Module number	Module title
24 – 26 (BW) 27 – 29 (BM) 33 (EB)	Specialised Elective Module: User and Customer Experience

Code	Semester	Number of WSH	Module offered
UCX	4/5, 6, 7	4	Changing Catalogue. Details can be found online.

Module coordinator	Tuition type	Module duration
Prof. Dr. Olga Bergmeier	Seminar-style tuition	1 Semester

Lecturer	Compulsory/Elective	Module language
Prof. Dr. Olga Bergmeier	Elective	English

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested

- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied

- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

On completing this course students will:

- understand and explain the core concepts of customer experience (CX), user experience (UX), and customer journey management (CJM), including the principles of human-centered design and their strategic and business relevance (1).

- analyze omni-channel CX and UX strategies, assess the role of personalization, and apply frameworks from consumer experience psychology to interpret consumer decision-making across customer journey touchpoints (2).

- understand and explain the theoretical foundations of user and customer research, including qualitative and quantitative approaches, and key concepts such as personas, Jobs-to-Be-Done, and customer journey mapping (2).

- understand and explain the principles of user-centered design and evaluation, including information architecture, interaction design, prototyping, and usability testing (2).

- understand and interpret key UX and CX performance metrics (1), and explain how experience metrics relate to business outcomes such as conversion, retention, and loyalty (2).

- understand and critically discuss emerging trends and ethical considerations in UX and CX, including principles of responsible design and accessibility (2).

<u>Method skills</u>

On completing this course students will:

- apply CX and UX methods in a practical case study project, in which they
    a. analyze customer engagement on a major e-commerce platform (3),
    b. develop customer journey maps (3),
    c. evaluate the usability of a selected website feature applying common usability testing methods (3), and
    d. design a prototype mock-up in Figma (3).

<u>Social skills</u>

On completing this course students will:

- gain experience working effectively in culturally diverse teams, demonstrating responsibility, perspective-taking, and clear communication.
- develop networking skills, building and maintaining professional connections.

<u>Personal skills</u>

On completing this course students will:

- improve their presentation skills and actively participate in discussions in English.
- clearly explain and defend their ideas in academic discussions.

Content

- Core Concepts of CX, UX, and Customer Journey Management (CJM)
    - Principles of Human-Centered Design
    - Strategic and Business Relevance of Experience Design
- Omni-Channel CX and UX Strategies
    - Personalization Across Touchpoints
    - Consumer Experience Psychology and Decision-Making Frameworks
- User and Customer Research
    - Theoretical Foundations of User and Customer Research
    - Qualitative Research Approaches
    - Quantitative Research Approaches
- Experience Modeling
    - Personas
    - User Stories
    - Customer Journey Mapping
- User-Centered Design and Evaluation
    - Information Architecture
    - Interaction Design
    - Prototyping
    - Usability Testing
- UX and CX Metrics and Business Impact
    - Key UX and CX Performance Metrics
    - Linking Experience Metrics to Business Outcomes

- Ethics, Accessibility, and Emerging Trends
  - Responsible Design
  - Emerging Trends in UX and CX

Literature

Required reading

Richter, M., & Flückiger, M. (2014). Usability and user experience design: Comprehensive guide to user needs, usability testing, and UX design. Rheinwerk Publishing.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80(6), 69-96.

Kalbach, J. (2020). Mapping experiences: A complete guide to customer alignment through journeys, blueprints, and diagrams. O'Reilly Media.

Recommended reading

Barone, A. M. & Stagno, E. (2023): Artificial Intelligence along the Customer Journey: A Customer Experience Perspective (1st ed. 2023). Cham: Springer Nature Switzerland Imprint: Palgrave Macmillan.

Peppers, D. & Rogers, M. (2022): Managing customer experience and relationships: a strategic framework (Fourth edition). Hoboken, New Jersey: Wiley.

Pennington, A. (2016). The customer experience manual: How to design, measure and improve customer experience in your business. Palgrave Macmillan.

Teaching and learning methods

Seminar-style tuition in presence

Type of examination/Requirements for the award of credit points	Portfolio, consisting of: Practical assignments and group project
Other information	Max. number of participants: 30 Registration necessary. Details can be found in ELO. Lecture Times: Will be released in the schedule.

ECTS-Credits 5	**Gesamtarbeitsaufwand** 150 Stunden Kontakt/Präsenzzeit: 60 h Studentische Eigenarbeit: 90 h	**Gewichtung der Note in der Gesamtnote** 5