

		Morning (09:00–12:00)		Afternoon (13:30–17:30)	Evening
8/19/18	Sunday	Arrival			18:00: Welcome drink Skylounge, Hasselt
8/20/18	Monday	Module 1: Get to know the brand	09:00–10:30 10:45–12:15	introduction Summer school work–flow for the whole week Elisa Servais (dra. UHasselt): design proces en omni–channel	Design brief X (retailer to be determined) Visit store
8/21/18	Tuesday	Module 2: 360° design	design work–shop Suzan Bijloo (Studio Dott) The customer at our heart		18:30: Dinner + Bowling
8/22/18	Wednesday	Module 3: Customer flow	design work–shop dr. Katelijn Quartier (UHasselt): Customer flow theory		evening session: mid–presentation
8/23/18	Thursday	Excursion Antwerp (by train) we leave at 8:38 at the station	visit MAS–museum Visit The Loop		train to Hasselt
8/24/18	Friday	Module 4: Customer Journey	Design workshop: Leontine de Witt (TUDelft)		Design project
8/25/18	Saturday	Design project			
8/26/18	Sunday	Breakfast+jury*			+ round–up
Departure from 3 o'clock					
Continuous design support by Philippe Swartenbroux and Colleen Cocotos					
* members of the jury: Jan Vanrie, Philippe Swartenbroux, Katelijn Quartier, Colleen Cocotos (CPUT South–Africa)					