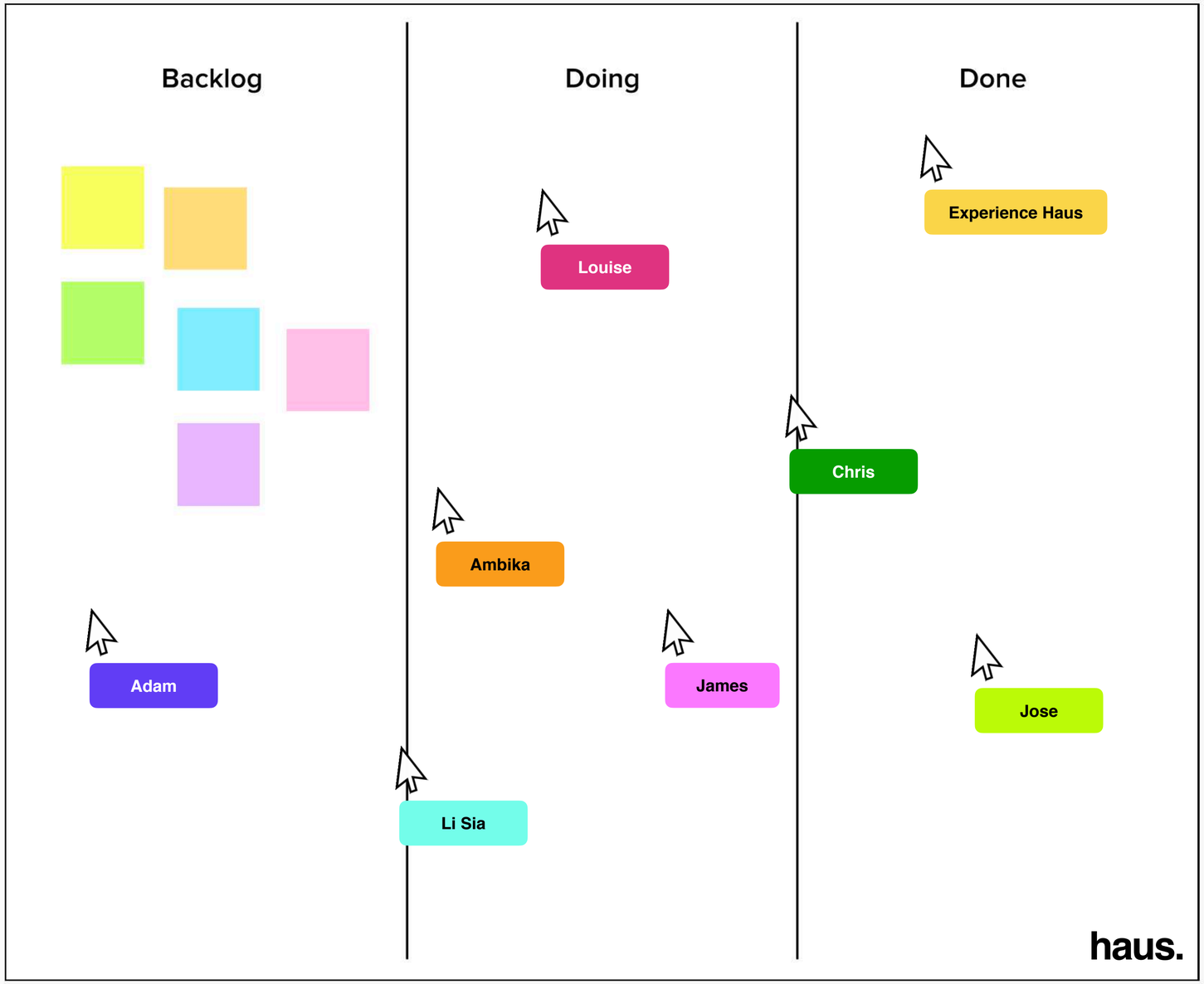
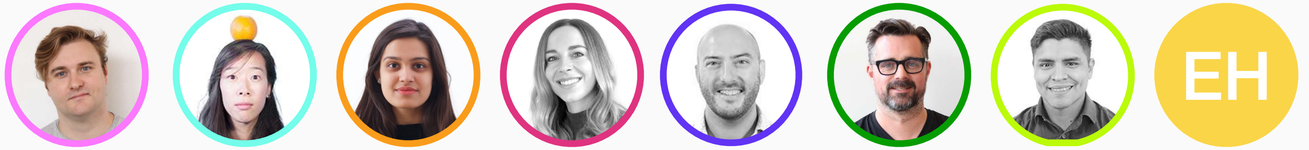
Experience Haus

Product Strategy & Management

EIGHT WEEKS ONLINE





Last updated Oct 2020

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Don’t just think different.

Do Different.

More innovative and immersive.

More personal and tailored.

Experience a different way of learning.

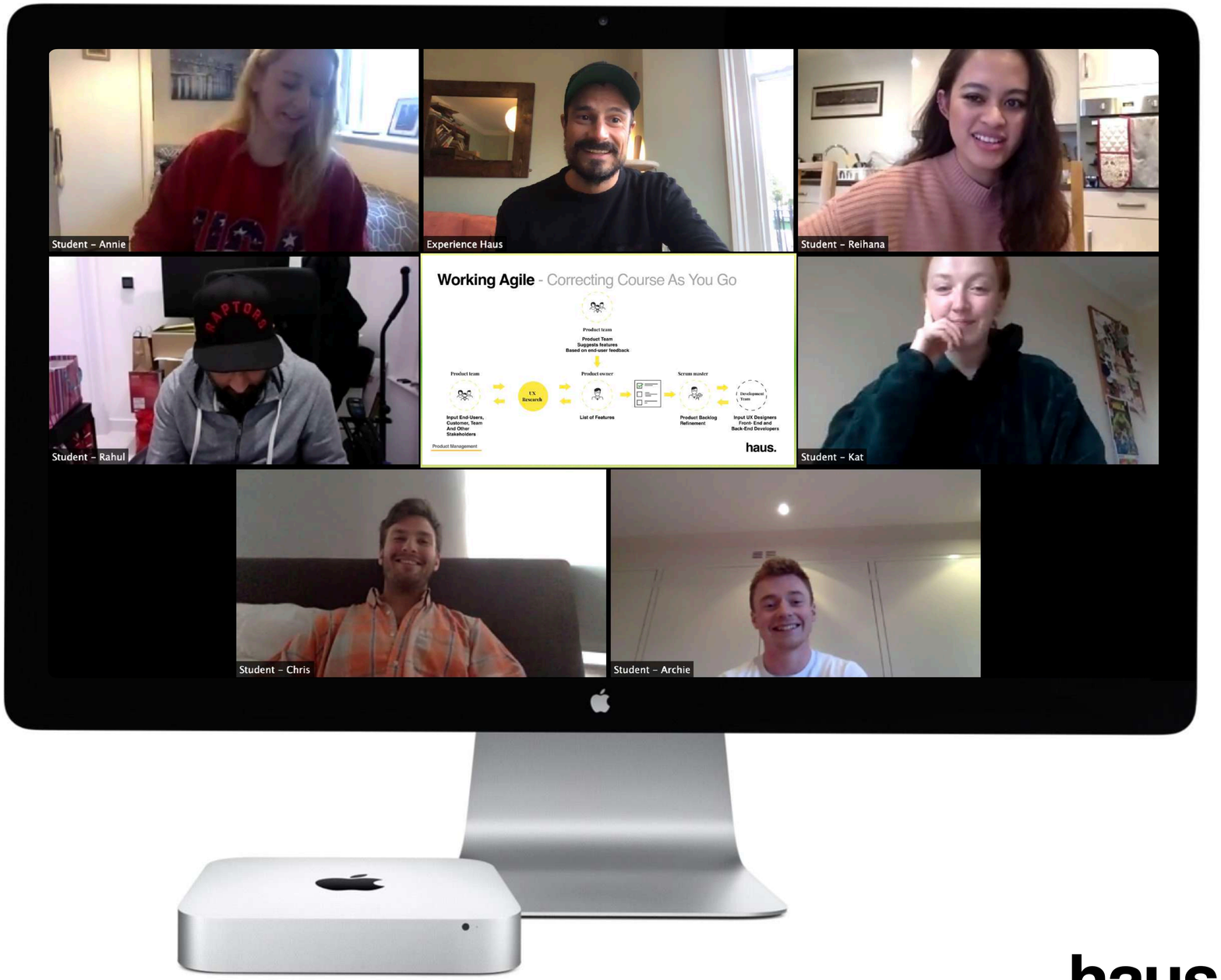
And stand out from the crowd.

Experience Haus.

Product Strategy & Management
Online Course.

Real training

- Live sessions, not pre-recorded
- Small class sizes (12 max)
- Adapted to your needs
- Questions and debate
- Using zoom.us



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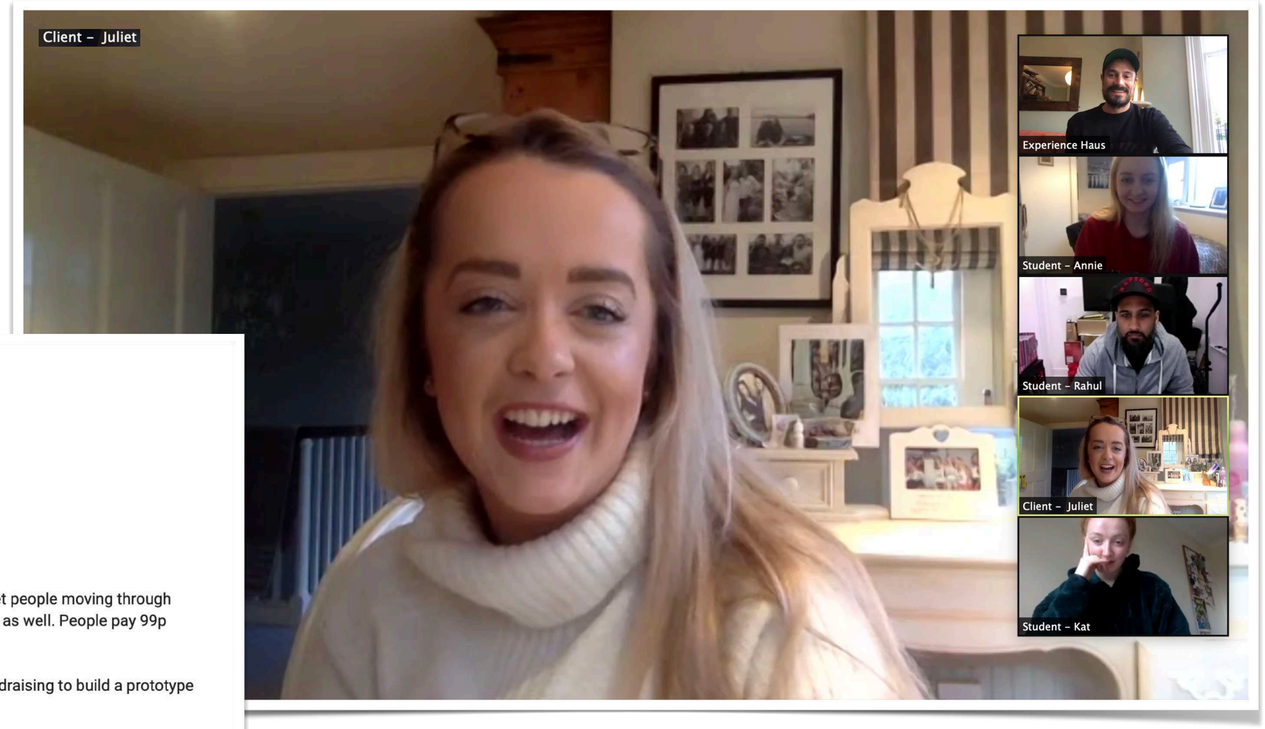
Real clients

- A live brief
- Interviews and discussion
- Check-ins throughout
- Feedback on final project



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PRODUCT & STARTUP MANAGEMENT
COURSE BRIEF

Company Name: Money Mile

About Money Mile:
Money Mile is an activity based incentive app designed to get people moving through cash rewards with a percentage of winnings going to charity as well. People pay 99p and have to commit to the weekly challenge.

It is very early stages but SEIS fund approved and will be fundraising to build a prototype

About the Founder:
Tricia Thompson is the CEO/Founder of Money Mile - she is listed in the Guardian's Top 50 most influential women in sport (March 2014).

She is an award winning marketing and commercial executive, specialising in creating value from partnerships investments to facilitate both business growth and brand differentiation. She is a natural leader experienced in developing and leading teams to deliver campaign results, and drives delivery through a creative, collaborative and insight driven approach.

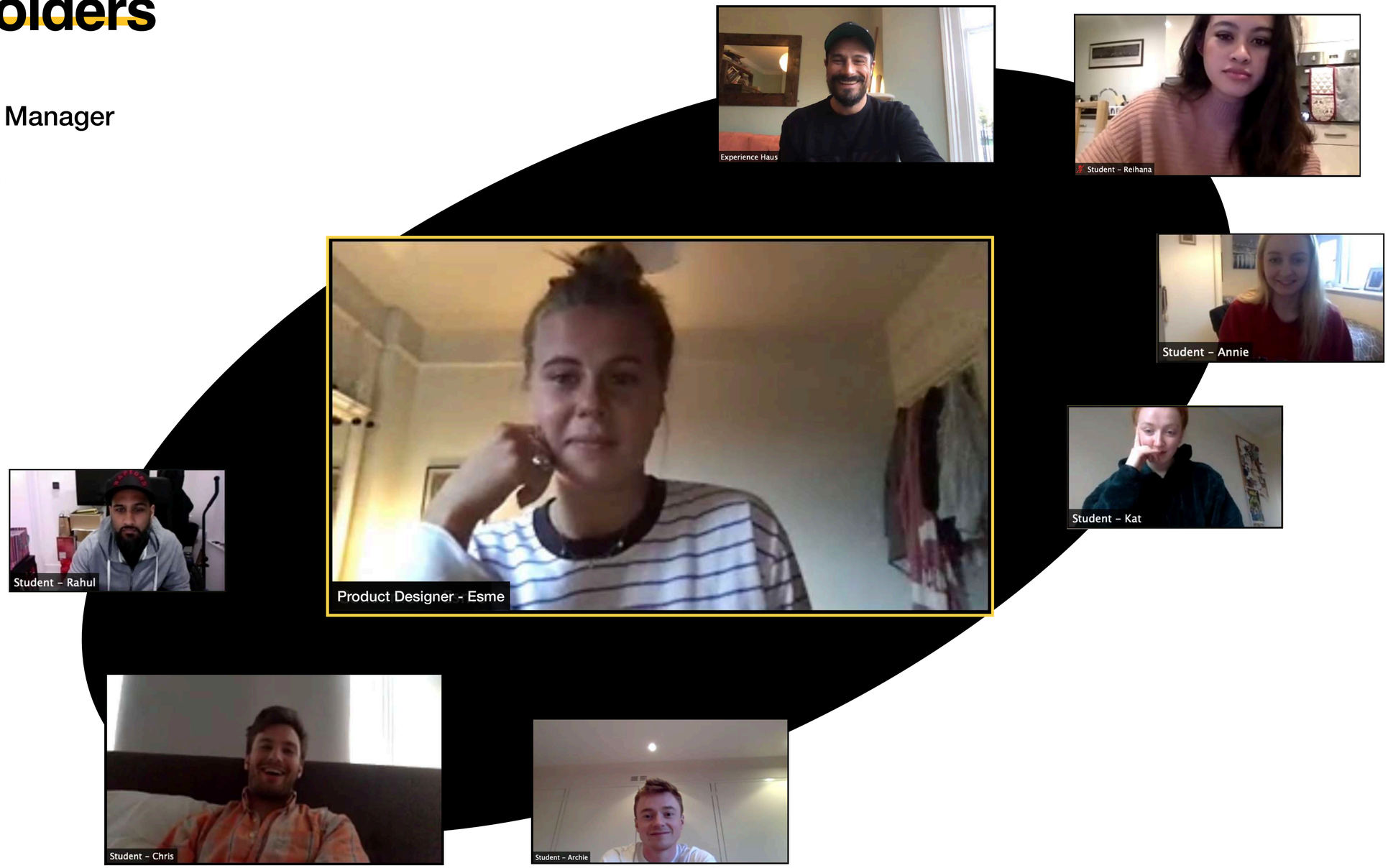
Tricia is passionate about using sport as a platform for change.

The Challenge:
We need help developing the consumer journey, features/roadmap & design features for the app to make it simple & easy to sign up, do the challenge, personalised features to follow your progress & keep you motivated whilst connecting with others so feeling apart of a community

Contact Details:
Tricia Thompson
thompson.tricia@gmail.com

Real stakeholders

- Meeting with a Product Manager
- Conducted by students
- Facilitated by Haus



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Real mentors

- Over 50 industry leading practitioners
- A burning passion for what they do
- Committed to you and your journey
- For life, not just the course
- Best in the business: Google, Amazon, Huge, ustwo

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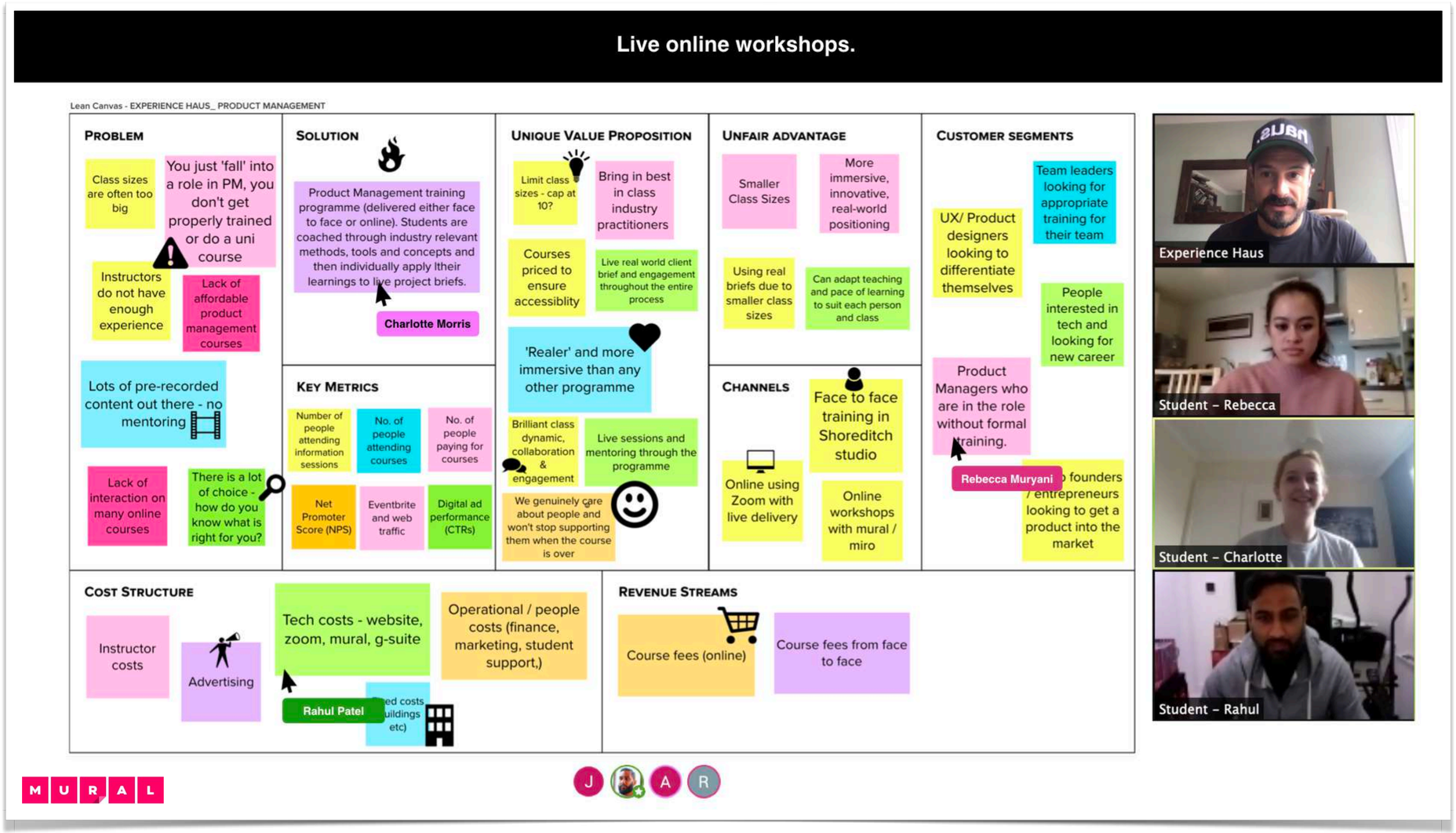
Real workshops

- Online facilitation
- Real-time collaboration
- Innovative and fun
- Using mural.co



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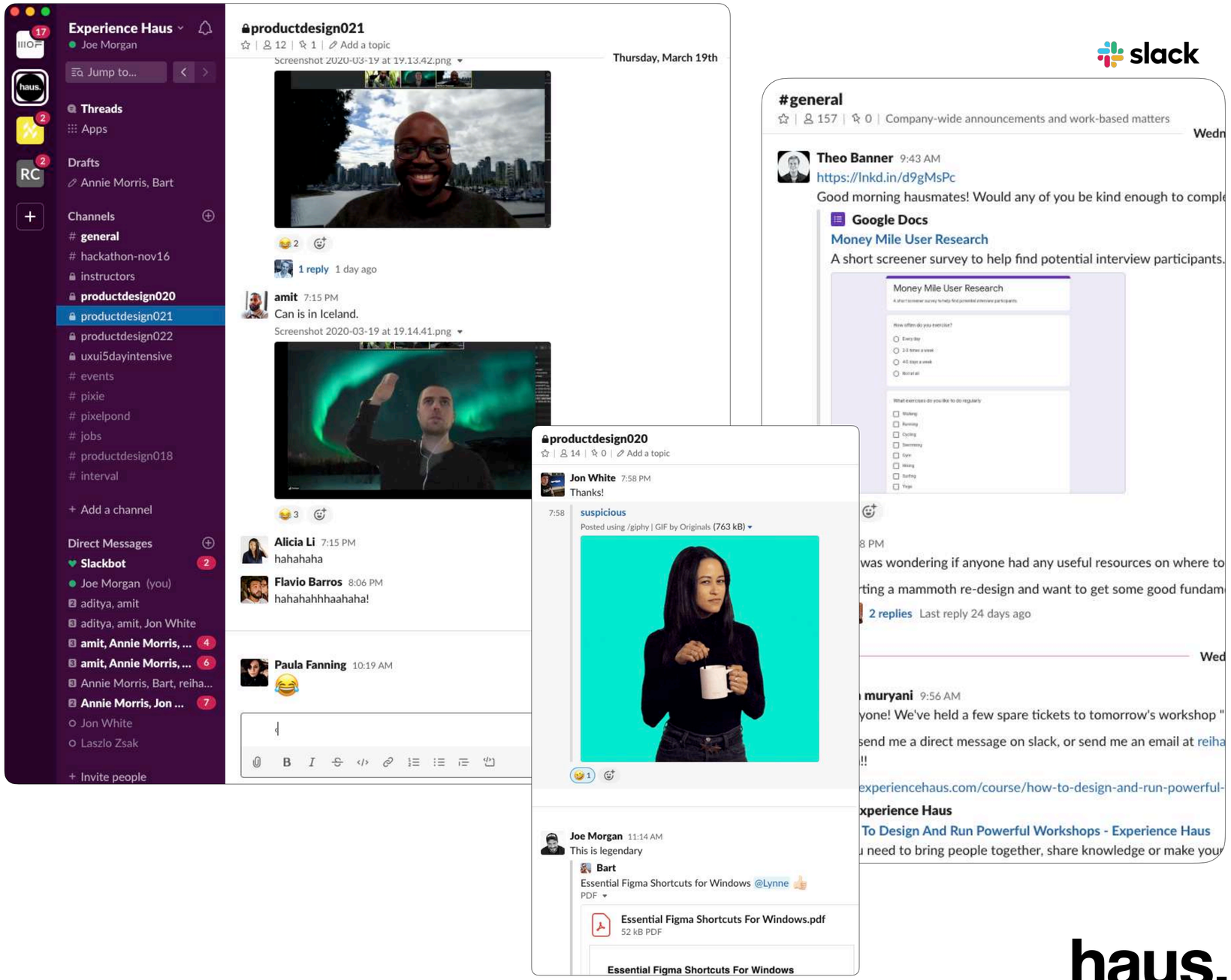
Real community

- Connect with Hausmates
- Talk about the project and course
- Share trends, jokes and conversation
- Using slack.com



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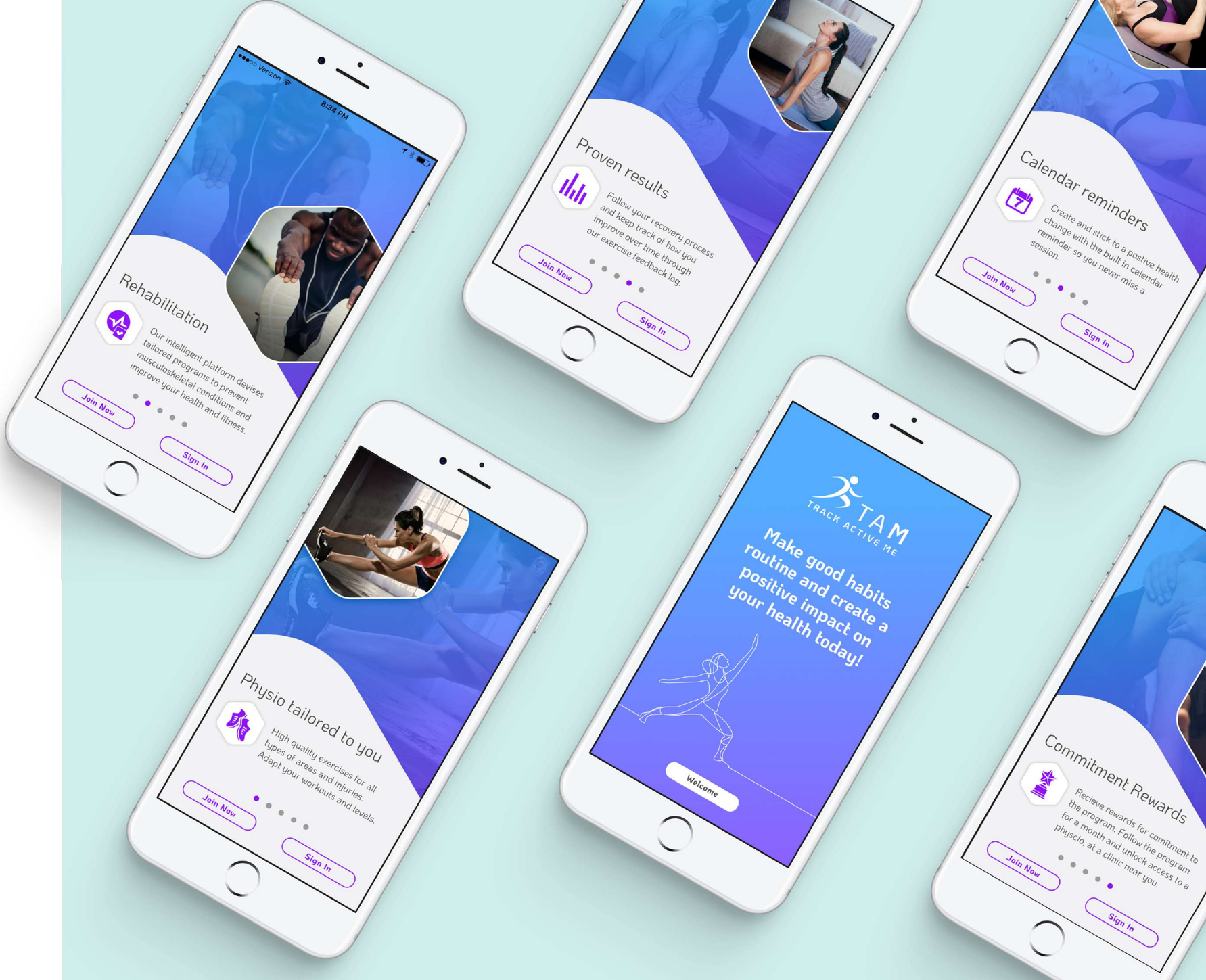
Real results

- Incredible projects
- Client work & proper product strategy
- Progression of your product or startup



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Real rewards

- Certificate
- Self-confidence
- Career acceleration
- Employability
- Wider network
- Previous alumni jobs…

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Deloitte. MERCK HABITO Browns
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The Telegraph OLIVER cineworld CINEMAS

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Timetable

- 8 weeks
- 2 evenings per week
- 16 sessions
- 4 hrs homework a week (approx)

Week 1	Week 2	Week 3	Week 4
Module 1 Course Orientation What is a Product? The Role of a Product Manager Reviewing the Project Brief Preparing Questions for Client **Module 2** The Product Development Lifecycle Product and Project Risk Brainstorm: Course Project Brief Risk Live Client Chat	**Module 3** User Research Methods and Tactics Finding Potential Users Customer Development **Module 4** Customer Segmentation Use of Archetypes Personas Co-Creation of 2 Personas for Project	**Module 5** Conducting Market Research Identifying Competitors Competitor Analysis Frameworks Collaborative Review of 4+ Competitors Market Positioning and Market Fit **Module 6** Understanding Business Models Business Model Design Co-Completion of Project Lean Canvas	**Module 7** Client Discussion of Lean Canvas Experiments Minimal Viable Product (MVP) **Module 8** Metrics/KPIs What to Measure? User Stories Co-Writing of Project User Stories (x5)
Week 5	**Week 6**	**Week 7**	**Week 8**
Module 9 What is a Feature? Feature Prioritisation Managing Stakeholders Co-Prioritisation of Project Features **Module 10** Working w/ Product and UX designers Designer interview Sketching Introduction to Wireframing Co-Design Course Project Solution	**Module 11** Usability Testing Working w/ Designers (continued) Pricing Models and Approaches **Module 12** Project Planning Product Roadmaps Co-Creation of Project Roadmap	**Module 13** Technology for PMs What is the Full Stack? Working w/ Dev and Engineering Teams Technical Feasibility **Module 14** Process Frameworks & Methodologies Agile/Lean/Waterfall Live Walkthrough of Kanban Board	**Module 15** Development Sprints Popular Industry Tools Final Project Strategy Agreed **Module 16** Client Playback and Feedback Retrospective - Stop/Start/Continue Importance of Reflection and Sharing Next steps?

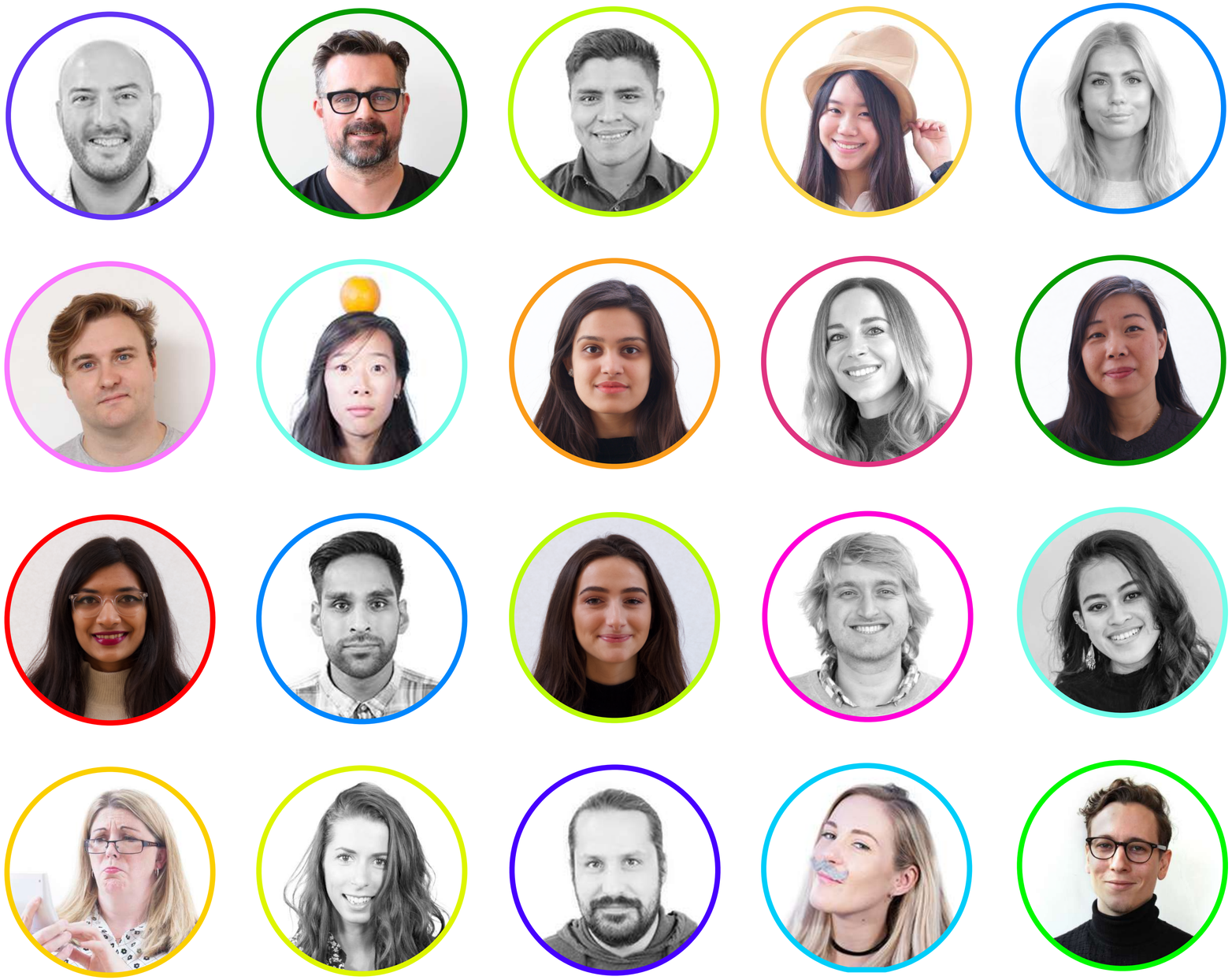
Who is it for?

Anyone and everyone!

Students come from a wide-range of backgrounds and study for a variety of different reasons.

Example attendees include:

- UX / UI Designers looking to upskill into Product Design
- Product Managers & those wanting a career in Product Management
- Founders, entrepreneurs, startups & business owners
- Consultants, marketers, strategists & technologists to name a few



Booking & Fees

Dates

Check website for the latest dates & times

Bookings

Book online or call +44 203 141 2010

Cost

£855 - 950.00 (inc. VAT) per student

Payment Options

OPTION 1 £855	A single upfront payment of £855
OPTION 2 £950	A deposit of £95.00 (inc. VAT) followed by 2 direct debit instalments of £427.50
OPTION 3 £855	Company invoice payment

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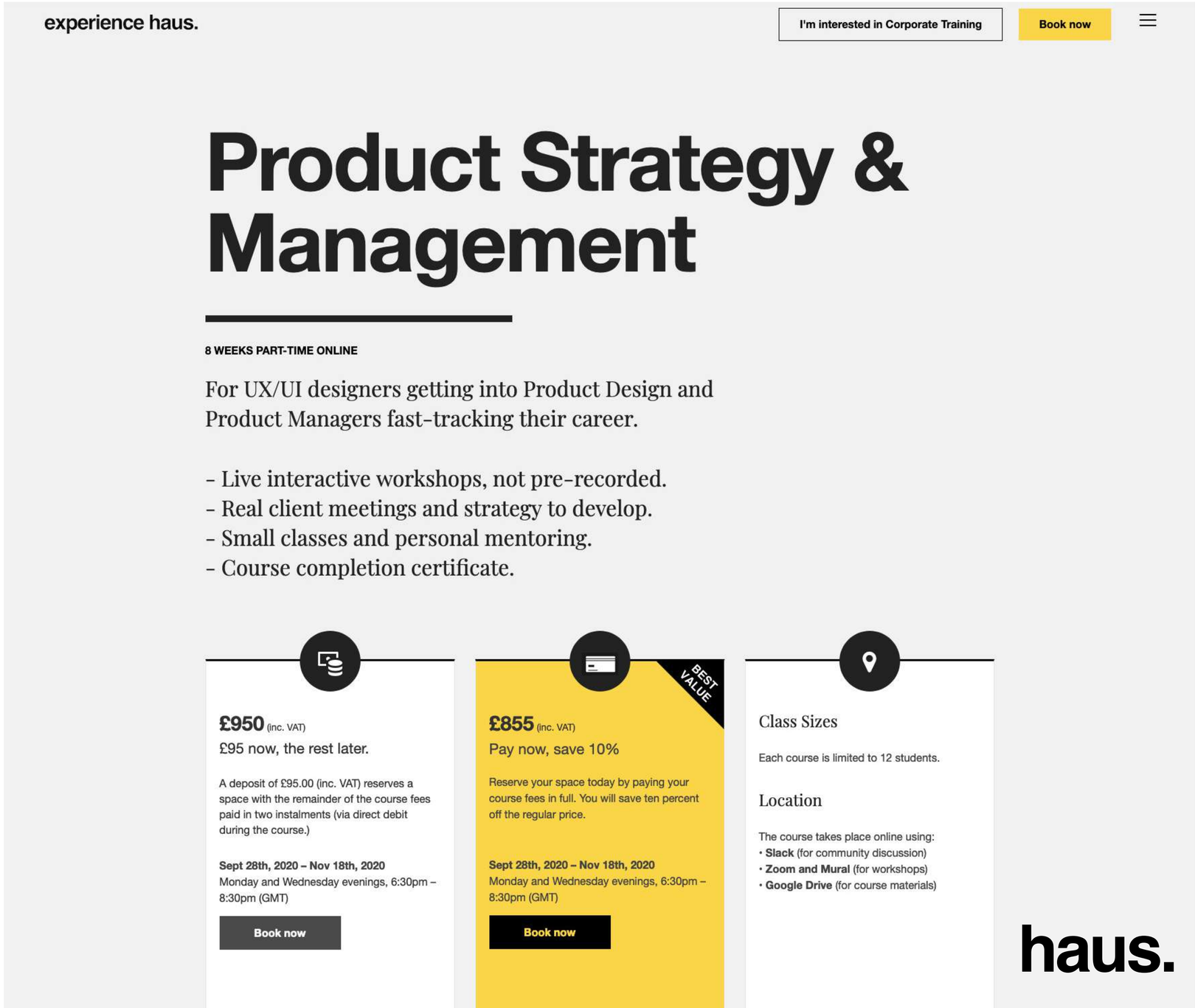

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Contact us

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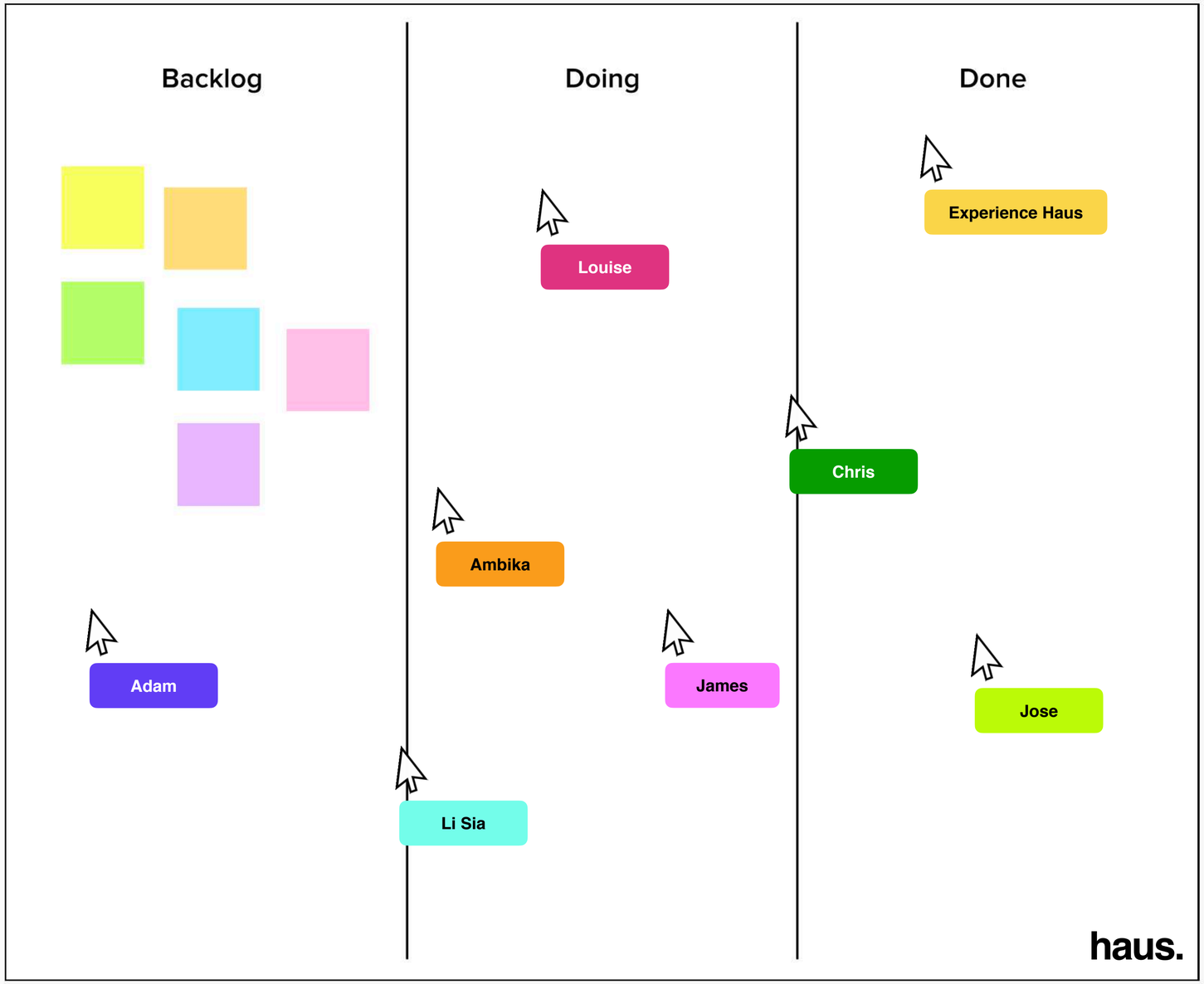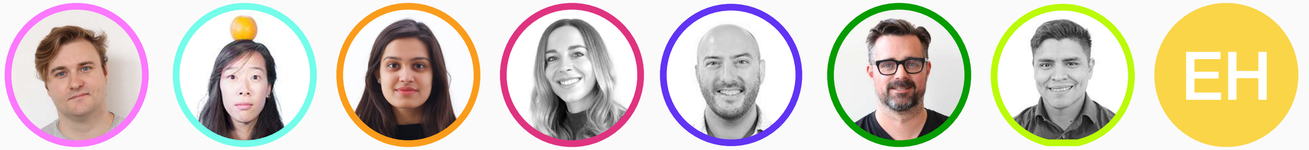
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