



KURSPLAN

Digital produktframtagning, 7,5 högskolepoäng

Digital Product Realisation, 7.5 credits

Kurskod:	TDFS22	Utbildningsnivå:	Avancerad nivå
Fastställd av:	VD 2021-03-01	Utbildningsområde:	Tekniska området
Reviderad av:	Utbildningschef 2021-11-19	Ämnesgrupp:	IF1
Gäller fr.o.m.:	2022-01-01	Fördjupning:	A1F
Version:	3	Huvudområde:	Informatik

Lärandemål

After a successful course, the student shall:

Kunskap och förståelse

- display knowledge of the concepts of product branding of digital products
- display knowledge of business analysis for digital products

Färdighet och förmåga

- demonstrate the ability to implement relevant concepts within user experience design, interaction design and human-computer interaction in a finished product prototype/artifact
- demonstrate the ability to, from stakeholder/customer feedback, refine existing UI/UX solutions
- demonstrate the ability to conduct an in-depth business and market analysis for a digital product
- demonstrate the ability to implement launch strategies for digital products
- demonstrate the ability to ensure a digital product meets the quality requirements

Värderingsförmåga och förhållningssätt

- demonstrate the ability to identify when a digital product is ready for delivery/launch

Innehåll

Following the digital product development course, this course aims to provide students with the knowledge of bringing a digital product to the market. It taps into continued iterations of the product taking the market aspect into consideration through segmenting, positioning etc.

The students continue work on their product bringing it to the final stage where it's ready to launch to the market.

The course includes the following elements:

- Product branding
- Refined UI/UX design
- Business analysis

- Market analysis
- Launch strategies
- Quality assurance
- Launching a digital product

Undervisningsformer

Lectures, seminars, workshops and assignments.

Undervisningen bedrivs på engelska.

Förkunskapskrav

Passed courses at least 90 credits within the major subject in Informatics, Computer Science, Computer Engineering or equivalent, and completed course Digital Product Development, 7,5 credits, or equivalent. Proof of English proficiency is required.

Examination och betyg

Kursen bedöms med betygen 5, 4, 3 eller Underkänd.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Projekt ¹	5 hp	5/4/3/U
Inlämningsuppgift	2,5 hp	U/G

¹ Bestämmer kursens slutbetyg vilket utfärdas först när samtliga moment godkänts.

Kurslitteratur

The literature list for the course will be provided 8 weeks before the course starts.

(Scientific) articles will be handed out during the course.