

## 62940 - Product-service design

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 62940 - Product-service design

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

**Degree:** 562 - Master's in Product Development Engineering

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The subject aims to show the change that is taking place in today's society where not only the traditional tertiary sector companies offer services to their customers (banks, travel agencies, hotels, etc.) but also manufacturing companies must do so in order to meet the needs of their customers and differentiate themselves from their competitors.

This service design has its own rules, procedures and tools that the student has to know and apply so that it can be part of their competences as a designer.

### 2. Learning results

Upon completion of this subject, the student will be able to:

- Identify the key aspects on which the service configuration and experience design will focus.
- Acquire skills on how to use different research tools, hierarchy of ideas, visualization or representation of the service and value propositions.
- Gain insight into how to reconcile the business strategy, user experience and economic context of the service, i.e. its timeliness, value and revenue expectations and its organizational and cost requirements.
- Assimilate the relationship between digital technology and the configuration of the service and the experience, and learn the basic postulates of user-digital technology interaction design.
- Acquire practical skills in the development of the basic process of service design, from the understanding of the strategy to the development of an innovative value proposition focused on user experience.

### 3. Syllabus

- Product, expanded product, service and expertise.
- Service understood as the solution to a problem.
- Methodology development in the field of service design.
- Advanced exploration tools for service design.
- Advanced creation tools for service design.
- Advanced prototyping tools for service design.
- Advanced definition and implementation tools for service design.
- Introduction to academic research in the field of service design.
- Sustainability in service design.

### 4. Academic activities

The learning process revolves around the production of a practical group work in which a service will be designed, as far as possible, for a real customer.

The theoretical classes will be structured in two parts, the first part will be used to present concepts and tools and the second part will be used by students to apply them to their practical work.

### 5. Assessment system

The student must demonstrate that they have achieved the expected learning results by means of the following assessment activities:

- 80% development of a team project on the design of a new service or the redesign/improvement of an existing one using all the resources and tools seen in the subject. For the evaluation of the practical work, the teachers may propose peer evaluation systems, in which the students themselves will evaluate the performance of their teammates during the practical work and/or case studies. It will be used to determine the grade of each student in the practical part.
- 20% completion of a research work on the topic of service design. This work will be done on an individual basis.

In accordance with the University of Zaragoza's regulations in this regard, in the subjects that have a system of continuous or gradual assessment, an overall evaluation test will also be scheduled for those students who decide to opt for this second system.

## **6. Sustainable Development Goals**

12 - Responsible Production and Consumption