Revolutionize Your Innovation Process with Experiential Design Thinking: Create Seamless Online and Offline Experiences

Course Syllabus

Overview

Revolutionize Your Innovation Process with Experiential Design Thinking: Create Seamless Online and Offline Experiences

- **For:** Designers, firms, entrepreneurs, project managers, IT, marketers, engineers, strategists, academics, MBAs
- **Duration:** 6 weeks or one intensive week
- **Length:** 5-7 hours per week
- **Schedule:** Fall, Winter, Spring, and Summer

- **Format:** Small groups, interactive with practice
- **Test:** In-class project assignments
- **Time:** Local time in New York (EST)
- **Location:** Live online sessions

Traditional design thinking (DT) is dead; long life to experiential design thinking (XDT). Design thinking as we know it is no longer effective. This course will teach you how to use XDT to design comprehensive experiences, rather than just products and features. By embracing this fresh approach, you'll be able to prevent experience design failures and create innovative solutions that stand out from the rest. XDT is a powerful tool that will help you capture and retain your customers' attention. Say goodbye to old, ineffective methods and hello to a brighter future with XDT.
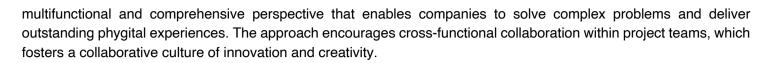
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Description

What is the course about?

Design Thinking (DT) has gained immense popularity in the corporate world as it offers a structured approach to innovation, but its applicability in designing customer experiences in the phygital realm is limited. The very name "design" implies that the focus is primarily on the design aspect of the product or service, while disregarding the human element, particularly the intangible emotional, social, and symbolic needs of customers. Moreover, traditional organizations are known for their siloed structures, which hinder cross-functional collaboration and prevent the creation of optimal design experiences. To address these limitations, an innovative approach called Experiential Design Thinking (XDT) has emerged, which empowers businesses to create innovative, human-centric experiences that span across both physical and digital channels. XDT takes a holistic view of the customer experience and provides a

multifunctional and comprehensive perspective that enables companies to solve complex problems and deliver outstanding phygital experiences. The approach encourages cross-functional collaboration within project teams, which fosters a collaborative culture of innovation and creativity.

In this course, you will delve deeper into the XDT approach and learn about the key principles that underpin it. You will explore the importance of building a diverse team that includes design thinkers, engineers, marketers, sales, and IT professionals. Such a team can create exceptional and profitable experiences that prioritize improving well-being outcomes while addressing environmental, digital, and social issues. By the end of the course, you will gain a deep understanding of how XDT can help businesses create exceptional customer experiences that generate long-term loyalty and business success.

What will you learn?

Embarking on this course will open up new avenues for you to gain extensive knowledge about the innovation process, particularly in the realm of experiential design thinking frameworks and tools for businesses. This course is designed to equip you with the skills and techniques to create disruptive experiences across both physical and digital platforms while keeping the human aspect at the forefront. Throughout the course, you will delve into a wide range of topics, including but not limited to: 1) the limitations of traditional design thinking tools when it comes to designing experiences for the phygital environment; 2) the definition of experiential design thinking method and how it differs from traditional design thinking; 3) the 3-stage XDT process and how it works, including drivers, stages, and outcomes; and 4) finally, the power of XDT in creating phygital experiences that promote well-being outcomes.

What are the benefits of completing this course?

By the end of this course, you will acquire advanced knowledge and skills in utilizing an experiential design thinking (XDT) tool to craft disruptive experiences that prioritize well-being outcomes while also catering to the functional, social, and emotional needs of your audience across both physical and digital channels. You will:

- Acquire advanced knowledge and skills in experiential design thinking (XDT)
- Learn how to develop disruptive experiences that prioritize well-being outcomes
- Master the use of XDT tools to meet your audiences' functional, social, and emotional needs across physical and digital channels
- Gain valuable insights on successful implementation of XDT through real-world examples
- Develop a disruptive mindset to stand out in a competitive market
- Acquire a comprehensive set of skills and techniques to design unique experiences
- Master the tools and management strategies to create unforgettable, lucrative experiences that prioritize individual and collective well-being
- Equip yourself with knowledge and expertise to tackle environmental and social issues while still delivering exceptional experiences to your audience

What makes our course program unique?

At AIBXD, we take pride in offering a transformative and unique learning experience where you will be taught directly by the founders of the concepts and frameworks you will encounter throughout your journey. We aim to bridge the gap

between industry and science by providing scientifically grounded, actionable, and ready-to-implement solutions and knowledge. Our approach allows learners to gain insights from three different perspectives:

- *the creators of the frameworks and concepts;*
- *the entrepreneurs who are blazing new trails and making a difference, and;*
- *established big companies that are reinventing themselves.*

Additionally, our institute boasts of internationally recognized instructors who are experts in business experience design and strategy. We collaborate with industry thought leaders and distinguished scholars from Ivy League and other prestigious institutions to offer a top-notch learning experience. We are committed to providing you with the best education and training available, and our carefully selected professionals guarantee it.

Who should take this course?

This course is ideal for anyone seeking to challenge the traditional tools and frameworks used in design thinking. Whether you're a creative designer, an engineer, a marketer, a strategist, an academic, a small or large business owner, an MBA student, or simply someone interested in the subject, this course is for you. With a focus on the human aspect, wellness, and connection across both physical and digital platforms, you'll gain the knowledge and skills necessary to create engaging, effective, and impactful experiences. By the end of this course, you'll have a critical outlook on the established design thinking paradigm and be ready to take your designs to the next level.

Any prerequisite(s) or admission requirements?

Our admission process is hassle-free and straightforward, with simple and easy-to-follow requirements that won't cause undue stress. Our selection criteria are based on a candidate's motivation and understanding of our elite, human-centric values. We encourage applications from individuals with diverse backgrounds and experiences who are passionate about driving change and possess a creative mindset that prioritizes the human element. English is the language of instruction, and participants must have a good command of spoken English to actively participate in group discussions.

What is the teaching method?

Our learning and teaching method, the DUDD learning model™, has been proven to be highly effective and is a game-changer. We help you Discover, Understand, Digest, and Deliver in just one day. Say goodbye to homework and hello to more free time. All coursework is completed during the session, so you can relax afterward. We prioritize your well-being and work-life balance. Our online live course lasts six hours per day, once a week, and the best part is that you don't need any prep time. Everything is completed in class, from discovery to delivery, so you can go out and enjoy some well-deserved rest and social activities.

As for testing, we do not use traditional grading. Instead, we test your ability to implement the tools acquired in the session to a real case or your own project. This is all done during the session following our **DUDD learning model™**. Preparation for the course is not required. We just require your concentration, active listening, and total attention during the session. Throughout the course, we utilize the DUDD™ learning model to assess participants' knowledge acquisition. Our evaluation process comprises a range of interactive activities that blend individual and teamwork tasks

with analytical, strategic, and creative applications of the knowledge acquired in each session. The techniques we use include:

- Critical and practical thinking activities
- Creative mini-case studies
- Real-world business problem-solving through the implementation of tools and frameworks discovered during the session
- In-context projective practice activities

Structure

Our courses are designed to take you on a transformative learning journey, revealing inner potential and creativity you never thought possible. We use the DUDD learning model™ as a basis for instructional experience design and management, tailored to meet the needs of today's learners and aligned with emerging trends and consumer behaviors across physical and digital channels. Our instructional experience design approach places the learner at the heart of the learning process, offering a participant-centered experience that extends beyond the course program itself. Our goal is to help you grow in your own projects while also becoming a valued member of our global elite community.

At AIBXD, we provide a one-of-a-kind curriculum created by top-tier experts in experience design. Our patented courses are exclusively taught at AIBXD and encompass five key modules, including Introduction, Modules 1-5, and Conclusion. Our course sessions comprise critical and practical thinking activities, creative mini-case studies, real-world business problem-solving using tools and frameworks discovered during the session, as well as in-context projective practice activities.

Our program offers a condensed curriculum that can be completed in one week or six weeks, covering all the necessary materials from start to finish. The courses are scheduled on Saturdays, so you can attend without needing to give up your job or studies.

Modules	What You Learn	How You Learn	Benefits You Get
Introduction	Introduction of participants and presentation of course content, organization, instructor profile, and in-class activities	Introduction to our unique learning and teaching method, the **DUDD Learning Model™**: Discover, Understand, Digest, and Deliver	By enrolling in this course, you become a valuable member of a global community of elite experts and changemakers who are blazing a trail for new human-centered business models
Module 1	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 2	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 3	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 4	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end

For more information, visit www.aibxd.com or email us at contact@aibxd.com.

Module 5	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Conclusion	Wrap-up and feedback	Reflect on all that we've learned and accomplished	Establish a solid groundwork to pave the way for fresh and innovative ideas for your projects

Course FAQs

- ## How do I apply to the program?

To apply for our BXD Certificate programs, simply fill out an online application form on the BXD certificate programs page. Choose the certificate that interests you, including BXD Course Completion Certificate, BXD Masterclass Completion Certificates, and BXDM Expert Certificate. No account creation is required. Contact us at contact@aibxd.com for technical problems.

- ## Is there an application fee?

Nope. There is no fee for applying to BXD Certificate programs.

- ## What are your admission requirements?

Our BXD Certificate programs are highly selective to ensure an unparalleled and participant-focused online learning experience. Yet, our admission process is designed to be hassle-free, with simple and easy-to-follow requirements that won't stress you out. Selection is based on a candidate's motivation and comprehension of our elite, human-centric values. We welcome applicants from diverse backgrounds and experiences who are passionate about driving change and possess a creative mindset that prioritizes the human element, regardless of their position or experience within their organization. English is the language of instruction, and participants must be proficient in spoken English to actively engage in discussions.

- ## What is the cost of BXD Certificate programs? What is included in the program fee?

We are excited to offer you the opportunity to enroll in our BXD Certificate programs, designed by distinguished business leaders and academics from Ivy League and other renowned institutions. Our programs provide a top-tier, learner-centered experience at a highly competitive price, making it accessible and exclusive to the next wave of business and academic leaders. Visit our website to view your desired program and obtain cost information. Our program fee covers tuition and provides access to various resources, including free e-books, articles, case studies, and copyrighted course materials. However, this does not apply to the masterclass certificate program, which only covers tuition and instructional fees. Our live online courses may qualify for professional training program support and tax deductions. Contact your local tax center for more information. Also, check out our **referral program and other funding options.**

- ## Do you offer scholarships?

Although we do not currently offer scholarships for our BXD programs, you can still benefit from **40% off** your second and third course when you apply to our BXDM Expert Certificate. This expert certificate is our most popular BXD certificate, providing expertise and deep knowledge in business experience design and management at an affordable program fee. Also, there are other ways to receive financial assistance. Your company or institution's

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professional development program may be able to support your enrollment. Entrepreneurs and individual learners may be eligible for personal and business tax deductions, so it's worth checking with your tax center for more information. And if you're still looking for ways to fund your education, be sure to explore our **AIBXD Referral Program** that offers various funding options. We're always here to help you take the next step in your career with AIBXD!

- ## Do I need reference letters or referrals?

Reference or recommendation letters are not necessary. However, applicants who have been referred by our alumni or current program participants will have a greater chance of being accepted into the program. We value the opinions of our participants and utilize their insights to create a powerful global elite community of exceptional leaders for positive transformation. For more information, please consult the Frequently Asked Questions (FAQ) section regarding the **AIBXD Referral Program**.

- ## Can individuals from regions outside North America participate in the programs?

Absolutely! People come from all corners of the world to participate. Interestingly, almost half of the individuals enrolled in our BXD programs are from countries outside of North America.

- ## What are the career opportunities offered by BXD Certificates?

A significant number of our graduate candidates have experienced notable career advancement since completing their studies with us. Many of them have secured senior position roles, enjoyed a boost in their earnings, established their own successful businesses, or gained recognition as highly respected experts and speakers in the field of experience design and management. Enrolling in our executive education, diploma, and certificate programs provides an undeniable competitive advantage in the market. Our programs are globally recognized for their high expertise and outstanding delivery, and are exclusive and patented. Participants who take advantage of this opportunity will undoubtedly stand out in their field.

Additionally, upon completing one of our BXD Diploma programs, Executive Education or the **BXDM™ Expert Certificate** you will have the opportunity to work with AIBXD as an expert consultant, researcher, Editor, or instructor. Our collaborations are exclusively reserved for our alumni. This includes being hired to join our teams, as well as being offered guest speaking, consulting gigs, or instructor positions. To become eligible, all you need to do is enroll in one of our programs. For further details, please do not hesitate to reach out to us at contact@aibxd.com.

- ## How long does it take to process my application?

The AIBXD Admission Committee meets monthly to admit eligible candidates on a rolling basis, subject to availability. It's recommended that applicants apply early. You can expect to hear from us about your application **within 4 weeks**.

- ## How do I check the status of my application?

To inquire about the status of an existing application, please feel free to contact us via email at contact@aibxd.com.

For more information, visit www.aibxd.com or email us at contact@aibxd.com.

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- ## When will I receive the program dates and schedule?

You will receive a comprehensive packet of preliminary information three weeks before the program starts. The packet includes the online course schedule and dates. More detailed information on the program's content and organization will be provided after enrollment.

- ## Is it possible to reapply for a future session if my application is not accepted?

Absolutely! We'd love to offer you a complimentary consultation with our admission committee to help you make strides towards your next application. Our programs are highly selective because we like to keep them exclusive. We hold limited BXD sessions each year, and we keep class size under tight control to maintain incredibly high standards. Moreover, we make sure that our participants come from a diverse range of backgrounds, industries, and countries. If you don't get in this time around, don't worry! We encourage you to reapply in the future.

- ## Is it possible to take part in distance learning programs?

Our BXD certificate programs are available through live online sessions, with the majority of them scheduled on Saturdays, for the convenience of our learners.

- ## Do I earn a certificate for attending the online programs?

Yes. Participants will receive either a certificate of completion or an expert certificate depending on the program.

- ## How often courses and masterclasses are offered?

Our online live courses are offered four times a year: in the fall, winter, spring, and summer. Our Masterclasses are offered live online on Friday mornings each month in New York City time.

- ## How do I contact the BXD Certificate program team?

If you're an applicant, you can easily connect with us by filling out the contact form on our website page. For those who are already enrolled in the program, we have a dedicated Conciergerie Service team that is ready to assist you with your needs. Once your application is approved, we'll send you their direct contact and phone number.

- ## How are courses and masterclasses delivered?

Live online courses are conducted via the Zoom platform, and the link is shared with you a few days prior to the course start date.

- ## How is the BXD Certificate program structured?

Participants can experience a truly unique and immersive learner-centered approach with the **AIBXD Phygital-Experiential Teaching Method™**. This patented teaching and mentoring philosophy prioritizes participant-centered learning by connecting physical and digital learning platforms and delivering highly experiential course content that combines theory with real-life practice.

The program is committed to developing a comprehensive teaching strategy that merges business and management sciences with experience design and management studies. Participants will gain from a meticulously balanced blend of lectures, one-on-one coaching sessions, presentations, real-life in-class case studies presented by companies, material and tool implementation, and small group discussions.

Our BXD programs go above and beyond what any other program can offer: the opportunity to learn from the originators of the concepts and theories, as well as from entrepreneurs who have founded successful companies

and CEOs who manage remarkable, well-known brands. At AIBXD, we believe in learning from the source with implementation to own projects and problems.

• Do you offer intensive classes?

Yes. During the application process, you'll have the option to select your preferred delivery mode for the course. You can choose between an extended course or a one-week intensive live online course. The choice is yours!

• What is the typical cohort size?

We believe in creating an atmosphere that is conducive to the best possible learning experience for our participants, which is why our cohorts are intentionally kept small. This approach allows for personalized, one-on-one teaching that promotes individual growth and success.

• What if I miss an online class?

Our online classes are only taught live at scheduled times each week. We do not provide recorded versions of the course. However, depending on the situation, we may redirect you to other classes within the same program, or in rare cases, we may exceptionally record the session and send you the protected video to watch with a password for a limited time. It's important to note that AIBXD values intellectual property and takes it seriously when it comes to privacy for both our instructors and learners. This is why all of our content and videographic material are subject to intellectual property and copyright laws. Please use this material for personal use only. Any infringement will result in legal action being taken.

• How much time should I dedicate to coursework daily? Will there be time to prepare homework in advance?

Exciting news! Our teaching approach is a game-changer and has been proven to be highly effective. We call it DUDD: Discover, Understand, Digest, and Deliver - all in one day! Say goodbye to homework, because we know your time is precious. All coursework is completed in session. After completion, you can relax. We prioritize your well-being and work-life balance. The online live course lasts six hours per day, once a week. The best part? No prep time required! Everything is done in class, from discovery to delivery, so you can go out and enjoy some well-deserved rest and social activities.

• Is there a discount available for the BXD Certificate programs?

No, we don't currently offer any discounts for our BXD programs. However, our programs are already priced fairly and are taught by top-notch Ivy League scholars and industry leaders. We understand that financing your education can be a challenge, which is why we want to remind you about our AIBXD Referral Program. This program has been a game-changer for many participants, providing discounts of up to 40% on program fees. In fact, some have even received almost zero program fees! We highly recommend checking it out to see if it's a good fit for you.

• Do I get alumni status after completing the BXD Certificate program?

No, online certificate programs do not make you eligible for alumni status. However, if you enroll in the BXDM Expert Certificate program and complete it, you will become eligible to work with us as a consultant, guest speaker, or instructor.

- ## When is payment due? How do I pay?

Payment is due within 3 days of receiving the invoice. You can pay online or by bank transfer. We offer multiple payment methods to make it easy for you, including company check, electronic bank wire transfer, and credit card (Visa, MasterCard, American Express). The invoice will provide you with all the details you need to make a payment. As the demand on our programs is high and spots are limited, we kindly ask that you make your payment promptly. This allows us to notify waitlisted candidates as soon as possible and ensures that deserving candidates are not penalized. Please note that delaying payment may result in losing your spot, which means that your **application will be revoked** and you'll have to start the process all over again.

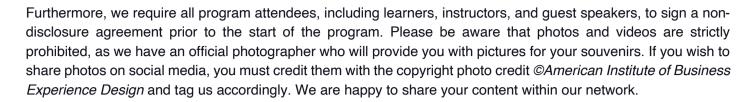- ## What is your cancellation and refund policy?

What do I do if a program I am registered for is canceled? At AIBXD, we always strive to stick to our program schedules. However, there may be unforeseen circumstances that require us to cancel a program. In such cases, we will immediately reach out to registered participants through email and offer them a transfer to a future program or a full refund of the program fee. Although this has never happened before, we believe it's important to inform our participants about the possibility of such an occurrence.

If I decide to cancel my registration, what is the refund policy? We understand that life can be unpredictable, and sometimes schedules need to be adjusted. We want to make sure that our learners are aware that our AIBXD programs are in high demand. We want to provide the best experience possible for our learners, which can be costly in terms of organizing venues, personalized welcome kits, and booking VIP speakers and CEOs with busy schedules. As a result, we have a strict cancellation policy in place, even for unforeseen circumstances. We hope that our learners understand and can plan accordingly. Here are some guidelines to keep in mind:

a) Cancellations can be made for a full refund within 3 business days of initial registration. The link to register and pay the full program fee will be sent on the same day as the decision notification. Requests for exceptions outside of the 3-day period will be considered on a case-by-case basis.

b) Due to program high demand and preparation, cancellations received after 3 business days of initial registration are subject to full payment of the program fee.

c) In order to receive a full refund and cancel a program, the registrant must send a written request to info@aibxd.com within 3 business days of registering.

d) Registrants may transfer to another date of the same program by submitting a written request to info@aibxd.com up to 3 business days before the program start date. If the requested program is sold out, the registrant will be placed on the waitlist.

e) Our cancellation policies will be reviewed on a case-by-case basis and may be modified for exceptions related to organizational changes or policy updates.

f) We kindly advise you to take a look at our Terms and Conditions, as they can provide helpful guidance for using our services.

- ## Do you have policies in place regarding privacy and copyright for your programs?

It is absolutely crucial to understand that at AIBXD, we hold intellectual property and privacy in the highest regard for both our instructors and learners. All of our content and videographic material are strictly protected by intellectual property and copyright laws, and we expect that they will be used solely for personal purposes. Any infringement of these laws will result in immediate legal action being taken.

For more information, visit www.aibxd.com or email us at contact@aibxd.com.

Furthermore, we require all program attendees, including learners, instructors, and guest speakers, to sign a non-disclosure agreement prior to the start of the program. Please be aware that photos and videos are strictly prohibited, as we have an official photographer who will provide you with pictures for your souvenirs. If you wish to share photos on social media, you must credit them with the copyright photo credit *©American Institute of Business Experience Design* and tag us accordingly. We are happy to share your content within our network.

- ## What if I need to drop out of the program?

Please note that if you choose to drop from our program, you will be responsible for the full payment and will not receive your certificate or diploma. We have a strict non-refund policy, meaning that we do not provide any refunds for our online or in-person learning programs. All fees and charges associated with the program are non-refundable. We cannot accept responsibility for any inconvenience or financial loss that may result from your withdrawal from our programs. However, we understand that unexpected events can occur, and if you have no other option but to withdraw, we will consider your situation at our discretion. We can discuss options with you that would allow you to rejoin the same course or program the next time it is scheduled so that you can complete your program. If the program has already ended, you can be waitlisted.