Design of Digital Products and Services

Deep dive into digital product and service design.

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.

Course objectives:

- 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.

Guest lecturer: Anna Vármai, Design Researcher at IDEO, will be joining us for two guest lectures on "Qualitative Design Research" and "Synthesis".

Final presentations: Public presentations will take place at July 9th.

Lecturer: Bettina Köbler, Senior Designer, Designit

Range of course: 4 SWS / 6 ECTS
Course language: English
Project start: March 26th, 2018
Time: Mondays, 4:30-8:30pm
Location: Dachauer Str. 100, T 2.017
Group size: 15 students