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 Course Details
https://nusmods.com/courses/CDE2300/product-design-and-innovation

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
CDE Dean's Office

Course Last Reviewed
2024-2025

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