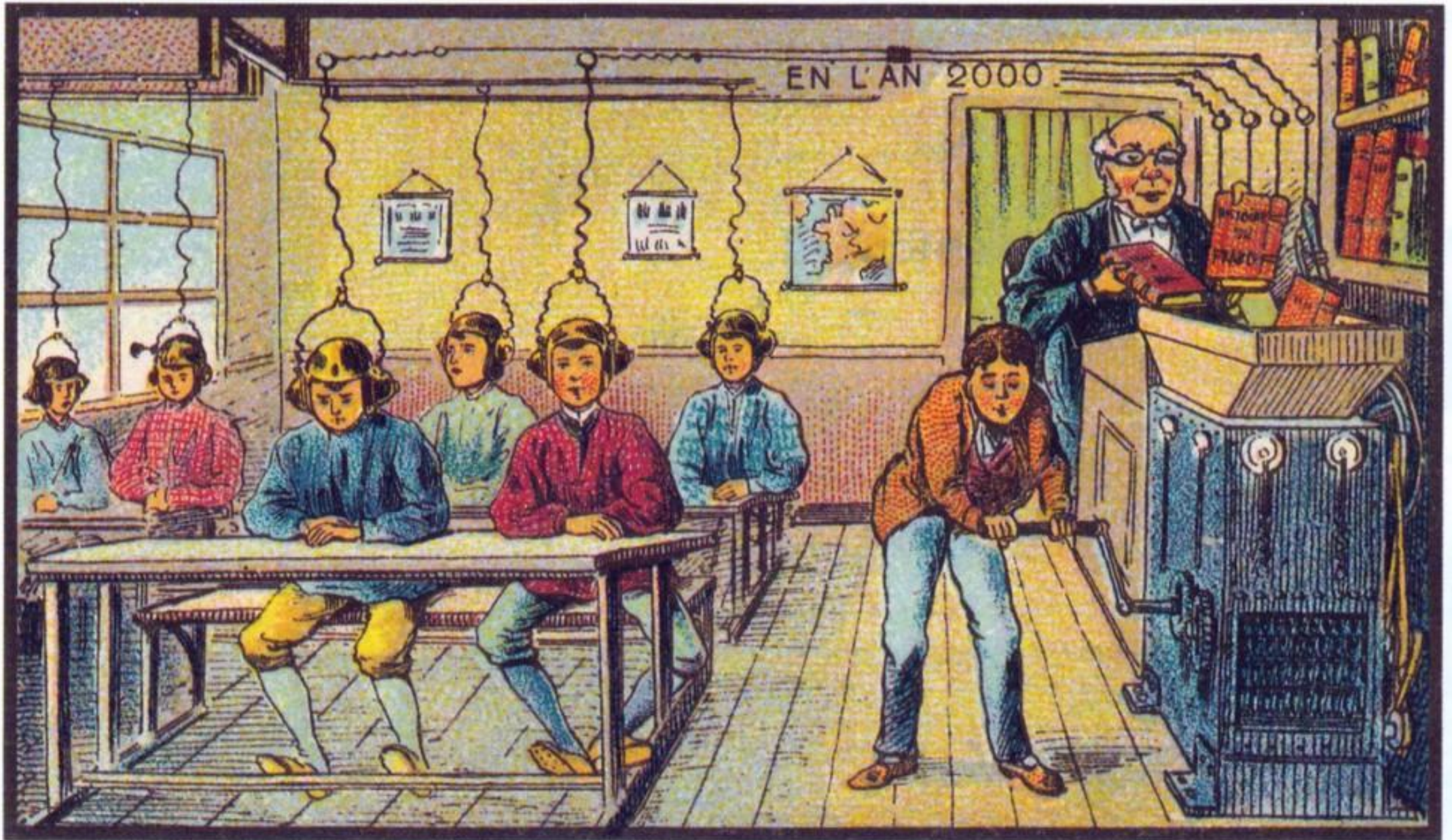


Victor Grippo
Design by Analogy – Analogy IV, 1972



IDEO

Design by Remixing - The Creativity Mixer, 2018



At School



The Flying Classroom: The Midwest Program on Airborne Television Instruction







Learning Objectives. By the end of the course, you will be able to: (1) Identify issues of experience design in relation to an actual design project, (2) Perform analysis of the problem space and map the design opportunities, (3) Rapidly develop alternative design concepts for future artifacts, (4) Translate design concepts into meaningful experiences through iterative prototyping at appropriate scales and levels of granularity, (5) Create convincing arguments for the design propositions and persuasive visual and tangible evidence (with the help of Generative AI).

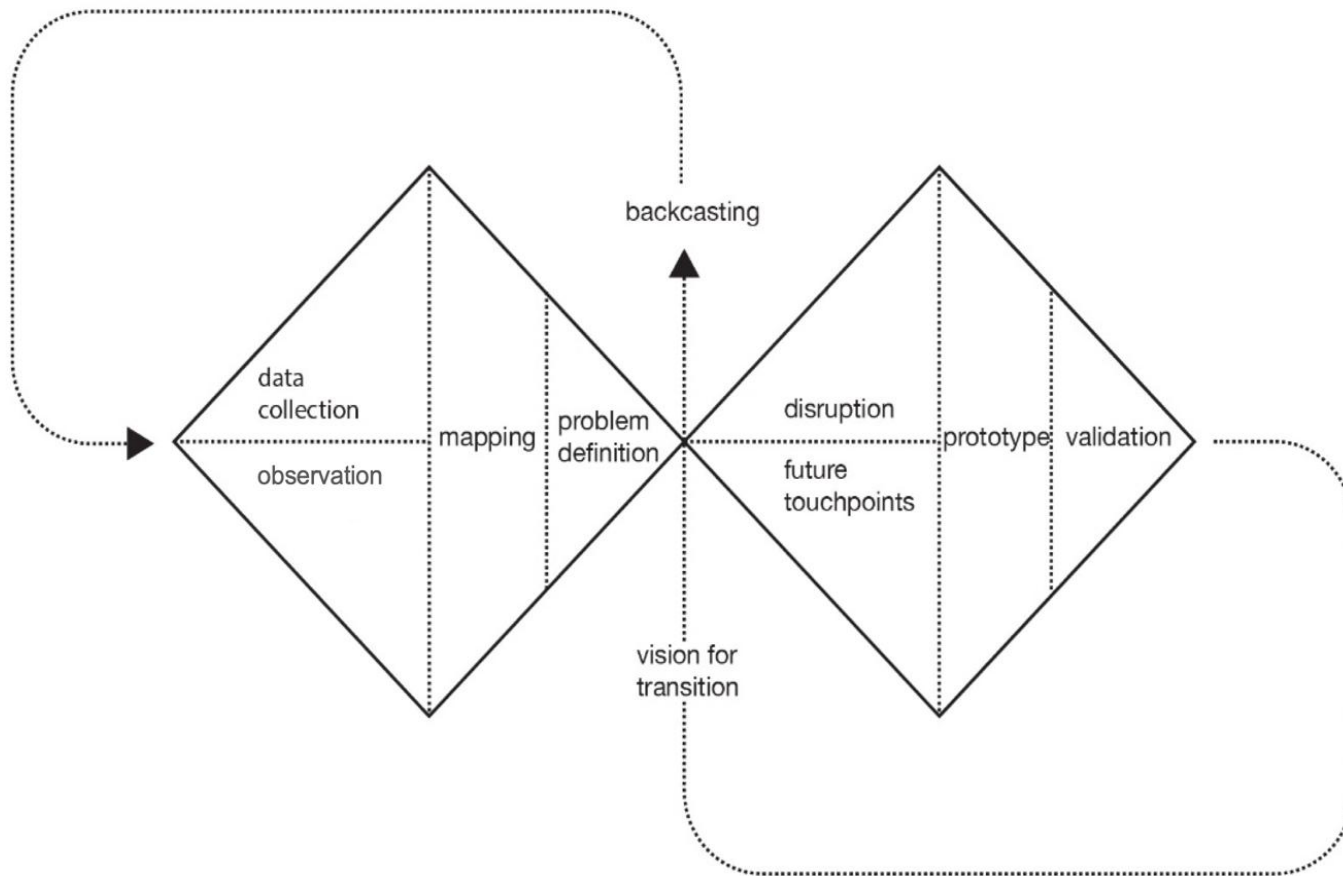
Keywords: Experience Design, Generative AI, Intuition, Immersion, Forensic analysis, Experience Journey, Experience Mapping, Disruptive Thinking, Analogies, Precedenting, Data Collection, Data Processing, Data Curating, Referencing, Competitive Landscapes, User testing, Sketching, Sharpening, Storyboarding, Design narratives, Pitching, Iterative Prototyping, Lo-Fi and Hi-Fi Prototypes, Systems Diagramming, Patent Drawing, Wireframing, Value Proposition, Kick-starting, Video Editing, Pin-Up Presentations, Design Critiques.

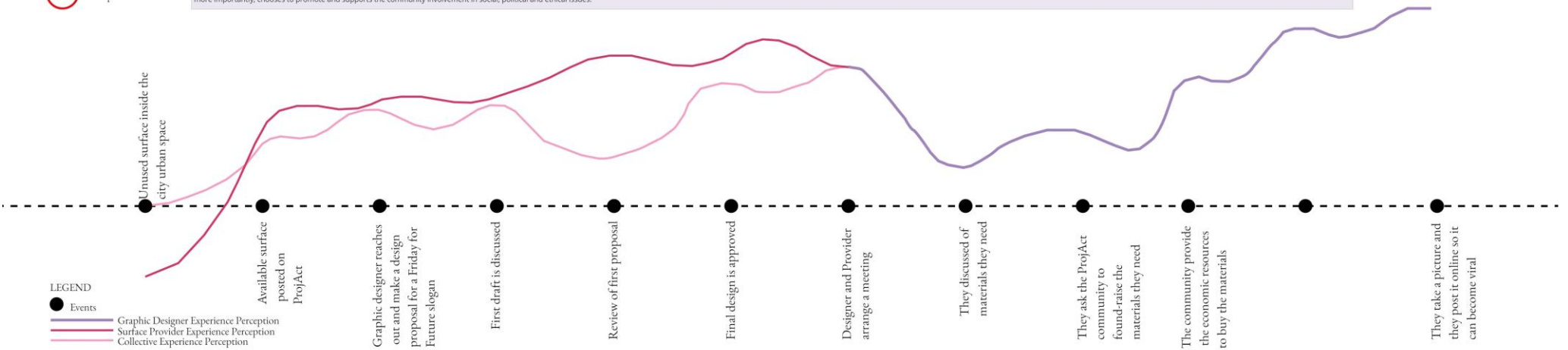
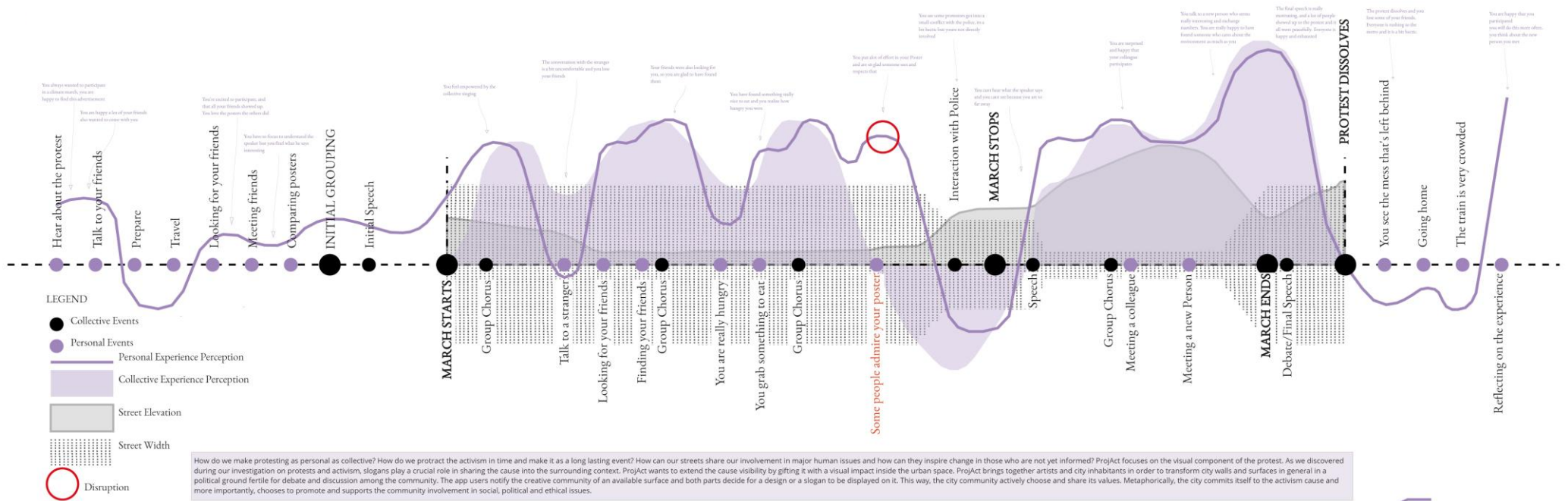
workshop week #1

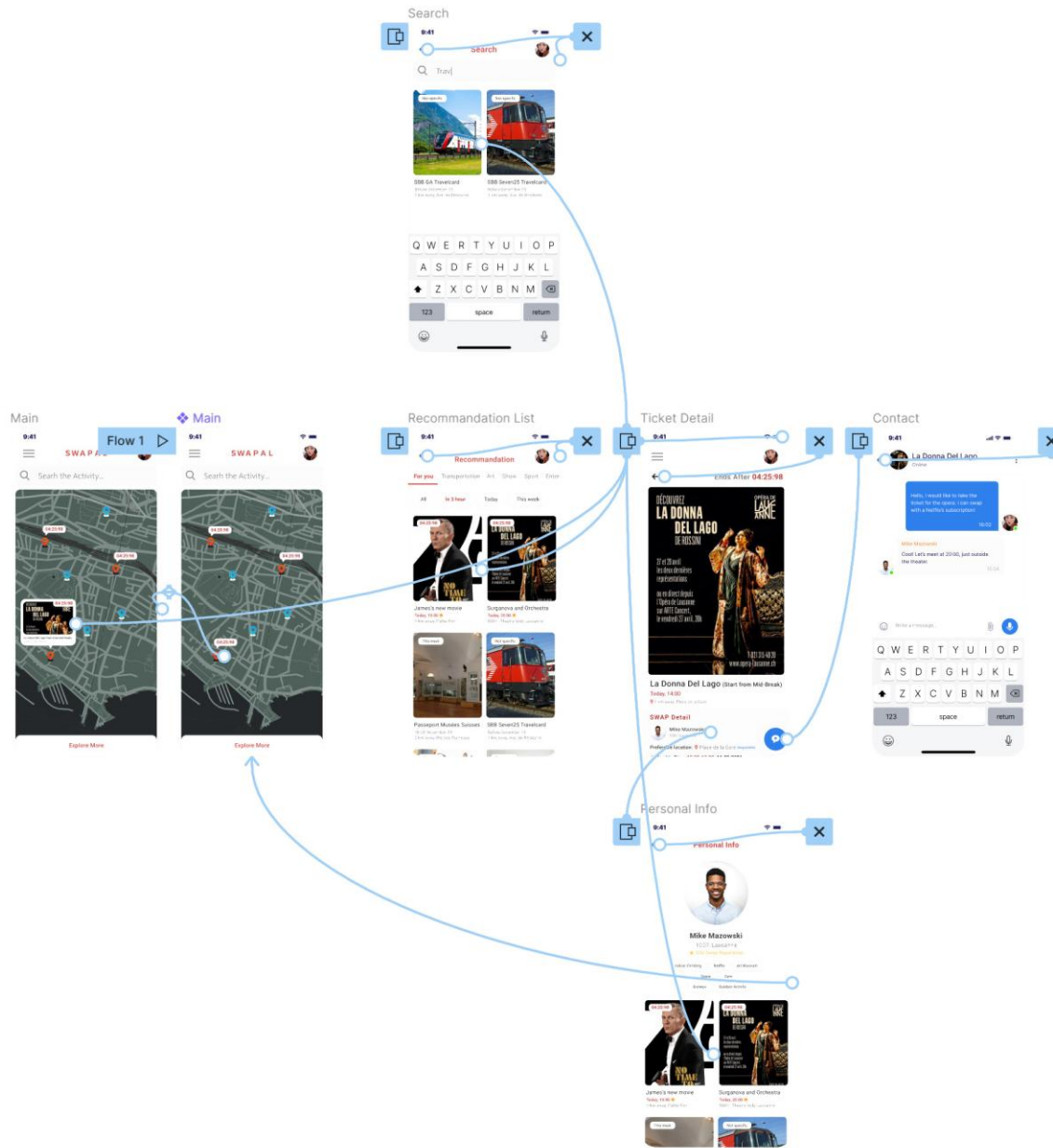
13.15	Introduction
13.30	Workshop introduction
14.15	Break
14.30	Data collection
15.15	Break
15.30	Workshop
	Workshop
17.00	Break
17.15	Progress review/feedback
18.00	

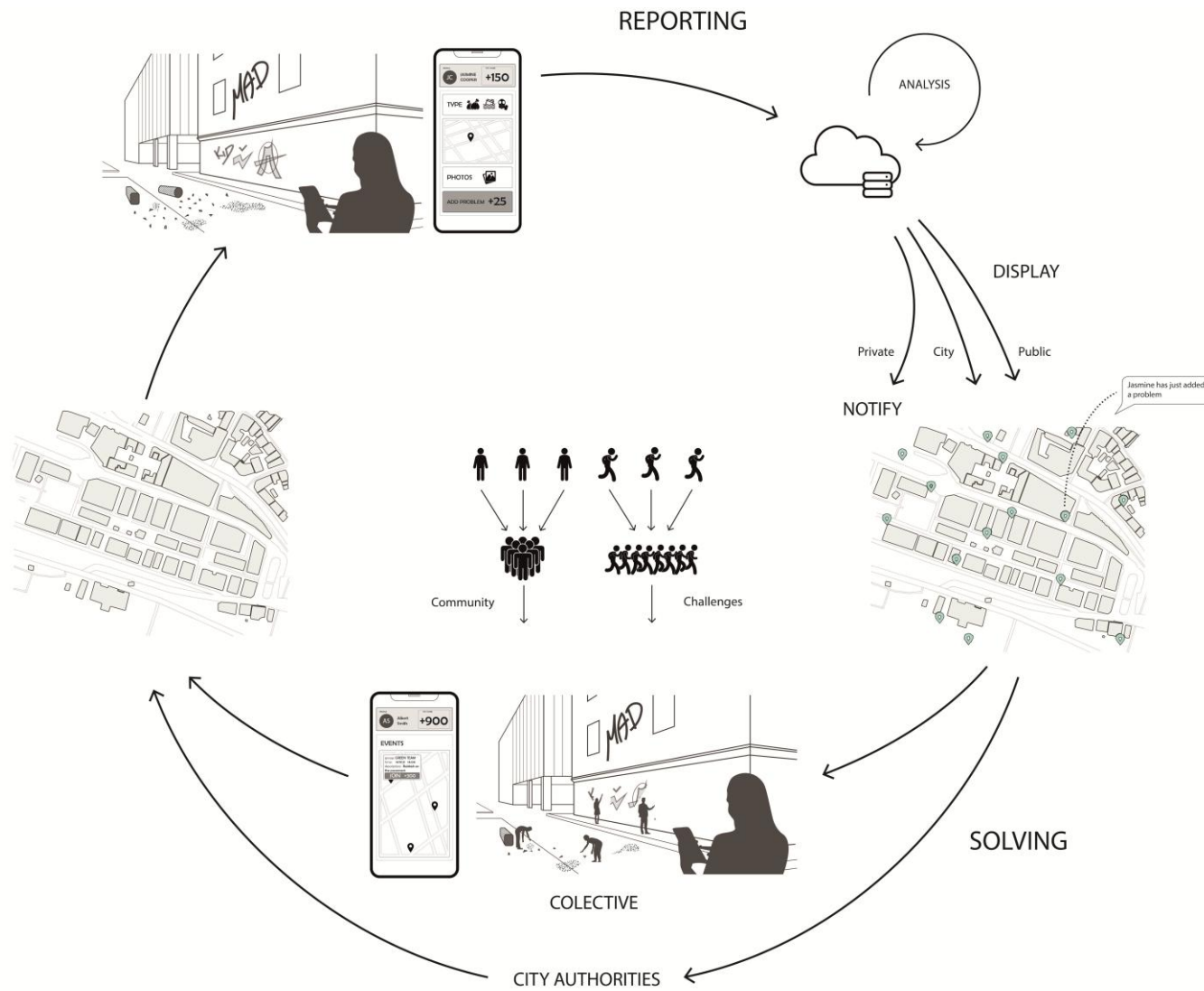
workshop week #2

13.15	Review preparation
13.30	Review I
14.15	Break
14.30	Review II
15.15	Break
15.30	Review III
16.15	Break
16.45	Guest Lecture
18.00	

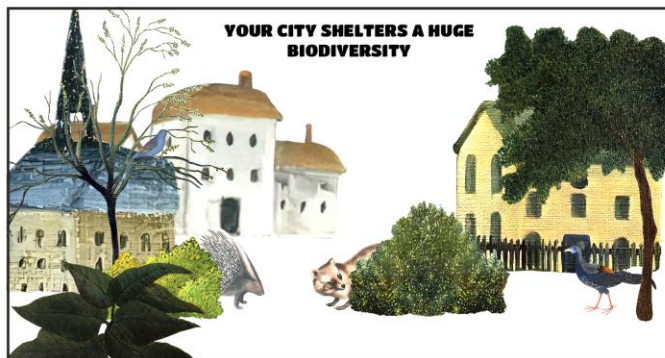
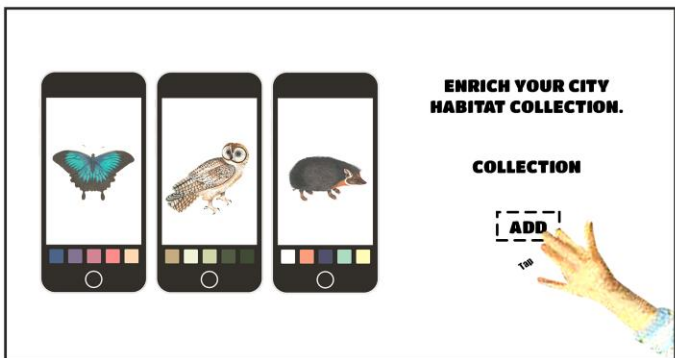
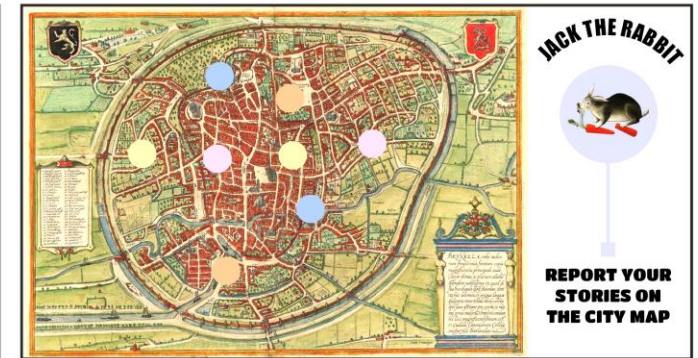
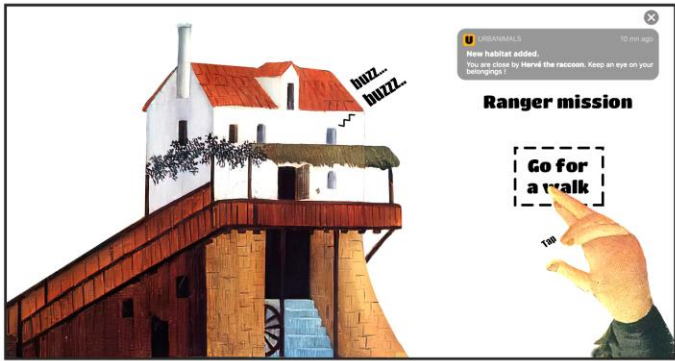








Systems Diagram – To Clean (MessHunter)
 MxD lab – UE X 21



Schedule*

Fall, 2021

Week 1: Introduction / Intuition Workshop
EMOTIONEERING

Week 2: Immersion Workshop
FORENSIC MANUAL

Week 3: Mapping Workshop
EXPERIENCE JOURNEY

Week 4: Disruption Workshop
THREE RADICAL IDEAS

Week 5: Precedenting Workshop
ANALOGIES

Schedule subject to change.

Week 6: Sharpening Workshop
DIAGRAMS

Week 7: Midterm Review / Pitching + Mashup

Media x Design Laboratory

Week 8-11: Critical Prototyping I – IV

Prof. Jeffrey Huang

..

Mikhael Johanes

..

Christina Doumptoti

..

Week 12: Packaging Workshop

Frederick Kim

STORYTELLING/REPRESENTATION

Gianna Ledermann

Week 13: Final Review / Pin-up