Module Outline

Module Code : MKT4720
Module Title : Product Experience Management
Semester : Semester 2, AY 2022/2023
Faculty : Dr Guo Lei
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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.

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%
Total	**100%**

Quiz (2 x 10%)
MCQ, T/F, and Problem Solving
• Each quiz consists of 10 Questions

Individual Assignment (20%)
Product Review Report
• Written report no more than 10 pages.

Team Project (Part I. 20%)
User Study and Product Experience Design
• In-class Presentation

Team Project (Part II. 30%)
Product Prototype and User Testing
• In-class presentation and product demo video

Class Participation (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	User Goal and Use Context: Customer's Job to Be Done		
3	Product Innovation with Design Thinking Part 1		
4	Product Innovation with Design Thinking Part 2		
5	UX Design & Prototyping Part 1		
6	UX Design & Prototyping Part 2		**Quiz 1 (10%)**
Recess Week			
7	Team Project (Part I) Presentation		**Individual Assessment (20%)** **Team Project Part I (20%)**
8	User testing		
9	Product Business Model		
10	Product Launch and Growth		
11	Agile Product Management		
12	Product Recommendation Techniques		**Quiz 2 (10%)**
13	Team project (Part II) presentation		**Team Project Part II (30%)**