

## Module Outline

**Module Code** : MKT4720  
**Module Title** : Product Experience Management  
**Semester** : Semester 1, AY 2022/2023  
**Faculty** : Dr Guo Lei  
**Department** : Marketing  
**Email** : bizleig@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty/>

### 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.

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 mapping and prototypes.

### 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 product management.

### 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>
- Learning materials and teaching cases developed by the instructor

### Assessment

Assessment Components	Weightage
Quiz (2 x 10%)	20%
Individual Assignment	20%
Team Project (Part I 20%; Part II 30%)	50%
Class Participation	10%
<b>Total</b>	<b>100%</b>

### **Quiz (20%)**

MCCQ, T/F, and Problem Solving

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

### **Individual Assignment (20%)**

#### **Product Review Report**

- Choose 3 good examples of human-centred product experience design in your daily life.
- Follow Design Principles (e.g., learnable, memorable, error-free, efficient and engaging) to evaluate product design and justify your choices.
- Written report no more than 10 pages excluding cover page, references, appendices, etc.
- Font sizes: 12 for the text and 14 for headings; Spacing: 1.5
- Submission: Product Review Report

### **Team Project (Part I. 20%)**

#### **Campus Experience Design**

- Identify a target user group, e.g., international students, freshmen, visitors, etc.
- Conduct interviews, contextual inquiry or field observation to understand their experience
- Analyse data gathered from the field and discover user pain points or unmet needs
- Design Persona and customer journey mapping for As-Is experience
- Presentation: 10min
- Submission: presentation slides and supporting documents (e.g., observation memo, interview questions, etc.)

### **Team Project (Part II. 30%)**

#### **Campus Experience Design**

- Design a functioning physical or digital prototype for your target users to enhance their campus experience
- Based on your user research, you should identify product design opportunities (reducing outlays or enhancing benefits)
- You should select product features, and create value proposition and revenue model
- You should build a physical prototype using everyday materials OR a digital prototype using Adobe XD or Figma
- You should conduct user testing to improve your product design
- Presentation: 15min, including product experience demo

**Grading criteria: customer desirability (10%), technical feasibility (10%) and business viability (10%)**

- Peer assessment (optional): evaluation by team members including quality of work, timeliness, task support, responsibility, involvement and leadership
- Submission: presentation slides, supporting documents (e.g., user testing reports, digital prototypes, etc.), and peer assessment form (optional)

### **Class Participation (10%)**

- Attendance, Case Study Discussions and LumiNUS Forum discussions

## 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 Design with Design Thinking		
3	Customer journey mapping		
4	Product design opportunities		
5	The role of Product Management (TBC)		Quiz 1 (10%)
6	Analyse customer feedback		
Recess Week			
7	Team Project (Part I) Presentation		Individual Assignment (20%) Team Project Part I (20%)
8	Value proposition and business model		
9	Design and prototype		
10	User testing		
11	Conversation with Product Managers (TBC)		Quiz 2 (10%)
12	Product recommendation		
13	Team project (Part II) presentation	Team Project Part II (30%)	