

# INNOVATION THROUGH DESIGN FOR DIGITAL CUSTOMER EXPERIENCE AND SUSTAINABLE SOLUTIONS

Summer Semester: April – July 2023

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Lecturer: Anna Reith	Lecture: Thursday, 12:15-13:45
Chair of BA, Innovation and Creativity	Tutorial: Thursday, 14:15-15:45
Office: NB 323	Consultation hours:
E-mail: <a href="mailto:anna.reith@ku.de">anna.reith@ku.de</a>	by prior appointment

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## Required Course Materials

The required readings for this course include cases and articles from Harvard and Stanford. Students will be informed of the assigned readings in advance prior to the class session. The readings combine theoretical and managerial thinking on the topic of innovation (including sustainable innovation), design thinking, customer experience. Case studies will be available for students to download on ILIAS. The articles are accessible through the KU library.

## Course Objectives

This course is designed with a focus on innovation, design thinking and customer experience. The main objectives are:

- Understand the concept of Design Thinking and how it can help organizations develop Innovative products and Sustainable solutions
- Understand the concept of Customer Experience and learn how to gain a competitive advantage with designing sustainable products and services that improve Customer Experience
- Learn how to develop, implement, and manage an Innovation strategy
- Analyze how to adapt and encourage Design Thinking within an organization, and align it with the organization culture
- Apply learned concepts to real-world business problems on Innovation and Sustainability

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## Evaluation: Graded Components, Grading Scale

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### Grade Structure

1. Team Project and Presentation	50%
2. Seminar Paper	50%
<b>Total</b>	<b>100%</b>

## Grading Scale

1.0	93-100	Excellent Performance
1.3	88-92	Excellent Performance
1.7	83-87	Good Performance
2.0	78-82	Good Performance
2.3	73-77	Good Performance
2.7	68-72	Adequate Performance
3.0	63-67	Adequate Performance
3.3	58-62	Poor Performance
3.7	53-57	Poor Performance
4.0	50-53	Poor Performance

## Guidelines for Graded Components

### Sustainable Innovation Team Project and Presentation

**50%**

Students are required to form teams (3 – 4 students) for the Sustainable Innovation Team Project and Presentation (20 minutes). Each team is required to work as a “consulting team” on a Sustainable Innovation Project that will be announced during the first tutorial session. This will be a “live” project provided by a well-known company. Student teams will work on this 12-week, semester-long, “applied” project by applying all course learnings to this project. Student teams will make their final presentations to company executives during the last tutorial session.

### Seminar Paper

**50%**

Submission of the Seminar Paper on **August 11, 2023, by the end of the day**

The seminar paper (Seminararbeit) is a comprehensive analysis of a case study/studies. Students will be required to analyze a case study/studies by applying all the tools and frameworks learned in the course. The tasks will be published on ILIAS on **August 4, 2023**. Students will be given one week to complete their seminar papers. Students will be required to upload their answers (Microsoft Word / PDF) on ILIAS and send a copy to [anna.reith@ku.de](mailto:anna.reith@ku.de) to avoid any technical failures.

Please adhere to the following formatting instructions for your answer document:

- Margins of 2.5 cm on all four sides of the document
- All written content (except for tables, figures, images if any) should be typed in Times New Roman font, size 12 point, 1.5 spacing interval
- The maximum page limit (including title page, tables, references, images everything) is 10 pages.

More detailed formatting instructions will be published together with the case study/studies.

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**Thursday, April 28**  
**Lecture and Tutorial 1**

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April 20      Lecture 1      12:15 – 13:45 NB-101

**Types of Innovation: Sustaining Innovations and Disruptive Innovations (Anna Reith)**

Lecture on:      Innovation: the main concepts  
Theory of disruptive innovation  
Sustainable innovations

April 20      Tutorial 1      14:15 – 15:45 NB-101

**Introduction to the Team Project**

Tutorial on:      Project brief by nurlNpur  
Q&A

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**Thursday, May 5**  
**Lecture and Tutorial 2**

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April 27      Lecture 2      12:15 – 13:45 NB-101

**Innovation Strategy (Anna Reith)**

Lecture on:      Types of innovation strategies  
Alignment of innovation strategy and corporate strategy

April 27      Tutorial 2      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Identifying potential target groups for the team project

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**Thursday, May 12**  
**Lecture and Tutorial 3**

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May 4      Lecture 3      12:15 – 13:45 NB-101

**Defining Innovation Opportunity (Anna Reith)**

Lecture on:      The framework 'Jobs to be Done'  
Jobs-As-Progress Vs. Jobs-As-Activities

May 4      Tutorial 3      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Applying the framework 'Jobs to be Done' to the project

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**Thursday, May 19**  
**Lecture and Tutorial 4**

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May 11      Lecture 4      12:15 – 13:45 NB-101

**Design Thinking (Anna Reith)**

Lecture on:      Role of design and human-centered culture  
                         Process of design thinking and its importance to innovations  
                         Design thinking for sustainable solutions

May 11      Tutorial 4      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Using Design Thinking to brainstorm the ideas for the project

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**Thursday, June 2**  
**Lecture and Tutorial 5**

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May 25      Lecture 5      12:15 – 13:45 NB-101

**Understanding Customer Experience (Anna Reith)**

Lecture on:      Customer experience and customer satisfaction  
                         Touchpoints and customer journeys

May 25      Tutorial 5      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Identifying the main customer experience touchpoints for the project

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**Thursday, June 9**  
**Lecture and Tutorial 6**

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June 1      Lecture 6      12:15 – 13:45 NB-101

**How to Build a Customer Journey? (Anna Reith)**

Lecture on:      Learning how to build a customer journey  
                         Combining “Jobs to be Done” framework with customer journeys  
                         Learning how to create personas

June 1      Tutorial 6      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Creating personas for the project

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**Thursday, June 23**

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**Lecture and Tutorial 7**

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June 15      Lecture 7      12:15 – 13:45 NB-101

**Innovation and Digitalization in Customer Experience (Anna Reith)**

Lecture on:      Key capabilities important for customer journeys  
                         Innovation in customer journeys

June 15      Tutorial 7      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Building customer journeys for the project

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**Thursday, June 30  
Lectures 8 and 9**

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June 22      Lecture 8      12:15 – 13:45 NB-101

**Role of Empathy in a Human-Centered Organization (Anna Reith)**

Lecture on: Role of Empathy in a Human-Centered Organization

June 22      Tutorial 8      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Creating a marketing concept for the project

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**Thursday, July 7  
Tutorials 8 and 9**

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June 29      Lecture 9      12:15 – 13:45 NB-101

**Open Innovation, Co-Creation, and Crowdsourcing**

Lecture on: Open Innovation, Co-Creation and Crowdsourcing

June 29      Tutorial 9      14:15 – 15:45 NB-101

**Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Creating a marketing concept for the project

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**Thursday, July 14  
Lecture and Tutorial 10**

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July 6      Lecture 10      12:15 – 13:45 NB-101

**Tutorial: Tutorial: Teamwork and Progress Meetings with Instructor (Anna Reith)**

Tutorial on:      Identifying possibilities to test the ideas for the project

July 6            Tutorial 10            14:15 – 15:45 NB-101

**Sustainability in Innovation (Guest Speaker)**

Lecture on:        Global implications of innovating for sustainability

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**Thursday, July 21  
Consultations**

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July 13            Consultation            12:15 – 15:45 NB-101

**Team Project Consultations**

Consultation:        Final Team Project Consultations

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**Thursday, July 28  
Final Presentations**

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July 20            **Final Presentations**        12:15 – 15:45 NB-101