

PGP: Elective

- i. **Course title:** Digital Product & Service Design: *A Design Thinking Perspective on Ecommerce & E Retail*
- ii. **Area to which the course belongs:** Business Policy
- iii. **Term in which the course is to be offered:** VI
- iv. **Instructors' name:** Ashis Jalote Parmar
- v. **Course credits:** 1 (20 sessions) [two sessions for two guest speakers from the industry]
- vi. **Course Open for: Students: 35***

PGP -35

PGP –AGM 0

PGPX-0

FPM-0

*Exchange students are welcome
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This is an applied design course, the students are mentored individually and in teams while they are designing or analyzing systems. Therefore more than 35 cannot be handled in studio sessions

vii. Introduction:

Ecommerce is a thriving market (with 6 million entrants/users coming in the e-commerce sector every year). This raises new challenges for the product managers to conceptualize digital products and services by creating user new experiences. This course is focused at applying design thinking to drive user centered design of digital products/services with a focus at e-commerce/e-retail sector. This is an applied course with hands on learning.

viii. Objective:

Product managers have to be consistent innovators in e-commerce/retail where design thinking acts as a tool to nurture user centered product/service conceptualization skills in management students. Where a “product” must be understood as the conceptualization of the entire new offering and not just adding new functionality/widget to the product.

- 1) Introduction to basics of product design fundamentals for digital products
- 2) Introduction to experience design framework for digital products
- 3) Introduction to basics of user research methods
- 4) Introduction to basics of design thinking fundamentals
- 5) Application of design thinking fundamentals to critically analyze

conceptualize/redesign products and services

viii. Pedagogy:

The course pedagogy is interactive, peer learning, and assignment based. Students will work on hands on assignments in the class (a mix of individual and team based). Mentor involvement in critiquing the concepts will play a critical role in improving the design thinking capacity of the students. Students will make class presentations related to assignments that will involve design critiquing, peer learning and team building at all stages. Necessary reading material will be provided for all sessions.

ix. Evaluation Scheme:

Assignment 1 (Individual): 40%
Assignment 2 (Team): 40%
Class Participation/presentation/peer critiquing: 20%
Attendance: mandatory

Note: (this is an applied course with studio session, lot of learning is hands on. If the sessions are missed it is difficult to replicate via just reads, so please take your call on how many to be missed).

Assignment 1(Individual) : user analysis of existing ecommerce /retail product and services in various sectors nationally and international
Assignment 2 (Team) : developing new or redesigning existing new products and services for select ecommerce /retail /company

x. Course Books/Reference Materials:

As stated in the session Readings.

xi. Session Plan:

Pre course Reading: Jalote Parmar, A (2016) Design Attitude, Express Computer (Vol, 27, No 4) April, 2016			
Session number	Session title	Session objective	Session reading
Session 1/2	Human centered digital product design	Introduction to the world of digital product design for Ecommerce and Retail (Studio session)	The Future of Shopping, 2011, Harvard Business Review
Session 3/4	Design thinking fundamentals	Introduction to design thinking fundamentals Introduction to user center design cycle and its fitment in the new product development for the ecommerce and e retail	Jalote-Parmar A, Badke-Schaub P, Wajid, A, Samset, E (2010). Cognitive processes as the foundation towards developing an intra-operative visualization system. Journal of Biomedical informatics.; 43(1):60-74. Accepted and Online published May 2009. After class read: Jalote Parmar, 2015, Design Thinking a Fad or reality, Working Paper IIMA
Session 5/6	Experience design	Experience design framework for digital products	Experience Design a framework for Integrating Brand Experience, and value, Patrick Newbery & Kevin Farnham (pp 62-83)

Session 7/8	Fundamentals of digital product design	Introduction to fundamentals of digital product design and interactive systems <ul style="list-style-type: none"> • Persona, • Scenarios, • Storyboards • Customer Journey maps 	Author: David Benyon, 2005, Book: Designing Interactive systems, Chapter: Concept (Pp-233-252) Post class read: Chapter: Prototyping (pp-253-267) Chapter: Evaluation (pp 268-288)
Session 9/10	Studio 1	Design Analysis /re Design of Ecommerce and Retail Products and services- Indian and international	
Session 11/12	User research methods- Contextual enquiry method	Contextual enquiry- ethnographic method, affinity maps, cultural models/Abductive thinking	Author: Beyer, H & Holtzblatt, K , Book Title, Contextual Inquiry, Chapter title, Principles of Contextual Inquiry, (Pg-41- 64)
Session 13/14	Studio 2	Application of Contextual Enquiry to a give problem in digital space for India	
Session 15	Guest Speaker	E commerce	
Session 16	Guest Speaker	E Retail/ Application aggregators	
Session 17/18	Self Tuning Enterprise	Introduction to design thinking how it has been applied to enhance an agile and adaptive organization	Harvard Business Review Case Study: Alibaba, the Self- Tuning Enterprise
Session 19/20	Final presentation by Students	Final presentation by Students of team based projects	

xii. Pre-requisites & Eligibility:

None

xiii. Relationship to other courses:

This course complements other existing courses offered at IIMA in the following areas:

- **Design Thinking for Innovative Business Design:** DTIB : provides a strong foundation in Design thinking fundamentals /conceptual framework to develop a systems thinking (holistic) problems solving , which is applicable to complex problem solving (Wicked problems). Trained managers can apply this human centered problem holistically towards generic business problem solving.

Where this course DPSD- is focused at providing basics specific tool , methods and framework of user centered design towards conceptualizing digital products specially for ecommerce. This course in works beyond the conceptual level to details of IT product design

- **Strategies for Digital Marketing & e-Business** (SDME), Marketing Management in the World of High Tech & Innovation (MMW) and Strategies for Internet Economy While the above courses helped the student understand about Internet Businesses from a completely strategic point of view, this new elective course dwells into helping students understand the needs of the customer, allowing them to develop or improve product and services that not only generate sustainable long-term profits but also wow the customers in terms of user's experiences while using the service.