

Module Outline

Module Code : MKT4415M/MKT4761G
Module Title : Product Experience Management
Semester : Semester I, AY2021/2022
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Overview

Great customer experience starts with a compelling product experience. For this reason, Product Experience Management has become the centrepiece of most marketing strategies today. The journey to product success begins with onboarding user-centric product design and ends with personalized product recommendations. Product experience management is both stable and dynamic, involving a sustainable customer centric strategy as well as a faster time-to-market.

This course focuses on the total customer journey that takes place within the product itself. It provides students with a 'hands-on' exploration of the principles, tools, and frameworks such as design thinking, customer journey analytics and data-driven decisions.

Module Objectives

Students will learn how to manage customer experience from end to end from a product perspective, beginning with new product design and all the way to use of product.

General Guide & Reading

- Clayton M. Christensen, Scott Cook and Taddy Hall, What Customers Want from Your Products <https://hbswk.hbs.edu/item/what-customers-want-from-your-products>
- Clayton M. Christensen, Taddy Hall, Karen Dillon, and David S. Duncan, Know Your Customers' "Jobs to Be Done" , *Harvard Business Review*, September 2016 <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>
- Norman, D. A. 2013, *The Design of Everyday Things: Revised and Expanded Edition*
- Learning materials and teaching cases developed by the instructor

Assessment

Assessment Components	Weightage
Product Review Report	10%
Quiz	10%
Team Assignment	20%
Project	30%
Peer Assessment	10%
Class Participation	20%
Total	100%

Individual assignment (20%)

- Quiz (MCQ, 10%)
- Product Review Report (10%)
 - Choose 3 examples of human-centred product design from your daily life.
 - Following Design Principles (e.g., learnable, memorable, error-free, efficient and engaging) to evaluate the product design and justify your choices.
 - Written report no more than 10 pages excluding cover page, but including images, graphs, tables, references, appendices, etc.
 - Font sizes: 12 for the text and 14 for headings; Spacing: 1.5

Team Assignment (20%)

Product Experience Evaluation

- Find a physical or digital product. Talk to at least 5 users and conduct field observation/contextual inquiry to understand user's product experience (user research 10%)
- Analyse data gathered from the field and discover user pain points and unmet needs (data analysis 5%)
- Design Persona and customer journey mapping for enhanced product experience (proposed product experience 5%)
- Presentation: 15min, followed by 5min Q&A
- Submission: presentation slides, user interviews, observation memo, and other supporting documents

Project (30%)

- Design a functioning prototype for a mobile app or a physical product for NUS students to enhance their campus experience
- You should conduct user research to identify new opportunities, either reducing outlays or enhancing benefits of NUS student life
- You should define user's unmet needs, select product features, design value proposition, and conduct user testing
- You can build a prototype using Adobe XD, Figma or other prototype tools
- 10min presentation, 5min product experience demo, and 5min Q&A
- Submission: presentation slides, working prototype, user research data and other supporting documents
- Grading: customer desirability (10%), technical feasibility (10%) and business viability (10%)

Peer Assessment (10%)

- Evaluation by team members including quality of work, timeliness, task support, responsibility, involvement and leadership

Class Participation (20%)

- Class attendance (5%)
- Workshop exercises submission (5%)
- Participation in class and LumiNus forum discussions (10%)

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>

Schedule and Outline

Lesson/ Week	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Intro to product experience management	Lecture notes and Teaching cases in LumiNus	
2	Design Thinking: a model of product innovation		
3	Understand product experience and customer journey Mapping		
4	Field observation: discover product design or redesign opportunities		
5	Analyse customer feedback		
6	Analyse customer reviews		
7	Team assignment presentation: Product experience evaluation		Team assignment submission
8	Create value proposition and business model		
9	Build the prototype		
10	Validate with user testing		Individual assignment submission
11	Personalised product recommendation		
12	Guest Lecture		
13	Team project presentation: design or redesign the product experience		Pitch Deck and Prototype Demo submission