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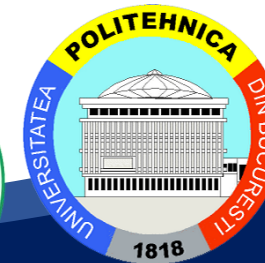
Course 15: Customer Experience-Driven Design

Module 1: Pain Point-Free Customer Experience Journey

Topic 1: Introduction to Experience Economy

Pisut Koomsap (AIT), Duangthida Hussadintorn Na Ayutthaya (AIT),

Tomasz Nitkiewicz (CUT), Agnieszka Ociepa-Kubicka (CUT)



Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry

Discussion

What are the differences between product, service, and experience?

Group Activity



Best Practice

- Identify the best practices or well-known customer experience offerings
- Discuss on its progression of economic value

