

<b>Department</b>	12 Design
<b>Course title</b>	<b>Research &amp; Usability</b>
<b>Course number</b>	322
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	6
<b>Course objective</b>	Service Design Methods, Research & Testing
<b>Prerequisites</b>	Curiosity, Basic knowledge about Computer Science and Design related to the user-centered design process.
<b>Recommended reading</b>	Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence & Jakob Schneider, This is Service Design Doing, 2018. Lou Downe, Good Services: How to Design Services that Work, 2020. Nielsen, Jacob und Mack, Robert L. (Hrg.): Usability Inspection Methods. John Wiley, New York 1994 Sarodnik, Florian und Brau, Henning: Methoden der Usability Evaluation. Hans Huber, Bern 2006 Daalhuizen, Japp und van Boeijen: Delft Design Guide: Design Strategies and Methods, Laurence King Publishing 2014
<b>Teaching methods</b>	Lectures and student presentations, Hands-on work on a real-world project, User testing with start-ups
<b>Assessment methods</b>	ModA
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Tina Weisser
<b>Email</b>	<a href="mailto:tina.weisser@hm.edu">tina.weisser@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	<p>Students gain a solid understanding of the service design process and learn how to turn research insights into innovative, actionable services. They explore how services are designed, tested, and implemented in organizations – with a focus on real-world application and scaling.</p> <p>Method skills Students apply key service design methods, including:</p> <ul style="list-style-type: none"> <li>Synthesizing research &amp; mapping opportunities</li> <li>Designing future user journeys &amp; service blueprints</li> <li>Rapid and experience prototyping</li> <li>Testing service concepts</li> <li>Co-creation and iteration with users and stakeholders</li> <li>Piloting and implementation strategies</li> <li>Measuring service quality and defining success criteria for sustainable implementation</li> </ul>
<b>Remarks</b>	