



COURSE SYLLABUS

Cross-Channel User Experience and Service Design, 6 credits

Cross-Channel User Experience and Service Design, 6 högskolepoäng

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

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.