

Course Outline

Course Code : MKT4720
Course Title : Product Experience Management
Semester : Semester 1, AY 2023/2024
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Overview

Great customer experience starts with a compelling product experience. The journey to product success begins with onboarding user-centric product design and ends with personalized product recommendations. This course provides students with a ‘hands-on’ exploration of product design and product management principles and tools such as design thinking, customer journey mapping, and agile product development.

Module Objectives

Students will learn how to manage customers’ product experience from end to end, beginning with new product design and all the way to product recommendation.

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>
- 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%

Participation (10%)

- Attendance, participation in class and Canvas Forum Discussions

Quiz (2 x 10%)

- MCQ and T/F questions

Project (50%)

New Product Design with AI Technology

- Using AI technology to design a new product for a traditional business in Singapore, such as Restaurants, Retailers and Brick-and-Mortar Services.
- You are tasked to 1) discover, experiment and fast-tracking product ideas, 2) and transform them into new product design and realise customer values.

Examples of AI technology include but not limited to

- Natural Language Processing (Chatbot)
- Visual Agents (Virtual assistants)
- Augmented Reality (Apple Vision Pro)
- Robotic Process Automation (e-filing)
- Speech Recognition (Siri)
- Image Recognition (face detection)

Part 1 (20%)

User Research (10%)

1. Choose a business domain and conduct qualitative user research (e.g. in-depth interviews and field observation of at least 5 users) to understand their As-Is product experience
2. Create Customer Journey Map for the target user group and frame your Design Challenge to address customers' pain points or unmet needs

Product Ideation (10%)

3. Conduct market scan to justify technology feasibility of your product ideas
4. Propose at least 3 product ideas of AI technology for the business

- In-class presentation: 15min
- Submission: PPT slides, summary of user research and market scan

Part 2 (30%)

Prototype and User Testing (20%)

1. Create physical or digital prototype of your selected product design
2. Conduct user testing for rapid experimentation

Go-to-market strategy (10%)

3. Design Product Business model using Lean Canvas
4. Set product success criteria
5. Propose product revenue model

- In-class presentation: 15min
- Submission: PPT slides, product demo video

Peer assessment (optional): evaluation by team members including quality of work, timeliness, task support, responsibility, involvement and leadership

Individual Assignment (20%)

Product Design Report

Choose ONE bad example of product design, either digital or physical, in your daily life.

1. Evaluate the product design and identify problem areas using human-centred design principles, such as learnable, memorable, error-free, efficient, and engaging (10%)
2. Provide recommendations of your design solution, and justify your solution based on design principles (10%)

- Submission: Product Design Report
No more than 10 pages excluding cover page, appendices, photos, etc.
Font sizes: 12 for the text and 14 for headings; Spacing: 1.5

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	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Intro to Product Experience Management	
2	Product Innovation Methods Workshop: product innovation case study	
3	User Research Workshop: customer journey mapping	
4	Product Design Principles Workshop: product re-design opportunities	
5	Product Design Ideation Workshop: product ideation	
6	Product Prototyping Workshop: rapid prototyping	Quiz 1 (10%)
Recess Week		
7	Project Part 1 Presentation	Project Part 1 Due (20%) Individual Assessment Due (20%)
8	User Testing Workshop: web/app design user testing	
9	Product Business Model and Revenue Model Workshop: Lean Canvas	
10	Product Launch and Growth Strategy Workshop: product success criteria	
11	Agile Product Management Workshop: design sprint	
12	Product Recommendation	Quiz 2 (10%)
13	Project Part 2 presentation	Project Part 2 Due (30%)