

University of Waterloo
 Stratford School of Interaction Design & Business
GBDA 401: Cross-Cultural Digital Business 1
 Fall 2019

Section 001 Morning	Section 002 Afternoon
Tue 9-11:50 AM, DMS 3022	Tue 1-3:50 PM, DMS 3022
Wed 9-11:50 AM, DMS 3022	Wed 1-3:50 PM, DMS 3022
Thu 9-11:50 AM, DMS 3022	Thu 1-3:50 PM, DMS 3022
Fri 9-11:50 AM, DMS 3022	Fri 1-3:50 PM, DMS 3022

Instructor Business:	Instructors UX Design:	Instructor UX Research:
Paul Doherty Office: DMS 2124 Office Phone: 519-888-4567 x23007 Office Hours: by appointment Email: pdoherty@uwaterloo.ca	Annaka Willemsen & Lennart Nacke Section 001: Annaka Willemsen Office: DMS 1019 Office Phone: 519-888-4567 x23039 Office Hours: by appointment Email: awillemsen@uwaterloo.ca	Karin Schmidlin Office: DMS 3012 Office Phone: 519-888-4567 x23005 Office Hours: by appointment Email: kschmidlin@uwaterloo.ca
	Section 002: Lennart Nacke Office: DMS 2012 / EC1 1309 Office Phone: 519-888-4567 x37822 Office Hours: by appointment Email: len@uwaterloo.ca	Course Coordinator: Karin Schmidlin "I'm your first point of contact for anything related to this course."

Course Description

In this course students will engage in advanced study of how to adapt digital products and services to suit specific cultures or communities. You will develop proofs of concept; design prototypes; usability tests, and a business case while working with global businesses, consultants, and a community partner. Our community partner for fall 2019 is the **Royal Society of Arts (RSA) Student Design Awards**, a competition that challenges emerging designers to tackle real-world social, economic, and environmental issues. *More about the RSA competition:* <https://www.thersa.org>

This course is made up of three equal parts: **Business**, **UX Design**, and **UX Research** and is being taught by four instructors that have expertise in these areas. The term is organized around 6 design sprints of two weeks each. The sprint themes are:

1 Understand – 2 Define – 3 Diverge – 4 Decide – 5 Prototype – 6 Validate.

At the end of sprints 1-5, every two weeks, teams present their findings in a video pitch and receive feedback from the instructors.

Course Goals and Learning Outcomes

Upon completion of this course, students should be able to:

- A. Conceptualize a generative design by
 - Addressing user needs
 - Conducting relevant, credible market and user research
 - Communicating in writing and oral presentation the values, meaning and social implications of a design
 - Differentiating a design from pre-existing models
- B. Prototype effectively by
 - Adapting to variable platforms (low -, and high-fidelity)
 - Creating prototypes that effectively address user needs
- C. Iterate designs effectively by
 - Seeking and actively listening to user feedback
 - Conducting and reporting relevant, credible usability testing
 - Pivoting on and integrating feedback in meaningful prototype revisions
 - Rapidly responding to critique in a professional manner
 - Providing effective and actionable feedback on designs
- D. Manage a project effectively by
 - Effectively scaling and scoping projects
 - Facilitating positive and productive team communication
 - Coordinating human resources to achieve productivity
 - Making the most efficient use of limited material resources
 - Consistently meeting hard stop deadlines
- E. Plan a viable business strategy by
 - Conducting relevant market research
 - Accurately assessing resource needs
- F. Execute a business strategy by
 - Creating creative briefs and prototypes that effectively communicate a design concept
 - Communicating a confident, polished, convincing pitch in an oral presentation, accompanied by visual media
 - Provide polished supporting documents and prototypes to stakeholders
- G. Develop team assessment, self-assessment and reflexivity skills by
 - Evaluating own performance and set structured and measurable goals for improvement
 - Assessing the strengths of one's team members and provide actionable feedback for improvement
 - Scoping, committing to, and delivering on one's individualized commitments to the project
 - Applying skills learned in previous GBDA courses to novel contexts
 - Acquiring new skills via self-directed learning
 - Learning and habitually apply project management and team communication tool

Course Requirements and Assessment

For this course, students will predominantly be assessed on the technical quality of the content they produce, its growth and iteration along the way, the consideration of cultural and contextual suitability, and the creative and critical thinking skills each team employs. Many smaller assignments are structured to set deadlines, provide early feedback, pinpoint any problem areas and keep things on schedule.

Deliverables & Assessment

What	Details	Specs	Due Date	%
RSA Submission				20%
	Hero Image: A singular 'poster image' that conveys the essence of your project, plus 1 sentence strapline or description	A3 PDF image	Oct 25 4PM	5%
	Big Idea Summary: A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution.	A3 PDF Problem (50 words) Process (75) Proposal (50)	Oct 25 4PM	5%
	Your Proposal: 4 pages describing your proposal and demonstrating that you have met the 6 judging criteria	4x A3 PDF boards. Each board should include a heading. Number each board in the top right-hand corner, in the order they should be viewed by the judges	Nov 8 4PM	10%
Business Case				10%
	Business Model Canvas: A fully-fleshed out canvas with additional text (50 words max.) for each section	Business Model Canvas	Nov 22, 4PM	10%
Prototype				20%
	A fully functioning and interactive prototype of your project	Possible technologies: InVision, Figma, 3D printing, website etc	Dec 4, 6PM	20%
Reviews				20%
	360 Reviews (see below)		Sept 13 Sept 27, Nov 1, Dec 4 all due 4PM	5% (x4) Total: 20%
Presentations				30%
	Bi-weekly video presentations (for sprints 1-5)	YouTube or Vimeo link uploaded to LEARN	Sept 13, Sept 27, Oct 4, Nov 1, Nov 15 all due 4PM	4% (x5) Total: 20%
	Final Presentation		Dec 3	10%

For group assignments, students will receive a group mark. The individual grade is heavily derived from the 360 peer-evaluations, so working well with a team and carrying the weight of the project equally (and avoiding either under-contributing or over-contributing) is essential if students want to do well in the course. The instructors reserve the right to adjust the final grade for over- or underperforming students.

RSA Student Design Competition Submission

The submission to the RSA Student Design Award will be checked against a checklist of submission requirements (see table above). Before the submission, it is important to be aware of the judging criteria

of the award, which are: (1) Social and environmental benefit – how does your design benefit society and the environment? (2) Research and insights – how did you investigate this issue? What were your key insights? (3) Design thinking – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you’ve been through to the end result. (4) Commercial awareness – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within? (5) Execution – we are looking for a design that is pleasing and looks and feels well resolved. (6) Magic – we are looking for a bit of ‘magic’ – a surprising or lateral design solution that delights. *More can be found on LEARN.*

Attendance

Given that this course requires full engagement on the class project and the fact that the majority of team work takes place during class time, students are expected to attend all classes. The instructors should be notified of any anticipated absences in advance.

Note: If a student misses four classes in a sprint (2-week period), without instructors’ previous approval, they will automatically be pulled from the team and continue the project as an individual study. Any research or other work done up to that date by the team can be used by the individual student, who will from here on work alone. The same deliverables as stated above are expected to. Any student faced with this situation will not be able to participate in 360 peer evaluations and may forfeit grades at the discretion of the instructors.

Course Outline

The class is taught in six 2-week design sprints. Instructors will teach topics that they have the most expertise in with each one covering one day a week. In addition, Fridays will serve as working days for the students. Below is a temporary timeline. The topic of the lectures may change due to class ability, interest and progress.

Week	Sprint	Date	Topic	Instructor
1	1 Understand	Sept 4	Course Intro User Centered Design & Design Thinking, team creation	Karin Schmidlin
		Sept 5	What are the important business questions to ask about new ideas	Paul Doherty
		Sept 6	Work day for students	--
2		Sept 10	Establishing requirements	Annaka Willemssen (001) Lennart Nacke (002)
		Sept 11	Research 1: The User. Interviews, surveys and questions	Karin
		Sept 12	Business Models	Paul
		Sept 13	Sprint 1 UNDERSTAND: video presentation	--
3	2 Define	Sept 17	The Research Question	Annaka / Lennart
		Sept 18	Research 2: The Market. Market and competitor analysis	Karin
		Sept 19	Business Analysis Tools 1	Paul
		Sept 20	Work day for students	--
4		Sept 24	Ethics and Values	Annaka / Lennart
		Sept 25	Personas & Customer Profiles	Karin
		Sept 26	Business Analysis Tools 2	Paul
		Sept 27	Sprint 2 DEFINE: video presentation	--

5	3 Diverge	Oct 1	Service Design	Annaka / Lennart
		Oct 2	Ideation & Storytelling	Karin
		Oct 3	Commercial Awareness: Competitive Environment Analysis of your solution 1	Paul
		Oct 4	Work day for students	--
6		Oct 8	Interaction Design	Annaka / Lennart
		Oct 9	Mental Models & Human Behaviour	Karin
		Oct 10	Commercial Awareness: Competitive Environment Analysis of your solution 2	Paul
		Oct 11	Sprint 3 DIVERGE: video presentation	--
Reading week				
7	4 Decide	Oct 22	'Decide methods'	Annaka / Lennart
		Oct 23	Journey Maps 1	Karin
		Oct 24	Marketing and Sales for startups	Paul
		Oct 25	Work day for students	--
8		Oct 29	Storyboarding	Annaka / Lennart
		Oct 20	Journey Maps 2	Karin Schmidlin
		Oct 31	The Business Model Canvas 1	Paul
		Nov 1	Sprint 4 DECIDE: video presentation	--
9	5 Prototype	Nov 5	Visual Design	Annaka / Lennart
		Nov 6	Prototyping Methods	Karin
		Nov 7	The Business Model Canvas 2	Paul
		Nov 8	Work day for students	--
10		Nov 12	Usability inspection methods	Annaka / Lennart
		Nov 13	Usability Testing 1	Karin
		Nov 14	Critique on Business Model Canvas	Paul
		Nov 15	Sprint 5 PROTOTYPE: video presentation	--
11	6 Validate	Nov 19	Visual Design Tools (workshop)	Annaka / Lennart
		Nov 20	Usability Testing 2	Karin
		Nov 21	Business Pitch	Paul
		Nov 22	Work day for students	--
12		Nov 26	UX Design Tools (workshop)	Annaka / Lennart
		Nov 27	Analyzing Data	Karin
		Nov 28	Work session on preparing the business model canvas and final presentation	Paul
		Nov 29	Work day for students	--
		Dec 3	Final Presentations	All

Attendance

Students are expected to attend all classes. The instructor or course coordinator should be notified of any anticipated absences well in advance.

Course Disclaimer

Final course grades may be adjusted to conform to program or Faculty grade distribution profiles. This course outline documents our intentions for this course. If over the period of the academic year, it becomes apparent that modifications are necessary, the following strategy will be pursued: Any necessary modifications that may influence student success or the marking scheme will only be made after in-depth, frank discussion with the students.

Course Communication and Materials

Lecture slides, grades, and other course materials will be posted on to LEARN.

A Slack (<https://slack.com/>) account has been set up for this course. Each team will receive access to their unique #channel that needs to be used as the main team communications tool. All instructors and TAs have access to all channels and can easily be reached for quick questions.

All official announcements will be posted on SLACK as well as LEARN by the course coordinator.

Work Submission Policy

With the exception of physical prototypes, all work must be submitted to the designated Dropbox on LEARN by the posted deadline. Submissions **MUST** be in the appropriate file format (often PDF). At the end of each sprint, you must submit and leave all physical prototypes for evaluation.

Late Work

Assignments submitted late without approved extensions will be subject to late penalties. 5% will be deducted for projects that are handed in within 24 hrs. after the deadline and an additional 5% per day thereafter (including weekends) up to a maximum of 50%. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable.

Deadlines

Assignments are due by the date given in the schedule at the time of day specified. Extensions to assignment deadlines will be granted only in cases of illness or emergency. Extensions are granted based on the discretion of the instructors. Students should contact the course coordinator as soon as possible to make their requests and provide credible documentation (such as a doctor's note or a Verification of Illness Form).

Information on Plagiarism Detection

Students and faculty at the University of Waterloo share an important responsibility to maintain the integrity of the teaching and learning relationship. This relationship is characterized by honesty, fairness, and mutual respect for the aim and principles of the pursuit of education. Academic misconduct impedes the activities of the university community and is punishable by appropriate disciplinary action.

We reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments are subject to submission for textual similarity review by software (e.g., Turnitin.com or Grammarly). Assignments submitted to Turnitin.com will be included as source documents in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents for five academic years. The instructors may require students to submit their assignments electronically to Turnitin.com or the instructor may submit questionable text on behalf of a student.

A note on copyright free and Creative Commons: **Resources are available in the public domain that are identified as copyright free or that fall under licenses from Creative Commons. Public domain is a term used for works that are not protected by copyright law. If an image is in the public domain then you are allowed to use it—to copy it, to manipulate it and to distribute it. Works identified as Creative Commons allow varying degrees of use. In this case, the authors decide how you can use their images.**

Helpful Links:

- CARFAC (Canadian Artists Representation / Le front des artistes canadiens) ([CARFAC website](#))

- Wikimedia Commons and Flickr have databases of digital files that are available for use. You need to check the conditions of use as they vary: (Wikimedia Commons website; [Flickr Commons link](#))
- The Copyright Act in Canada was recently amended to reflect the current digital landscape. To find out more about the “Copyright Modernization Act”, check out: ([Canadian Copyright Act link](#))
- The following is a conversation that occurred on the US-based site, Copyright Advisory Network. It answers some of the basics related to US Copyright, images and fair use: (<http://librarycopyright.net/forum/view/1456>)
- The following document defines works in the public domain for United States as of January 1, 2013: (<http://copyright.cornell.edu/resources/docs/copyrightterm.pdf>)

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. See the [UWaterloo Academic Integrity Webpage \(https://uwaterloo.ca/academic-integrity/\)](https://uwaterloo.ca/academic-integrity/) and the [Arts Academic Integrity Office Webpage \(http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility\)](http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility) for more information.

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70, Student Petitions and Grievances, Section 4 \(https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70\)](https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70). When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

Discipline

A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the undergraduate associate dean. For information on categories of offenses and types of penalties, students should refer to [Policy 71, Student Discipline \(http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check [Guidelines for the Assessment of Penalties \(http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm\)](http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm).

Appeals

A decision made or penalty imposed under Policy 70, Student Petitions and Grievances (other than a petition) or Policy 71, Student Discipline may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals \(http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Note for Students with Disabilities

The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.