



## COURSE SYLLABUS

# Digital Product Realisation, 7.5 credits

*Digital produktframtagning, 7,5 högskolepoäng*

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

- 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 <sup>1</sup>	5 credits	5/4/3/U
Assignment	2.5 credits	U/G

<sup>1</sup> 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.