



**Virtual Design
Master**

Virtual Design Master

2019





Eric

Co-Creator

@discoposse



Angelo

Co-Creator

@angeloluciani



Melissa

Creative Director

@vmiss33

virtual design master

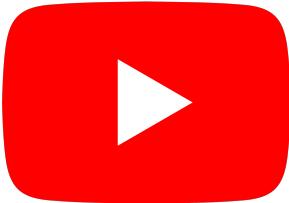
introduction: season 6

hackathon.

Hackathon: an event, typically lasting several days, in which a large number of people meet to engage in collaborative computer programming. In 2019, Virtual Design Master will help to redefine the hackathon!

| season 6 schedule

On-Demand



july

11

july

18

july

25

The Idea

discopos.se/vdmS6E1OnDemand

Coming up with a viable idea
for a hackathon

The Team

discopos.se/vdms6e2

Building an inclusive team,
matching skills, and
mentoring

The Product

discopos.se/vdms6e3

Developing an effective
approach to hackathon
product management

The Event

discopos.se/vdms6e4

Preparing for the live event
and how to pitch your
product idea

HACKATHON ANNOUNCEMENT

save the date

hack

Start: Friday August 9, 2019 09:00 ET

Finish: Saturday August 10, 2019 09:00 ET



<https://discopos.se/VDMS6Registration>

august

9-10

100% online event

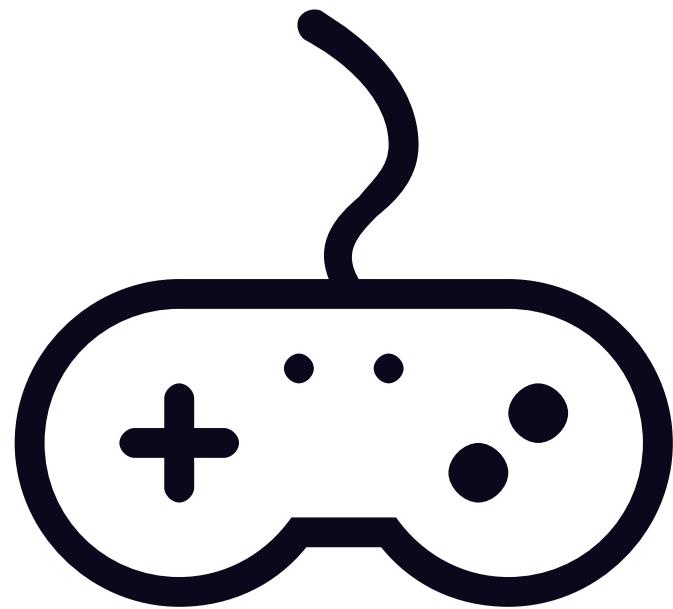
virtual design master hackathon



Ops-oriented and focused on inclusivity

HACKATHON 101

- 01 – the idea
- 02 – **building a team**
- 03 – product management
- 04 – getting ready + pitching
- 05 – live event



PLAY
BY
RULES

code of conduct

Community and Event Code of Conduct

All attendees, speakers, sponsors and volunteers at our conference are required to agree with the following code of conduct. Organizers will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everybody.

The Quick Version

Our conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion (or lack thereof), or technology choices. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference *without a refund* at the discretion of the conference organizers.

The Less Quick Version

Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, technology choices, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors are also subject to the anti-harassment policy. In particular, sponsors should not use sexualised images, activities, or other material. Booth staff (including volunteers) should not use sexualised clothing/uniforms/costumes, or otherwise create a sexualised environment.

If a participant engages in harassing behavior, the conference organisers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately. Conference staff can be identified as they'll be wearing branded clothing and/or badges.

Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to follow these rules at conference and workshop venues and conference-related social events.

02

Building the Team

Team Building Tips for a Successful Hackathon



art of the build

01

design

sketch your idea and
user flow (UI/UX)

plan

assign features and
milestones

02

build

develop and test iteratively
and collaboratively

03

market

present your idea and
the market potential

04





BUILD THE RIGHT TEAM

Teams become successful with strong communication, transparency, diversity, and commitment to the vision and the leadership

always keep learning



develop

developing and building code and user experience



research

researching customer and user needs, solutions and solving bugs



secure

security throughout the process of development and deployment



launch

deploy and present the solution in the final pitch



USE PROPER TECH

technology choices are a combination of team preferences and what is available at the time of the project

choice is a set of continuous trade-offs

"proper" is defined by these trade-offs



trade-offs collaboration

- ✓ who has skills in the products and tools already that can be leveraged?
- ✓ how much can be learned via mentoring and coaching during and after the event?
- ✓ what are the needs of the MVP which may differ from the longer term platform needs?
- ✓ how can your team reduce the friction in getting your initial MVP built?
- ✓ how can delegation and collaboration be balanced in the compressed timeframe?



team success



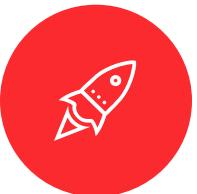
strengths of diversity

mixing skills and capabilities creates the ideal teams. hackathon teams and startup teams are more effective when a mix of common skills and diverse skills are brought together.



power of collaboration

we move faster as a group and drive each other to greater outcomes because strengths become amplified and diversity becomes a greater strength in the group.



radical transparency

there are no secrets and there is no shame as we build products and teams. openness and collaboration are built on the strength of transparency at every step.

build.

put the combination of diversity, collaboration and transparency into action.

the team becomes stronger at a pace which you can't even imagine as the event unfolds

enjoy!



hackathon 101



plan smart

What is the problem you are trying to solve



dream big

Think big and scale to the MVP



look ahead

Imagine the outcome and begin your planning



build trust

Lean on your team and your peers to achieve the goal



01

Example 1: Web application for VM controls

You want to be able to provide a web-based dashboard for users who can search for their VMs and be able to power them on and off without having to use a VMware client.

features to team roles

01

overall design

from idea to product planning requires a specific skillset for scoping features

02

project planning

compressed timeframes and diverse skills needs organization at the outset and throughout

03

product management

the art of ruthless pragmatism when fitting features and design decisions as the product is built

04

product marketing

how will you demo your product, including features that may be design mockups to tell the story of why it will succeed

05

product testing

continuous testing including code-level, infrastructure, product QA and more

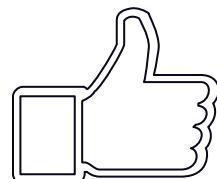
06

platform engineering

infrastructure and release operations for the build and deployment process

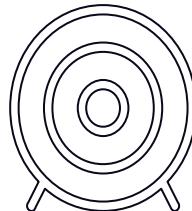
building the team

- What skills and strengths do you have?
 - What are your weaknesses/challenges?
 - What skills will augment yours to create a comprehensive team?
-
- Seek complementary team members
 - Be prepared to listen, learn, and adjust
 - Successful products are built by successful teams



hackathon teams

- Who will handle product management?
- Which team members can build the product?
- Who creates the presentation and marketing?
- How do you deal with conflict resolution?
- Who are the specialists and generalists?



TEAM THINKING



security

product building means thinking security and compliance at every stage



outcomes

get out what you put in and build a team with the goal and vision in mind



flexibility

give and take with skills, ideas, and trade-offs in design decisions



safety

successful teams are built on a sense of belonging



innovation

we all grow better together as we expand each other's skills

<https://discopos.se/VMworldCommunityCoffeeExchange2019>



coffee exchange

VMworld 2019



**register
to stay in touch**



Episode 3 – Hackathon Product Mgmt
<http://discopos.se/vdms6e3>



Episode 4 – Getting Ready!
<http://discopos.se/vdms6e4>



Hackathon Event
<https://discopos.se/VDMS6Registration>

Register the Series!

Each webinar is available for registration using the links here and will also be available on-demand.

Register for the live online hackathon and start building up your ideas!