October 2024 - Tech Fleet Agile UX Masterclass Syllabus

5 week class: Sept 30 - November 1st, 2024

Overview

This course is a deep study in DesignOps and ResearchOps. It will focus on practical applications of building and running Agile UX processes for teams.

Clients and teams should always be on the ground validating assumptions for things they're building and getting answers to questions unknown. Teams may need to solve business problems for users, other teams, or processes. There are a lot of moving parts in the process in order to align research with what's being built, but it's an arduous task for a team to keep up with. Teams need to quickly learn from users and manage their work efficiently.

Agile UX methods like the Google Design Sprint and Lean UX help you manage this process. Agile UX methods offer a way for teams to explore/answer any question they may have about their product, users, or business in just 5 days without developing and releasing anything. It helps teams get an informed direction for anything they're building or any unknown they're working with. With Agile UX you can keep risk down by quickly validating assumptions and making sure your team is always headed in the right direction while being guided by user observations, insight, and feedback.

In this immersive, we'll look at the Google Design Sprint and other Agile UX methods “under the microscope”.

We’ll run 3 Google Design Sprints as a class together and you'll be taught the ways of Google's Sprint Master role in Design Sprints. You'll be taught how to apply an Agile UX operational process for teams from the ground up.

Audiences

1. UX designers, UX researchers, product managers, and product owners who want to learn how to build out Agile user-centered design processes on product teams.
2. People in adjacent fields like project management who want to see this side of product delivery and how it works.

Learning Outcomes

1. Learn how to build and manage an Agile UX process for teams.
2. Learn about Agile UX methods like:
    a. Google Design Sprint
    b. Lean UX
    c. Continuous Discovery
3. Apply Google Design Sprints to UX research and UX design work.
4. Apply tools and processes that help streamline UX work and alignment.

Teachers

The class will be co-hosted by Morgan Denner and Divya Dave.

Morgan is the founder and executive director of Tech Fleet. Morgan transitioned into UX from IT and sales. He studied UX at the University of Baltimore. In the industry, Morgan takes on UX research, UX design, and product management work. He's spent the past 10 years helping teams run and scale user-centered research and design efforts through Agile UX methods. Morgan will lead as the instructor for the training and lecture component of the Agile UX masterclass alongside Divya.

Divya Dave comes from the physical product design world and education world. She's actively contributing to Tech Fleet projects and classes in hopes to transition to product design, and has extensive experience in teaching environments. Recently, Divya completed the Agile UX Masterclass, and will serve as the Scrum Master instructor for day-to-day work in the Agile UX Masterclass.

Cost

This masterclass costs $50 per student. Pay before class starts through the registration link below and upon payment receipt, you will be added to the class roster.

Signup

Register for the course on Stripe: https://buy.stripe.com/6oEcNxgOkg1K8w09AE

Format

During this immersive, the entire class will run Design Sprints as pioneered by Google Ventures to practice applications in Agile UX. The class will run a total of three sprints together, meeting daily to go through each step of the Google Design Sprint process (Understand, Brainstorm, Decide, Create, Test) and will demo the work as a team each week in sprint demos.

Classes will be held in Tech Fleet's Discord server through live stream channels and recorded for the class.

During the first week, there will be two hour-long lectures to prepare for the Sprint work.

During sprint weeks, each day for the sprint session, the class will have a 30 minute or 1 hour discussion (or asynchronous talks in Discord) to do work in the sprint.

Required Reading

****** If you read these three books before class begins you will have full context, but it's not necessary to finish all 3 before class begins. Read "Sprint" if you have to read one.***

Gothelf, J., & Seiden, J. (2021). *Lean UX: Creating great products with agile teams*. O'Reilly Media. Retrieved on https://jeffgothelf.com/blog/tag/lean-ux/.

Knapp, J. (2021). *Sprint*. Penguin Books. Retrieved on https://www.thesprintbook.com/.

Torres, T. (2021). *Continuous Discovery Habits: Discover products that create customer value and business*. Product Talk LLC. Retrieved on https://www.producttalk.org/2021/05/continuous-discovery-habits/.

Tools Used for the Class

1. **Communication** - We're using Discord for classes, announcements, and chats.
2. **Design Sprint tools** - Google has Design Sprint resources that we'll use, as well as Figma / Figjam.
3. **UX Methods -** We will use IDEO method cards to choose UX methods in the sprints each week
4. **Documentation -** You'll document sprint notes and homework, but you can choose where you do this. You are welcome to use a text document or Notion or similar.
5. **Resources** - Design Sprint Helper Template (created by Morgan D 2020)
6. **Homework** - Use whatever text document you'd like, or Notion, or Figma, to document your homework.

Communication

Classes and communication will be held in the Tech Fleet discord. We'll hold live streams in Discord and have chats in Discord.

Schedule

This class is a "live sprint" with a fully remote international team. This provides practice for what it would be like operating on a real remote team in the real world and is designed to simulate real teams. As such, the class will vote on their own schedule. During sprint-weeks 2 - 4, the class is going to create its own schedule that works for rotating time zones. Those who are located outside of the U.S. are encouraged to join the class and vote on the schedule. It's anticipated that the class will meet in the mornings and evenings during sprint work so that everyone gets a chance to practice sprint work day-to-day.

1. **Week 1 9/30 - 10/5 - Teacher-led Sprint (3 hours of class time)**
    a. **Lecture 1:**
        i. **Monday Sept 30 @ 2p PST / 5p EDT / 9p UTC**
        ii. **REPEAT Tuesday @ 5a PST / 8a EDT / 12p UTC**
    b. **Lecture 2:**
        i. **Wednesday Oct 2nd @ 5p PST / 8p EDT / 12a UTC**
        ii. **REPEAT Saturday Oct 5th @ 11a PST / 2p EDT / 6p UTC**
    c. **Sprint planning:**
        i. **Friday Oct 4th @ 9am PST / 12p EDT / 4p UTC**
2. **Week 2 10/14 - 10/18 - Sprint 1 (3 hours of total class time)**
    a. **Class will decide the schedule based on sprint work**
3. **Week 3 9/2 - 9/6 - Sprint 2 (3 hours of total class time)**
    a. **Class will decide the schedule based on sprint work**
4. **Week 4 9/9 - 9/13 - Sprint 3 (3 hours of total class time)**
    a. **Class will decide the schedule based on sprint work**
5. **Post-Sprint 9/16 - 9/20 - Review and Hand-off (3 hours of total class time)**
    a. **Class will decide the schedule based on sprint work**

Homework

This is a "learning by doing" class without individual work, but relies on team work outcomes. Each sprint week, students will document sprint plans and deliverables based on the template provided to the class. There will be one homework assignment (a reflection paper) at the end of the course that you need to submit in order to receive a certification for the class.