

Course 15: Customer Experience-Driven Design 3(2-3)

Course Objective: Economic offerings have progressed to the fourth evolution when products and services are used as props and stages for creating memorable experiences for customers. It is important for students to be able to support an industry with this change. This course aims to build student competence in design customer experience with knowledge on a concept of customer experience management (CEM) and on a systematic approach for an experience design process. In this course, the students will learn customer perception, customer involvement, and customer experience. Besides, they will learn and practice how to design a customer journey and to prevent failure of offering in a team environment.

Learning Outcomes:

The students on the completion of this course would be able to

1. Present entrepreneurial and creative attitude towards seeking various problem solutions (*Apply*)
2. Identify customer needs (*Analyze*)
3. Identify potential failure of offerings (*Analyze*)
4. Manage customer experience journey (*Create*)
5. Communicate effectively and work in an interdisciplinary team environment (*Apply*)
6. Design a pain point-free, memorable customer experience journey (*Create*)
7. Utilize Industry 4.0 technologies/applications to support the creation of a memorable customer experience journey (*Apply*)

Prerequisite: None

Course Outline:

Module 1: Pain Point-Free Customer Experience Journey

1. Introduction to Experience Economy
2. Customer Journey
3. Experience Clues
4. Customer Oriented-Failure Prevention

Module 2: Customer Experience Value Creation

1. Understanding Customers
2. Customer Perceived Value Model
3. Product-Service Systems
4. Co-Creation

Module 3: Memorable Customer Experience Design

1. Customer Experience Journey Design
2. Embedding Memorable Experience into Customer Experience Journey
3. Customer Experience Co-Creation
4. Industry 4.0 Technologies/Applications for the Creation of Customer Experience

Laboratory Sessions:

1. Customer Journey Creation
2. Embedding Clues into Customer Journey

3. Assessing Potential Failure in Customer Journey
4. Customers Need Identification
5. Customer Perception
6. Applying Product Service System for Customer Journey Design
7. Co-created Customer Experience
8. Customer Experience Journey Design
9. Customer Memorable Experience Journey Design
10. Co-created Customer Journey

Learning Resources:

Textbook: No designated textbook, but class notes and handouts will be provided

Reference books:

1. Chavez, T., O'Hara, C. and Vaidya, V. Data Driven: Harnessing Data and AI to Reinvent Customer Engagement, McGraw-Hill Education, 2018
2. Goodman, J. Customer experience 3.0: High-profit strategies in the age of techno service, Amacom, 2014
3. Kalbach, J. Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams, O'Reilly Media, Inc., 2016
4. Loeffler, B. and Church, B. The experience: The 5 principles of Disney service and relationship excellence, John Wiley & Son, 2015
5. Shaw, C. The DNA of Customer Experience, Palgrave Macmillan, 2007
6. Shep, H. The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers into Customer Evangelists, Wiley, 2009
7. Walters, D. Behavioral Marketing: Delivering Personalized Experiences at Scale, John Wiley & Sons, 2015
8. Weinschenk, S. 100 Things Every Designer Needs to Know About People, Pearson Education, 2011

Journals and Magazines:

- European Management Journal, Elsevier
- Journal of Business Research, Elsevier
- Journal of Engineering Design, Taylor and Francis
- Journal of Hospitality Management, Elsevier
- Journal of Interactive Marketing, Elsevier
- Journal of Services Marketing, Emerald Insight
- Journal of Service Theory and Practice, Emerald Insight
- Harvard Business Review
- MIT Sloan Management Review

Teaching and Learning Method:

This is a participant-centered learning course that the students actively involve. Lecture materials include, but not limited to, slides, case study, games, interesting animations, and videos. Most of the lecture sessions contain discussion and students are encouraged to participate actively in the discussion. To increase understanding of the subject, the students are required to do literature reviews, group project, and presentations. The literature reviews are the individual assignments. The group project is for the students to develop and practice several

skills including, but not limited to, decision making, problem-solving, communication, critical thinking, negotiation, conflict resolution, and teamwork. Presentations are a part of the project and assignments for personal development and knowledge sharing.

Time Distribution and Study Load:

Lectures and discussion: 30 hours
Presentations: 10 hours
Laboratory sessions: 35 hours
Group meeting outside classroom: 40 hours
Self-study: 20 hours

Evaluation Scheme: The final grade will be computed according to the following weight distribution: Class discussions and participation (20%); Peer Assessment in-class activities (10%); Individual assignments and presentations (10%); Project (40%); and Final Examination (20%)

An “A” would be awarded if a student can demonstrate a clear understanding of the knowledge learned in class as well as from literature reviews, can apply the knowledge appropriately in the project, and involve actively in class discussion.

A “B” would be awarded if a student can understand the basic principles of the knowledge learned in class and from literature reviews, can apply the knowledge in the project, and participate in class discussion.

A “C” would be given if a student shows partial understanding of the basic principles of the knowledge learned in class and from literature reviews, needs much guidance to apply the knowledge in the project, and is quiet during class discussion.

A “D” would be given if a student shows lack of understanding of the knowledge learned in class and from literature reviews, cannot apply the knowledge properly in the project and does not participate in class discussion.

Instructor: