# Module Guide Product Design

Once upon a time, technology wasn't as ubiquitous as it is now.

Not everyone had a phone, not everyone knew what email was. The last of those generations will fade out slowly and we'll know a world where everybody alive on the planet is a digital native. For technology to have become as pervasive, addictive and dangerous as it is, it needs to be accessible to the masses.

Digital product design as a discipline is very new, but deeply rooted in design academia. We'll look at the discipline from a different angle, and try to apply design thinking to the problem spaces you're most concerned with.

TLDR: How do you make something people will actually use?

#### Module Leader: Shad Gibran

Shad is a design professional of ten years. He's worked in billion dollar companies and social enterprises to help them ideate, test and design the right things for their users.

- email: shad@newspeak.house
- WhatsApp/Signal: 07930264902
- or leave a comment on this doc

# How do I take part in this module?

# Book a 1-to-1 meeting with Shad

In our 1-to-1 meeting we'll get to know each other and talk about how we can best support you in your design ventures.

<a href="https://cal.com/systemantix/quick-chat">https://cal.com/systemantix/quick-chat</a>

# Sign up for Sessions

## **Introduction to Digital Product Design**

Overview of the subject area and how to get started, good books to read and just getting to know each other.

#### Add your name here to attend:

- E.g Jeff Bezos
- Yung-Hsuan Wu
- David Norton
- Paulina
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Tristan

### How to use Figma like a Pro

Figma is the leading collaborative design tool for building digital products. An interactive session to work through different elements of Figma and how to use it like a speed demon.

#### Add your name here to attend:

- Simon Wisdom
- Casimir Wanot
- Paulina
- David Norton
- Ilya Mouzykantskii
- Jyo
- Dorcas Nyamwaya
- Tristan

# **Introduction to Visual Design**

Learn the basics of typography, grid systems and generally how to make stuff look nice.

#### Add your name here to attend:

- Simon Wisdom
- Casmir Wanot
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya

- Richard Kemp
- Tristan

# **Prototyping**

Learn how to make your static screens work together to create convincing prototypes for developer handover or for research

#### Add your name here to attend:

- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Tristan

# **Introduction to Design Research**

Different kinds of research methodology, and how and when to use each **Add your name here to attend:** 

- Yung-Hsuan Wu
- Casmir Wanot
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan

# **Deep-dive into Qualitative Research Methodology**

How to get the most out of user interviews and high quality research

#### Add your name here to attend:

- Yung-Hsuan Wu
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Simon
- Richard Kemp
- Tristan

# **Design Ethics**

Design ethics and the morality of designing addictive products.

#### Add your name here to attend:

- Alex Papadopoulos
- Yung-Hsuan Wu
- Paulina
- David Norton
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan

# **Designing Natural Language Interfaces**

#### Add your name here to attend:

- Alex Papadopoulos
- Simon Wisdom
- Paulina
- David Norton
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan

# **Running Effective Design Sprints**

Not just for digital products!

#### Add your name here to attend:

- Alex Papadopoulos
- Paulina
- Ilya M
- Jyo
- Dorcas Nyamwaya
- Richard Kemp
- Tristan