

The Experience Course

Welcome to the FreeState Experience Course, developed and taught by Adam Scott and Dave Waddell, experience design practitioners at masterplanning agency FreeState and authors of The Experience Book.

Why is it needed?

The Experience Course has two interrelated objectives. One, to explain the everyday experience of individuals and groups in the context of human evolution, psychology, and culture. Two, to bring this understanding to bear on how individuals, businesses, and organisations might better think, feel, and act when designing for the experience of where we work, live, and play.

FORMAT	4 live online modules
GROUP SIZE	16 people
DURATION	4 weeks
TIME	3 hours/week

Audience and usefulness



Who's it for?

The Experience Course will suit anyone interested in the human condition and how to better apply their learning about the designed experience to the everyday. More specifically, however, it is designed for businesses and organisations seeking to improve the experience of their stakeholders, be they their employees, customers, partners, or the wider community. This is a training that helps businesses and organisations improve, become more competitive, and attract and retain talent.



What is it?

The Experience Course is based on an experience-led approach to delivering on organisational change and on the projects that bring about that change. For over twenty years, FreeState has helped pioneer the approach in its work with a whole host of clients, large and small, private and public. *The Experience Book* is a thorough exposition of the philosophy and practice of experience design.

Overview and four-part foundation

How is it structured?

The Experience Course consists of a series of foundational and sector-specific courses, accessed online by groups of between eight and 16 and hosted by two facilitators, Adam Scott and Dave Waddell.

The four-part foundation course includes both theoretical and practical elements on the designed experience. The Sector courses, meanwhile, are designed help individuals and teams apply that knowledge to their own organisations.

Ideally, participants will begin with the foundational course and then move onto a sector-specific course. There are short and long foundational courses and five sector-specific courses, covering student, passenger, employee, community, and customer experiences.

Each short course consists of four three-hour modules. For example, the short foundational course includes:

01

HOW THINGS (MIGHT) WORK

The philosophy and neuroscience of consciousness; psychology and identity; and evolutionary dynamics.

Learning outcome

A working scientific knowledge of how and why certain designed experiences are memorable, meaningful, and serve to help construct individual and collective identity.

02

A QUESTION OF STRATEGY

Storytelling, user journey, research, purpose and vision, and a whole eco-system approach.

Learning outcome

An understanding of one's audience and strategic tools and techniques when it comes to co-planning – researching for, envisaging, and mapping out – the designed experience.

03

DESIGNED WITH TIME

Storyboarding, experience mapping, programming, and placemaking.

Learning outcome

How to co-create a universal whole-ecosystem framework for design and ensure that it has the capacity to adapt to local and relevant stakeholder needs and wants.

04

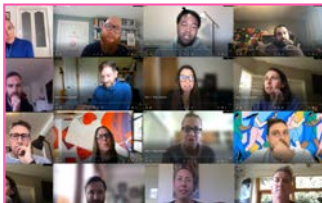
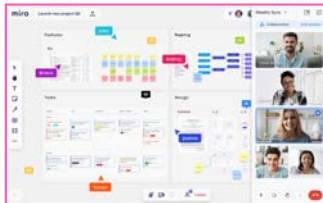
BROUGHT TO LIFE

Action and activation; feedback loops and continual improvement; and measuring success.

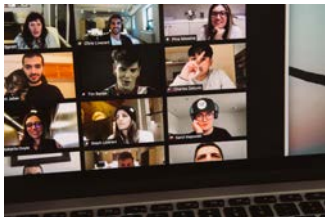
Learning outcome

Design and / or test and evaluate and improve a designed experience – one with the capacity to attract, involve, and give a sense of genuine belonging.

Style and content



Format and facilitators



How is it taught?

Each course will be live facilitated, employ a mix of learning styles, with participants engaging in individual and group tasks, and give plenty of opportunity to discuss and evaluate. The aim is that they are fun, fascinating, and useful. We want you to leave inspired, full of ideas, and with the tools to make change happen.



Who's teaching it?

All courses will be joint facilitated by Adam Scott and Dave Waddell.

An architect, stonemason, designer and podcaster, Adam is a Cannes Lions Gold winner, a sought-after keynote speaker and co-founder of FreeState. A design strategist, writer and one-time whisky aficionado, Dave has authored and co-authored several books, including the architectural monograph *From Now On*.

Both Adam and Dave are experienced teachers. Adam is a visiting fellow at Central Saint Martins. Dave was a primary school teacher and special needs co-ordinator. Both facilitate workshops as part of their work for FreeState.

Praise and encouragement

"Transformational thinking in 12 hours - a sprint to difference."

James Scroggs, New Working Class + ex-Creative Director at MTV

"It changed my thinking and approach to shaping the built environment. I always thought I put people first in developing schemes. Now I understand how I might achieve this."

Ann Allen, Director, Campus Innovation & Development, University of Leeds

"The course skilfully draws you in and expands your views, leaving you with creative tools and fresh insights to apply personally and professionally. This course is an investment: a hugely insightful, fun and valuable experience in itself!"

Rumi Bose, Regeneration Project Manager, GLA

