



Design

Total Hours: 7.5

Lecture: 3.75

Lab: 1.0

Group Discussion: .75

Breaks: 1.5

Course Exam: 0.5

Course Prerequisite:
Foundations

COURSE DESCRIPTION

This course teaches students how to apply design tools and mindsets, in partnership with designers, to create solutions the market will embrace. Students learn how to harness the power of design to ensure market adoption, improve customer ratings and increase competitive advantage. They learn how to collaboratively build fully-refined, research-based user personas and experience maps: tools that deepen understanding of target users' problems, goals, pain points and current experience. They also learn to reframe market problems—with tools such as "How Might We" statements—to set the stage for producing innovative solutions. Key insights include leveraging cross-functional perspectives in ideation and de-risking product development with prototyping to solicit market feedback. Other topics include: aligning with designers on responsibilities, evaluating solutions, planning user feedback sessions and providing market-focused critique.



RATIONALE

The purpose of this 7.5-hour course is to teach students how to take a human-centered approach to market problems in order to create innovative solutions that will resonate in the market. Through lecture, group discussion and hands-on activities, students learn how to improve partnership with design, create user personas, map a persona's current experience, reframe problems, and ideate and test solutions. Core concepts include: understanding where design can add value in product development, aligning on responsibilities; user personas and experience maps; reframing market problems; ideation and evaluation activities; prototyping and feedback loops; and gathering direct market feedback.



COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

- 1 Understand where design can add value throughout the product life cycle.
- 2 Craft provisional personas and partner with design to build fully refined user personas.
- 3 Create an experience map for a user persona.
- 4 Reframe market problems using "How Might We" statements.
- 5 Use ideation prompts to elicit new ideas and evaluation activities to select the strongest ones.
- 6 De-risk product development with prototyping to solicit market feedback.
- 7 Provide effective, market-focused critique to designers on work in progress.



TEXTBOOK and/or MATERIALS

Student Book: *Design* **Author:** *Pragmatic Institute*

Student Supplemental Materials:

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| <ul style="list-style-type: none"> • <i>Action Plan</i> • <i>Product Management and Design Kickoff Template</i> • <i>Provisional Persona Template</i> • <i>Refined User Persona Template</i> • <i>Experience Map Template</i> | <ul style="list-style-type: none"> • <i>“How Might We” Statements Template</i> • <i>Ideation Prompt Cards</i> • <i>Evaluation Activities</i> • <i>Ideation and Evaluation Outcomes Template</i> • <i>Direct Market Feedback Guide</i> |
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TOPICAL UNIT OUTLINE

I. Understand Design

- A. Value of design
- B. Complementary processes
- C. Aligning on responsibilities

II. User Personas

- A. Value of user personas
- B. Leveraging user personas
- C. Guidelines
- D. Development process

III. Experience Maps

- A. Mapping the current experience
- B. Challenges and pain points
- C. Narrative

IV. Reframe the Problem

- A. Benefits of reframing market problems
- B. “How Might We” statements

V. Ideation

- A. Cross-functional ideation
- B. Best practices
- C. Tools and activities

VI. Evaluation

- A. Separating ideation from evaluation
- B. Evaluation tools
- C. Communicating outcomes

VII. Prototype for Feedback

- A. Early prototyping
- B. Selecting prototypes
- C. Feedback loops

VIII. Market-Focused Critique

- A. Design feedback guidelines
- B. Feedback examples



UNIT OBJECTIVES

I. Understand Design

- A. Learn the value of design in the product life cycle
- B. Identify where design and product processes complement each other
- C. Align on responsibilities

II. User Personas

- A. Understand the value of user personas
- B. Leverage user personas more powerfully
- C. Follow guidelines for more effective user personas
- D. Create fully refined user personas
 - i. Sketch out a provisional persona
 - ii. Refine through research
 - iii. Socialize and activate the persona

III. Experience Maps

- A. Understand and map the user persona's current experience
- B. Analyze user challenges and pain points
- C. Learn the power of narrative in improving the user's experience

IV. Reframe the Problem

- A. Embrace the benefits of reframing market problems
- B. Create "How Might We" statements to unlock new, user-centered ideas

V. Ideation

- A. Recognize the power of cross-functional ideation in product innovation
- B. Understand the conditions required for great ideation
- C. Learn tools and activities for productive ideation sessions

VI. Evaluation

- A. Learn the advantages of separating ideation from evaluation
- B. Select the right evaluation tools for your situation
- C. Communicate evaluation outcomes

VII. Prototype for Feedback

- A. Identify the benefits of early prototyping
- B. Select the right prototype for the right moment
- C. Establish feedback loops
 - i. Plan enlightening user feedback sessions
 - ii. Follow best practices for direct market feedback

VIII. Market-Focused Critique

- A. Provide effective feedback on design work
- B. Review examples of powerful feedback



COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to the importance of partnering with designers in developing innovative, intuitive solutions. Students are also required to participate in group discussion, hands-on activities and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Understand where design can add value throughout the product life cycle.	Course exam, class participation and group discussion.
Craft provisional personas and partner with design to build fully refined user personas.	Course exam, exercise and class participation.
Create an experience map for a user persona.	Course exam, exercise and class participation.
Reframe market problems using “How Might We” statements.	Course exam, exercise, class participation.
Use ideation prompts to elicit new ideas and evaluation activities to select the strongest ones.	Course exam, exercise, class participation.
De-risk product development with prototyping to solicit market feedback.	Course exam and class participation.
Provide effective, market-focused critique to designers on work in progress.	Course exam, class participation and group discussion.