

Product & Design

Curriculum Roadmap

	<u>Monday</u>	<u>Tuesday</u>	<u>Thursday</u>
Week of June 18	Concept Design	Concept Development	Prototype Development
Week of June 25	Prototype Development	Prototype Design	Prototype Design
Week of July 2	Product Implementation (Development)	Product Implementation (Development)	Product Implementation (Design)
Week of July 9	Product Implementation (Design)	Evaluation (Development)	Evaluation (Design)
Week of July 16	Project Work	Project Work	Project Work
Week of July 30	Project Work	Project Work	Project Work

<u>Wednesday</u> <u>Friday</u>

Cross-Track, Project work Demo / Evaluation Day



Product & Design

Topics within each module

The product track is broken into two sub-tracks, development and design. The design sub-track leverages a user-centered approach to product creation, while the development sub-track develops skills and processes using market analysis approach to product creation. We have structured the curriculum along a simple product design and development timeline. This timeline, illustrated below, gives context to the things we are teaching.

Market Opportunity Evaluation, Sizing, Capture Equivalents, Type of Product Behavior to leverage Business Model
Customer Development
Metrics for approval
Viability (in the market)
Engagement models
Funnel metrics and process

Agile Process
Managing / Motivation
Evidence for motivation
Goal setting / orientation
Product Ownership
Initial Scaling
Legal: ToS, Security, Privacy

Metrics > KPI's
Analytics/Activity
What to change
Conversions
Scalability
Product Engagement
User Behavior

Conception

Prototype

Implementation

Evaluation

User Centered Design Personas Values and Needs Product Identity
Features for MVP
Approval for fidelity mocks
Gathering and using user
feedback
User Stories/interactions/
narratives

Sketch - Wireframe Mockup - Dev
(HTML5/CSS3)
Interaction Map / Screen
Flows (w/ User Stories)
Design & Dev Workflow
Best Practices / Tools
Technical Feasibility
User testing

A/B Testing
User Feedback
Behavior Modification
How to test

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