

Name **Digital Product Design**

Classroom
 Studio or workshop
 External venue
 Online

Codes **M-ID-201**

Host **Design Institute**

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Term mark	5	52	80	classwork	Spring	Markets and Products

Recommendation

Short Description

In this project-based course, students will learn how to **design user experiences (UX) for products aimed at existing target groups**. Through a series of hands-on assignments, students will practice their design skills and deepen their understanding of how to create valuable products that are effective, usable, and desirable.

Throughout the course, students will also explore the applied practices of UX/UI design, including user research, stakeholder interviews, information architecture, user flows, system mapping, interaction design, and visual interface design.

Additionally, they will learn to apply these principles to create effective designs that address **both user needs and organizational goals**. Beyond the design assignments, students will engage in discussions and exercises to develop critical thinking skills and gain a deeper understanding of the **role of digital product design in the market**.

Teachers

Name	Contact information	Short bio	Open hours
Norbert Krizsan	norbert.krizsan@gmail.com	UX Strategist (MITO)	
Lais Kantor	everythingyougot@gmail.com	UX / UI Expert (goodbase)	
Tamás Fogarasy	fogarasy@mome.hu	UX / Service Design (Exalt)	

Semester schedule

Course scheduling	Weekly class appointments
Weekly	On Mondays from 10.40am to 12.50pm

#	Date	Weekly educational content
1	19 Feb – 25 March	Understanding customers of products: behavioural research, needfinding Analyzing and synthesizing research results Generating ideas and developing a concept based on the synthesised problems
2	25 March –	Iterative prototyping UXD specification Validating, testing design Design critique sessions Continuous stakeholder management

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation

Deliver a concept based on the brief	Value proposition accuracy	13 May	25%
Deliver a coherent presentation with a clear value proposition to the stakeholder	Quality of your concept demo (delivery and overall content and message)	13 May	25%
Shareable, clickable, interactive prototype	Quality of interface and user flows	13 May	25%
30 -90 sec minute video (16:9) that demonstrates your concept. The minimum resolution is Full HD, format is MP4. The video should be self explanatory using narration and subtitles/labels. The video can be recorded digitally or using any device available (e.g. your own phone). Template on Teams/Home must be used	Content of the video should cover user-problem-solution arc. Quality of explanation is evaluated.	25 May	15%
A printable file format for a poster (.PDF) that describes your project and the design process you've used through. A template will be provided for this purpose.	Poster summary of the project in printable size (template provided)	25 May	5%
1x " hero image " that demonstrates your end result. (preferably without additional text) Size: 2880x1440 and a 1x "square image", that demonstrates your end result. (preferably without additional text) Size: 1080px by 1080px	Visual design quality	25 May	5%

You'll find the folder

Compulsory readings

UXPin. (2023). *A guide to cross-functional collaboration for designers*. UXPin Studio. Retrieved November 21, 2024, from <https://www.uxpin.com/studio/blog/cross-functional-collaboration>

UsabilityGeek. (2020). *Collaborating with stakeholders to reduce design complexity*. Medium. Retrieved November 21, 2024, from <https://medium.com/usabilitygeek/collaborating-with-stakeholders-to-reduce-design-complexity-4c45fdf485e6>

Recommended readings

Brown, D. (2022). *Practical Design Discovery*. A Book Apart.

Godin, S. (2020). *The Practice: Shipping Creative Work*. Portfolio.

Cooper, A., Reimann, R., & Cronin, D. (2007). *About face: The essentials of interaction design*. Hoboken, NJ: John Wiley & Sons.

Martin, L. M. (2022). *Everyday Information Architecture*. A Book Apart.

Podmajersky, T. (2019). *Strategic Writing for UX: Drive Engagement, Conversion, and Retention with Every Word* (1st ed.). O'Reilly Media.

Learnings

Knowledge	Students will understand... <ul style="list-style-type: none"> • Develop an understanding of the principles of UX design and how they apply to the market • How to conduct market research • The skills to create effective, usable, and desirable products • The way complex UX projects are handled
Skills	Students will be able to...

	<ul style="list-style-type: none"> • Practice design skills in product development • Define digital product concepts • Employ various design methods to identify a solution • Perform a usability evaluation of suggested solutions • Create tested digital artifacts and digital processes
Attitude	Students will improve... <ul style="list-style-type: none"> • Analytical, and critical skills • Their relationship to business concepts • In problem-solving • Their outcome generating ability
Responsibility	Students will develop competence/confidence in backing up their craft and look for new ways of practicing it.

Exemption

- Exemption from attending and completing the course cannot be granted
- Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
- Some tasks can be substituted with other activities,
- A full exemption can be granted

Curriculum connections

Unit	Parallel courses	Course proportion in unit
Market and products	Tangible Interfaces Business and Design Mercedes in-car UX	MA1_ Mercedes In-Car UX Design_M-ID-201, 5 credits MA1_The Business of Design_M-ID-201, 2 credits MA1_Tangible Interfaces_M-ID-201, 3 credits

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective
Courses under Interaction Design Basics subject	-	-

Misc. information