

BUAD 364: PRODUCT/SERVICE INNOVATION & DESIGN

Introduces students to research methodologies and toolkits to understand people's needs and behaviors better, and to uncover hidden opportunities through informed and inspired ideation. The next phase is to use a multi-disciplinary approach where product and service designs embody business goals, technical feasibility, and customer needs. Products and services will embed digital interactions, physical objects, or branded spaces. The final aspect is scalable design systems that include interconnected ecosystems that consider the entire brand, as well as the suite of products, services, and physical environments that comprise the future of businesses and markets to design and build solutions that advance the human experience.

Credits: 3

Department: [Business](#)

Recommended:

[BUAD 230](#)