

## 25887 - Design Workshop V: Product and Service

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 25887 - Design Workshop V: Product and Service

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

**ECTS:** 6.0

**Year:** 3

**Semester:** Second semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The objective is to put special emphasis on the conceptualization and definition of products as a service system, and on the practice of tools specially dedicated to the formulation of these concepts, to the dematerialization of the product and to the development of the service product. The subject will deepen in techniques and tools of people-centered design oriented to the design of services.

Approaches aligned with some SDGs (<https://www.un.org/sustainabledevelopment/es/>). Acquisition of the subject learning results provide training to contribute to some extent. Goal 8: Targets 8.2 and 8.4.

Goal 9: Target 9.4. Goal 13: Target 13.3. Goal 12: Target 12.2, 12.4 and 12.5. Goal 16: Target 16.7. Goal 17: Target 17.17.

### 2. Learning results

- Be able to develop to a satisfactory degree relatively complex product concepts, not only in terms of component definition, material selection and production processes, and estimation of their cost in relative terms, but also with regard to the set of services, benefits, and intangible values linked to it.
- Be able to conceive service products.
- Understand the importance of ecodesign methodologies, their main techniques and objectives, as well as their definitions, terminology and concepts.
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### 3. Syllabus

As stated in the degree's verification report, the program foreseen for the subject includes the following contents:

1. Concept of the product as a service to the user that encompasses more than its physical or technical components.
2. Concept of PSS.
3. Concept of functional unit. Sustainability and Circular Economy.
4. Ecodesign: Variable e3. Strategies and tools for circular and sustainable design.
5. Life Cycle Concept.
6. Instruction manual.
7. Service design.
8. Brand value, product reputation.

### 4. Academic activities

The bulk of the subject will consist of the development of practical projects, which will be tutored in practical classes of team works, and where there will also be room for various practices and exercises in the classroom. The subject will also include with a series of theoretical classes, which will include the exposition of contents with presentations and examples, and that will allow the learning of definitions, concepts, and diverse work methodologies and theoretical approaches of the discipline.

The activities of the course are distributed as follows:

Lectures (theory and problems): 30 h.

Laboratory practices: 30 h.

### 5. Assessment system

The assessment will be continuous, and will be based on the satisfaction of the objectives set out in the main project of the

semester, (which may be complemented with other projects or exercises), through the assessment of different sections within the own exercise or project. These exercises or projects may account for up to 100% of the final grade, although in accordance with the verification report may develop a final theoretical test, which will not represent more than 15% of the total grade, being necessary in this case to pass both sections (practical and theoretical, if any) to pass the subject.

*Note:* Following the regulations of the University of Zaragoza in this regard, in the subjects that have continuous or gradual evaluation assessment, a global assessment test will also be scheduled for those students who decide to opt for this second system.