Bemidji State University

TADD 3380: Designing for Experiences

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Experience design is the collection of intentional strategies, touchpoints, and activities chosen to deliver constructions of meaning through engaging interactions. Experiences are what drive the economy. What distinguishes okay companies from truly great companies is the experiences that they provide their customers, as well as their employees. Designing for experiences is about making individuals feel alive and helping organizations take their business to the next level. In this introductory course, students will be exposed to the design, build, execution, evaluation, and management of meaningful experiences. [BSU Focus: Performance & Participation]

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understanding experiences.
2. Exploring the importance between having experiences and designing experiences.
3. What makes great experiences?
4. Experience types.
5. Elements of Experience.
7. Processes of experiences.
8. Positive, negative, and meaningful experiences.
9. Experience mapping and journey.
10. Design thinking.
11. Storytelling in experiences.
12. Enhancing experiences.

D. LEARNING OUTCOMES (General)

1. compare different types of interpersonal experiences.
2. assess what makes a great experience.
3. evaluate the effectiveness of experiences.
4. design and test interpersonal experiences.
5. participate cooperatively in group athletic activity or artistic performance.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted