Module Outline

Module Code : MKT4423/MKT4813
Module Title : Design Thinking and Business Innovations
Semester : Semester II, AY20/21
Faculty : Dr Guo Lei
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Overview

Design Thinking is a human-centered methodology for innovation. It draws on methods from engineering and design, combining ideas from arts, tools from social sciences and insights from the business world. This course will introduce Design Thinking concepts and framework, and equip you with the mindset and toolset for continuous innovation.

Module Objectives

Upon completion of this module, you will be able to:

- Understand the concepts and process of Design Thinking
- Define and frame a design challenge
- Apply user study methods to discover latent needs
- Analyse user data and Identify opportunities for innovation
- Carry out prototyping of a proposed innovation concept
- Test and evaluate your prototypes

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

- Learning materials and teaching cases developed by the instructor
- Norman, D. A. 2013, The Design of Everyday Things: Revised and Expanded Edition
- Tim Brown, 2019, Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation
- Week 3: Clayton M. Christensen, Scott Cook and Taddy Hall, What Customers Want from Your Products *Harvard Business Review*, January 2006
- Week 5: Clayton M. Christensen, Taddy Hall, Karen Dillon, and David S. Duncan, Know Your Customers' "Jobs to Be Done", *Harvard Business Review*, September 2016
- Week 11: More than a feeling: Ten design practices to deliver business value, December 8, 2017, Mckinsey Online Article https://www.mckinsey.com/business-functions/mckinsey-design/our-insights/more-than-a-feeling-ten-design-practices-to-deliver-business-value

Assessment

Assessment Components	Weightage
Team Assignment	20%
Class Participation (including workshop exercises)	20%
Individual Assignment	30%
Project	30%
Total	**100%**

- Individual assignment
  Part 1- Choose at least 3 examples of human-centred design. Following Design Thinking principles to justify your choice.
  Part 2- Find an example of physical or digital product. Talk to at least 3 users, understand user experience and discover user pain pointes or unmet needs.
  Submission: no more than 10 pages (including references, interview questions, appendices, etc)

- Team assignment
  Form a team of 5-6 pax, find a high-tech company, preferably a start-up that has inspired you. Use desk research to collect secondary data, analyse its areas of innovation, value proposition, business model canvas etc.
  Submission: no more than 10 pages (including references, appendices, etc)

- Team project:
  Form a team of 5-6 pax to design for a functioning prototype for a mobile app (e.g. Fintech, campus life etc), you should conduct at least 5 user interviews, create persona, customer journey and value proposition, design a digital prototype, and conduct user testing
  15 min presentation including prototype demo
  Submission: pitch deck and working prototype built in Adobe XD or other prototype tools

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

About me

Dr Guo teaches postgraduate and executive programmes in Design Thinking Innovation, Data Science, Marketing Analytics and Customer Experience Management. She has a passion for engaging and inspiring students at all levels by applying theories to real world business problems. Dr Guo is also an active consultant and researcher. She has worked with government agencies and corporate clients on data analytics, customer experience design, service innovation and other projects in Singapore, China, UK and Thailand.

Schedule and Outline

Lesson/ Week	Date	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	13 Jan	Why Design Thinking matters	Lecture notes and Teaching cases in LumiNus	
2	20 Jan	Core principles of Design Thinking & innovation		
3	27 Jan	How to start a Design Challenge		
4	3 Feb	User insight research techniques		
5	10 Feb*	User data collection & analytics		
6	17 Feb	Project proposal discussion		
Recess Week				
7	3 Mar	Identify latent needs and innovation opportunities		Individual assignment submission
8	10 Mar	Value proposition and Business Model Canvas		
9	17 Mar	Get started with prototyping		
10	24 Mar	Test and communicate concept prototyping		Team assignment submission
11	31 Mar	Fintech and Innovation Guest lecture: Retail Digital Banking		
12	7 Apr	Disruptive Innovation: Artificial Intelligence		
13	14 Apr	Project presentation		Pitch Deck and Prototype Demo submission

*Note: to be confirmed