

MPCS 51250

Week 03 – Market

Assignments Due at Start

- Individual Reflection Report 02

Agenda

- 5:30 PM – 6:20 PM – Group Progress Reports
- 6:20 PM – 7:00 PM – In-class commercials: Round 1
- 7:00 PM – 7:10 PM – Break
- 7:10 PM – 7:50 PM – In-class commercials: Round 2
- 7:50 PM – 8:00 PM – Prototypes Brief
- 8:00 PM – 8:30 PM – Break / Group Check-ins

Objectives

- Students will be able to communicate who are their customers, their customers' needs and how their product resonates with customers
- Students will be able to develop a shareable prototype explaining their product

Assignments Due Next Week

- Individual Reflection Report 03
 - Are you comfortable taking creative risks?
 - How well do you understand your customer and what they are care about?
- Group Progress Report 03
 - What is your consumable prototype that you will share prospective customers?