# Duke University - Trinity and Pratt Undergraduate Programs
# Pratt EGRP Course Evaluations - Fall 2022

**Course:** EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01.

**Instructor:** Robert Twiss *

**Response Rate:** 13/25 (52.00 %)

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**1 - Thank you for completing an evaluation.Your constructive comments and ratings will be helpful to the faculty for improving this course for future students, helpful to the Duke administration for faculty promotion and awarding teaching-based recognitions, and helpful to other students considering enrolling in this course.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I understand the purpose of course evaluations. | (1) | 13 | 100.00% | | |

0  25  50  100

**Response Rate**

13/25 (52.00%)

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**2 - The goal of evaluations is to help instructors identify which aspects of the course are most effective and which aspects could be productively changed. Please do your best to focus on the course components and learning environment, and avoid superficial comments that are not relevant to the learning environment (for example, comments about the appearance of the instructors or personal attacks are not helpful or appropriate).**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I will do my best to be constructive. | (1) | 13 | 100.00% | | |

0  25  50  100

**Response Rate**

13/25 (52.00%)

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**3 - Prior research has identified biases in course evaluations related to instructor gender, age, race, ethnicity, sexuality, or other aspects of identity. Keep this in mind when reflecting on your course experience, and do your best to minimize the influence of any particular instructor identities on your evaluation.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I will do my best to avoid potential biases. | (1) | 13 | 100.00% | | |

0  25  50  100

**Response Rate**

13/25 (52.00%)

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**4 - When answering questions that refer to "learning," please consider the relevant aspects of learning that are specific to this course (for example, acquisition of skills and methodology, retention of course content, new ways of thinking, or anything else that the course offered).**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I understand. | (1) | 13 | 100.00% | | |

0  25  50  100

**Response Rate**

13/25 (52.00%)

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**5 - Overall AppraisalGive an overall rating for the quality of this course (e.g., content, structure, approach, educational value).**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very poor | (1) | 0 | 0.00% | | |
| Poor | (2) | 0 | 0.00% | | |
| Adequate | (3) | 3 | 23.08% | | |
| Good | (4) | 5 | 38.46% | | |
| Excellent | (5) | 5 | 38.46% | | |

Means: 4.15 (Question), 4.17 (Department), 4.16 (All Masters Courses)

0  25  50  100     Question   Department   All Masters Courses

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.15 | 0.80 | 4.00 | 1403 | 4.17 | 0.96 | 4.00 | 1583 | 4.16 | 0.97 | 4.00 |

| | |
|---|---|
| **Course:** | EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01. |
| **Instructor:** | Robert Twiss * |
| **Response Rate:** | 13/25 (52.00 %) |

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### 6 - Please elaborate on your impressions of the quality of the course.

| Response Rate | 8/25 (32%) |
|---|---|

- Love how relevant the course is to job prospects.

- The course and especially the design challenges are very useful. The professor can be more engaging.

- The course was structured well, starting with learning about design thinking principles and applying the teachings to biweekly team projects. We also had to write a personal research paper.

- the course is interesting

- Teaches you observation and niche design principles

- I liked how the course covered up different angles to look at customer experiences and opened up new thought perspectives

- Loved this course, the readings, assignments and classes were extremely engaging.

- - Great Course, project based learning is very helpful

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### 7 - Give an overall rating for quality of the instructor (e.g., presentation, knowledge, fairness, responsiveness).

**Robert Twiss**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very poor | (1) | 0 | 0.00% | | |
| Poor | (2) | 0 | 0.00% | | |
| Adequate | (3) | 1 | 7.69% | | 4.38 (Question) |
| Good | (4) | 6 | 46.15% | | 4.32 (Department) |
| Excellent | (5) | 6 | 46.15% | | 4.31 (All Masters Courses) |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.38 | 0.65 | 4.00 | 1617 | 4.32 | 0.88 | 5.00 | 1797 | 4.31 | 0.90 | 5.00 |

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### 8 - Please elaborate on your impressions of the quality of the instructor.

**Robert Twiss**

| Response Rate | 7/25 (28%) |
|---|---|

- I think Professor Twiss is a subject matter expert on the subject.

- The professor is passionate about the course and can make the class more interactive and entertaining.

- Professor Twiss is well-informed on the topic of designing customer experiences, and he encouraged creative thinking through brainstorming and sketching drawings.

- his lectures are interesting and informative

- Very good and responsive class. Can focus on more concepts and add more useful content to the lectures

- Prof Twiss was very engaging; I have felt a huge impact on the way I view design as well as customer experience after taking this class. Would definitely recommend this course to my peers.

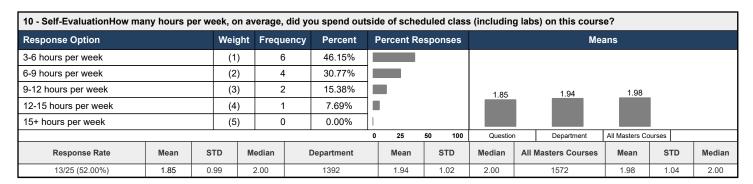- - Amazing professor, makes the lecture fun and interesting

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### 9 - Would you recommend this faculty member for a Pratt Teaching Award?
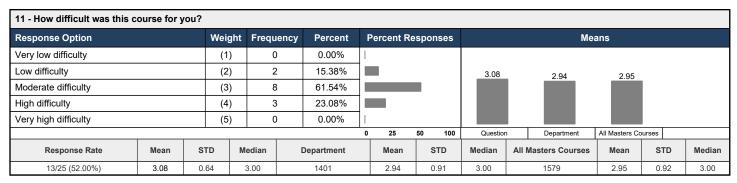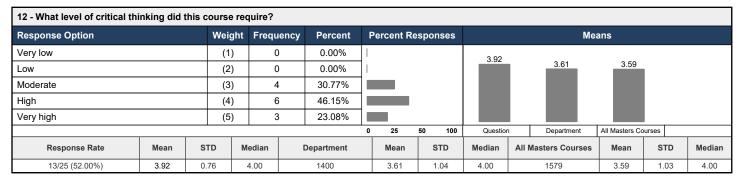
**Robert Twiss**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Yes | (1) | 9 | 75.00% | | 1.25 (Question) |
| No | (2) | 3 | 25.00% | | 1.31 (Department) |
| | | | | | 1.33 (All Masters Courses) |

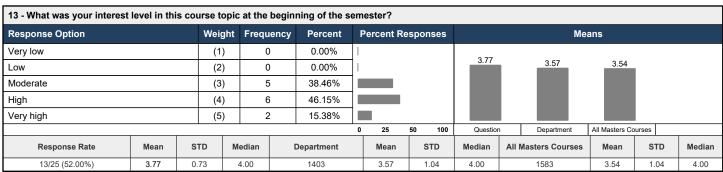| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 12/25 (48.00%) | 1.25 | 0.45 | 1.00 | 1578 | 1.31 | 0.46 | 1.00 | 1751 | 1.33 | 0.47 | 1.00 |

- Professor Twiss is very knowledgeable on his subject matter (designing experiences) and knows how to instill a love of the same in his students.

- He changed the way I view objects all around me and my interaction with them. Deserves the award, because his course was not stressful, but impactful at the same time. Always felt comfortable learning and engaging in class.

- He genuinely cares for his students and is so passionate about the course

- Very resourceful

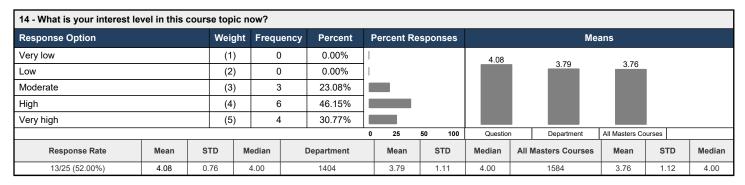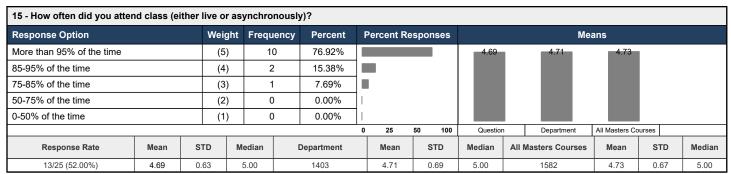**Course:** EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01.

**Instructor:** Robert Twiss *

**Response Rate:** 13/25 (52.00 %)

## 10 - Self-EvaluationHow many hours per week, on average, did you spend outside of scheduled class (including labs) on this course?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| 3-6 hours per week | (1) | 6 | 46.15% | | 1.85 / 1.94 / 1.98 |
| 6-9 hours per week | (2) | 4 | 30.77% | | |
| 9-12 hours per week | (3) | 2 | 15.38% | | |
| 12-15 hours per week | (4) | 1 | 7.69% | | |
| 15+ hours per week | (5) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 1.85 | 0.99 | 2.00 | 1392 | 1.94 | 1.02 | 2.00 | 1572 | 1.98 | 1.04 | 2.00 |

## 11 - How difficult was this course for you?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low difficulty | (1) | 0 | 0.00% | | 3.08 / 2.94 / 2.95 |
| Low difficulty | (2) | 2 | 15.38% | | |
| Moderate difficulty | (3) | 8 | 61.54% | | |
| High difficulty | (4) | 3 | 23.08% | | |
| Very high difficulty | (5) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 3.08 | 0.64 | 3.00 | 1401 | 2.94 | 0.91 | 3.00 | 1579 | 2.95 | 0.92 | 3.00 |

## 12 - What level of critical thinking did this course require?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low | (1) | 0 | 0.00% | | 3.92 / 3.61 / 3.59 |
| Low | (2) | 0 | 0.00% | | |
| Moderate | (3) | 4 | 30.77% | | |
| High | (4) | 6 | 46.15% | | |
| Very high | (5) | 3 | 23.08% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 3.92 | 0.76 | 4.00 | 1400 | 3.61 | 1.04 | 4.00 | 1579 | 3.59 | 1.03 | 4.00 |

## 13 - What was your interest level in this course topic at the beginning of the semester?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low | (1) | 0 | 0.00% | | 3.77 / 3.57 / 3.54 |
| Low | (2) | 0 | 0.00% | | |
| Moderate | (3) | 5 | 38.46% | | |
| High | (4) | 6 | 46.15% | | |
| Very high | (5) | 2 | 15.38% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 3.77 | 0.73 | 4.00 | 1403 | 3.57 | 1.04 | 4.00 | 1583 | 3.54 | 1.04 | 4.00 |

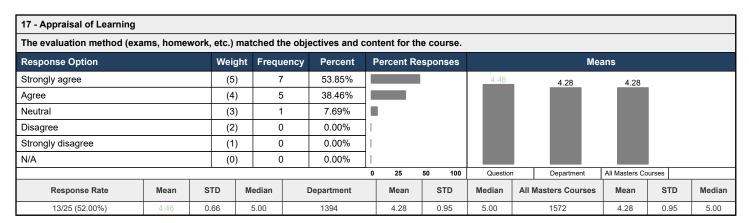**Course:** EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01.

**Instructor:** Robert Twiss *

**Response Rate:** 13/25 (52.00 %)

## 14 - What is your interest level in this course topic now?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low | (1) | 0 | 0.00% | | 4.08 / 3.79 / 3.76 |
| Low | (2) | 0 | 0.00% | | |
| Moderate | (3) | 3 | 23.08% | | |
| High | (4) | 6 | 46.15% | | |
| Very high | (5) | 4 | 30.77% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.08 | 0.76 | 4.00 | 1404 | 3.79 | 1.11 | 4.00 | 1584 | 3.76 | 1.12 | 4.00 |

## 15 - How often did you attend class (either live or asynchronously)?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| More than 95% of the time | (5) | 10 | 76.92% | | 4.69 / 4.71 / 4.73 |
| 85-95% of the time | (4) | 2 | 15.38% | | |
| 75-85% of the time | (3) | 1 | 7.69% | | |
| 50-75% of the time | (2) | 0 | 0.00% | | |
| 0-50% of the time | (1) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.69 | 0.63 | 5.00 | 1403 | 4.71 | 0.69 | 5.00 | 1582 | 4.73 | 0.67 | 5.00 |

## 16 - What grade do you expect to receive in this class?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| A | (4) | 13 | 100.00% | | 4.00 / 3.88 / 3.86 |
| B | (3) | 0 | 0.00% | | |
| C | (2) | 0 | 0.00% | | |
| F | (1) | 0 | 0.00% | | |
| Other | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.00 | 0.00 | 4.00 | 1401 | 3.88 | 0.34 | 4.00 | 1576 | 3.86 | 0.37 | 4.00 |

## 17 - Appraisal of Learning

### The readings supported the objectives of this course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Strongly agree | (5) | 6 | 46.15% | | 4.38 / 4.39 / 4.40 |
| Agree | (4) | 6 | 46.15% | | |
| Neutral | (3) | 1 | 7.69% | | |
| Disagree | (2) | 0 | 0.00% | | |
| Strongly disagree | (1) | 0 | 0.00% | | |
| N/A | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.38 | 0.65 | 4.00 | 1401 | 4.39 | 0.82 | 5.00 | 1579 | 4.40 | 0.80 | 5.00 |

# Duke University - Trinity and Pratt Undergraduate Programs
# Pratt EGRP Course Evaluations - Fall 2022

**Course:** EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01.

**Instructor:** Robert Twiss *

**Response Rate:** 13/25 (52.00 %)

## 17 - Appraisal of Learning

**The assignments and projects supported the objectives of this course.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Strongly agree | (5) | 7 | 53.85% | | 4.38 / 4.40 / 4.40 |
| Agree | (4) | 4 | 30.77% | | |
| Neutral | (3) | 2 | 15.38% | | |
| Disagree | (2) | 0 | 0.00% | | |
| Strongly disagree | (1) | 0 | 0.00% | | |
| N/A | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.38 | 0.77 | 5.00 | 1390 | 4.40 | 0.87 | 5.00 | 1569 | 4.40 | 0.86 | 5.00 |

## 17 - Appraisal of Learning

**The class discussions and/or lectures supported the objectives of this course.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Strongly agree | (5) | 5 | 38.46% | | 4.15 / 4.38 / 4.38 |
| Agree | (4) | 5 | 38.46% | | |
| Neutral | (3) | 3 | 23.08% | | |
| Disagree | (2) | 0 | 0.00% | | |
| Strongly disagree | (1) | 0 | 0.00% | | |
| N/A | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.15 | 0.80 | 4.00 | 1398 | 4.38 | 0.86 | 5.00 | 1577 | 4.38 | 0.86 | 5.00 |

## 17 - Appraisal of Learning

**I would recommend this course to future students.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Strongly agree | (5) | 7 | 53.85% | | 4.31 / 4.23 / 4.21 |
| Agree | (4) | 3 | 23.08% | | |
| Neutral | (3) | 3 | 23.08% | | |
| Disagree | (2) | 0 | 0.00% | | |
| Strongly disagree | (1) | 0 | 0.00% | | |
| N/A | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.31 | 0.85 | 5.00 | 1392 | 4.23 | 1.06 | 5.00 | 1570 | 4.21 | 1.08 | 5.00 |

**Course:** EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01.

**Instructor:** Robert Twiss *

**Response Rate:** 13/25 (52.00 %)

## 17 - Appraisal of Learning

The evaluation method (exams, homework, etc.) matched the objectives and content for the course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Strongly agree | (5) | 7 | 53.85% | | |
| Agree | (4) | 5 | 38.46% | | |
| Neutral | (3) | 1 | 7.69% | | |
| Disagree | (2) | 0 | 0.00% | | |
| Strongly disagree | (1) | 0 | 0.00% | | |
| N/A | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.46 | 0.66 | 5.00 | 1394 | 4.28 | 0.95 | 5.00 | 1572 | 4.28 | 0.95 | 5.00 |

## 17 - Appraisal of Learning

The evaluation method (exams, homework, etc.) for this course was fair.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Strongly agree | (5) | 6 | 46.15% | | |
| Agree | (4) | 6 | 46.15% | | |
| Neutral | (3) | 1 | 7.69% | | |
| Disagree | (2) | 0 | 0.00% | | |
| Strongly disagree | (1) | 0 | 0.00% | | |
| N/A | (0) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 13/25 (52.00%) | 4.38 | 0.65 | 4.00 | 1387 | 4.28 | 0.96 | 5.00 | 1565 | 4.26 | 0.98 | 5.00 |

## 18 - Open-Ended QuestionsWhat parts of the class were most useful for you? Why?

| Response Rate | 5/25 (20%) |
|---|---|

- Design challenges were most useful.
- The opportunity to present our project to the class, and addressing the questions.
- I really enjoyed the part where the teams shuffled for every assignment which gave us a chance to work with a variety of students throughout. The DCE broken down into weekly parts leading to the main final submission also provided a good structure to the bigger assignment.
- - Assignments - Classes - Readings
- Projects

## 19 - What parts of the class were least useful for you? Why?

| Response Rate | 4/25 (16%) |
|---|---|

- The readings can be more in depth and the class discussion could be more in depth as well.
- Some of the readings were not directly connected with the class discussions and did not help with gaining a deeper understanding of the class material.
- - Sketching sessions (not enough time to master them)
- None

## 20 - Please add any additional comments or suggestions for improving the learning experience in this course.

| Response Rate | 2/25 (8%) |
|---|---|

- The training on sketching was not the most useful considering the time dedicated to it. Use of more examples about internet based products and applications might be more relevant given the cohort and its career aspirations to mostly join tech industries as PMs. Time spent on story telling, movie examples, character arch could be shorter. Didn't feel most relevant to the course. The session on writing a research paper could be a part of a Workshop offered to all MEM students instead of it being a part of this course. That time could've rather been utilised for learning about DCE.
- I think the readings very extensive

**Course:** EGRMGMT-578-01: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-01.

**Instructor:** Robert Twiss *

**Response Rate:** 13/25 (52.00 %)

| Mean of Means Calculations | Mean | Department | All Masters Courses | |
|---|---|---|---|---|
| Appraisal of Learning | 4.34 | 4.33 | 4.32 | |
| Course and Instructor Quality | 4.26 | 4.25 | 4.23 | |

# Duke University - Trinity and Pratt Undergraduate Programs
# Pratt EGRP Course Evaluations - Fall 2022

| | |
|---|---|
| **Course:** | EGRMGMT-578-02: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-02. |
| **Instructor:** | Robert Twiss * |
| **Response Rate:** | 2/3 (66.67 %) |

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**1 - Thank you for completing an evaluation.Your constructive comments and ratings will be helpful to the faculty for improving this course for future students, helpful to the Duke administration for faculty promotion and awarding teaching-based recognitions, and helpful to other students considering enrolling in this course.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I understand the purpose of course evaluations. | (1) | 2 | 100.00% | | |

| | 0 | 25 | 50 | 100 | |
|---|---|---|---|---|---|
| **Response Rate** | | | | | |
| 2/3 (66.67%) | | | | | |

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**2 - The goal of evaluations is to help instructors identify which aspects of the course are most effective and which aspects could be productively changed. Please do your best to focus on the course components and learning environment, and avoid superficial comments that are not relevant to the learning environment (for example, comments about the appearance of the instructors or personal attacks are not helpful or appropriate).**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I will do my best to be constructive. | (1) | 2 | 100.00% | | |

| | 0 | 25 | 50 | 100 | |
|---|---|---|---|---|---|
| **Response Rate** | | | | | |
| 2/3 (66.67%) | | | | | |

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**3 - Prior research has identified biases in course evaluations related to instructor gender, age, race, ethnicity, sexuality, or other aspects of identity. Keep this in mind when reflecting on your course experience, and do your best to minimize the influence of any particular instructor identities on your evaluation.**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I will do my best to avoid potential biases. | (1) | 2 | 100.00% | | |

| | 0 | 25 | 50 | 100 | |
|---|---|---|---|---|---|
| **Response Rate** | | | | | |
| 2/3 (66.67%) | | | | | |

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**4 - When answering questions that refer to "learning," please consider the relevant aspects of learning that are specific to this course (for example, acquisition of skills and methodology, retention of course content, new ways of thinking, or anything else that the course offered).**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| I understand. | (1) | 2 | 100.00% | | |

| | 0 | 25 | 50 | 100 | |
|---|---|---|---|---|---|
| **Response Rate** | | | | | |
| 2/3 (66.67%) | | | | | |

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**5 - Overall AppraisalGive an overall rating for the quality of this course (e.g., content, structure, approach, educational value).**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very poor | (1) | 0 | 0.00% | | |
| Poor | (2) | 0 | 0.00% | | |
| Adequate | (3) | 1 | 50.00% | | 4.00 (Question) |
| Good | (4) | 0 | 0.00% | | 4.17 (Department) |
| Excellent | (5) | 1 | 50.00% | | 4.16 (All Masters Courses) |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 1.41 | 4.00 | 1403 | 4.17 | 0.96 | 4.00 | 1583 | 4.16 | 0.97 | 4.00 |

| | |
|---|---|
| **Course:** | EGRMGMT-578-02: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-02. |
| **Instructor:** | Robert Twiss * |
| **Response Rate:** | 2/3 (66.67 %) |

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**6 - Please elaborate on your impressions of the quality of the course.**

| Response Rate | 1/3 (33.33%) |
|---|---|

• This course was outstanding and exceeded my expectations! It was full of useful content and real-life application that can be easily incorporated into any job.
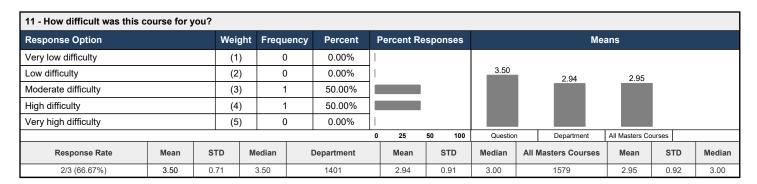
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**7 - Give an overall rating for quality of the instructor (e.g., presentation, knowledge, fairness, responsiveness).**

**Robert Twiss**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very poor | (1) | 0 | 0.00% | | |
| Poor | (2) | 0 | 0.00% | | 4.50 / 4.32 / 4.31 |
| Adequate | (3) | 0 | 0.00% | | |
| Good | (4) | 1 | 50.00% | | |
| Excellent | (5) | 1 | 50.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.50 | 0.71 | 4.50 | 1617 | 4.32 | 0.88 | 5.00 | 1797 | 4.31 | 0.90 | 5.00 |

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**8 - Please elaborate on your impressions of the quality of the instructor.**

**Robert Twiss**

| Response Rate | 1/3 (33.33%) |
|---|---|

• Professor was extremely knowledge on the content, provided outstanding presentations. The lectures were highly engaging and worth the time to review.

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**9 - Would you recommend this faculty member for a Pratt Teaching Award?**

**Robert Twiss**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Yes | (1) | 1 | 50.00% | | 1.50 / 1.31 / 1.33 |
| No | (2) | 1 | 50.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 1.50 | 0.71 | 1.50 | 1578 | 1.31 | 0.46 | 1.00 | 1751 | 1.33 | 0.47 | 1.00 |

• Professor shows passion for this content and enables his students to incorporate these skills to be successful in their careers.

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**10 - Self-EvaluationHow many hours per week, on average, did you spend outside of scheduled class (including labs) on this course?**

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| 3-6 hours per week | (1) | 0 | 0.00% | | |
| 6-9 hours per week | (2) | 0 | 0.00% | | 3.00 / 1.94 / 1.98 |
| 9-12 hours per week | (3) | 2 | 100.00% | | |
| 12-15 hours per week | (4) | 0 | 0.00% | | |
| 15+ hours per week | (5) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 3.00 | 0.00 | 3.00 | 1392 | 1.94 | 1.02 | 2.00 | 1572 | 1.98 | 1.04 | 2.00 |

| | |
|---|---|
| **Course:** | EGRMGMT-578-02: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-02. |
| **Instructor:** | Robert Twiss * |
| **Response Rate:** | 2/3 (66.67 %) |

## 11 - How difficult was this course for you?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low difficulty | (1) | 0 | 0.00% | | |
| Low difficulty | (2) | 0 | 0.00% | | 3.50 |
| Moderate difficulty | (3) | 1 | 50.00% | | 2.94 |
| High difficulty | (4) | 1 | 50.00% | | 2.95 |
| Very high difficulty | (5) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 3.50 | 0.71 | 3.50 | 1401 | 2.94 | 0.91 | 3.00 | 1579 | 2.95 | 0.92 | 3.00 |

## 12 - What level of critical thinking did this course require?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low | (1) | 0 | 0.00% | | |
| Low | (2) | 1 | 50.00% | | 3.00 |
| Moderate | (3) | 0 | 0.00% | | 3.61 |
| High | (4) | 1 | 50.00% | | 3.59 |
| Very high | (5) | 0 | 0.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 3.00 | 1.41 | 3.00 | 1400 | 3.61 | 1.04 | 4.00 | 1579 | 3.59 | 1.03 | 4.00 |

## 13 - What was your interest level in this course topic at the beginning of the semester?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low | (1) | 0 | 0.00% | | |
| Low | (2) | 0 | 0.00% | | 4.00 |
| Moderate | (3) | 1 | 50.00% | | 3.57 |
| High | (4) | 0 | 0.00% | | 3.54 |
| Very high | (5) | 1 | 50.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 1.41 | 4.00 | 1403 | 3.57 | 1.04 | 4.00 | 1583 | 3.54 | 1.04 | 4.00 |

## 14 - What is your interest level in this course topic now?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means |
|---|---|---|---|---|---|
| Very low | (1) | 0 | 0.00% | | |
| Low | (2) | 1 | 50.00% | | 3.50 |
| Moderate | (3) | 0 | 0.00% | | 3.79 |
| High | (4) | 0 | 0.00% | | 3.76 |
| Very high | (5) | 1 | 50.00% | | |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 3.50 | 2.12 | 3.50 | 1404 | 3.79 | 1.11 | 4.00 | 1584 | 3.76 | 1.12 | 4.00 |

**Course:** EGRMGMT-578-02: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-02.
**Instructor:** Robert Twiss *
**Response Rate:** 2/3 (66.67 %)

### 15 - How often did you attend class (either live or asynchronously)?

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| More than 95% of the time | (5) | 2 | 100.00% |
| 85-95% of the time | (4) | 0 | 0.00% |
| 75-85% of the time | (3) | 0 | 0.00% |
| 50-75% of the time | (2) | 0 | 0.00% |
| 0-50% of the time | (1) | 0 | 0.00% |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 5.00 | 0.00 | 5.00 | 1403 | 4.71 | 0.69 | 5.00 | 1582 | 4.73 | 0.67 | 5.00 |

Means: 5.00 (Question), 4.71 (Department), 4.73 (All Masters Courses)

### 16 - What grade do you expect to receive in this class?

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| A | (4) | 2 | 100.00% |
| B | (3) | 0 | 0.00% |
| C | (2) | 0 | 0.00% |
| F | (1) | 0 | 0.00% |
| Other | (0) | 0 | 0.00% |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 0.00 | 4.00 | 1401 | 3.88 | 0.34 | 4.00 | 1576 | 3.86 | 0.37 | 4.00 |

Means: 4.00 (Question), 3.88 (Department), 3.86 (All Masters Courses)

### 17 - Appraisal of Learning

**The readings supported the objectives of this course.**

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| Strongly agree | (5) | 1 | 50.00% |
| Agree | (4) | 0 | 0.00% |
| Neutral | (3) | 0 | 0.00% |
| Disagree | (2) | 1 | 50.00% |
| Strongly disagree | (1) | 0 | 0.00% |
| N/A | (0) | 0 | 0.00% |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 3.50 | 2.12 | 3.50 | 1401 | 4.39 | 0.82 | 5.00 | 1579 | 4.40 | 0.80 | 5.00 |

Means: 3.50 (Question), 4.39 (Department), 4.40 (All Masters Courses)

### 17 - Appraisal of Learning

**The assignments and projects supported the objectives of this course.**

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| Strongly agree | (5) | 1 | 50.00% |
| Agree | (4) | 0 | 0.00% |
| Neutral | (3) | 1 | 50.00% |
| Disagree | (2) | 0 | 0.00% |
| Strongly disagree | (1) | 0 | 0.00% |
| N/A | (0) | 0 | 0.00% |

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 1.41 | 4.00 | 1390 | 4.40 | 0.87 | 5.00 | 1569 | 4.40 | 0.86 | 5.00 |

Means: 4.00 (Question), 4.40 (Department), 4.40 (All Masters Courses)

# Duke University - Trinity and Pratt Undergraduate Programs
# Pratt EGRP Course Evaluations - Fall 2022

**Course:** EGRMGMT-578-02: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-02.

**Instructor:** Robert Twiss *

**Response Rate:** 2/3 (66.67 %)

## 17 - Appraisal of Learning

### The class discussions and/or lectures supported the objectives of this course.

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| Strongly agree | (5) | 1 | 50.00% |
| Agree | (4) | 0 | 0.00% |
| Neutral | (3) | 1 | 50.00% |
| Disagree | (2) | 0 | 0.00% |
| Strongly disagree | (1) | 0 | 0.00% |
| N/A | (0) | 0 | 0.00% |

Means: Question 4.00, Department 4.38, All Masters Courses 4.38

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 1.41 | 4.00 | 1398 | 4.38 | 0.86 | 5.00 | 1577 | 4.38 | 0.86 | 5.00 |

## 17 - Appraisal of Learning

### I would recommend this course to future students.

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| Strongly agree | (5) | 1 | 50.00% |
| Agree | (4) | 0 | 0.00% |
| Neutral | (3) | 0 | 0.00% |
| Disagree | (2) | 1 | 50.00% |
| Strongly disagree | (1) | 0 | 0.00% |
| N/A | (0) | 0 | 0.00% |

Means: Question 3.50, Department 4.23, All Masters Courses 4.21

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 3.50 | 2.12 | 3.50 | 1392 | 4.23 | 1.06 | 5.00 | 1570 | 4.21 | 1.08 | 5.00 |

## 17 - Appraisal of Learning

### The evaluation method (exams, homework, etc.) matched the objectives and content for the course.

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| Strongly agree | (5) | 1 | 50.00% |
| Agree | (4) | 0 | 0.00% |
| Neutral | (3) | 1 | 50.00% |
| Disagree | (2) | 0 | 0.00% |
| Strongly disagree | (1) | 0 | 0.00% |
| N/A | (0) | 0 | 0.00% |

Means: Question 4.00, Department 4.28, All Masters Courses 4.28

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 1.41 | 4.00 | 1394 | 4.28 | 0.95 | 5.00 | 1572 | 4.28 | 0.95 | 5.00 |

**Course:**    EGRMGMT-578-02: DESIGNING CUSTOMER EXPERIENCES.EGRMGMT-578-02.

**Instructor:**    Robert Twiss *

**Response Rate:**    2/3 (66.67 %)

## 17 - Appraisal of Learning

**The evaluation method (exams, homeweork, etc.) for this course was fair.**

| Response Option | Weight | Frequency | Percent |
|---|---|---|---|
| Strongly agree | (5) | 0 | 0.00% |
| Agree | (4) | 2 | 100.00% |
| Neutral | (3) | 0 | 0.00% |
| Disagree | (2) | 0 | 0.00% |
| Strongly disagree | (1) | 0 | 0.00% |
| N/A | (0) | 0 | 0.00% |

Means: Question 4.00, Department 4.28, All Masters Courses 4.26

| Response Rate | Mean | STD | Median | Department | Mean | STD | Median | All Masters Courses | Mean | STD | Median |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2/3 (66.67%) | 4.00 | 0.00 | 4.00 | 1387 | 4.28 | 0.96 | 5.00 | 1565 | 4.26 | 0.98 | 5.00 |

## 18 - Open-Ended QuestionsWhat parts of the class were most useful for you? Why?

| Response Rate | 1/3 (33.33%) |
|---|---|

• The lectures and readings were very useful in understanding the content. The assigned design challenges were extremely helpful in applying this knowledge.

## 19 - What parts of the class were least useful for you? Why?

| Response Rate | 2/3 (66.67%) |
|---|---|

• Weekly assignments were very high paced. Felt that class was focused heavily on assignments vs. learning fundaments.

• I feel like everything was very useful!

## 20 - Please add any additional comments or suggestions for improving the learning experience in this course.

| Response Rate | 1/3 (33.33%) |
|---|---|

• Due to the heavy reading, I really wish I was able to complete all the reading on time throughout the semester. I'll be honest it is a lot, it would be suggested to release these books for us to order in advance to the class starting. That way we are not a week behind waiting for them to come in, that really set me back from missing 5 chapters and being like 8 chapters behind at the start. Additionally as a distance learner, it would be helpful to remind on-campus students the expectations that having a distance student on your team most likely means they can't meet during work hours. I wish I had that luxury but unfortunately not. Also being a distance student they often are proactive in doing majority of work on the weekends, so if team members decide to start work at 11pm on Sunday night… you can't expect them to be available. Overall great course!

| Mean of Means Calculations | Mean | Department | All Masters Courses | |
|---|---|---|---|---|
| **Appraisal of Learning** | **3.83** | **4.33** | **4.32** | |
| **Course and Instructor Quality** | **4.25** | **4.25** | **4.23** | |