



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

<i>Titolo del seminario</i> <i>Seminar Title</i>	User Centric Digital Innovation
<i>Settore Scientifico</i> <i>disciplinare di</i> <i>riferimento</i>	Secs-P07
<i>Presenters/Docenti</i>	Prof. Dr. Jochen Scheeg, Technical University of Applied Sciences Brandenburg
<i>Semestre nel quale viene</i> <i>impartito</i> <i>Semester</i>	Secondo AA 2018/2019 Second AA 2018/2019
<i>University Credits/Crediti</i> <i>assegnati</i>	2
<i>Giorni, Orari, Aula</i> Days, Timetable, Classroom	20, 21 Maggio 2019, 9-16,00 20 th and 21 st May 2019, 9 AM-16,00 PM
<i>Prerequisiti/</i> <i>Prerequisites</i>	Buona conoscenza della lingua inglese Good knowledge of English
<i>Obiettivi formativi</i> <i>Learning Objectives</i>	Upon successful completion of this module, the students will have acquired knowledge of developing and creating new design and technology ideas. The students will be able to carry out various analyses, in particular, regarding the behaviour and needs of the user. They will be able to develop solutions with particular consideration for user behaviour. They will generate ideas against the background of economic feasibility, carry out tests and implement the ideas of their prototypes.
<i>Contenuti/Content</i>	Conducting ethnographic surveys, Documentation and evaluation, questioning existing structures and processes, idea generation, with due consideration for users, Idea generation within the framework of economic feasibility, testing and implementation in form of prototypes.
<i>Metodo d'insegnamento/</i> <i>Teaching Methods/</i>	Traditional lectures as input sessions, group work in work shop format for using methods; reflection sessions on work done
<i>Verifiche dell'apprendimento</i> <i>/ procedure di valutazione/</i> <i>Verification of learning</i>	Test verifica di apprendimento fine corso Test at the end of the seminar
<i>Altre informazioni</i> <i>Additional Information</i>	<p>Partecipazione limitata a 20 studenti dei corsi di laurea magistrale. L'ammissione è determinata dall'ordine cronologico di arrivo della domanda di iscrizione, da effettuarsi entro il giorno 10 maggio 2019 al seguente indirizzo: email: spano@unica.it Il seminario sarà interamente in lingua inglese.</p> <p>Enrolment is limited to 20 students, master program students. Admission is determined by the chronological order of arrival of the application, to be made no later than 10 May 2019 via email at the following email address: spano@unica.it. The seminar will be held in English.</p> <p>Con l'invio della Domanda di iscrizione il richiedente, ai sensi del D. Lgs. 196/2003, esprime il consenso al trattamento dei dati personali secondo le finalità sopra richiamate. By submitting the application for registration, the applicant, pursuant to D. Lgs. 196/2003, expresses his consent to the processing of personal data in accordance with the above-mentioned purposes.</p>

Seminar/Seminario: User Centric Digital Innovation

PROGRAM/PROGRAMMA

- *Introduction on User Centric Design and Design Thinking*
- *Defining the Problem Spaces*
- *360° Analysis and Needfinding*
- *Synthesis*
- *Ideation*
- *Prototyping*
- *Testing*



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