KURSPLAN
Digital produktutveckling, 7,5 högskolepoäng

Digital Product Development, 7.5 credits

Kurskod:	TDUR21	**Utbildningsnivå:**	Avancerad nivå
Fastställd av:	VD 2021-03-01	**Utbildningsområde:**	Tekniska området
Gäller fr.o.m.:	2021-08-01	**Ämnesgrupp:**	IF1
Version:	1	**Fördjupning:**	A1N
		Huvudområde:	Informatik

Lärandemål

After a successful course, the student shall:

Kunskap och förståelse
- demonstrate comprehension of important concepts in user experience design, interaction design and human-computer interaction
- display knowledge of the concepts of competitor analysis as well as customer and market analysis
- display knowledge of how to identify a problem, or need for improvement, and create as-is analysis of the current situation

Färdighet och förmåga
- demonstrate the ability to transform ideas drawing from the initial problem identification into a suggested solution
- demonstrate the ability to conceptualize a suggested problem solution, following the inherent constraints of an as-is analysis, into a concept of a digital product
- demonstrate the ability to develop models or mock-up prototype of a digital product following the initial stages of identification, analysis and conceptualization

Värderingsförmåga och förhållningssätt
- demonstrate the ability to reflect on the strengths and weakness of a suggested product concept
- demonstrate the ability to define the Minimal Viable Product (MPV) drawing from the suggested problem solution

Innehåll

This course covers the essentials of developing digital products. Starting with identifying the problem, competitor analysis, and solution ideation, continuing with the development and modelling of a first working mock-up.

Towards the end of the course the students should enter the iteration phase where they are expected to iterate on the details of the design solution until it's both elegant and intuitive.

The course includes the following elements:
- Project ideation
- Competitor analysis
- Market analysis
- As-Is analysis
- Customer analysis
- Personas
- Customer journeys
- Mock-up design and modelling
- Defining the MVP

Undervisningsformer

Lectures, seminars, workshops and assignments.

Undervisningen bedrivs på engelska.

Förkunskapskrav

The applicant must hold the minimum of a bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in Informatics, Computer Engineering, Computer Science 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[I]	5 hp	5/4/3/U
Inlämningsuppgift	2,5 hp	U/G

[I] Bestämmer kursens slutbetyg vilket utfärdas först när samtliga moment godkänts.

Kurslitteratur

The literature list for the course will be provided one month before the course starts.