Syllabus

BET 350: Customer Experience Design

Conrad Business, Entrepreneurship and Technology Centre
University of Waterloo
Winter Term 2019
Classroom: E7 2328

Instructor: Karin Schmidlin
Email: kschmidlin@uwaterloo.ca
Office: E7 2454 (on Wednesdays only)
TA: Kiera McMaster

Office Hours:
Wed, 4PM - 6PM, E7 2454

Course Description:
In this hands-on course, entrepreneurial students will learn the principles and tools of customer experience (CX) design and how developing an exceptional experience for the customers fits into an overall business strategy. Not only will students develop a conceptual understanding of user experience and user-centered design, they will also learn how to deeply understand the needs of the customer and develop engaging and innovative products and services.

Course Structure:
The course is divided into two parts. Customer research, business strategy, ideation, prototyping and visual design methods are taking place in the first 6 weeks, followed by a 5-stage Design Sprint where the learnings from the first part will be put into practice. Students are working with an industry partner throughout the term, developing a solution to a real-word business problem.

Learning Outcomes:
By the end of the course, students will be able to:

1	Apply a variety of research methods and prototyping techniques to design products and services with the customers in mind
2	Demonstrate how the role of the customer, their behaviour, perceptions, attitude and expectations affect the overall business strategy
3	Identify and use basic strategies for getting stakeholder buy-in for customer experience design
4	Create effective customer journey maps and present to stakeholders
5	Collaborate with others to develop interpersonal and communication skills

Course Communication:
Lecture slides and course materials will be posted on LEARN.
For all course-related communication, a Slack **(https://bet3502019.slack.com)** workspace has been set up and should be used as the main channel to communicate with the instructor, TA, and classmates. After team formation, each team will receive access to their unique #channel that must be used as the main team communication tool.

Attendance & Participation:
Students are expected to actively participate in this course, by (1) showing up to class, (2) engaging in class discussions, (3) working hard during team activities, and (4) sharing relevant content on SLACK outside of classes.

Evaluation	%
Industry Team Project	**40**
All team members receive same mark	
Customer Journey Map (CJM)	(40)
Prototype (product or service) & 1-2 page report	(40)
Presentation	(20)
Peer Assessment (Industry Team Project)	**20**
Team members evaluate their peers' contributions to the project and assign marks	
Attendance & Participation	**10**
Reflection Paper	**30**

This reflects 60% of group work and 40% of individual work

Required Readings:
Available on LEARN each week.

Recommended Readings:
A list of recommended books is posted on LEARN. Students are encouraged to read these books if they wish to further develop their understanding of the topics covered in this course. Please note that this reading list is just a recommendation and students are not obligated to purchase any of these books.

WEEK	DATE	TOPIC	ASSIGNMENTS & DUE DATES	GUEST SPEAKERS
Part 1: Planning & Research				
1	Jan 9	**Intro to Customer Experience Design** Mini Design Sprint		
2	Jan 16	**Research Methods**	**Intro**: Reflection Paper	
3	Jan 23	**Designing for Emotions & Behaviour**	**Intro:** Industry Project Team formation	Industry Partners
4	Jan 30	**Personas & Customer Profiles**		Guest Speaker TBA
5	Feb 6	**Customer Journey Mapping - part 1**		
6	Feb 13	**Customer Journey Mapping - part 2**		
	Feb 20	*READING WEEK - NO CLASS*		
7	Feb 27	**Visual Design Principles**		
Part 2: Design Sprint				
8	Mar 6	**Sprint 1: UNDERSTAND**		
9	Mar 13	**Sprint 2 & 3: SKETCH & DECIDE**	**Due:** Reflection Paper (12 Noon)	
10	Mar 20	**Sprint 4: PROTOTYPE**	**Due:** Customer Journey Map (12 Noon)	
11	Mar 27	**Sprint 5: VALIDATE**		Field trip to SLC and other parts of campus
12	Apr 3	**Final Presentations**	**Due:** Presentation Slides (Apr 2, 6PM)	Industry Partners
			Due: Prototype & Report (Apr 10, 5PM)	

NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

Attendance: Students are expected to attend all classes. The instructor should be notified of any anticipated absences well in advance.

Deadlines and late submissions: All assignments must be handed in at the beginning of the class in which they are due. If students are unable to submit an assignment on time due to extenuating circumstances, a written note must be provided.

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check www.uwaterloo.ca/academicintegrity/ for more information.]

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity [check www.uwaterloo.ca/academicintegrity/] to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

Appeals: A decision made or penalty imposed under Policy 70 (Student Petitions and Grievances) (other than a petition) or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Note for Students with Disabilities: The Office for persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations, please register with the OPD at the beginning of each academic term.