



KURSPLAN

Cross-Channel User Experience and Service Design, 6 högskolepoäng

Cross-Channel User Experience and Service Design, 6 credits

Kurskod:	TCES27	Utbildningsnivå:	Avancerad nivå
Fastställd av:	VD 2016-03-01	Utbildningsområde:	Tekniska området (95%) och samhällsvetenskapliga området (5%)
Gäller fr.o.m.:	2017-01-01	Ämnesgrupp:	DT1
Version:	1	Fördjupning:	A1F
Diarienummer:	JTH 2016/1204-313	Huvudområde:	Informatik

Lärandemål

After a successful course, the student shall

Kunskap och förståelse

- 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

Färdighet och förmåga

- 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

Värderingsförmåga och förhållningssätt

- 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

Innehåll

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

Undervisningsformer

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

Undervisningen bedrivs på engelska.

Förkunskapskrav

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 (eller motsvarande kunskaper).

Examination och betyg

Kursen bedöms med betygen 5, 4, 3 eller Underkänd.

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

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

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Skriftlig tentamen	3 hp	5/4/3/U
Inlämningsuppgift	3 hp	5/4/3/U

Kurslitteratur

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.