



# SYLLABUS

## Course Title: Digital Product Design

### Course Description:

Digital Product Design is a course that provides a comprehensive overview of digital product design.

The course covers user experience design, prototyping, research methods, and design thinking.

Participants will understand the principles and strategies behind digital product design and learn how to create effective and successful products.

It provides practical advice on planning, developing, and testing digital products for maximum impact and success.

### Course Objectives:

By the end of this course, participants will be able to:

1. Understand the foundational principles of digital product design.
2. Apply user experience (UX) design principles to create user-centric digital products.
3. Utilize various prototyping tools and techniques to visualize and test product concepts.
4. Conduct effective research to gather insights and inform design decisions.
5. Implement design thinking methodologies to solve complex product challenges.
6. Plan, develop, and test digital products, ensuring they meet user needs and business objectives.
7. Critically evaluate digital products and suggest areas of improvement.

### Key Topics:

#### **Module 1: Introduction to Digital Product Design**

- Evolution of Digital Product Design
- Role and Importance of Design in Product Development

#### **Module 2: User Experience (UX) Design**

- Principles of UX Design
- User-Centered Design Process
- Information Architecture and Interaction Design

#### **Module 3: Prototyping and Visualization**

- Introduction to Prototyping
- Tools and Techniques for Prototyping
- From Low-Fidelity to High-Fidelity Prototypes

#### **Module 4: Research Methods in Digital Product Design**

- Qualitative vs. Quantitative Research
- User Interviews, Surveys, and Observations



- Usability Testing and A/B Testing

#### **Module 5: Design Thinking and Innovation**

- Introduction to Design Thinking
- Five Stages of Design Thinking
- Case Studies: Successful Implementation of Design Thinking

#### **Module 6: Planning and Developing Digital Products**

- Product Roadmaps and Backlogs
- Agile and Scrum in Product Design
- Collaborating with Developers and Stakeholders

#### **Module 7: Testing and Evaluating Digital Products**

- Importance of Testing in Product Design
- Methods and Tools for Product Testing
- Gathering Feedback and Iterative Design

#### Course Materials:

Course Slides / Reading List / Videos

#### Proposed Assessment:

- 1. Assignments (40% of final grade)**
  - **Objective:** Assess participants' understanding of topics and their ability to apply concepts.
  - **Format:** Mix of short essays, design tasks, and practical exercises related to the week's content.
- 2. Group Project (30% of final grade)**
  - **Objective:** Evaluate participants' ability to collaboratively design a digital product from concept to prototype.
  - **Format:** Groups will choose a product idea, conduct research, design, prototype, and present their product to the class.
- 3. Final Examination (20% of final grade)**
  - **Objective:** Test participants' overall understanding of the course content.
  - **Format:** Combination of multiple-choice, short answer, and essay questions covering all modules.
- 4. Class Participation (10% of final grade)**
  - **Objective:** Encourage active participation, discussion, and engagement with the course material.
  - **Format:** Graded based on contributions to class discussions, engagement in group activities, and overall involvement in the learning process.