



# Vatebra Design Academy

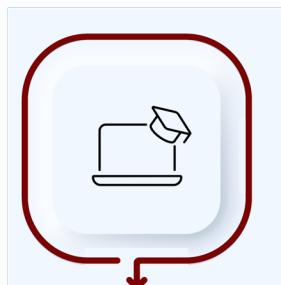
Improve your chances of landing a well-paying job and hasten the development of your career.



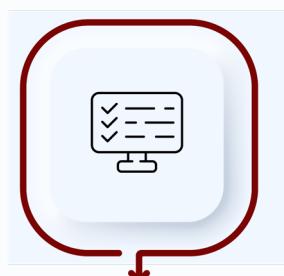
# GET YOUR CAREER STARTED IN PRODUCT DESIGN

This intensive training takes a hands-on approach to advancing you from Enthusiast/Zero Level to Product designers ready to build world-class products.

This training is designed by top professionals to provide in-depth knowledge to beginners while also establishing a leading industry relationship that leads to job opportunities.



**Online Live  
Classes**



**6 weeks  
(weekends only)**



**Expert  
Instructors**

# DESIGN CONSCIOUSNESS/ THINKING (MODULE I)

You will begin your journey by learning how to apply design thinking practices to product development and buy-in strategies, allowing you to gain a better understanding of the real-world market, maximize positive outcomes, and understand your customers' thought processes.

You'll learn how to perform opportunity and customer discovery, as well as how to translate your research insights into a product vision and value proposition hypothesis that can be applied to software product management and more as you complete this Product Design certification.

Design Thinking, Empathy Mapping, User Research, and User Personas are essential skills.

## Thinking About Design

Design thinking is a problem-solving method that prioritizes the needs of the consumer above all else. It is based on observing people's interactions with their environments with empathy and employs an iterative, hands-on approach to developing innovative solutions.

## User Profile

User personas are archetypical users with the goals and characteristics of a larger group of users.

## **Feelings/Empathy Map**

We may summarize the lessons we've learned from working with individuals in the realm of design research using an empathy map. The map offers four key areas on which to concentrate our attention, giving us a general picture of one person's experience.

## **User Studies**

To inform your design, assess your solutions, and gauge your impact, use user research. Research methodologies are frequently separated into quantitative and qualitative categories, including user research.

## **User/Client Persona**

The needs of a larger set of users are represented by user personas, which are archetypical consumers with certain aims and traits.

## **Human Centered Design**

- What is Human Centered Design Thinking?**
- Goals of Design Thinking**
- Stages of Design Thinking(Overview)**

# **Mastering the Design Thinking Process**

## **Define**

- Problem Definition**
- The POV Madlib Framework**
- Writing a Problem Statement.**

## **Ideate**

- Goals, Deliverables and Business Outcomes**
- Rapid Ideation and Epics**
- Completing ideation sessions for potential solutions**
- Types of Ideation Processes**

# PRODUCT DESIGN (MODULE III)

Once the problem has been defined and a market opportunity has been identified, it is critical to design a solution that is appealing to its intended audience. Create a spec to hand off to engineering for development after taking an idea through concept, design, and user validation. Diverge in order to explore ideas, then focus on and converge on a single idea using design thinking methodologies.

Essential Skills: Product prototyping, wireframing, usability testing, and sequential product development

## Design Sprint Overview

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Learn how to plan and include necessary stakeholders in a Design Sprint, as well as how to distinguish between the duties of the Product Manager and Designer. You should also learn how to articulate the goal and process of a Design Sprint and select excellent candidates for one.

### Understand

Explain the Understand phase of the Design Sprint, how lightning talks, interviews, and competitive analysis can be used as inputs, how to use the “How May We” method to find opportunities, how to use the “Rose Bud Thorn” method to categorise things as positive, negative, or opportunities, and how to use affinity mapping to find thematic insights.

### Define

Define success metrics using the HEART framework, distinguish between goals, signals, and metrics, and explain Craft Design Principles. Describe the Define phase of the Design Sprint. Write a press release for the future.

**iv****Sketch**

Describe the Design Sprint's sketching phase. Use sketching to generate ideas using the Crazy8 approach. Create a more thorough, in-depth Solution Sketch with at least three frames and facilitate a way for the team to share and vote on sketches.

**v****Decide**

Describe the Design Sprint's "Decide" step. Create a Decision Matrix to determine which ideas are worth pursuing, formulate questions regarding assumptions underlying ideas, and use Thinking Hats to represent viewpoints from a wider audience.

**vi****Prototype**

Learn how to use various prototyping techniques, produce a high fidelity, interactive prototype, and apply best practices for prototyping. You should also describe the Prototype phase of the Design Sprint.

**vii****Validate**

Create a plan and data collection procedures for a user study, conduct a user study and interview users, and have a feasibility discussion with an engineer. Then, describe the Validate phase of the Design Sprint..

**viii****Future Steps**

Create documentation for the engineering team, promote your proposal among cross-functional development teams, and explain the advantages of iteration and when it is suitable.

**ix****Implement a Design Sprint**

Develop a concept for a problem using a design sprint, make a prototype, put it through user testing, and get ready to hand it off to the engineering team.

# Build Exciting Products

## Exploring UI/UX

- Interface Design vs Product Design
- Roles of UI/UX Designers
- UI/UX Rules

## Design Fundamentals

- Contrast, white spacing, Alignment, visual Hierarchy, consistency, scale etc
- Introduction to Figma
- Wireframes to Prototyping: Converting Paper wireframes to low fidelity mockups



# BUILDING AND REFINING PRODUCTS (MODULE IV)

The best products are created using iterative product design techniques, which let companies experiment and learn while continuously enhancing the final product. Discover how product designers use roadmapping, testing, wireframing, and prioritisation as a component of their product strategy to create successful products inside a product design program.

**Product prototyping, wireframing, user testing, and iterative product development are essential abilities.**

## Learn about Wireframing's Crucial Role in Product Design

Discover how a product designer creates wireframes as a component of fast prototyping to create more efficient, customer-focused products.

## Discover the Step-by-Step Testing Plan to Guide Your Product Activities

Effective testing is necessary for iterative development. Discover how to set up and run effective tests, such as usability tests, that guide your product design iterations.

## Establish Your Product Design Roadmap and Priorities.

Learn how a product designer concentrates on the most crucial features of each product by using tried-and-true prioritisation techniques. To ensure successful product execution, how to create a product design roadmap.



# **IMMERSIVE JOB SUPPORT (MODULE IX)**

This course is intended to serve as a job workshop. The main goal is to teach our students all the aspects of job prospecting necessary to find employment in three months.

**Key Competencies:** Cover letter, Industry-standard CV, Interview Demo-Class, LinkedIn Optimization

## **Develop and Present Your Product Portfolio Plan**

Showcase what you've learned in a pitch presentation where professionals assess your new product design skill to obtain your Product Design certification. You'll receive detailed instructions every week on how to construct your final product iteratively. By the end of the course, you'll have produced a formal product design presentation that outlines your launch strategy and complete product.

## **Vatebra Academy Product Design Certification**

You will acquire a professional, industry-recognized Product Design certification after completing the Vatebra Product Design Course, allowing you to share your knowledge with your network and demonstrate your proficiency. Our certificates are also set up for LinkedIn sharing.

# LEARNING FLOW

## MODEL FOR LEARNING

A 1-2 Month period of hands-on instruction and experiential learning.

## FORMATION METHODS

Learn by solving actual situations.

## DESIGN OF PRODUCTS

Develop a product prototype as a group.

## ALUMNI COMMUNITY

Connect with top employers by joining our talent network.

# Contact Us

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