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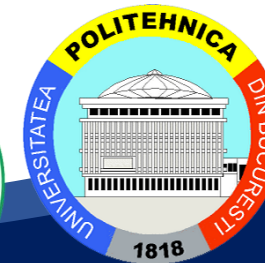


# Course 15: Customer Experience-Driven Design

## Module 1: Pain Point-Free Customer Experience Journey

### Topic 3: Experience Clues

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Curriculum Development  
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Industrial Engineering for Thailand Sustainable Smart Industry

# Group Work 1: Experience Clues



1. Select a case study (which your team members are familiar with and were/are being the customers) in different industry
2. Identify 3 types of experience clues
  - Functional clue
  - Mechanic clue
  - Humanic clue

# Samples of Case Studies



## Group Work 2: Assessment of Experiencescape



1. From the selected case study, further make an assessment on experiencescape
2. Make suggestion for improvement
3. Prepare for 7 min-presentation
4. Share the findings with the class

## Suggestion

Each team may work on Google Jamboard for the effectiveness of collaboration and group discussion

