



Product Design Course

July 9 - July 12, 2019

COURSE OUTLINE

DAY 1

DAY 2

DAY 3

DAY 4

Topic of the day:

UX Basics
(Research)

Customer and Idea
Sketching

Prototyping and
Testing principles

Usability testing and
closing

Activities:

UX approach
(Presentation)

Persona presentation

Prototyping – Getting to
know the wireframe

Usability testing – 1st round

Product Discovery
(Presentation)

Persona exercise
(workshop)

UX research methods

Findings evaluation (from
the test), prototype iteration

Interview basics
(Presentation)

Value proposition
(Presentation)

Usability testing
(Presentation)

Usability testing – 2nd round

Exercises:

User journey (Presentation)

Writing: Usability test script

Test closing – results
evaluation

Writing: Stakeholder
interview script

User journey (Workshop)

Pilot – Practicing (script,
streaming)

Findings evaluation (reflecting
on test findings)

Conducting
Stakeholder
interviews

Features prioritisation
methods (Presentation)

Metrics (presentation and
discussion)

Interview workshop:

Features prioritisation
(workshop)

Training Closure – Reflecting
upon the training, feedback
round

Writing: interview
script

Creation of User
Interfaces

Sketching: Note +
ideation