

Module Outline

Module Code : MKT4415M/MKT4761G
Module Title : SIM: Product Experience Management
Semester : Semester II, AY2021
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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
Quiz (2 x 10%)	20%
Prototype (individual)	10%
Team Assignments	20%
Project	30%
Class Participation	20%
Total	100%

Quiz (20%)

MCO, T/F, and Problem Solving

- Quiz 1 (10%)
- Quiz 2 (10%)

Prototype (Individual, 10%)

- Frame a design challenge
- Follow design principles to design a physical prototype
- Demo video: 3min
- Submission: demo video

Team Assignments (20%)

Product Experience Evaluation (10%)

- Conduct field observation/contextual inquiry to understand user's product experience
- Analyse data gathered from the field and discover user pain points and unmet needs
- Design Persona and customer journey mapping for user's product experience
- Mini Presentation: 5min
- Submission: presentation slides

Customer Review Analysis (10%)

- Apply text analytics and sentiment mining to analyse customer reviews
- Identify key concerns, especially negative feedback
- Propose recommendations for enhanced product experience
- Mini Presentation: 5min
- Submission: presentation slides, data analysis files

Project (30%)

- Design a functioning digital prototype for NUS students to enhance their **hybrid learning experience** during Covid-19
- You should conduct user research to identify opportunities, either reducing outlays or enhancing benefits of hybrid learning
- You should define user's unmet needs, select product features, design value proposition, and conduct user testing
- You can build a digital prototype using Adobe XD, Figma or other prototype tools
- 15min presentation including product experience demo
- Submission: presentation slides, prototype, user research data and other supporting documents
- Peer assessment: evaluation by team members including quality of work, timeliness, task support, responsibility, involvement and leadership
- Grading criteria: customer desirability, technical feasibility and business viability of your product, and peer assessment

Class Participation (20%)

- Attendance 5%
- Case Study Discussions 15%

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	Lecture notes and Teaching cases in LumiNus		
2	Product Innovation with Design Thinking			
3	Customer journey mapping			
4	Product design or redesign opportunities			
5	The role of Product Management (Guest Lecture- tbc)			
6	Analyse customer feedback			
Recess Week				
7	Team Assignments Presentation			Team Assignment 1-Product experience evaluation (10%) Team Assignment 2-Customer Review Analysis (10%)
8	Value proposition and business model			
9	Design and prototype			
10	User testing			Physical Prototype (individual, 10%)
11	Product recommendation			Quiz 2 (10%)
12	Conversation with Product Managers			
13	Team project presentation: Redesign hybrid learning experience		Team Project (30%)	