



Summer
Course
2019

CREATING MULTIDIMENSIONAL EXPERIENCES

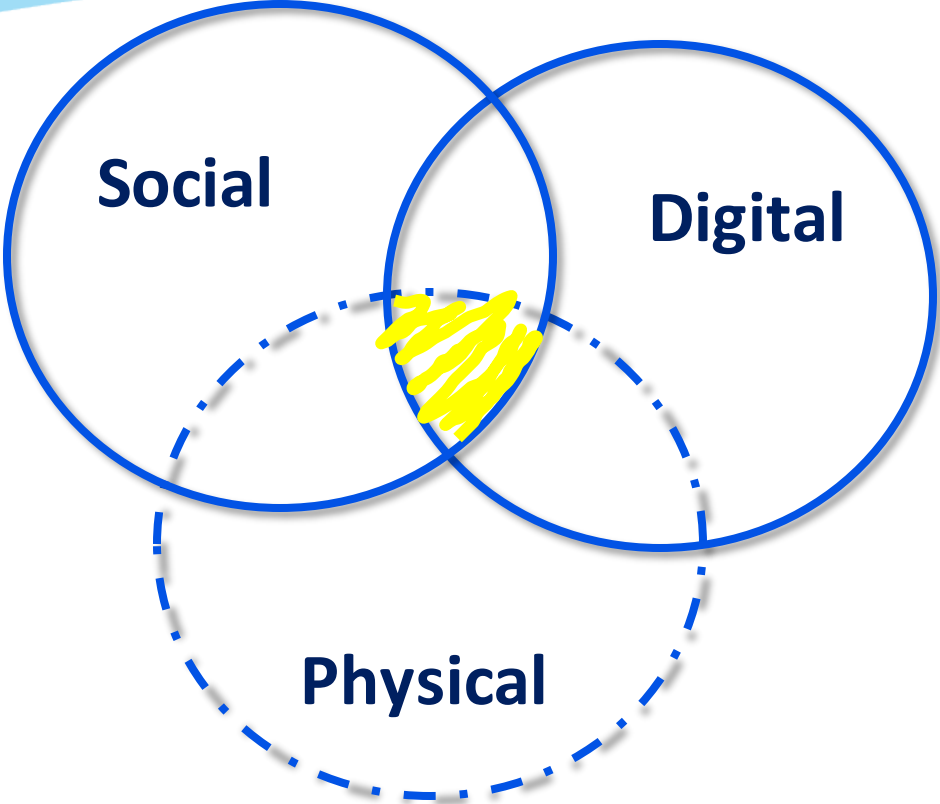
29 JULY – 16 AUGUST 2019
(6ECTS)

A!
Aalto University

**AALTO
VENTURES
PROGRAM**

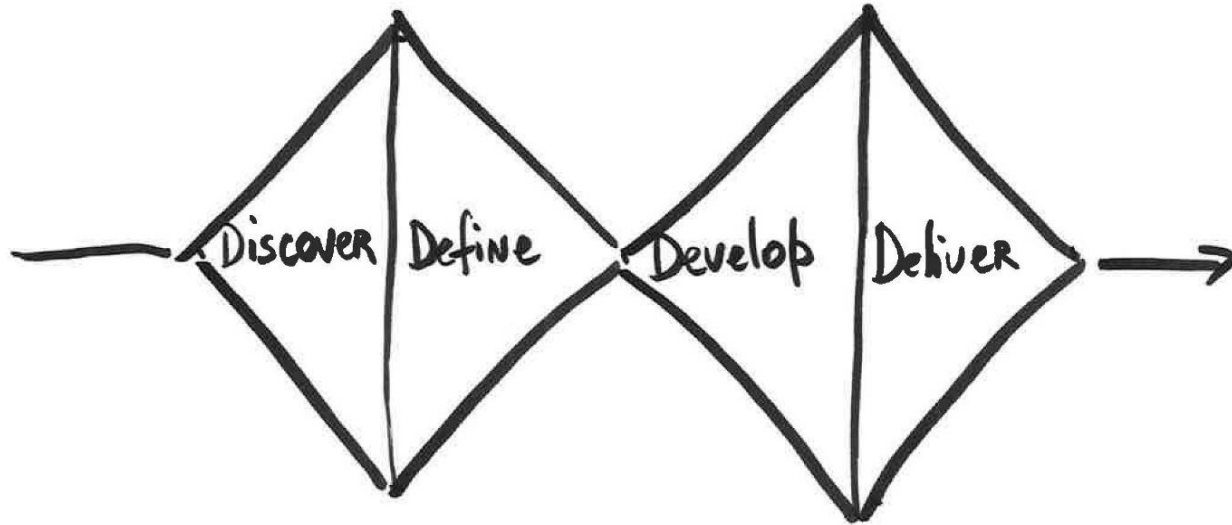
The course will teach you how to design a compelling experience that can create a powerful emotional connection that drives loyalty and satisfaction of the users.

Multidimensional experience



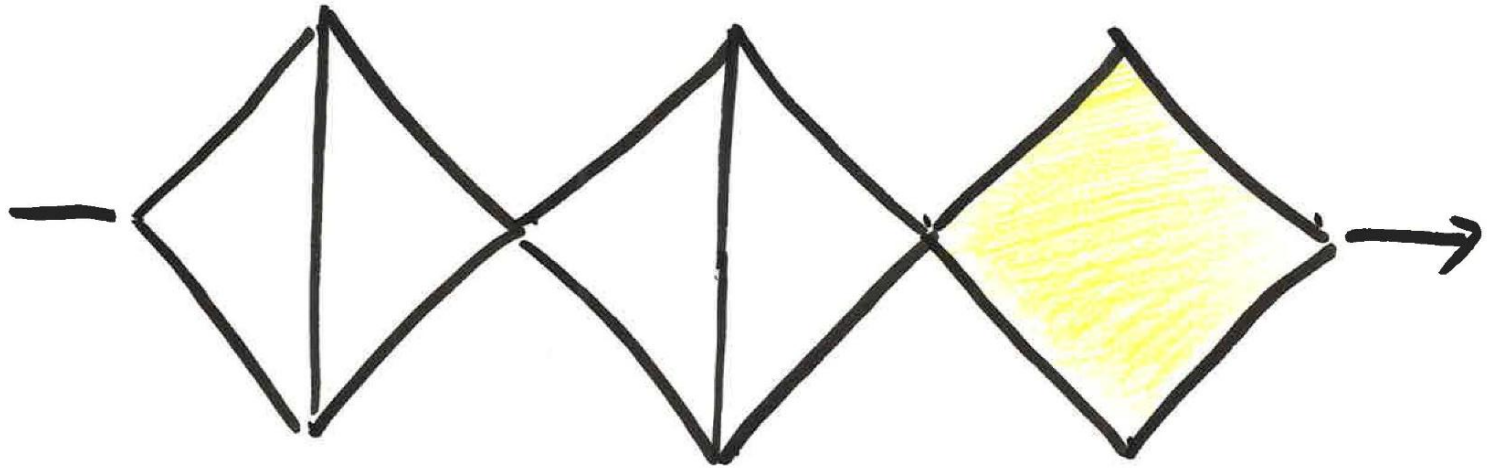
The course framework

Double-diamond model



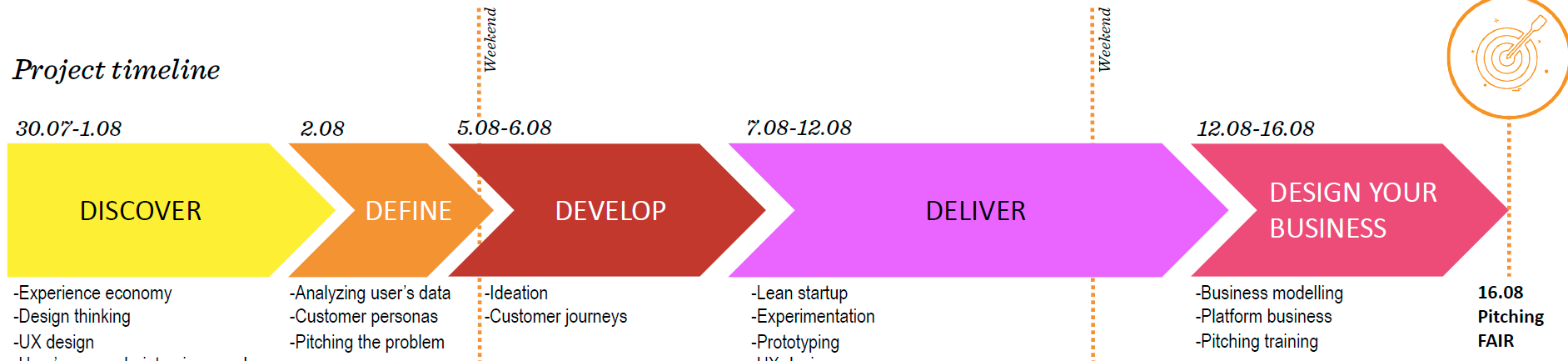
The course framework

Double-diamond + Business modelling

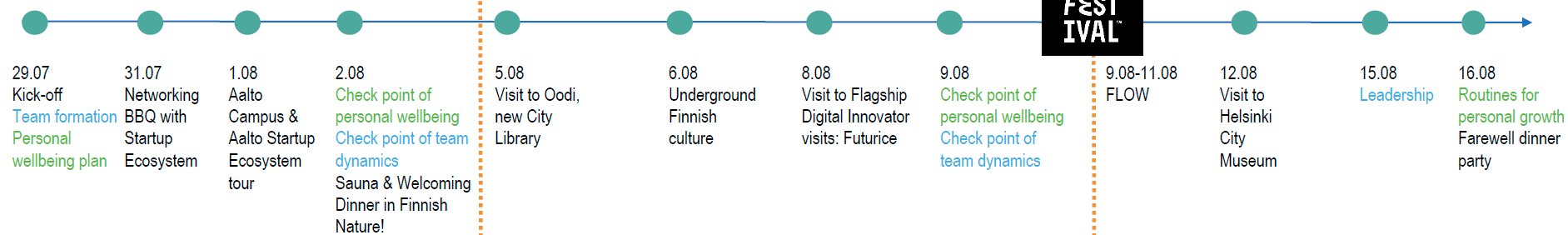


Creating Multidimensional Experiences

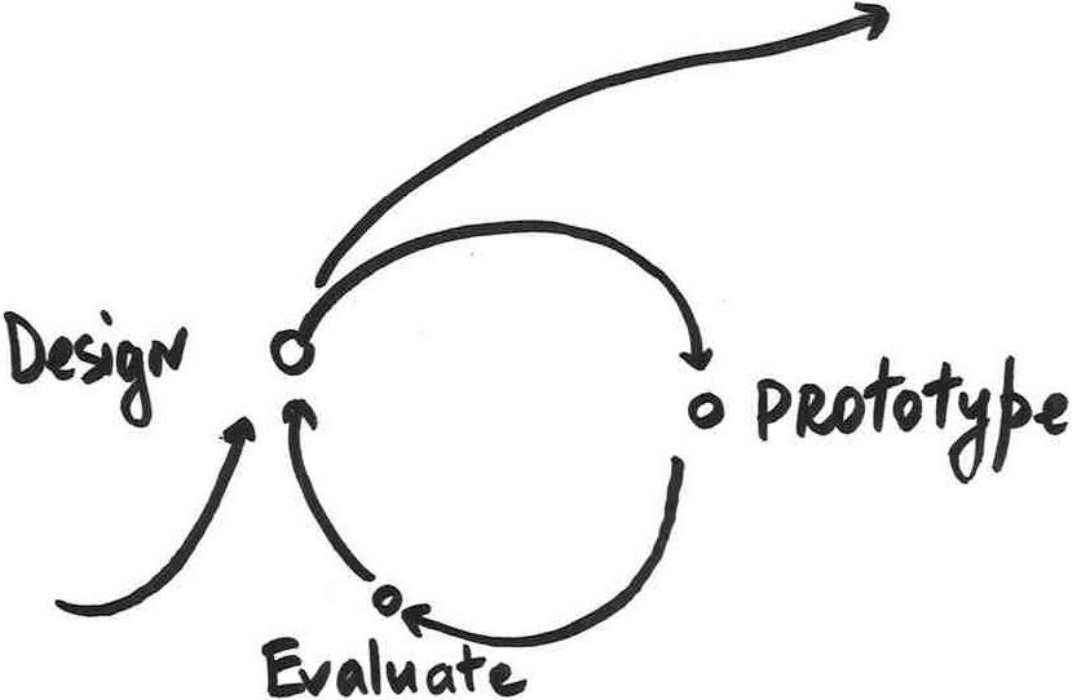
Project timeline



Events



Iterative design process



Hierarchy of cognitive domain



Learning outcomes based on Bloom's taxonomy:

1. Knowledge and 2. Comprehension:

- **to define** the basic concepts of experience economy, design thinking, UX design, leadership, team working, experimentation, and business modelling;

3. Application:

- **to master** iterative design process to develop own business ideas;
- **to develop** team working skills, ability to adjust to different cultures and personalities, practice to teach the peers personal areas of expertise;
- **to create** personal concept of sustainable wellbeing and **apply** wellbeing practices already during the course.

3 simultaneous tracks

Project →

Team →

Self →

The study process

Surface learning



- Assignments delivery
- Learning by heart

Deep learning



- Discussions
- Reflections
- Active learning
- Ability to apply what you learnt to solve complex problems

The study process

Surface learning



- Assignments delivery
- Learning by heart

Deep learning



- Discussions
- Reflections
- Active learning
- Ability to apply what you learnt to solve complex problems

The study process

Theory “X”



**Teachers don’t “trust”
the students.
Assumption that
students don’t want to
learn. Want only to get
the grades.**

Theory “Y”



**Teachers “trust” the
students.
Assumption that
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The study process

Theory “X”



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Theory “Y”



**Teachers “trust” the
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A well functioning group is more than the sum of its parts

$$1 + 1 = 3$$

Your background

Countries:

Belgium, China, Korea, Finland, Australia,
Taiwan, Canada, USA, UK, Mexico,
Singapore, Indonesia

Rules of the game

1.

Class starts sharp at time mentioned in the schedule

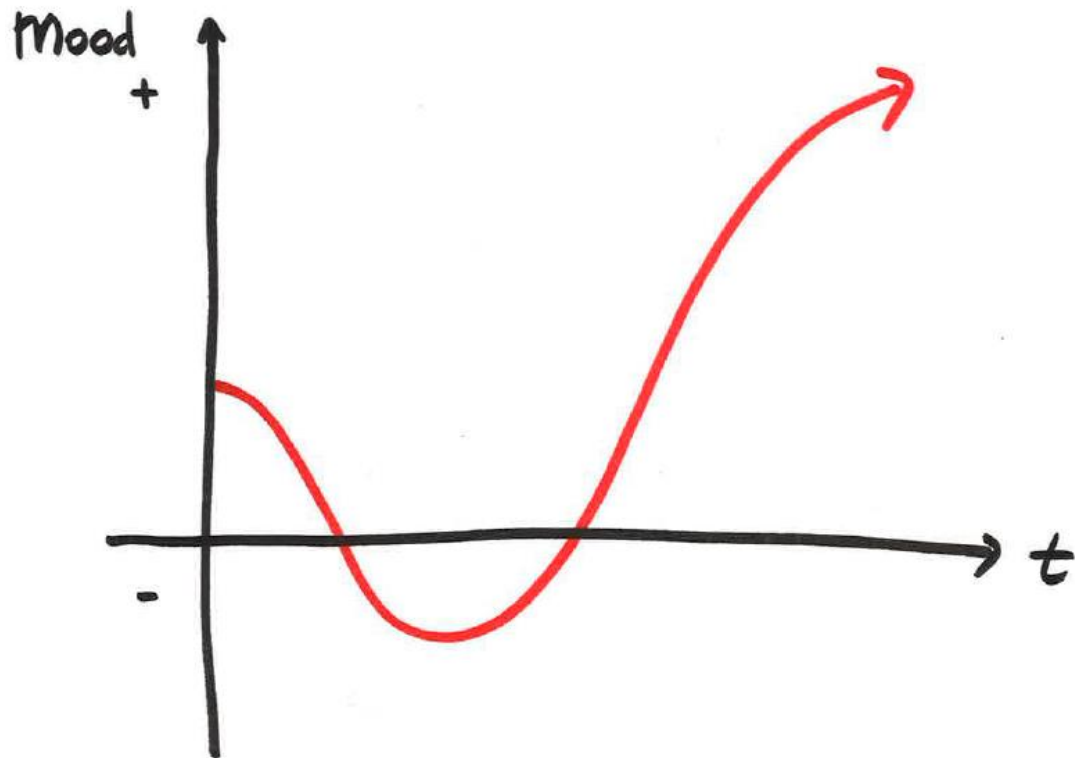
2.

Attendance is compulsory

3.

No using computers or mobile phones unless prompted.

Your potential mood curve



All the information could be found

In MyCourses

TU-E4011

Creating Multidimensional Experiences

Program can be found

On MyCourses calendar

On CME Google calendar

In your AVP bag

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