

	<u>Day 1</u>	<u>Day 2</u>	<u>Day 3</u>
<u>Week 1</u>	Concept (design)	Concept (development)	Concept (design)
<u>Week 2</u>	Prototype (design)	Prototype (development)	Prototype (design)
<u>Week 3</u>	Implementation (design)	Implementation (development)	Implementation (design)
<u>Week 4</u>	Implementation (development)	Evaluation (development)	Evaluation (design)
<u>Week 5</u>	Project Work	Project Work	Project Work
<u>Week 6</u>	Project Work	Project Work	Project Work

### Day 4

Cross-Track, Project work

### Day 5

Demo / Evaluation Day



# Product & Design

Topics within each module

## Concept (design)

User Centered Design  
Personas  
Values and Needs

## Prototype (development)

Business Model / Customer Dev  
Metrics for approval > validation  
Viability (in the market)  
Engagement models & mechanisms  
Funnel metrics and process

## Evaluation (design)

A/B Testing  
User Feedback  
Behavior Modification &  
how to test it

## Concept (development)

Market Opportunity  
Evaluation, Sizing, Capture  
Equivalents, Type of Product  
Behavior Plugins (social, game, fun)

## Implementation (design)

Sketch - Wireframe - Mockup - Dev  
Interaction Map / Screen Flows  
Design & Developer Workflow  
Best Practices / Tools  
Technical Feasibility / User testing

## Evaluation (development)

Metrics > KPI's, analytics/Activity  
Knowing what to change  
Conversions / Funnel Analytics  
Product Engagement  
User Behavior

## Prototype (design)

Product Identity  
Features for MVP  
Approval for fidelity mocks  
Gathering user feedback  
User Stories/interactions

## Implementation (development)

Agile Process  
Managing / Motivation / Evidence  
Goal setting & orientation  
Product Ownership  
Initial Scaling  
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