

Courses in English

Course Description

Department	12 Design
Course title	Introduction to Human-centered Design and Service Design
Hours per week (SWS)	4
Number of ECTS credits	6
Course objective	<p>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 an 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 very hands-on experience in the (digital) service and product development process.</p>
Prerequisites	<p>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.</p>
Recommended reading	<ul style="list-style-type: none">• Stickdorn, Marc; Hormess, Markus; Lawrence, Adam; Schneider, Jakob: This is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services, O'Reilly Media, 2018.• Kelley, David; Kelley, Tom: Creative Confidence: Unleashing the Creative Potential Within Us All. New York, Crown Business, 2013.• 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
Email	bettina.koebler@hm.edu
Link	linkedin.com/in/bkoebler
Course content	<p>With the rise of digital and mobile technologies, the development of digital products and services has become a fundamental part of corporations of any size. This class is centred around the execution of a real-world project – developing a product or service from idea through the first-pass prototype in an interdisciplinary 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.</p>
Remarks	/