

COURSE DETAIL

PRODUCT DESIGN AND INNOVATION

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Engineering

UCEAP Course Number

110

UCEAP Course Suffix**UCEAP Official Title**

PRODUCT DESIGN AND INNOVATION

UCEAP Transcript Title

PROD DSGN&INNOV

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This project-based course focuses on developing products to meet users' latent needs. The course combines problem framing, problem solving, and product development. Students learn about the jobs-to-be-done (JTBD) framework, distinction between values and features, and product vision. Students develop tangible prototypes that work and test them with users. Topics include product presentation using analogy, metaphor, and product storytelling. Students work in teams in a studio environment and gain hands-on experience in product development.

Language(s) of Instruction

English

Host Institution Course Number

CDE2300

Host Institution Course Title

PRODUCT DESIGN AND INNOVATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

CDE Dean's Office

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