

Stanford | Continuing Studies

Course Title: Design Implementation: Getting to Market
Course Code: DSN 103
Time/Place: Mondays 7-9:05 PM
Instructors: Christopher Ireland
Kathy Mogal

Course Description:

Taking a product or service to market is the final stage in a design-led innovation process, and it can be just as creative as the initial brainstorming and prototyping stages. This course explains how and why design continues to play a crucial role in the successful launching and marketing of any business.

**Please see course page for full description and additional details.*

Grade Options and Requirements:

- No Grade Requested (NGR)
 - 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)
 - A passing grade (for "Credit") requires that students attend at least 80% of classes and submit at least 3 of the in-class assignments.
- Letter Grade
 - A letter grade requires that students attend at least 80% of classes 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.*

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 customers wants, needs and fears and how to use that information to articulate your product's key features and benefits.

Week 3

FINDING 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

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 new products, getting the branding right is essential. This class will cover all the physical manifestations of branding: logos, color palette, symbolism, etc.

Week 6

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 7

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 8

CO-CREATION AND ONGOING USER TESTING

How do you continue to refine and improve your products? Developing and using an on-going 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 9

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.

Supplies:

Each week please bring a few supplies with you to class:

- A small sketch book – much of what we teach involves drawings so plain paper works best.
- Post-its – always have a stack handy. Many of our exercises involve post-its. They are designers' version of crack.
- Sharpies – to use with the post-its or on poster board.