Courses in English
Course Description

Department	10 Business Administration
Course title	Design Thinking for Digital Technology Development
Course number	M4.12
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	Brown, T. & Katz, B. (2009). Change by design: How Design Thinking transforms organizations and inspires innovation. New York: HarperCollins. Kelley, D., and Kelley T (2015). Creative Confidence: Unleashing the Creative Potential Within Us All. London: Harpercollins Publishers. Lewrick, M., Link, P., & Leifer, L. (2018). The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems (1 edition). S.I.: Wiley. Stickdorn, M., Hormess, M., Lawrence, A., & Schneider, J. (2017). This is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services. Boston: O'Reilly UK Ltd. Ulrich K. (2011), Design Creation of Artifacts in Society, University of Pennsylvania, http://www.ulrichbook.org/
Teaching methods	Group work exercises, Workshops/project work, Field work, Seminar work and lectures, Case studies, Pre
Assessment methods	Modularbeit
Language of instruction	English
Name of lecturer	Kim Corina Weber
Email	kim.weber0@hm.edu
Link	
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	