

MODULE DESCRIPTION - ACADEMIC YEAR 2026-2027

Field	Design and Fine Arts	
Program	Master Design	
Major	Digital Experience Design	
Module title	Experience Design I - Observation & Opportunities	
Code	1MaDeDXD12	DXD303861FE26
Course Type	Master	
Semester	Semester 1	
ECTS Credits	8	
Prerequisites	None	
Languages	English	
Place	ECAL	

Skills targeted General learning objectives	<p>This module enables students to assimilate the fundamental principles of user observation through qualitative research methods, behavioural analysis, and the study of Human-Computer Interaction history. By combining theory and practice, students learn to investigate user needs while taking into account technical and business constraints.</p> <p>Targeted skills include identifying, articulating and presenting user needs to inform design decisions, understanding the evolution of digital interactions through the lens of HCI, and evaluating desirability, and viability to ensure that design concepts are both meaningful and executable.</p>
Teaching content and form	<p>The module consists of three courses and a project-based work.</p> <p>a) Human Lens: the essential qualitative research methods in design, including how to plan and conduct observations, workshops, cultural surveys, and interviews, and how to analyse the resulting data.</p> <p>b) Human-Computer Interaction History: tracing the evolution of Human-Computer Interaction (HCI) from early computing to contemporary technologies, examining how key milestones have shaped digital design, usability, and user experience.</p> <p>c) Desirability and Viability: exploring the core pillars of digital project development, equipping students to align innovation with technological, user, and business constraints for impactful, executable solutions.</p> <p>d) Reality Check: project using the theoretical foundations of the Human Lens module through an interactive and creative qualitative research outcome, based on a predefined case.</p>
Forms of assessment and validation	<p>At the end of the semester, the works produced in unit d) are evaluated by a jury made up of the professors from the MA DXD program.</p> <p>The unit c) is also subject to grading unlike units a) and b). Those two courses remain mandatory, however, and active participation by students is expected.</p> <p>The assessment may take students' regular attendance at classes and lectures into account.</p> <p>To obtain credits, students must obtain an average of at least 4 out of the two marks awarded.</p>
Remedial teaching	<p>Remediation is possible by working to make good observed shortfalls.</p> <p>Module repeated in the academic year following a fail mark, according to procedures to be agreed with the director of the module.</p> <p>No remediation possible after repeating the module.</p>
Professors	Margherita Motta, Emily Groves, Paul Léon, Marc Laperrouza

Responsable module	Lara Défayes		
Description validated on	23 September 2026	By	Lara Défayes

The French text is authentic