

# Course in English

Summer Semester 2018, Dipl.-Des. (FH) Bettina Köbler

**Department:** 12

**Course Title:** Design of Digital Products and Services

**Hours per week (SWS):** 4

**Number of ECTS credits:** 6

**Course objective:** The aim of this course is the application of the human-centered design process: from understanding customers and their needs, researching the competitive landscape, ideating and creating innovative product or service concepts to prototyping, testing and pitching the ideas. Students will learn design thinking and service design methodologies relevant to current industry needs by designing a relevant digital product. The course is intended as a very hands-on experience in the digital product development process.

**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.
- Kelley, David; Kelley, Tom: Creative Confidence: Unleashing the Creative Potential Within Us All. New York, Crown Business, 2013.
- Knapp, Jake; Zeratzky, John; Horowitz, Braden: Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days. New York, Simon & Schuster, 2016.
- Kolko, Jon: Exposing the Magic of Design. New York, Oxford University Press, 2011.
- Kolko, Jon: Well Designed. Boston, Harvard Business Review Press, 2014.
- Portigal, Steve: Interviewing Users. New York, Rosenfeld 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

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**Course content:** With the rise of digital and mobile technologies, development of digital products and services has become a fundamental part of corporations of any size. 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:** -