## **📋Project Guidelines | Student | PDM 5.0**

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# **Final Project**

We are excited to be learning with you! This course was designed with the intention and purpose of teaching you how to **THINK** like a product manager. Product can be a very subjective field and is often applied differently - this course works with you to build a strong foundation that will inform how to navigate product in any environment.

## Why this Project?

Product Managers identify key problems worth solving and work to solve them. However, they don’t do this alone or in a bubble. This is a core topic that will be discussed throughout the course. This pitch is designed to create a hands-on simulation for both identifying customer problems and for how you might get your leadership team and/or other stakeholders on board with your moving forward.

# **Project Structure**

## Basics

By the end of the first week, you will choose an industry to focus on. The industries you can choose from are the following:

1. Public Transportation
2. Travel
3. Adult Education
4. Fashion
5. Design Your Own

**Note**: Are you brand new to product management? We recommend choosing Option 1-4. If you have more experience in the discipline, we recommend Option 5.

## Determining the Problem

Once you align on an industry, you’ll work through a guided exercise to determine potential problems that you might solve. You’ll then focus the remainder of the work on that problem(s).

Examples:

* Public Transportation - Transit Delays
* Travel - Frequent Cancellations
* Adult Education - Limited Access
* Fashion - Adverse environmental impact

## Validating the Problem

There are lots of ideas that float around in software development and technology. Product Managers need to validate that the problem is real, that customers have the problem, and that the problem is worth solving. You’ll do that through user interviews, simulated experiments, competitor research, and utilizing the additional skills you are learning in class.

## Coming up with a Solution

Once you validate assumptions, it’s safe to start working towards some solutions. You’ll do some basic sketches and designs so that you can propose solutions to the problem you validated. Since this isn’t a design class, you don’t have to worry about being an expert designer. What’s important here is that you can communicate ideas demonstrating what you learned from your customers.

## Presenting your Pitch

Pitching isn’t just as simple as putting together a deck and talking. There are best practices to follow. You’ll learn in class some basic skills that you can then use to craft your pitch. Your group will work together to decide what is included in your deck and who speaks.

## Reflection

After you present, the best way to get better is to reflect. As a class, you will conduct a retrospective and determine what went well and what you can improve for next time.

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# **Midpoint Presentation**

The purpose of the midpoint presentation is to share your initial thinking around your target audience, key problem, proposed solution, and MVP. You will give a 4-5 minute presentation with slides, followed by questions and feedback from the class.

Your presentation should cover:

* Your target audience
* A customer problem statement and hypothesis
* A summary of what you’ve learned from customer interviews & and revisions to your problem statement / hypothesis
* Your proposed MVP & prioritised features

**Your presentation should not be more than 10 slides.**

# **Final Presentation**

At the end of the class, you will verbally pitch to your classmates and the instructional team using the information that you’ve learned throughout the course to address a user's needs.

## Audience

In reality, you will be presenting to your classmates and your instructors. However, this pitch should be written as if the audience were potential stakeholders or a leadership team at the hypothetical company you are working with/for. Imagine you are asking for approval to move forward with this project. Your audience are the people who can say yes.

## What to include in your pitch

* What problem have you identified in your prompted industry?
* Who are you planning to solve this problem for?
  + Users
  + Target Demographic
* Why is this an important problem to solve?
* What do you think is the best approach to solving this problem?
  + Proposed Solution
  + Prototype/Wireframe
* How will you measure success?
* How will you communicate your short/long-term plans for your solution to stakeholders?

## Logistical requirements

* The presentation in class will be 7 minutes.
* Create a pitch deck that will be used throughout your presentation.

# **What to Submit**

The following assets are required to meet the course's final project requirements:

* A pitch deck **submitted before the first night of presentations**
* 7-minute pitch presentation. **Presented during class**

## **🔍 Project Evaluation Rubric - PDM 5.0**

### Final Project Deliverables

To receive credit for the final project, you must submit:

1. A pitch deck **submitted before the first night of presentations**
2. 7-minute pitch presentation. **Presented during class**

### Rubric Criteria

Your project will be evaluated in general as sampled below. You will receive a score of 0-3 for each criterion.

| **0** | **1** | **2** | **3** |
| --- | --- | --- | --- |
| Something is missing or it is incomplete | Something is there but not all of it | Most of it is there | Everything is there |

Your grade will be the sum of these scores, with 21 being the highest possible result. You need to score at least **13** out of **21** to earn a passing grade.

Your Instructor and classmates will also provide you with qualitative feedback on your final presentation.

| **Criterion** | **0** | **1** | **2** | **3** | **Score** |
| --- | --- | --- | --- | --- | --- |
| **Problem Identified** | There is no problem definition. | There is some attempt to define a problem however it is not clear or following a structure shared in class. | There is a clear, well structured definition of a problem and hypothesis, however there is limited evidence of validation from customer research. | There is a clear, well structured definition of a problem and hypothesis, with strong evidence of validation from customer research. |  |
| **Comments** |  | | | | |
| **Target Audience** | No target audience is identified. | Target audience is identified, however it lacks meaningful detail and there is little evidence of alignment with the chosen problem. | Target audience is identified passably, but there is little detail on why this audience is being targeted. | Target audience is identified well, is clearly aligned with the chosen problem, and there is a strong explanation of why this audience was identified. |  |
| **Comments** |  | | | | |
| **Proposed Solution** | There is no solution suggested. | A solution is suggested using either a user flow diagram or low fidelity wireframes / sketches, however, it does not address the problem of the target customer | A solution is suggested using both a user flow diagram and a low fidelity wireframe or sketch, with some evidence that it addresses the target customer’s key problem. | A solution is suggested using both a user flow diagram and a low fidelity wireframe or sketch, with strong evidence that it addresses the target customer’s key problem. |  |
| **Comments** |  | | | | |
| **Measure of Success** | There is no information on how the success of the solution will be measured. | There is an attempt to discuss how success will be measured, but there is little evidence of how the solution relates to those measures. | Clear measures of success are defined, with some evidence of how those measures align with the solution. | Measures of success are thoroughly discussed, including how success will be measured for the solution. |  |
| **Comments** |  | | | | |
| **Short/ Long-Term Plans** | There is no definition of the short and long-term plans for the solution. | There is an attempt to define short and long-term plans however it is not in an acceptably detailed Roadmap format. | Short and long-term plans are defined in an appropriately detailed Roadmap format. | There is a strong definition of short and long-term plans, in a thorough Roadmap format. |  |
| **Comments** |  | | | | |
| **Criterion** | **0** | **1** | **2** | **3** | **Score** |
| **Presentation** | The presentation is poorly written, and it is hard to understand the problem, research, and idea. | The presentation communicates the problem, research, and idea, however, there are several areas that are unclear. | The presentation communicates the problem, research, and idea, however, there are a few areas that are unclear. | The presentation thoroughly and clearly communicates the problem, research, and idea. |  |
| **Comments** |  | | | | |
| **Error-free** | There are 6 or more spelling, grammar, or typographical errors in the presentation. | There are 3-5 spelling, grammar, or typographical errors in the presentation. | The presentation contains 1-2 spelling, grammar, or typographical errors. | The presentation is error-free. |  |
| **Comments** |  | | | | |
| **TOTAL SCORE** | | | | | **\_\_/21** |