



# BrainStation® Industry Project

Session will begin soon.





BrainStation®

Industry Project

# Welcome to The Industry Project!

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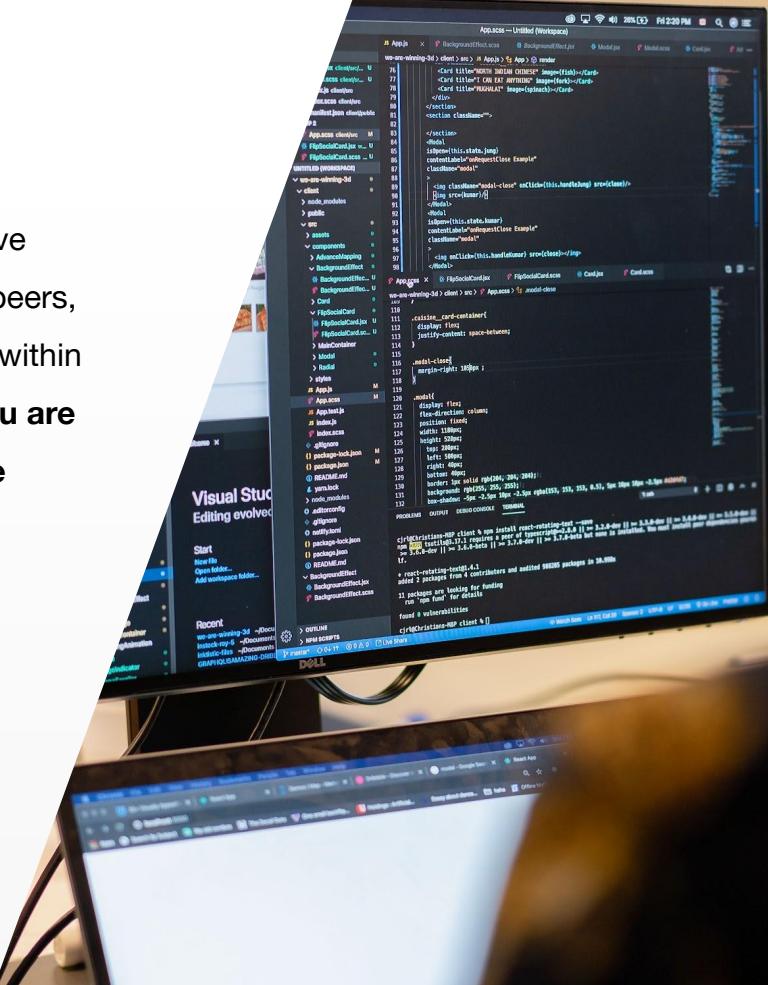
A 24-hour collaborative tech sprint challenging BrainStation students to create digital solutions for one of BrainStation's Industry Partners.

#BrainStation #futureproof #industryproject



# The Purpose

This experience is about flexing the skills you have developed to date, learning new concepts from peers, and practicing communication and remote work within cross-functional teams. **More than anything, you are preparing and building skills to succeed in the future of work.**



# Industry Project Goals

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- Gain experience working with a multi-disciplinary technical team
- Build a piece of work to use for your portfolio
- Practice and strengthen skills you have learned in the bootcamp
- Opportunity to ideate as a group to solve a real-world challenge



# Why Collaborate?

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The dynamics of modern labour are forcing businesses, especially those with a focus in tech, to place ever-greater emphasis on collaboration & flexibility.

- **Remote and/or Hybrid**
- **Technology Centered**
- **Digital-First**
- **Interdependent and Complex**
- **Unstructured**





# The Challenge



# Problem Space

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## Shopify

- One of the most popular ecommerce platforms on the planet, with a **23% market share in the U.S.**
- Has more than **2.1 million daily active users** and more than **1.75 million merchants**.
- Empowers **5,300 Shopify Plus stores**, and over **1 million businesses** through its standalone Point Of Sale (POS) system.
- **87% of merchants use third-party apps**, with the average merchant having six apps installed.



# Problem Space

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**Merchants have access to the robust Shopify Ecosystem, a network of partners that includes:**

- Developers who create apps for the [Shopify app store](#)
  - Designers who create themes for the [Shopify theme store](#)
  - Entrepreneurs, educators, influencers, and content creators who inspire and teach their audience about entrepreneurship with Shopify via the [Shopify Affiliate Program](#).
  - Designers, developers and consultants available for hire to help with marketing, store setup, custom development, content, and more via the [Shopify Experts marketplace](#).
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# Problem Statement

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**How might Shopify better leverage its Ecosystem to make entrepreneurship more accessible than ever before?**

In other words..

How can you imagine Shopify using its Ecosystem to help lower the barrier to entrepreneurship in entirely new regions, demographics, and business sectors?



# Considerations

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## Things to consider:

- How does Shopify currently leverage its ecosystem? What could it do differently, better?
- How are businesses successfully solving these problems, as well as other platforms & applications?
- Merchant underrepresentation:
  - Regions, Demographics, and non-traditional business sectors
- What new and emerging technologies are changing the landscape of commerce?
  - (See [Fashion Ecommerce Trends: How NFTs Will Impact the Industry](#) for an example)
- What are some common barriers to entering entrepreneurship?
- What are some common obstacles for first time merchants?
- Practice inclusive and accessible design. (See [Web Accessibility Initiative](#) for reference.)
- Shopify's [Polaris](#) design system can be leveraged in your solution.



# The Logistics



# The Next 24 Hours

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Teams will consist of:

- 2-3 UX Designers
- 2-3 Web Developers
- 1-2 Data Scientists
- 0-1 Digital Marketer

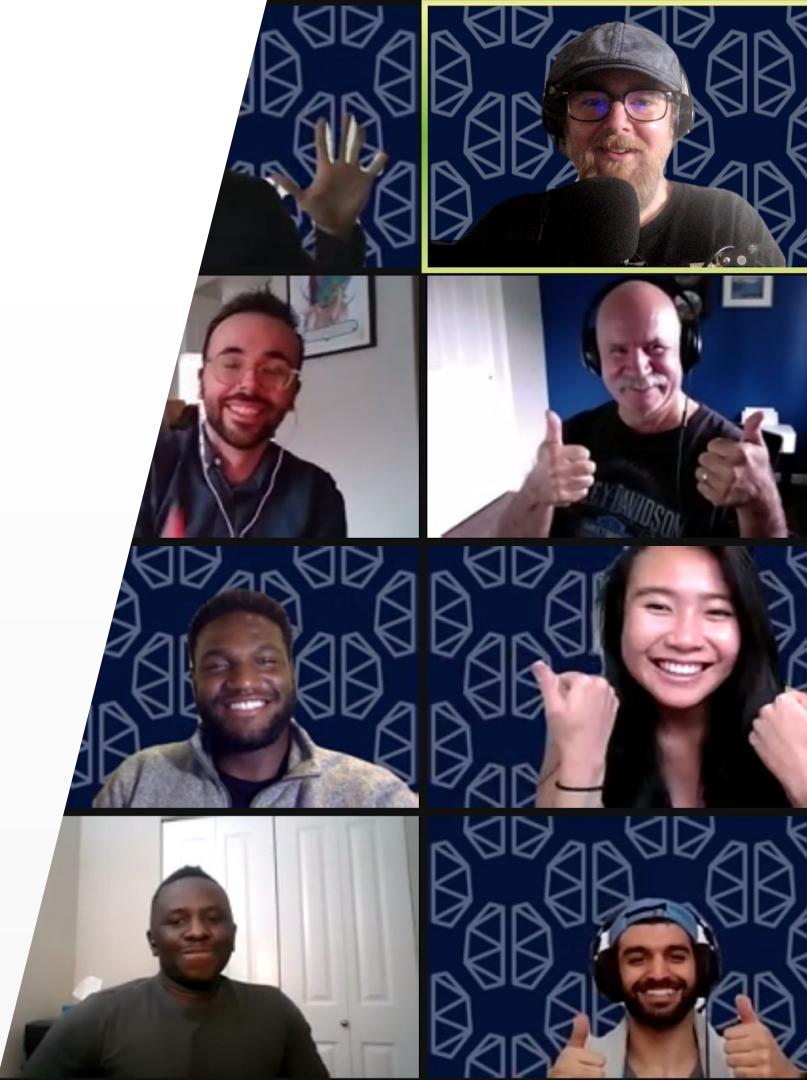


# Where to Start

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You will be working alongside a dynamic, multi-disciplinary group of individuals towards a singular goal.

- What are your teams strengths? Start brainstorming ideas.
- What is your problem statement? State your goal in one sentence.
- What already exists? Do you plan to something new or improving on what's available?
- What is your solution? What is the impact?
- Who are you building for?

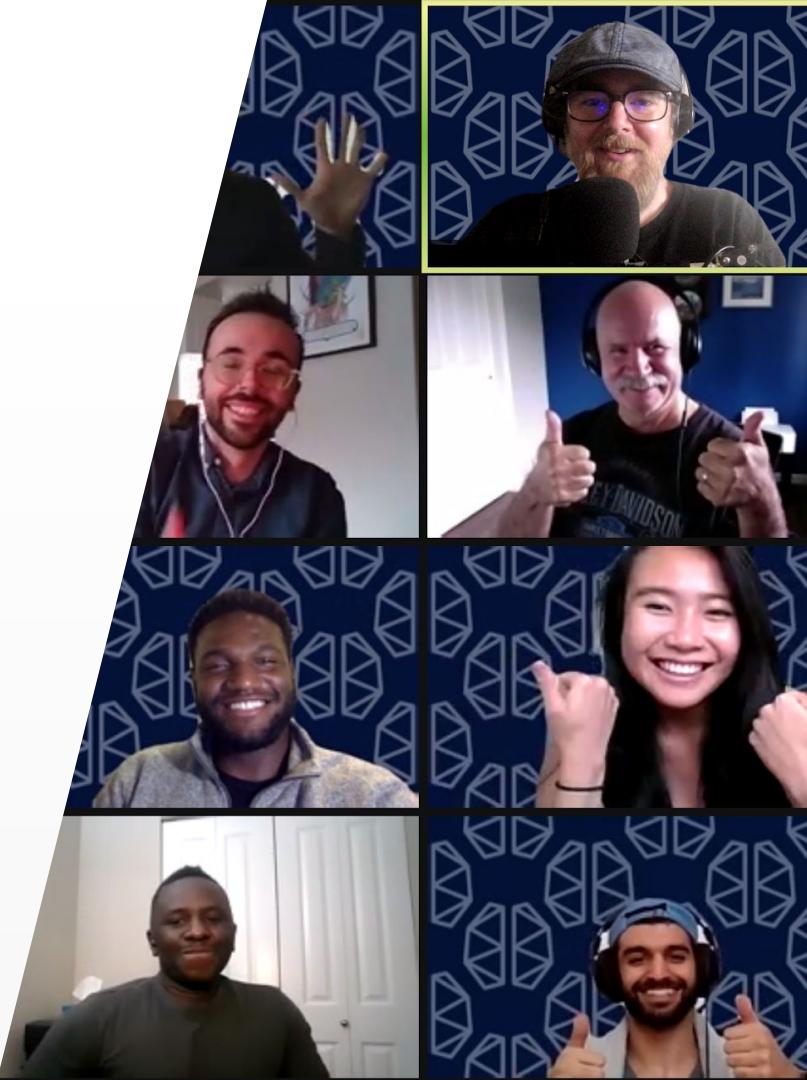


# Where to Start

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Need help?

- Your team is here for you!
  - Share updates about any obstacles early and often.
- Contact your Educators
  - They can guide you in the right direction.
- Refer back to the Project Toolkit
- Keep an eye on the schedule – done is better than perfect.

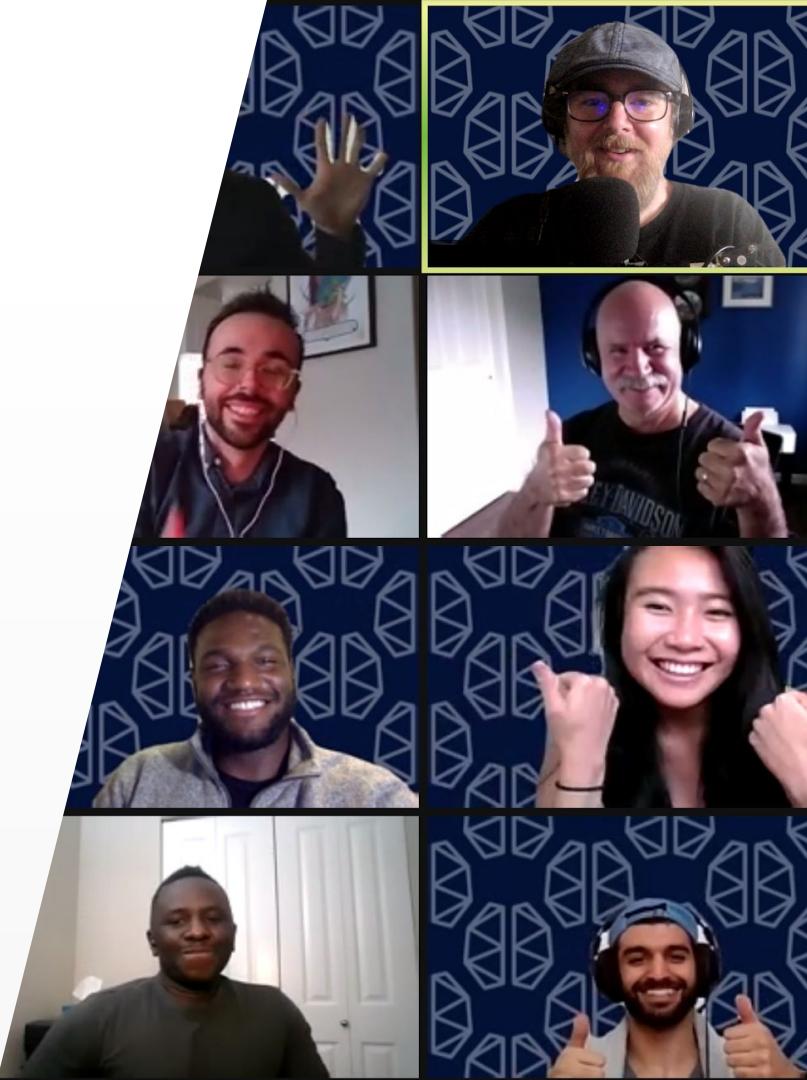


# Key Touch Points

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Need help?

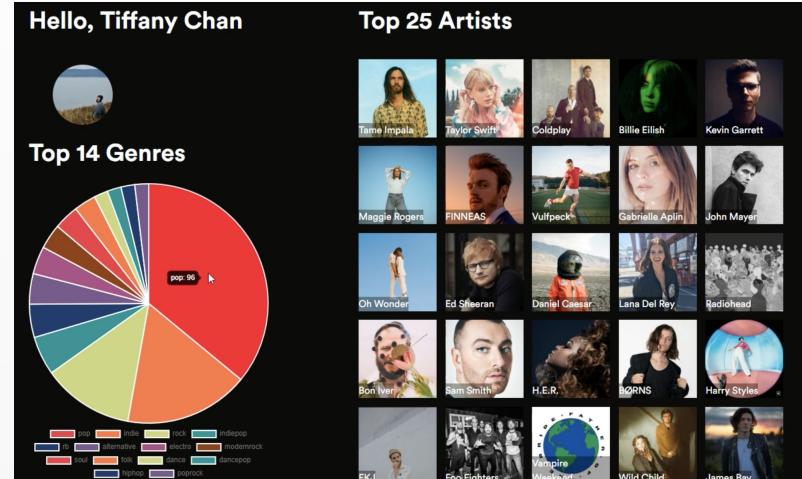
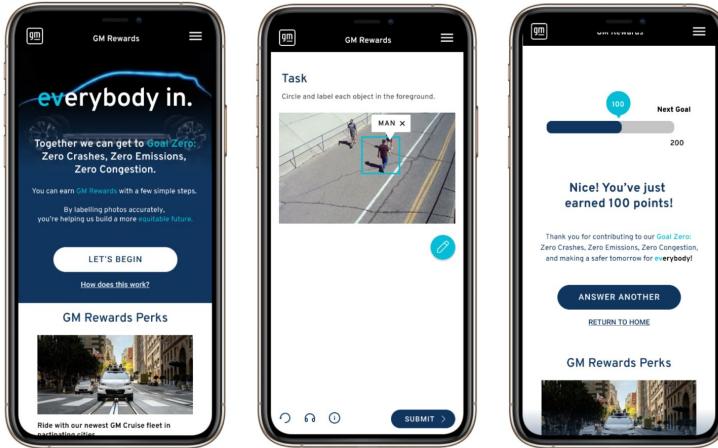
- Educators and PM's will be available throughout Friday to provide additional support as needed.
- Each team will have a 30 minute scheduled meeting with their Project Manager on Friday morning.



# Final Deliverables

By tomorrow at 4pm EST / 1pm PST your team  
must submit:

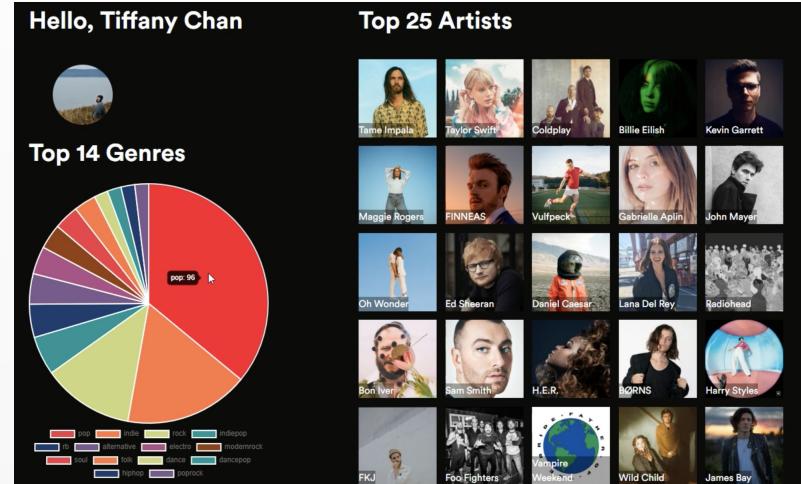
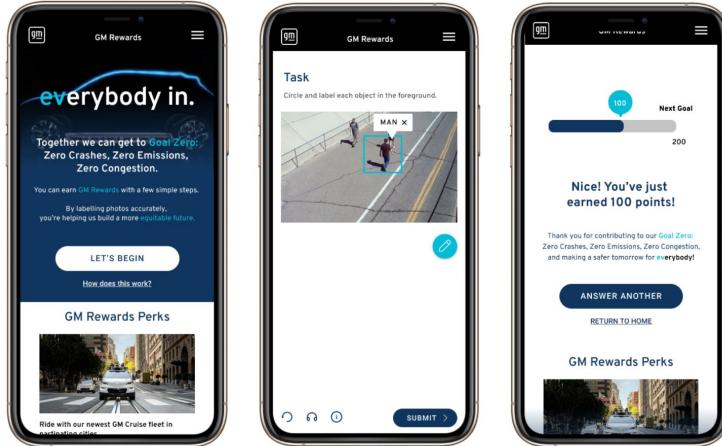
A .zip file containing all relevant outputs for your project. This includes Figma assets, a PDF of your presentation, and any other content pieces.



# Potential Outputs

Your .zip should contain all work produced for the project including any of the following:

- Hi-fidelity mockup
- Proto-persona
- Figma wireframe
- Multi-page site
- Interactive widgets
- Insights Dashboard
- Marketing Campaign Pitch



# Accessibility Considerations

- Refers to the design of products, devices, services, or environments for people who experience disabilities.
- It is related to **Universal Design** which is the process of creating products that are usable by people with the widest possible range of abilities, operating within the widest possible range of situations.
- Users may experience varying degrees of auditory, cognitive, physical, speech, and visual disabilities.
- Websites and web tools designed for people with a broad range of abilities benefit everyone, including people without disabilities.



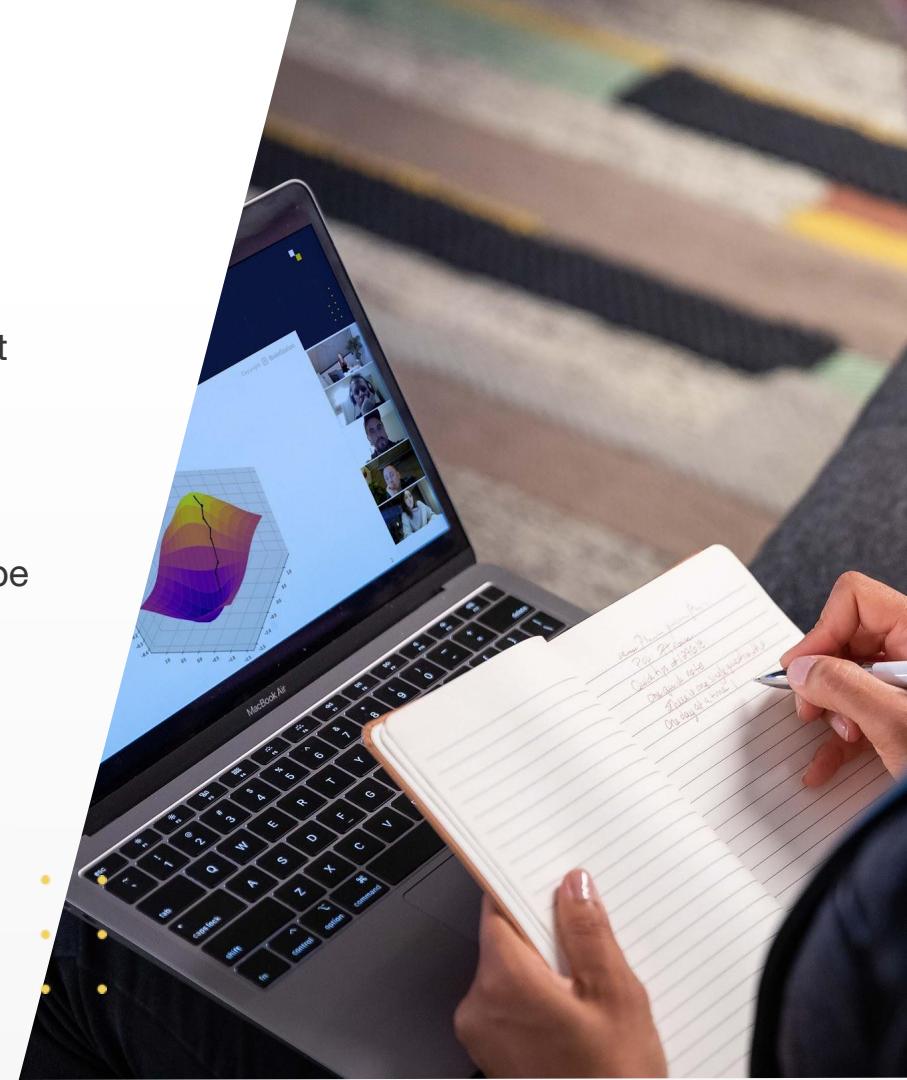
# Pitch Presentations

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On **Friday at 4pm EST / 1pm PST**, teams will present their final work.

**Each team will have 5 minutes to present.**

At least one person from each discipline will have to be present the portion of work associated with their discipline.



# Judging Criteria

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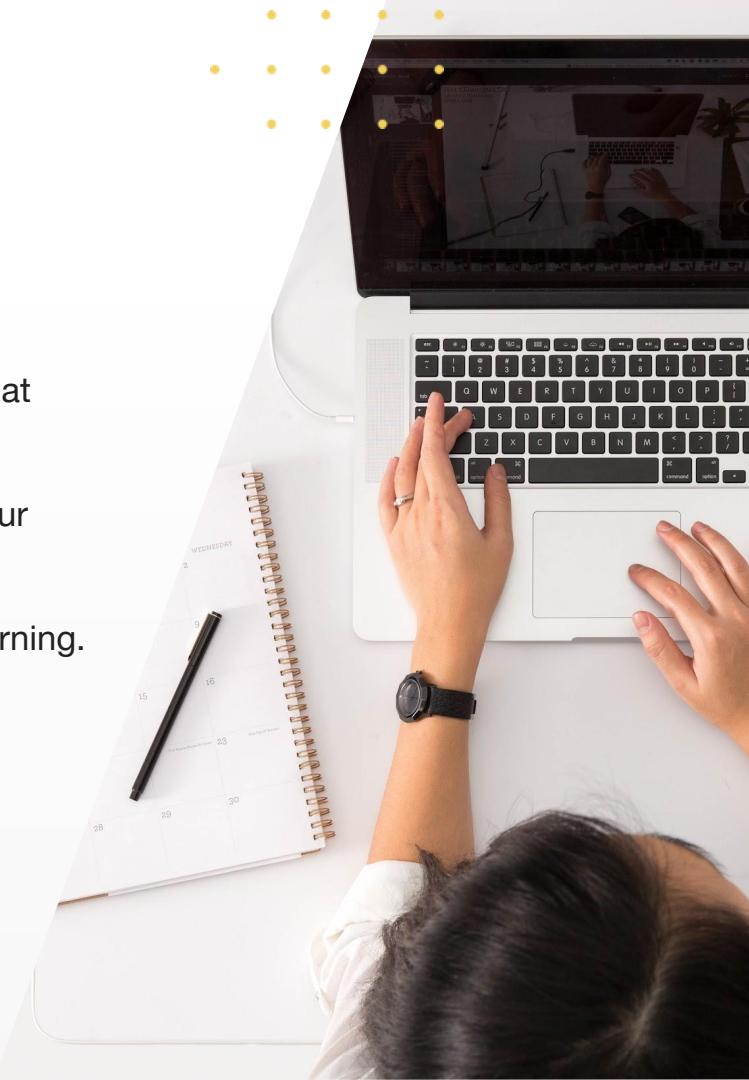
- Innovation
- Technical Execution
- Technical Difficulty
- Presentation and Pitch
- Fit to Challenge
- Group Collaboration



# Milestones

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- **Team Name:** Get the team camaraderie started.
- **Ideate:** Research and craft a problem statement, and know what you want to build.
- **Plan:** Have created a plan for how you will design and build your solution.
- **Check-in:** Schedule a check-in with your PM for tomorrow morning.
- **Build:** By 3pm EST / 12pm PST tomorrow - All deliverables completed
- **Present:** By 4pm EST / 1pm PST tomorrow - Submit your .zip files and get ready to present.

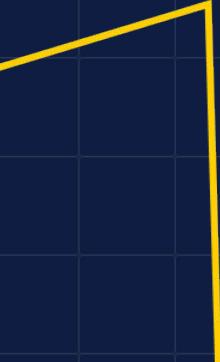


# Next Steps

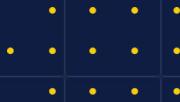
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- Begin coordinating with your team.
- Talk about what you can realistically accomplish.
- Agree on your preferred workflow - where and how will you communicate and share documents?
- Create a rough schedule for your team - set deadlines.
- Check in with your Educator and PM's on Slack





Good Luck!



# Problem Space

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