

# Course Syllabus

[Jump to Today](#)

 Edit

## Course title:

UX and Product Management

Goals of the course:

Build awareness of the Product Management practice, surface shared goals and processes between PM and UX, highlight possible areas of misalignment, and discover approaches to forming an effective collaborative relationship.

## Course overview

Why is this course important?

The UX industry has seen exponential growth in the last decade. Companies have been investing heavily in building their own teams in-house. While opportunities for UX practitioners are abundant, UXers often face a daunting challenge of educating their cross-functional partners on UX processes in companies that have very little experience with user-centered practices. At the same time, UXers often lack fundamental understanding of how Product Teams operate in the software industry.

What will students learn in this course?


The goal of this course is to surface the opportunities and challenges new-to-career UXers will likely face in companies with low UX maturity environments. Students will learn the tools to help them assess their environment, engage with their cross-functional partners, and construct a shared process while continuing to advocate for user-centered practices and user needs.

## Sections:

*1 - Intro to Product Teams*

The class will cover an overview of the core skills, disciplines, and practices often leveraged for Product Teams in the current software industry.

## 2 - Deep Dive into Product Management

Students will get a basic overview of the Product Management (PM) practice as outlined by Marty Kagen's book, "[Inspired](https://www.amazon.com/INSPIRED-Create-Tech-Products-Customers-ebook/dp/B077NRB36N)  (<https://www.amazon.com/INSPIRED-Create-Tech-Products-Customers-ebook/dp/B077NRB36N>)." This section will highlight the common responsibilities and activities that PMs do and highlight possible overlaps with the UX practice.

## 3 - Discovering a Shared Process

The class will examine the widely accepted steps product teams take to develop a new capability into a fully functioning release in an existing product/service. Students will examine common overlaps, gaps, and pain points with the UX and Product Management processes. They will then craft a proposal and project plan that focuses on one key opportunity identified and the steps needed to improve it.

## Course Requirements and Grading

### Required materials

The students are required to use this resource, *Inspired* by Marty Kagen. The rest of the materials are free and can be found on the course Canvas Site.

### Assignments and grading for this course

The following table represents how the students will demonstrate learning and how effort and contribution to the class will be assessed

#### *Dairy "Study"*

The Dairy "Study" is not a true study in terms of UX Research methods. It is meant as a reflective tool for students to review the material in the section as well as search for additional, real world resources outside of the course.

#### *Service Blueprint*

The Service Blueprint is a common tool used to visualize how multiple disciplines such as Product Management and UX overlay their processes, interact in regular rituals, and communicate deliverables. In this course, students will use this tool to identify redundancies, gaps, and pain points that UX and Product Management experience as they try to integrate their processes.

### *Project Proposal and Plan*

The goal of the Project Proposal and Plan is to take the insights from the Service Blueprint and articulate a focus and plan for improvement. Students will be expected to exercise basic understanding of Project Management tools and practices utilized in day-to-day Product Team environments.

### *Final Presentation*

For the Final Presentation, the students will assemble the artifacts from the Service Blueprint and Project Proposal and Plan into a crafted presentation and pitch. The goal is to importance of this project and why a company or team should invest the time and funds to pursue it.

Class participation	5	5%
Section I Quiz (ch 1 to 21)	10	10%
Section I Diary Entry	5	5%
Section II Quiz (OKR)	10	10%
Section II Diary Entry	5	5%
Section III Quiz (Design Thinking)	10	10%
Section III Diary Entry	5	5%
Section IV Quiz (Project Management)	10	10%
Section IV Diary Entry	5	5%
Service Blueprint	15	15%

Final Presentation	20	20%
--------------------	----	-----

Total possible points: 100

## Grading Breaks

### Grade Cutoff

A 94

A- 90

B+ 87

B 84

B- 80

C+ 77

C 74

C- 70

D+ 67

D 64

D- 60

F <60

## Course Outline

1. Course Introduction
  1. Goal of this course
  2. Elements of working Product Teams we will use
  3. Overview of expectations for contribution and participation
  4. **Assignment:** Introduction survey Diary Study
2. Introduction to Product Teams
  1. Introduction to the core concepts of Product Teams
    1. Basic inner workings of Product Software companies
    2. The innovation dilemma - balancing profit, market share and innovation?
  2. Overview of the roles, skills, and motivation for the people on Product Teams
    1. UX (both design and research)
    2. Product Management
    3. Development
    4. Product Marketing
    5. Other supporting team members
  3. Basics of how Project Management and how Product Teams prioritize, plan, and release software
    1. Agile basics
    2. Dual Track Agile
    3. Product Roadmap
  4. Tools to be used in this course
    1. Collaboration tools
    2. Project management tools
    3. Presentation tools
  5. UX Process and UX Maturity review
  6. Guests or video from members of Product Teams
  7. **Assignment:** Diary “study” entry
    1. Choose one or more of the prompts below
      1. Innovation dilemma
      2. People, skills, and motivation on a Product Team
      3. Agile process
    2. Reflect on your reaction from the class discussion or reading
    3. Research examples that exist outside of class and note your takeaways from those examples.
  8. **Quiz** for Section I
3. Deep dive into Product Management
  1. Umbrella responsibilities of Product Management
    1. Business case
    2. Market

3. Scope
  4. Team capacity
  5. Legal/Privacy/Info Security
  6. UX
2. Strong Product Team
    1. Core principles
      1. Mission
      2. Empowerment
      3. Autonomy
      4. Size and scope
      5. Duration and focus
    2. Barriers Product Teams face
      1. Team alignment
      2. Top down deadlines
      3. Organizational communication
      4. Conflicting responsibilities
      5. Team operations
3. The PM Process and Project Management
    1. Key Elements
      1. Understand the problem
      2. Discover possible solutions
      3. Evaluate best approach
      4. Prioritization
      5. MVP
      6. Release
    2. Crafting a release
4. Product Management and Product Maturity
    1. Startups
    2. Growth-stage companies
    3. Enterprise
5. Root causes for failed product efforts
    1. Where most ideas come from
    2. The natural path for executive led Product Innovation
6. Guest or video
7. **Assignment:** Diary “study” entry
    1. Choose one or more of the prompts below
      1. All of the responsibilities for Product Management
      2. The Product Management Process
      3. Product Maturity and Innovation
      4. How product efforts fail

2. Reflect on your reaction from the class discussion or reading
3. Research examples that exist outside of class and note your takeaways from those examples.

8. **Quiz** for Section II


4. Overlaps, gaps, and opportunities

1. Map out a shared process\*

1. In person - group workshop to map out UX process, PM process, and DEV process
2. Assemble processes into Service Blueprint
3. Identify overlaps (redundancies), gaps and pain points, and opportunities for improvement

• **Submit a final Service Blueprint**

1. Explore gaps, pain points, and opportunities

1. In person - in small groups, identify an area in the shared processes to improve
2. Craft a **Problem Statement**  ([https://en.wikipedia.org/wiki/Problem\\_statement](https://en.wikipedia.org/wiki/Problem_statement)) to include: Ideal, Reality, Consequences, and Proposal
3. Develop project plan to focus on one area of opportunity to improve

• **Submit a final Project Plan and Proposal**

1. **Assignment:** Diary “study” entry



1. Choose one or more of the prompts below
  1. All of the overlapping processes and discovering redundancies and pain points
  2. Possible opportunities for improvement
2. Reflect on your reaction from the class discussion or reading
3. Research examples that exist outside of class and note your takeaways from those examples.











• **Final Presentation**

1. Assemble the Service Blueprint, Problem Statement, Proposal, and Project plan into a presentation
2. Pitch this project to the class

\*The activities for the Service Blueprint will be in-person.

## Course Summary:

Date	Details	Due
Thu Sep 14, 2023	 <a href="https://utexas.instructure.com/courses/1367048/assignments/6307401">Quiz 1 - Chapter 1 to 21</a> ( <a href="https://utexas.instructure.com/courses/1367048/assignments/6307401">https://utexas.instructure.com/courses/1367048/assignments/6307401</a> )	due by 11:59am
	 <a href="https://utexas.instructure.com/courses/1367048/assignments/6307435">Section 1 - Diary Study Retro</a> ( <a href="https://utexas.instructure.com/courses/1367048/assignments/6307435">https://utexas.instructure.com/courses/1367048/assignments/6307435</a> )	due by 11:59pm

Date	Details	Due
Fri Oct 6, 2023	 <b><u>Quiz 2 - OKRs and Discovery</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6307427">https://utexas.instructure.com/courses/1367048/assignments/6307427</a>	due by 11:59pm
Fri Oct 27, 2023	 <b><u>PM/UX/DEV - Process Map</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6310268">https://utexas.instructure.com/courses/1367048/assignments/6310268</a>	due by 11:59pm
Fri Oct 27, 2023	 <b><u>Quiz 3 - Design Thinking Concepts</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6307430">https://utexas.instructure.com/courses/1367048/assignments/6307430</a>	due by 11:59pm
Thu Nov 9, 2023	 <b><u>Final (Group) Project Proposal</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6465686">https://utexas.instructure.com/courses/1367048/assignments/6465686</a>	due by 11:59pm
Thu Nov 16, 2023	 <b><u>Quiz 4 - Project Management Basics</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6307433">https://utexas.instructure.com/courses/1367048/assignments/6307433</a>	due by 11:59pm
Thu Nov 16, 2023	 <b><u>Section 4 - Diary Study Retro</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6307438">https://utexas.instructure.com/courses/1367048/assignments/6307438</a>	due by 11:59pm
Wed Dec 6, 2023	 <b><u>Course Evaluations Fall 2023</u></b> <a href="https://utexas.instructure.com/calendar?event_id=3708956&amp;include_contexts=course_1367048">https://utexas.instructure.com/calendar?event_id=3708956&amp;include_contexts=course_1367048</a>	5:59pm
Thu Dec 7, 2023	 <b><u>Final (Group) Project</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6310411">https://utexas.instructure.com/courses/1367048/assignments/6310411</a>	due by 11:59pm
Thu Dec 7, 2023	 <b><u>Reading for Module 1</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6317226">https://utexas.instructure.com/courses/1367048/assignments/6317226</a>	
Thu Dec 7, 2023	 <b><u>Roll Call Attendance</u></b> <a href="https://utexas.instructure.com/courses/1367048/assignments/6306894">https://utexas.instructure.com/courses/1367048/assignments/6306894</a>	