Course in English
Winter Semester 2018/19, Dipl.-Des. (FH) Bettina Köbler

Department: 12
Course Title: Deep dive into digital product and service design
Hours per week (SWS): 4
Number of ECTS credits: 6

Course objective: With the rise of digital and mobile technologies, development of digital products and services has become a fundamental part of both corporations and public institutions. The popularity of methods rooted in design thinking like Design Sprints show that to successfully compete in the digital space, the ability to learn and empathise with the users are key. In this class you will learn design thinking and service design methodologies relevant to current industry needs by designing a relevant digital product or service. The course is a hands-on introduction to developing digital products or services from idea through first pass prototype in an inter-disciplinary team. In-class time will be a mixture of lectures, project work, case discussions and guest lectures held by industry experts from partnering companies.

- Get theoretical and practical knowledge of design thinking and the human-centred design process.
- Learn how to generate creative and innovative solutions to real world problems – from qualitative design research and synthesis, to ideation, prototyping, testing and validation.
- Get to know leading strategic and digital design companies and learn how they apply methods and tools presented in the course.

Prerequisites: The course is introductory in nature. Students who enroll to this class should be committed to participating fully in a team project. We aim to have a diverse mix of students in the class, and facilitate students to form interdisciplinary teams for the development of their project. Energy and willingness to learn are key.

Recommended reading:
- Gothelf, Jeff; Seiden, Josh: Lean UX. Sebastopol, O’Reilly Media, 2013.

Teaching methods: Weekly lectures and hands-on project work.
Assessment methods: Weekly student assignments (visual and written), class presentations, final project.
Language of instruction: English
Name of lecturer: Bettina Köbler
Email: bk@punadesign.de
Link: linkedin.com/in/bkoebler

Course content: This class is centered around the execution of a real-world project – developing a product or service from idea through first pass prototype in an inter-disciplinary team of students. Teams will be coached by faculty and designers from local firms. In-class time will be a mixture of lectures, project work, case discussions and guest lecturers.

Remarks: -