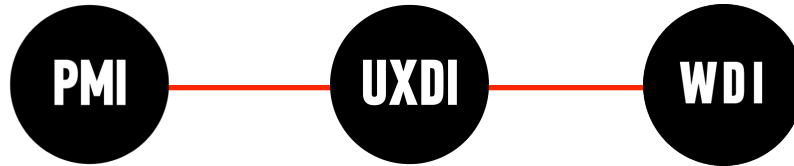




GA IMMERSIVES COLLABORATIVE PROJECT



WHAT

In this collaborative project, PMI, UXDI, and WDI students will work together to build a desktop web product. PMI students will work alongside their instructors to define the products, with UXDI and WDI acting as their design and development teams.

WHO

Product Management Immersive

Product Managers will be in the final weeks of their course, with this being considered their final project. They will be managing the team throughout the sprint and ultimately responsible for project success.

User Experience Design Immersive

UX Designers will be recent graduates of the course, having completed 4 UX projects throughout it. They will also be able to support with some visual design. (colors/fonts/etc)

Web Development Immersive

Developers will be in the process of completing their course. They are full-stack developers who have completed projects using HTML/CSS/JavaScript and Ruby on Rails. Some developers will be particularly adept at either Front-End or Back-End.

BENEFITS

- All participants will gain a portfolio piece.
- Designers and developers will gain collaborative experience
- UXers will gain experience on how to best work within technical requirements, and developers will learn about the value of usability in design.
- Product Managers will ideally successfully launch a product.

GROUPS

- Each team will consist of 1 Product Manager, 1-2 UX Designers and 2-3 developers.
- Groups will be assigned.

SCHEDULE

January 11th - 29th, 2016

The project sprint will last a total of three weeks, with product managers being involved throughout, and design/development's involvement depending on the project phase.

Expected availability for UXDI + WDI students would be as follows:

Week 1: Jan 11th – Jan 15th

	Monday	Tuesday	Wednesday	Thursday	Friday
UXDI	off		Afternoon Kickoff	Design Phase	
WDI	off			Available for consultation	

Week 2: Jan 18th – Jan 22nd

	Monday	Tuesday	Wednesday	Thursday	Friday
UXDI	Design Phase				off
WDI	Available for consultation		Pre-Build Planning		Build Phase

Week 3: Jan 25th – Jan 29th

	Monday	Tuesday	Wednesday	Thursday	Friday
UXDI	Testing + Recommendations		off		Launch / Present
WDI	Build Phase				

ROLES

As a team, you will all be collaborate on the following:

- Defining Product Features, Requirements and Minimum Viable Product (MVP).
- Identifying Project Sprints.
- Deploying a Working Product.

Individual roles will break down responsibilities as follows:

PMI

- Founder and Product Owner
- Final decision maker for product choices, dates and deliverables
- Project Management

UXDI

- Owns Customer Voice
- Responsible for recommendations regarding customer touchpoints
- Creates Design Ethic
- Analyze provided research data and conduct customer interviews
- Facilitate ideation and collaboratively design solutions

WDI

- Provides consultation and recommendations for technical choices throughout the design phase
- Works as a team to build product according to design specs
- Iterate on testing data
- Build and deploy product

DELIVERABLES

Below is a sample list of expected deliverables by role. The final decision on what is needed and when will be designated by the Product Manager.

Milestone	Deliverables and Owner	
<i>Develop Idea</i> 2-3 days	All Product Manager owned: 2-5 preliminary ideas 2-5 market and revenue projections	Preliminary User Interview (sanity check) Vision Statement Elevator Pitch Mantra Project plan
<i>Validate and Design</i> 6-8 days	Market Sizing and Revenue Projection - PM Marketing Plan - PM Lean Canvas - PM Lo-Fi Demo - PM/UX Audience ID - PM/UX Customer Interviews - UX Surveys - UX User Flows and Site Maps - UX	Personas - UX Hi-Fi Demo - UX Design Approach and Ethic - UX Competitive Analysis - UX Updated Project Plan - PM Updated Marketing Plan - PM Product Backlog - PM Sprint Backlog - PM BRD - PM
<i>Build</i> 5 days	SCRUM Board and Process - DEV Code base – Release Candidate DEV Infrastructure Setup (if any) - DEV	Testplan and Results - DEV/UX GO-NO-GO - PM
<i>Launch</i> 1 day	Team	Team

INTERESTED?

Please fill out and submit this form by **January 6, 2016**:

<http://goo.gl/forms/sKkSI23GX2>