Founders and Coders Product Management Curriculum

This curriculum is built on the experience Founders and Coders have in delivering peer-led learning courses as well as in delivering the *Tech for Better* programme which connects Product Owners who have an idea about a problem related to social good with developers in training.

The Tech for Better programme is primarily designed to develop a Product Owner's expertise in managing digital projects, to test out new ideas, and to build a case for approaching funders like *Comic Relief, Social Tech Trust* and *Big Lottery Fund*, but the apps we build are fully documented and open source. This programme provides an opportunity for our developers in both London and Palestine to gain experience, improve their employability, and work on projects that make a real difference to people's lives.

The Product Management Curriculum uses Tech for Better as its foundation and is complemented by content from Google Design Sprint[1], *The Lean Startup* (Eric Reis) and Design Kit[2].

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[1] https://www.gv.com/sprint/
[2] https://www.designkit.org/

The workshops listed here are written as an ideal model of delivery. For Tech vs Abuse 2019-20, we shall be delivering these workshops flexibly, based upon the interests and requirements of the cohort. If a workshop would not be relevant, a charity would not be obliged to attend.

All workshops tagged 'Remote' could be delivered in person if desired.

Core Modules
The core modules are the key to understanding the Product Manager's journey. By participating in these three workshops, a Product Manager would understand the skills required throughout the process of building a digital product.

Discovery Workshop [4 hours] - [In Person]
Learning Outcomes:
- Understand the roles of support partners and participants
- Understand the individual stages of the development process
- Be introduced to agile methodology
- Utilising user-focused thinking
- Understand of how to test assumptions

Product Management Experience:
- Understanding the importance of their role
- Practising composing user research scripts
- Exploring the problem area and thinking about who is affected

Our Homework:
- Encouraging discussion between participants on Slack after the workshop
- Looking up topics or research that was in common between participants in the circle

Their homework:
- Complete a small sample of user research - or if this is not possible, look up similar secondary research
- Participate in Slack discussions

We need to conduct a Discovery workshop so that the charities can do user research while we learn more about their individual problem area and tech that might help solve their problem. Their user research and our tech research will come together in the Definition workshop.

Definition Workshop [4 hours] - [In Person]
Learning Outcomes:
- Techniques for generating ideas
- How to review user research
- How to turn your idea into something that can be developed
- Techniques for quick group decision making
- Techniques for sketching solutions
- Introduction to User Journeys

Product Management Experience:
- How to drive the team from problem thinking to solution thinking
- Thinking about problems broadly early will prevent loss of resources later
- Encourages early testing and feedback from users
- Encouraging effective and efficient decision making in a team

Our Homework:
- Creating a prototype on Figma

Their homework:
- Add comments or suggestions to the prototype
- Use the prototype in User Testing

We need to conduct a Definition workshop so that the charities can conduct user testing while we work on their feedback on the prototype. Their user testing and our prototype amendments will come together in the Development workshop.

Development Workshop [4 hours] - [In Person]

Learning Outcomes:
- Traits of an effective Product Manager
- Tasks of an effective Product Manager
  - Adding issues to a project
  - Prioritising & reprioritising Backlog
  - Sprint Planning
- Introduction to three forms of Agile Development
- How to work alongside a Tech Partner
  - Understanding the purpose of a Kanban board
  - Resolving blockers
  - Product handover

Product Management Experience:
- Gaining insight into Agile Methodologies
- Scrum: Role of product owner and sprints
- Taking part in the build process
- Understanding the importance of time estimation

Our Homework:
- Build an MVP and push to Github

Their homework:
- Review a feature on the live version
- Add an issue to the Kanban board

We need to conduct a Development workshop so that the charities can do feature review while we do MVP building. The MVP and app review will come together to build an understanding of the role of a Product Manager in the build stage.

Supplementary Modules

Prototyping [30 minutes] - [Remote]
Follows on from Definition Workshop
Learning Outcomes:
- How to use Figma
- How to use Figma mirror
- Suggesting changes and improvements
- Effective techniques for user testing

Optional Modules

Introduction to SEO [1 hour] - [Remote]
Learning Outcomes:
- What is SEO?
- Why is it important?
- Be introduced to key features: Google's knowledge card, keywords, site indexing and intent-based queries
- Tools for analysis: operators and online tools for grouping keywords into clusters and viewing question searches

Finding a Tech Partner [1 hour] - [Remote]
Learning Outcomes:
- What to look out for when shortlisting tech partners
- How to evaluate shortlisted candidates for product, process and technology fit
- How to ensure a long-term working relationship
- Expectation management - what you can expect from your tech partner and vice versa

Accessibility [30 minutes] - [Remote]
Learning Outcomes:
- Understand how to provide a digital service which is accessible for everyone
- Understand the major categories of disability
- Understand the importance of the Product Manager in building accessible software
- Introduction to web standards and technology which helps improve accessibility

FAC are willing to research any topics that cohort feel are relevant or particularly important and can provide facilitation for learning about these topics.