



## COURSE SYLLABUS

# Cross-Channel User Experience and Service Design, 6 credits

*Cross-Channel User Experience and Service Design, 6 högskolepoäng*

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<b>Course Code:</b> TCES27	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Dean Mar 1, 2016	<b>Disciplinary domain:</b> Technology (95%) and social sciences (5%)
<b>Valid From:</b> Jan 1, 2017	<b>Subject group:</b> DT1
<b>Version:</b> 1	<b>Specialised in:</b> A1F
<b>Reg number:</b> JTH 2016/1204-313	<b>Main field of study:</b> Informatics

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### Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate comprehension of the concepts of multichannel and cross-channel design, and the social and information layers
- show familiarity with the different dimensions of services, their core elements, and the way these are reassembled through context and technology
- demonstrate an understanding of the concepts of actor, task, touchpoint, and ecosystem
- display knowledge of research trends in the areas relevant for cross-channel design and service design

Skills and abilities

- demonstrate skills of using the theories, methods, and tools that can be used to map and design cross-channel user experiences
- demonstrate the ability to conceptualize and design digital services for the needs of specific users, organizations, or businesses

Judgement and approach

- demonstrate an understanding of the role of information architectures, channels, and touchpoints in a successful cross-channel user experience
- demonstrate the ability to ground the design of services within a business strategy and its deployment through an IT infrastructure

### Contents

The course establishes product realization in the context of information systems as the realization of services through a shared information architecture that is deployed systemically through any number of channels pertaining to an activity-bound open ecosystem. It also introduces the design of services as a process-oriented middle-layer that brokers between the systemic model of information architecture and the channel-specific modes of interaction

design.

The topics covered in the course include:- multichannel and cross-channel design

- space, place, time and ubiquitous computing
- human-information interaction, channels, and touchpoints
- integrating the social and the information layers and the role of actors
- the design of services and its role in the design of cross-channel user experiences
- complex systems, efficiency, resilience, and adaptability
- cross-channel user experience design in the context of business strategy and IT infrastructure
- the four dimensions of digital service: access, coherency, continuity, and continuous design quality
- quality in services and services as a chain of promises

### **Type of instruction**

The course consists of lectures, seminars and assignments with tutoring.

The teaching is conducted in English.

### **Prerequisites**

Passed courses at least 90 credits within the major subject in Informatics, Computer Science, Computer Engineering, Interaction Design (with relevant courses in web programming), and completed course User Experience Design, 6 credits. Proof of English proficiency is required (or the equivalent).

### **Examination and grades**

The course is graded 5,4,3 or Fail.

The final grade will only be issued after satisfactory completion of all assesments.

The final grade for the course is based upon a balanced set of assesments.

Registration of examination:

Name of the Test	Value	Grading
Written examination	3 credits	5/4/3/U
Assignments	3 credits	5/4/3/U

### **Course literature**

Resmini, A., Rosati, L. (2011). Pervasive Information Architecture – Designing Cross-Channel User Experiences. Morgan Kaufmann.

Sussna, J. (2015) Designing Delivery – Rethinking It in the Digital Service Economy. O’Reilly.

Lucas, P., Ballay, J., McManus, M. (2012). Trillions – Thriving in the emerging information ecology. Wiley.

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