COURSE SYLLABUS
Digital Product Realisation, 7.5 credits

Digital produktframtagning, 7,5 högskolepoäng

Course Code:	TDFS22		**Education Cycle:**	Second-cycle level
Confirmed by:	Dean Mar 1, 2021		**Disciplinary domain:**	Technology
Revised by:	Director of Education Nov 19, 2021		**Subject group:**	IF1
Valid From:	Jan 1, 2022		**Specialised in:**	A1F
Version:	3		**Main field of study:**	Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall:

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

Skills and abilities
- 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

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

Contents

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

Type of instruction

Lectures, seminars, workshops and assignments.

The teaching is conducted in English.

Prerequisites

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 and grades

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

Registration of examination:

Name of the Test	Value	Grading
Project[1]	5 credits	5/4/3/U
Assignment	2.5 credits	U/G

[1] Determines the final grade of the course, which is issued only when all course units have been passed.

Course literature

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

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