

# Product Design Program

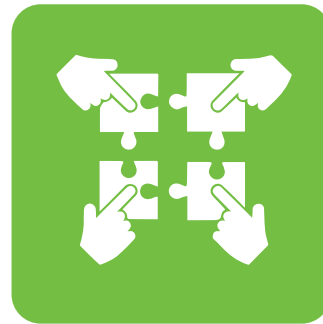
# Learning Model



Tutor-led physical and virtual classes



Group based projects



Collaborative & interactive learning

## Syllabus

### Week 1: Introduction to Product Design

#### 01.01. Design Elements & Principles Introduction

- What is Design
- Design Principles
- Design Elements
- Design History

#### 01.02. Design Principles

- Contrast
- Balance
- Emphasis
- Proportion
- Unity
- Hierarchy
- Variety
- Repetition & Pattern
- Movement
- Rhythm

### **01.03. Design Elements**

- Line & Dot
- Shape
- Color
- Typography
- Space
- Value & Texture
- Grid Systems

## **02. Design Methods**

### **02.01. Design Methods Overview**

- Design Methods Overview
- User Centered Design
- Design Thinking
- Design Sprint

### **02.02. Agile Frameworks**

- Agile Basics
- Scrum
- Kanban
- Lean UX

## **03. Planning & Management**

### **03.01. Product Management Basics**

- Product Management Overview
- Product Manager Roles
- Product Lifecycle
- Core Values
- MVP Definition & Types
- KPI & OKR Definition

### **03.02. Product Planning**

- Product Requirements
- Product Methodologies
- Product Roadmaps

### **03.03. Product Discovery**

- Stakeholder Management
- Business Model Frameworks
- Product Research
- Product Benchmarking

## **04. Research Process**

### **04.01. Research Basics**

- What is User Research
- Quantitative & Qualitative Studies
- Generative vs Evaluative
- Attitudinal & Behavioural
- The Research Plan
- Sample Size
- User Recruitment
- Findings Analysis

### **04.02. Discovery Methods**

- Field Studies
- User Interviews
- Diary Studies
- Product Requirements
- Sales & Support UX

### **04.03. Explorer Methods**

- Competitive Analysis
- Design Review
- User Personas
- Task Analysis
- Journey Mapping
- Prototype Feedback & Testing
- User Stories

#### **04.04. Test Methods**

- Qualitative Usability Testing Analysis
- Benchmarking Testing
- Accessibility Evaluation

#### **04.05. Listen Methods**

- Surveys
- Analytics Review
- Search-log Analysis
- Feedback Polls
- FAQ Design & Review

### **05. Ideate & Analyse**

#### **05.01. Product Definition & Workshops**

- Product Definition Introduction
- Sketch or Sketchstorm
- SCAMPER
- Worst Possible Idea
- Buy the feature
- Mindmaps
- Challenge Assumptions
- Analogies
- Brainwriting
- Priority Poker

#### **05.02. Analysis & Processes**

- Flowcharts
- Conversion Funnels
- Journey Mapping
- Storytelling

## **06. Information Architecture**

### **06.01. Information Architecture Basics**

- Information Architecture Basics
- Information Seeking Behaviours
- Information Scanning Patterns
- Information Foraging Theory

### **06.02. Information Architecture Components**

- Organization Systems
- Labelling Systems
- Navigation Systems
- Search Systems

### **06.03. Information Architecture Research**

- Generative vs Evaluative Research
- Card Sorting
- Tree Testing
- Usability Testing

## **07. Interaction Design**

### **07.01. Interaction Basics**

- Interaction Design Overview
- Design Methodologies
- Usability Components
- Emotional Design
- Ergonomics & Antropometrics

### **07.02. Heuristic Evaluation**

- Heuristic Evaluation Definition
- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- ecognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize diagnose and recover from errors
- Help and documentation

### 07.03. Human Factors & Cognitive Processes

- Attention
- Learn
- Memory
- Decision Making
- Language
- Perception
- Cognitive Biases
- Habit Formation

### 07.04. Usability Testing

- User Testing Overview
- User Testing Methods
- Usability Tasking & Metrics
- Usability Presentation
- User Testing Best Practices

## 08. Content Strategy

### 08.01. Content Strategy & UX Writing Basics

- Content Strategy Basics
- Information Architecture
- Flowcharts
- Web Writing
- Omnichannel UX
- Readability Metrics
- Mobile Content
- Content Best Practices
- Link Best Practices

## **09. User Interface & Prototyping Design**

### **09.01. User Interfaces & Prototyping Basics**

- User Interfaces Design Principles
- Design Principles
- Atomic Design
- Basic Components
- Heuristic Evaluation
- Information Architecture Components
- Sketch & Figma
- Prototyping
- User Interfaces Animations
- User Interfaces Documentation & Handoff
- Design Reviews

### **09.02. User Interfaces Design Elements**

- Colour
- Typography
- Icons
- Interaction
- Sound
- Shape
- Communication
- Layout
- Elevation
- Dark Patterns

## **10. Information Design**

### **10.01. Designing Information**

- Information Design History & Basics
- Information Architecture Basics
- Design Principles
- Information Visualisation Design
- DataViz Cheatsheets



## **11. Design Systems**

### **11.01. Design Systems Basics**

- Design System Basics
- Atomic Design
- User Interfaces
- Content Design

### **11.02. Design Systems Strategy**

- Strategy Basics
- Documentation
- Control Versioning
- Naming & Design Tokens

## **12. Front-end Development**

### **12.01. Front-end Development Basics**

- What is Front-end Development
- Front-end Development Basics
- WCAG Minimum Guidelines
- Designer Developer Communication
- Web Performance
- Design Handoff

### **12.02. HTML & CSS**

- HTML
- CSS Basics
- CSS Building Blocks
- CSS Styling Text
- CSS Layout
- Responsive Web Training
- Advanced Training

## **13. Design QA & Metric Tracking**

### **13.01. Design QA**

- Design QA Basics
- Design Debt

### **13.02. Metric Tracking**

- Usability Metrics
- Session Recordings
- A/B Testing
- Heatmaps

## **14. Design Leadership & Management**

### **14.01. Design Team Management**

- Design Leadership Basics
- Organization Structures
- Design Methodologies
- Design Team Values
- Design Maturity
- DesignOps

## **15. SEO**

### **15.01. Basic SEO for Designers**

- SEO Fundamentals
- Keyword Research Strategies
- Content Optimization Strategies
- Technical SEO
- Link Building for SEO
- User Experience Signals
- SEO Tools and Software
- Advanced SEO Strategies

## **16. Design Career**

### **16.01. Boosting your Design Career**

- Establishing & Tracking Career Goals
- Building & Structuring your Portfolio
- Product Design Interview Questions

#### **Week 3: Visual/UI Design**

#### **Week 4: Learn Figma**

#### **Week 5: Design systems**

#### **Week 6: Usability Testing**

#### **Week 7: Build Your Portfolio**

#### **Week 8: The Business of Design**