Department: 10 Business Administration

Course title: Digital Technology: Product and Service Management

Hours per week (SWS): 4

Number of ECTS credits: 5

Course objective:
- Students understand fundamental principles of design thinking/service design and the capabilities, needs and desires of people as users, and how to translate user needs into requirements for (digital) products and services.
- They become familiar, both in theory and practice, with creative problem solving and co-creative processes and the prerequisites of a co-creative, iterative working style.
- Students are able to analyse design problems and to choose and apply appropriate design research methods.
- They are able to formulate design challenges, develop ideas and concepts and communicate their findings and ideas both visually and verbally.
- They are familiar with design thinking, service design methods/tools, creativity methods and are able to apply them on a variety of given problems and challenges.
- They acquire visual communication, presentation and prototyping competence (fast sketching, Lo-fi prototyping, UX/interactive-prototyping tools)
- Students develop individual creative confidence and a design thinking/user centered mindset.

Prerequisites: None

Recommended reading:
- http://www.ulrichbook.org/
- Useful online resources:
  - d.school, Stanford (2010). Bootcamp bootleg (Collection of design thinking tools) (Creative Commons AttributionNonCommercial-ShareAlike 3.0 Unported License)
  - Designkit, free design thinking online resources and toolkit by ideo.org
  - http://www.designkit.org/
  - IDEO Design Thinking for Educators (toolkit for school teachers, but helpful for all applications): http://www.designthinkingforeducators.com/DTtoolkit_v1_062711.pdf
  - Service design toolkit: http://www.servicedesignToolkit.org/

Teaching methods: Group work exercises, workshops/project work, field work, seminar work and lectures, case studies, presentations

Assessment methods: PA

Language of instruction: English

Name of lecturer: Prof. Bergner

Email

Link
Courses in English
Course Description

Course content
- Design thinking and service design approach, methods and tools to create effective user centred (digital or physical) products and product/service systems. Theory and practice of (co-)creativity and product development.
- Research and analysis: Design/User Research (quantitative, qualitative) such as user interviews, Fly-on-the-wall observation, surveys, cultural probes, context analysis, personas, storyboards, customer experience charts, Mapping techniques for design services, Point-of-view/design challenge.
- Ideation and Co-Creation: Designing a co-creation workshop (reg. actors, tools, setting, process), creativity methods, advanced brainstorming, User-co-creation methods, evaluation of ideas, visual thinking techniques (sketching and workshop prototyping).
- Testing and delivering: User Testing, visualisation and prototyping and implementation of user experiences, service blueprint, service scenarios, presentation and pitches.

Remarks
Workload in hours: presence in lectures / preparation and follow-up of lectures / self study / revision for assessments 75 / 20 / 35 / 20