

18th International Technology, Education and Development Conference

4-6 March 2024 Valencia (Spain)

CONFERENCE PROCEEDINGS



Sharing the Passion for Learning

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INTED2024 Proceedings

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Edited by

Luis Gómez Chova, University of Valencia, Spain Chelo González Martínez, Polytechnic University of Valencia, Spain Joanna Lees, CEU Cardinal Herrera University, Spain

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Preface

The INTED2024 Conference Proceedings contain the papers presented at the 18th International Conference of Technology, Education and Development, held in Valencia, Spain, from the 4th to the 6th of March 2024. INTED takes place annually and its aim is to bring together academics and researchers to continue the exchange of innovative ideas and research. Participants from over 78 countries joined INTED2024 to learn about the changing world of education and learning technologies.

INTED's focus is on Education and Educational research. Since many international education experts attended the conference, participants were able to network and collaborate with other delegates from around the world, participating in thematic sessions, networking activities, workshops and interactive sessions. The keynote speeches are available at IATED Talks: iated.org/talks.

The INTED2024 Proceedings, exclusively in English, are included in the IATED Digital Library: library.iated.org. The INTED2024 International Program Committee was composed of lecturers and researchers from multiple countries. A blind peer review process was followed to guarantee the quality of the final publication, in which the following points were evaluated: information content, relevance to the educational field, general structure, clarity of contents, originality, and relation to the conference topics and disciplines.

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We wish to extend our most sincere thanks to all who contributed to the INTED2024 Proceedings. Thanks for your dedication and for sharing your passion for learning.

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INTED2024 Keynote Speakers

Mike Sharples – The Open University (UK)



Keynote speech: Social Generative AI: A Future for International Education

Development of Generative Artificial Intelligence is following the same path as the World Wide Web: research, breakthrough, integration into workplace tools, development of apps. For the Web, the next major development was social media and services. I suggest we will soon see the emergence of "Social Generative AI" – AI systems interacting with humans and with other AI tools in complex social networks. Social Generative AI will have

profound implications. In education it will offer new roles for AI as a conversational partner and collaborator; it will break down language barriers and connect people across cultures. However, Social Generative AI may also erode trust in information and create networks of interacting machines beyond human control. In my talk, I will propose we develop social AI for education that is not only effective and ethical but also caring and founded on good pedagogy. The result could be a future for international education that merges human empathy and experience with social artificial intelligence.

Biography:

Mike Sharples is Emeritus Professor of Educational Technology at The Open University, UK. He gained a PhD from the Department of Artificial Intelligence, University of Edinburgh on Cognition, Computers and Creative Writing. His expertise involves human-centred design and evaluation of new technologies and environments for learning. He provides consultancy for institutions worldwide including UNESCO, UNICEF, universities and companies. As Academic Lead for FutureLearn.com he led pedagogy-informed design of the open learning platform. He is an Associate Editor of the International Journal of Artificial Intelligence in Education. He is author of over 300 published papers in the areas of educational technologies, artificial intelligence and cognitive science. His recent books are Practical Pedagogy: 40 New Ways to Teach and Learn and Story Machines: How Computers Have Become Creative Writers, both published by Routledge, and An Introduction to Narrative Generators, published by Oxford University Press.

Sarah Newman – Harvard University (USA)



Keynote speech: Facing this Moment Critically & Creatively: AI Pitfalls & Opportunities for Educators

Many educators are intimidated and overwhelmed by the rapid availability and uptake of AI tools like ChatGPT. How do these tools change the value of skills we've held dear to learning — and expression — such as writing? How do they exacerbate inequities between learners? What do they mean for the role of educators? And what can, and should, we do right now?

New technologies have always changed how we learn, and how we teach. As an educator and AI researcher who leads the AI Pedagogy Project, I will offer recommendations (and some warnings) about how to best face this moment. We need to be both critical and creative. We need to separate AI hype from reality. As overwhelming as it feels, the introduction of these AI technologies offers a chance to revisit and revise what hasn't been working in education, while protecting what is most important. Centered on the value of interdisciplinarity, informed by technology ethics, and leveraging the opportunity that this indeed is, this talk will offer pitfalls to avoid, and concrete recommendations that educators can apply immediately.

Biography:

Sarah Newman is Director of Art & Education at metaLAB at Harvard University, a project of the Berkman Klein Center for Internet & Society. Her work explores the social, ethical, and pedagogical dimensions of artificial intelligence and other emerging technologies through research, art, and teaching. Newman leads the AI Pedagogy Project, a resource to provide educators materials for responsible engagement with AI technologies. Newman's research focuses on data transparency. She co-founded and serves as Research Lead of the Data Nutrition Project, which aims to mitigate bias in data-driven systems through tools and educational practices. Newman holds a BA in Philosophy from Washington University in St. Louis and an MFA in Imaging Arts from the Rochester Institute of Technology. She is also an installation artist who has exhibited work in New York, Miami, Berlin, London, and Rome, and has attended artist residencies in Germany, Italy, and Sweden. Previous honors include: AI Grant, Harvard Assembly Fellow, Harvard Berkman Klein Fellow, a Rockefeller AI Resident, Artist-in-Residence at Northeastern School of Law, and a grantee of the Notre Dame Tech Ethics Lab, a grantee of the National Endowment of the Arts, and winner of the 2022 Ars Electronica Award for Digital Humanity.

Conference Tracks & Sessions

The INTED2024 conference program is available online at https://iated.org/inted2024

ORAL SESSIONS MONDAY

Fostering Critical Thinking Virtual Reality Learning Analytics & Data Science Experiences Post-Pandemic Scenarios in Education Exchange & Mobility Programmes Barriers to Learning & Inclusive Practices Science Popularization and STEM Education English as a Medium of Instruction Challenge and Problem-Based Learning Augmented Reality Digital Assessment From COVID to Construction: Creating a Sense of Belonging Intercultural and Multicultural Education Inclusive Education Teacher Training Learning Factories & Remote Laboratories AI and Chatbots in Language Learning Game-Based Learning **Extended Reality** Feedback and Assessment Technology Enhanced Learning Employability Trends and Challenges Equality, Diversity and Inclusion Teaching STEM English for Special Purposes Active Learning Experiences e-Learning Experiences Assessment in the Era of Generative AI 21st Century Skills Tales from the trenches of Entrepreneurship Education and Innovation in HEIs Special Education Computer Science and Cybersecurity Education Online and Technology-Enhanced Language Learning

POSTER SESSIONS MONDAY

Emerging Technologies in Education Pedagogical Innovations in Education

ORAL SESSIONS TUESDAY

Making Learning Accessible to Diverse Students Students' and Teachers' Perceptions of AI Virtual Learning Environments Digital and AI Skills for Educators Workplace & Lifelong Learning 1 Curriculum Design Experiences Mathematics in Higher Education English as a Foreign Language Service Learning & Community Engagement Generative AI in Education Mentoring & Tutoring Pre-service Teachers' Experiences Workplace & Lifelong Learning 2 **Quality in Education** Promoting STEM Careers Student Wellbeing Pedagogical Innovations Generative AI Chatbots MOOCs & Open Educational Resources Professional Development of Teachers Entrepreneurship Education Educational Management and Digitization Science Outreach and Communication Student Safety and Protection Collaborative & Team-Based Learning Research on Generative AI in Education Blended and Hybrid Learning ICT Skills among Teachers University-Industry Cooperation Leadership in Education STEM in Schools Health Sciences Education Student Engagement Application of AI in Education Mobile Learning Unlocking the Potential: Quality and Growth in Initial Teacher Education Education for Sustainability Institutional Cooperation in Education Architecture & Civil Engineering Education Transnational Medical Education: AIWMU Joint Medical Education Program

POSTER SESSIONS TUESDAY

Educational Trends and Experiences Challenges in Education and Research

VIRTUAL SESSIONS

DIGITAL & DISTANCE LEARNING

MOOCs & Open Educational Resources Blended & Mobile Learning LMS & VLEs e-Learning Experiences Distance Education in COVID-19 Times

DIGITAL TRANSFORMATION OF EDUCATION

Data Science & AI in Education Learning Analytics & Educational Data Mining Digital Transformation 21st Century Skills

INNOVATIVE EDUCATIONAL TECHNOLOGIES

Virtual & Augmented Reality Social Media in Education Videos for Learning Technology Enhanced Learning

TEACHER TRAINING & ED. MANAGEMENT

ICT & Digital Skills Teacher Training and Support Professional Development of Teachers Educational Management

ACTIVE & STUDENT-CENTERED LEARNING

Gamification & Game-based Learning Flipped Learning Problem & Project-Based Learning Pedagogical Innovations Active & Experiential Learning Cooperative & Team-Based Learning

ASSESSMENT, MENTORING & STUDENT SUPPORT

Assessment & Evaluation Mentoring & Tutoring Student Support & Motivation Student Wellbeing Developing Soft and Transversal Skills

EDUCATIONAL STAGES & LIFE-LONG LEARNING

From Pre-school to Secondary Education Vocational Training Transition to the Job Market Developing Entrepreneurship in Education Life-Long & Workplace Learning

QUALITY & IMPACT OF EDUCATION

Quality in Education Learning Space Design Service Learning & Community Engagement Social Impact of Education

INCLUSION & MULTICULTURALITY

Inclusive Education Diversity Issues Special Educational Needs Multicultural Education

LANGUAGE LEARNING AND TEACHING

Foreign Languages New Technologies in Language Learning Intercultural & Sociocultural Competences

DISCIPLINE-ORIENTED SESSIONS

Architecture & Interior Design Health Sciences Education Sustainable Development Goals in Education Business & Tourism Education

STEM EDUCATION

Mathematics & Statistics Engineering Education Computer Science Education STEM Experiences

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TEACHING DESIGN AND ACTIVELY APPLYING IT THROUGH PROJECT-BASED LEARNING FORMAT: A PRACTICAL CASE STUDY OF A COLLABORATION BETWEEN A UNIVERSITY COURSE AND A COMPANY

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Abstract

Project-Based Learning (PBL) is one of the most popular strategies for facilitating experimentation and the transfer of design principles. For many years, the literature has highlighted how beneficial this approach is for helping students understand and assimilate the core ideas of a subject. In fact, it is founded on the constructivist finding that when students apply their own ideas and work practically, they comprehend subjects more quickly and easily.

This research is based on the practical example of a collaboration between a company and a university course. The company, an industry leader in smart products, decided to collaborate with the university to explore new possibilities. The course faculty and the company reference people jointly developed a brief for the students as part of a PBL project. Fifty students had the opportunity to cooperate with the company for four months. During this time, they got to know the company, analysed it and proposed new directions to support the company in engaging new customers. Thanks to the application of PBL, the students experienced the project first-hand, being able to continually confront both the lecturer and the company contact people. This enabled students' increasing and participative engagement.

The article shows and discusses the different steps applied during the PBL project, focusing both on students' perspectives and on the benefits achieved (and declared) by the company thanks to this collaboration and the adopted format. The study demonstrates how PBL is an effective and useful approach in the design world to tackle ambitious challenges and generate new ideas. It also proves how it is not only educational for students but also how the results that can be achieved are real and interesting for companies.

Keywords: Design teaching, design studio, project-based learning, experimental learning, universityindustry collaboration.

1 INTRODUCTION

Over the past two decades, a significant body of literature has stimulated the discussion over how to transfer and teach design knowledge in the fields of innovation, management, and design. Much of his teaching is related to practical activities, following the principle of learning by doing.

In this perspective, one of the formats that lend itself particularly well to the transfer of design education through practice is Project Based Learning (PBL).

PBL has been defined in a variety of ways. However, the literature states that students can solve novel and creative challenges by experiencing them firsthand. The proactivity it requires has often been described as an enabler of meaningful experiences.

PBL has also been recognized to help develop a crucial skill needed inside the design processes: becoming a more efficient problem solver. It also reflects teamwork, which is another essential quality in the design profession. It has been noted that the classroom transforms into a community of learners due to the collaborative approach that PBL demands.

This research aims to focus on how PBL can be a valid method for teaching in the design world. To support this theory, a practical case involving a collaboration between a company and a university course is examined.

Fifty students challenged themselves to develop innovative ideas for the company. The PBL approach was mixed with Design Thinking (DT) phases.

This is because Design Thinking is emerging as a paradigmatic approach to innovation in academic research debates and classroom instruction. Studies demonstrated how Design Thinking training gives the possibility to shift away from an excessive emphasis on traditional passive teaching methods to a more active problem-based learning.

The phases taken as reference in the project development in PBL format were those conventionally coded in the Double Diamond. The process is composed by four main phases: Discover, Define, Develop and Deliver.

This choice was made to understand how PBL can actually work in the design world. Moreover, it served to highlight how the mix of PBL and DT can tackle ambitious challenges and bring innovative results that are not only didactically useful but also beneficial for real actors such as companies.

The article is articulated into four main sections. In the first part, the theoretical background presents how PBL has been theorised, its main characteristics and how it is an effective way of learning by doing. Subsequently, the same section takes up the key steps of the Design Thinking process, describing how the two methods were mixed in the present study. The methodology follows, describing how the research has been structured and the sample used inside the study. Later, results analysis shows the different activities performed in applying PBL through DT phases inside the study and the related output achieved. The last part discusses the benefits that have emerged from this study in applying PBL in the design world, highlighting both the benefits for the participants and the benefits found by the company involved in the study.

2 THEORETICAL BACKGROUND

2.1 Project-based learning: learning fast by being engaged

Learning is not only related to theoretical notions but can also result from what is experienced and transformed into knowledge [1]. Therefore, if we build on this view of learning, one of the most valuable processes for learning by doing is represented by the "Project Based Learning" format.

PBL has been described as a comprehensive way of teaching and learning in the classroom that is designed to get students interested in researching new and real-world problems [2][3]. The project acts as the primary teaching tool in PBL, providing students with an opportunity to engage with and acquire the discipline's core concepts [4].

The concept came from studies conducted more than a century ago by John Dewey [5], who showed that students were actively involved in their learning when they were encouraged to participate in activities that replicated what professionals did in real-world settings. The absence of opportunity for learners to construct their own knowledge of the phenomenon is linked to a greater difficulty in learning associated with strictly theoretical approaches [6]. It is rooted on the constructivist finding that when students apply their own ideas and work practically, they comprehend subjects more quickly and easily [7].

This is made achievable through PBL because it represents a student-centered instructional approach that is based on the need that students engage with others, share their knowledge and comprehension of the material, and take an active role in their education [8].

According to Blumenfeld et al. [2], the project definition for students must "be crafted to connect activities and the underlying conceptual knowledge that one might hope to foster". Meaningful experiences for learners are being made possible by the proactive nature that PBL demands [9].

According to published studies, projects should be realistic rather than academic, and they should have elements that give them a sense of authenticity. Organizing this way of learning requires the creation of a challenge able to motivate students: it is necessary to create interest and produce value for students in the assigned projects.

Typically, a "driving question" or an ill-defined problem is used for this [10]. Students do engage in a productive exploration process through projects; this is made through a process that includes inquiry, knowledge creation, and problem-solving.

Being educated in a project context entails defining objectives, choosing a plan of action, integrating complexity and ambiguity, accepting risk, and experimenting with non-school-like scenarios that can be prototyped and tested in real-world settings.

To do this, tasks must be diversified and have fresh aspects; the challenge must also be real and demanding; projects must also have a sense of completion, requiring concepts to appear in the form of tangible artefacts [11].

Over time, it has been recognized that the PBL method allows for the advancement of project management abilities as well as the improvement of people's creative attitudes and project readiness [2] [4] [10].

2.2 Mixing PBL and Design Thinking: a hands-on way to innovate

While the majority of PBL-related academic research dates from the 1980s and 1990s, teaching design has recently drawn the interest of academics and experts, partially integrating and strengthening PBL pedagogies [12]. In particular, Design Thinking is emerging as a paradigmatic approach to innovation in academic research debates and classroom instruction. It combines creative and intuitive thinking, strengthens user empathy, facilitates discussion and consensus through visual thinking, substitutes abduction for deduction and inductive reasoning, and makes particular use of "how might be" and "what-if" questions [13] [14] [15] [16].

Glen et al. [17] conducted a theoretical investigation on Design Thinking training, highlighting the broader trend in education to shift away from an excessive emphasis on passive teaching methods and toward more active problem-based learning. These authors reaffirm the advantages of teaching Design Thinking, highlighting how it supports the development of interpersonal skills related to teamwork, the capacity to work with multidimensional contexts and solutions associated with active engagement in real-world situations, the capacity to work through the innovation process, and the learning through the use of specific tools.

This growth of interest around design approach, methods and tools raises from the evolution of design discipline itself, which is gradually moving toward a way of working and thinking that is focused on creating solutions and intangible offers that deal with complex problems [18].

Using the Design Thinking approach to perform the project activities is particularly good for the development of the final solution. This is because it presumes that designers have empathy for all parties involved, including the end user, and can rely on their pain points to address solutions. Additionally, Design Thinking approach emphasizes both divergent and convergent phases, wherein several solutions are developed to address the initial difficulty. Ideation is considerably more than just a eureka moment since the methodology doesn't stop at the first thought; instead, it explores a wide variety of ideas by moving through several solutions.

This is necessary to prevent the development of a product or service that no one wants. Design Thinking nature can assist in creating concepts, products, and services that take real-world issues into account as a source of inspiration for innovation [19].

One of the most used representations of the Design Thinking process is the Double Diamond. It was developed by the Design Council in 2005. It is represented by a double diamond reflecting the divergent and convergent stages of the design process. This model is also known as 4 D model because of the name of each phase that starts with a "D": Discover, Define, Develop and Deliver [20].

- During the *discover* stage, insights are gathered. In order to gather pertinent data and identify patterns, we must approach the user context by entering into users' lives and observing them. This is what distinguishes the outside-in method: outside perspectives are incorporated into the organization to foster innovation.
- During the *define* stage, new frames are created by utilizing insights. The aim is to formulate novel approaches to address the issue and establish fresh avenues for innovation.
- During the *develop* stage, concepts are created. More precisely, the goal is to generate new concepts following the previously established paths. It is a diverging activity since solving the problem requires generating numerous ideas. The secret to originality and diversity is quantity.
- During the *delivery* phase, prototypes are made to test the chosen path of action. Asking users for feedback on the work that was generated during this creative process is the goal.

This process is iterative. The final ultimate solution will not always result from following the complete path once. It is necessary to use the input gathered during the *deliver* phase to guide a new round of the process starting again from the *discover* phase. The goal is to create a completed product or service that can be introduced to the market [21].

3 METHODOLOGY

This paper is based on a project conducted with a real company as part of a master's course in the School of Design at the Politecnico di Milano.

A company, an industry leader in smart products, requested the opportunity to collaborate with the university. This was done in order to explore new possibilities.

Fifty students had the opportunity to develop the project during one of the courses in their curriculum. The project was carried out in groups of five students, with a weekly discussion with the lecturers.

Intermediate presentations and photo and video materials were collected during the process to document what the students had done. As suggested by Frick and Reigeluth [23] and Merriam and Tisdell [23], qualitative data were collected through the methods of real-time/video observations.

The course faculty, together with the company, set up a brief. The brief was then presented to the students who had the opportunity to develop a design solution in four weeks. Both the course faculty and the company remained available to the participants and organised review meetings both separately and collectively.

The structure adopted for the project reflects the PBL approach. Furthermore, considering the nature of the course in which the project was inserted and the company's desire to develop new human-centered solutions, it was decided to mix the PBL approach adopting the Design Thinking phases covered in the relevant section of the literature review.

4 ACTIVITIES AND RESULTS

During the four-month process, as previously mentioned, the four classical phases of Design Thinking were followed in pursuing the project with a typical PBL approach. For this reason, the four Design Thinking phases explained on a theoretical level in the literature review are resumed below and used to present the results obtained.

For ease of understanding of the different steps performed by participants during the process, the different activities have been schematised in Figure 1. It also shows the connection of the different activities to the respective phases of the Design Thinking process.

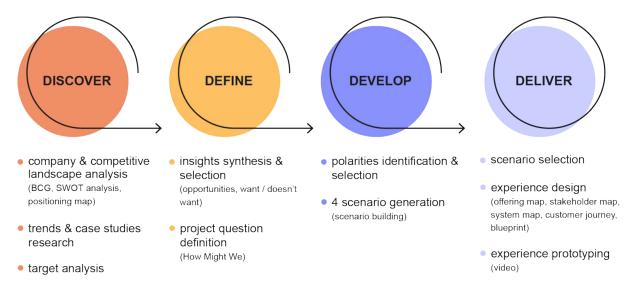


Figure 1. Project activities divided into the four phases of the design process (The authors, 2023).

4.1 Discover

During the Discover phase students explored and detailly analysed both the company itself and the external environment that could influence the project activities - including final users and the company's employees – by applying strategic design tools.

Thanks to the cooperation with the company, students had the chance to collect both second-hand and first-hand data, thus replicating the research activities usually occurring in the work-world. Specifically,

company representatives held a dedicated lecture on its history, characteristics, and goals, with a specific focus on the product portfolio. Moreover, pupils integrated their comprehension of the topic through field research, by visiting the company's flagship store as well as stores located in shopping malls. In this way, they could observe how the company is promoting, displaying, and proposing its smart products as well as interview store clerks to gain their perspective. These collected data informed all students' Discover activities, that are explained hereunder.

Research activities started with the scrutiny of the company's product portfolio to identify products categories and sub-brands. In this step, students applied as a tool the BCG Matrix, a portfolio management framework that allowed them to analyse the proposed products in relation to their relative market share and growth [24]. Each team then examined the company's strengths and weaknesses as well as external opportunities and threats through the SWOT analysis. The purpose was to identify and examine the company's existing resources, both internally and externally, including the impact of current trends, in order to identify possible positive and negative implications on the business [25].

The results of these first two activities guided them in the selection of relevant aspects to look at when studying the competitive landscape. Indeed, pupils identified a series of significant players active in the same market field and evaluated them through a positioning map, based on the previously selected aspects. Students also investigated the specific target the company is currently addressing, to better define the customers' profiles they should later focus on when developing their solutions. Finally, they integrated this analysis with research on trends – both related to the world of smart products and other contexts of interest – and on case studies relevant for the brief proposed by the company with the aim to gain a deeper understanding of the overall project context.

4.2 Define

In the Define phase students synthesized the research insights gathered during the previous phase, to transform the received brief into a specific project question to solve. Indeed, the overall aim of the PBL activity was the same for all the involved students - proposing new directions to support the company in engaging new customers - but each team addressed it from a different perspective, based on their Discover activities and results. In this way, the class worked on multiple possible directions (one for each team), ensuring a greater level of differentiation in terms of potential outputs for the company. The faculty had a guiding role, supporting each group of students in the definition of their project question, based on the carried-out research activities.

This phase began with the selection of the most significant insights emerged in the Discover phase. These insights became the starting point to define the specific needs and problems that the identified target might have within the project context, expressed as *want* and *don't want*. *Wants and don't want* are simple ways to summarise all the key information obtained in the research phase. I.e., *I want a house that relieves me from duties and activates my physical daily life* or *I don't want to be stuck in front of technology*. This step led to the definition of the specific project question, conveyed as a *How Might We* question: the opportunity to address during the Develop phase. *How Might We* are powerful questions that enable people to creatively address issues identified during user research, transforming them into opportunity areas [26].

4.3 Develop

The Develop phase included generating different solutions that could address the defined project question, through the scenario building tool. Indeed, each solution corresponded to a scenario: a synthetic representation of an experience to engage customers and increase the company's brand awareness. The aim of this phase was to identify four possible experiences, so that, in the Deliver phase, the company and faculty could indicate them the most desirable and feasible one.

Specifically, students selected two sets of polarities opposites, corresponding to likewise aspects emerged as significant in the Discover phase. These polarities allowed them to create a 2x2 matrix, thus generating four diverse scenarios [27]. To better develop them and, in view of the next phase, narrate them, for each experience students created a significant and imaginative title, a visualization to convey the intended atmosphere and a series of keywords. To develop these proposals, students employed the scenario building tool.

4.4 Deliver

The Deliver phase began with the selection of which experience (one out of the four proposed) each team should focus on and finalize. Students presented their proposals during a plenary session to both the faculty and the company reference people. In this way, the faculty was able to evaluate the solutions from an academic perspective, focusing on how students applied the theoretical knowledge and the tools previously explained. At the same time, students also received the company's feedback, in terms of its interest for the proposed experiences, their feasibility and innovative degree, as well as the possibility to truly realize them. The experience selection was jointly carried out by the faculty and company reference people.

Successively, students detailly designed the chosen experience with the final aim of presenting it to the company for conclusive feedback. Specifically, each team designed the overall experience, applying service design tools to better structure it. Indeed, pupils identified all the significant elements and features of the experience, corresponding to its offer, and schematized them through an offering map. They also defined which stakeholders should be involved in their experience, not only in terms of selected final users, but also staff members, partner organizations, both private and public. The relationship and exchanges of these stakeholders was visually represented through a system map. To better describe final users' actions, students realized a customer journey, that depicted all the steps needed to access and live the proposed experience, as well as the related touchpoint. Considering the complexities of practically realize and manage an experience, each team also applied the blueprint map to explicitly analyse both the frontstage and backstage activities that the involved stakeholders need to perform, as well as the support processes [28]. Finally, each team realized a video to depict the designed experience. In this way, they had the chance to try and verify on a small scale the functioning and potential realization of the experience.

The faculty advised pupils along the whole path, also through a dedicated review, to guide their activities towards the final delivery by practically supporting them.

At the end of this phase, students presented their designed experiences to the faculty and company reference people. The company selected three experiences, considered the most feasible and desirable, to evaluate. Indeed, the final aim is the selection of an idea that the company can propose during the Milan Design Week and for the realization of a new concept store.

5 DISCUSSION AND CONCLUSIONS

This paper contributes to the understanding of the implications of applying PBL in design courses, with a specific focus on didactic design projects involving the collaboration with a company. It detailly analyses the different phases of the PBL project, based on a real brief jointly defined by the faculty and involved company reference people. The study, therefore, allows to identify and reflect on both students' perspectives and experiences during the PBL project and the benefits achieved by the company thanks to the adoption of this approach and the collaboration itself.

As mentioned before, PBL allows students to address a real design challenge, thus anticipating the experience they will have in their future workplace. This aspect is reinforced by the collaboration with a specific company, in this case the project client. Indeed, students highly benefited from the possibility to work on a concrete project, and, above all, from the constant interaction and cooperation with the company. This continuous exchange favoured the research phase, by providing students with additional knowledge sources and giving them the chance to integrate first-hand data by interviewing also store clerks and company's technicians. Moreover, the structure of the PBL project intrinsically included formal moments of discussion both with the faculty and the company reference people. These occasions required students to share their understanding of the covered topics and to be actively involved in the learning process. This approach, therefore, increased students' active participation, as well as their engagement both with the project and the course itself. Indeed, all the tools applied during the four project phases were previously explained during lectures. Students were hence able to put them in practice, by employing them during the project activities, rather than learning them only from a theoretical point of view or through general exercises.

The adopted approach for this collaboration was also beneficial for the company itself. Indeed, it had the chance to actively participate to the project activities, as in the moments of discussion mentioned above. Consequently, the company reference people could intervene and guide students, thus ensuring that the designed experiences would be both feasible and desirable from its point of view. As declared by them, some of the proposed experiences well-fit into the company future direction and could be

implemented in the following months. Another significant aspect is that the company was able to obtain a great number of initial ideas (four per group, corresponding to the initial scenarios) and finalized experiences (one per group), developed in a short timeframe.

Being a technology company, the results produced internally often look only ultimately at the user dimension and its needs. Thanks to this project, adopting the Design Thinking process, students came up with new ideas to put the user's needs first. Considering the advantages of this new perspective, many of the ideas generated during the project are currently the subject of a feasibility study by the company. The company wants to realise the obtained concepts as a new way to engage and attract customers.

This paper, therefore, highlights how the collaboration between academia and an external company through an approach of PBL could be beneficial for both of them while also increasing students' engagement. To further explore and validate the above-mentioned benefits, a series of semi-structured interviews could be organized, to investigate more in detail the students' experience. Additionally, the sample could be scaled for the very same purpose, as by applying this format to other design courses with a similar structure and aim or to the next academic year of the same course.

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