Course Title: Design Implementation: Getting to Market  
Course Code: DSN 103 W  
Instructor: Christopher Ireland

Grade Options and Requirements:
  • No Grade Requested (NGR)
    o This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
  • Credit/No Credit (CR/NC)
    o A passing grade (for "Credit") requires that students meet Stanford’s attendance requirements and submit at least 3 of the in-class assignments.
  • Letter Grade
    o A letter grade (A, B, C, D, No Pass) requires that students meet Stanford’s attendance requirements and submit at least 6 of the in-class assignments.

Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose the Credit/No Credit or Letter Grade option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:

Week 1
INTRODUCTION & TRENDS
What role does design play in the launch of a product, service, or experience? Design’s role doesn’t end with a concept. It continues to play an integral role throughout the launch and market success of your product. We’ll start this exploration by looking at how trends and market forces impact and influence your product’s every detail.

Week 2
CREATING A VALUE PROPOSITION
How do you create a perception of value in the minds of your customers? This is a crucial design exercise, as important as getting the technology or appearance correct. This week, we will show you how to determine what customers want, need and fear, and how to use that information to articulate your product’s key features and benefits.
Week 3
FINDING PRODUCT/MARKET FIT
What is market fit, and how do you achieve it? Design is not a “one size fits all” solution. We have to carefully choose and understand the market we serve. Getting this right can make your launch much easier and much less costly. This class helps you understand how to determine the best market for your product and how to design for that market.

Week 4
DESIGNING A BUSINESS MODEL
Can you design a business model? You can—In fact, you can design almost anything related to business. In creating your business model the key questions are how complicated to make it and whether to adopt a widely accepted model or to innovate. This week, we’ll look over the current batch of business models, discussing their pros and cons.

Week 5
CO-CREATION AND ONGOING USER TESTING
How do you continue to refine and improve your products? Developing and using an ongoing dialog with your users can ensure success for years to come. This week, we’ll learn how and why this practice is followed by some of the largest companies in the world.

Week 6
BRAND IDENTITY
Is Brand still relevant? For some technologies, the answer may be no. They are so new and revolutionary they don’t need to worry about brand elements. But for the vast majority of products, getting the branding right is essential. This class will cover all the physical manifestations of branding: logos, color palette, symbolism, etc.

Week 7
BRAND EXPERIENCE
Isn’t Branding just for visuals? Nope. Brand experience should permeate all parts of your interactions with customers, clients, and partners. This week, we’ll discuss how to ensure it does, especially in the age of AI and augmented reality.

Week 8
DESIGNING COMPANY CULTURE
How do you build a company that reflects the values of your product? Products can’t stand alone. They need a company as their “platform.” This week, we’ll explore how you can design your company to complement and sustain your products.

Week 9
CREATING COMMUNITY
How is marketing changing, and what is replacing it? Rather than thinking of customers or users as “consumers,” most progressive companies are thinking of them as members of a community with shared values and preferences. This week, we’ll discuss how designing
secrets, sharing, and stability into your campaigns all work to build loyal communities.

**Week 10**

**STAYING RELEVANT**

*How can companies and products keep up with the substantial growth and change forecast for the next decade?* It’s tough—There aren’t enough hours in the day to monitor change, let alone act on it. In this class, we’ll talk about how designers monitor and assess change in their field and their clients’ industries.