



Product Stages Argument Game

In this game, we question why the UXCG questions are labelled with the labels they have. Often, the same question can be related to different product stages. Discussing each question's connection to its stage label allows the student to obtain an even more modular mindset. This exercise trains the skill of understanding upfront to what stage the question that is being discussed in the team belongs to.

For example, question #26, "How to make bonuses and promotions more attractive to users?" will have totally different answers depending on the product stage. For the Development stage, the answers to this question are hypotheses. Some of them could be right, some of them could be wrong. Therefore, it might be safe to create as many theories as possible and validate those after the product release.

The same question with the focus on the product packaging and wrapping of the released product (Pre-SignUp stage) will have answers similar to the Development stage. However, we will be less flexible since there will be less theories available for safe validation, without damaging our reputation and relations with our users.

As for the Post-SignUp stage, the assumption goes that we think about creating promos and bonuses within the scope of already existing reward mechanisms. In this case, we'll have to consider much more factors since the cost of our decisions will be the highest. The answers will also depend on the internal "economics" of the product and many other things mentioned in the answers to that question in the UXCG. Basically, any UXCG question that has more than one label could be discussed with the student.

Multi-label UXCG questions are: 6, 10, 14, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 34, 35, 36, 39, 40, 42, 43, 44, 47, 52, 55, 56, 57, 58, 59, 60, 62.