TITLE					Code:
Customer Experience Design					4.0.2725
ECTS points: 4	Hours: 30	Year: 2021/22	Semester: summer	Status: Elective	Language: English

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Course description:

The subject "Customer Experience Design (CX)" introduces the process by which design teams apply customer experience optimisation at all touch points before, during and after conversion. Students will gain an understanding of customer-centred strategies and how to build relationships between customers and brands. Lectures and workshops will provide students with deeper exploration of theory and practice. An applied group project will be completed to ensure complementary learning through practical research and experience. The course assessment will focus on an Innovation Challenge: engaging students in marketing strategy assessments for start-up/spin-out ventures or for pre-market ideas.

Programme:

Lectures:
1. The principles of Customer Experience Design. The differences between User Experience, Customer Experience and Service Design
2. Customer Experience Management
3. Human-Centred Design (HCD's customer-centred approach)
4. Hexagonal model of design thinking according to IDEO.
5. Design and implementation process methodology
6. Empathize. Define
7. 2x2 matrix

Workshops:
Ideate. The selection of techniques and tools used in CX design: bodystorming, brainstorming, powers of ten, expert audits, storyboarding, Service Blueprint, Customer Journey Map.

Learning Outcomes:
Knowledge:
Kr2_W06 - Student understands the impact of economic activity on the environment and society, as well as the ethical challenges that accompany it.
Kr2_W07 - Student has expanded knowledge of the evolution of views on the role of business in society and the place of man in the organization, his role in social, economic and administrative activities.
Skills:
Kr2_U03 - Student considers its ethical, social, and environmental implications in the decision-making process.
Social Competences:
Kr1_K03 - Student can identify important problems, including economic, social, and plan how to solve them.
Kr1_K08 - Student is aware of and understands the need to behave in an ethical, sustainable, and socially responsible manner in professional life.

Assessment Criteria:

Lectures: discussion, ongoing preparation of the content prepared in lectures, resulting in preparation for the final examination. The exam will have a form of a written paper with open questions concerning the issues discussed during the lectures.

Workshops - group report and presentation (project): students will be part of a group that will analyze a local organization that develops and markets innovative products or services. The group will undertake an analysis of the organization's value proposition, market, and marketing strategy, and recommend creative and imaginative enhancements. The group will present its findings and submit a succinct report of around 3500 words (excl. appendices).

Reading list:

Recommended:
1. Blake Morgan, The Customer of the Future: 10 Guiding Principles for Winning Tomorrow's Business, 2019
2. Ethan Beute, Stephen Pacinelli, Rehumanize Your Business, How Personal Videos Accelerate Sales and Improve Customer Experience, 2019.
3. Isabella Villani, Transform Customer Experience. How to achieve customer success and create exceptional CX, 2018.
4. Martin Newman, Malcolm McDonald, 100 Practical Ways to Improve Customer Experience. Achieve End-to-End Customer Engagement in a Multichannel World, 2018.

Grading:

The final grades are based on the score according to the University terms of study:
50% or less - 2,0 (fail)
>50% - 3,0 (pass)
>60% - 3,5 (pass +)
>70% - 4,0 (good)
>80% - 4,5 (good+)
>90% - 5,0 (very good)

Prerequisities:

There are no pre-requisites for this course