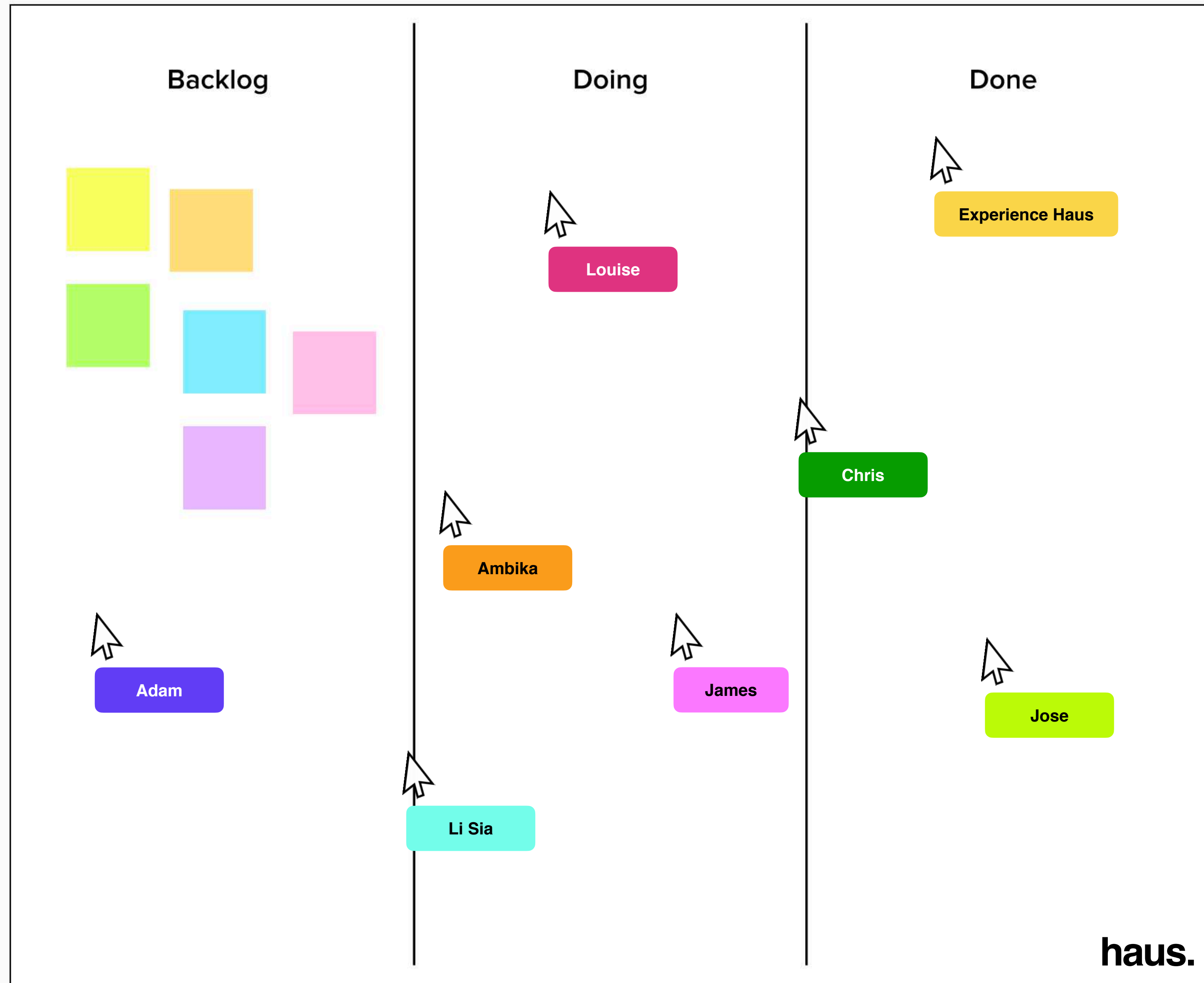


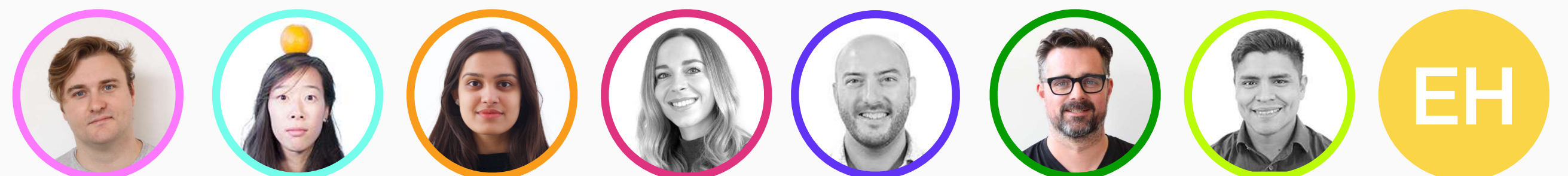
# Experience Haus

## Product Strategy & Management

EIGHT WEEKS ONLINE



Last updated Oct 2020  
www.experiencehaus.com



**Don't just  
think different.**

**Do Different.**

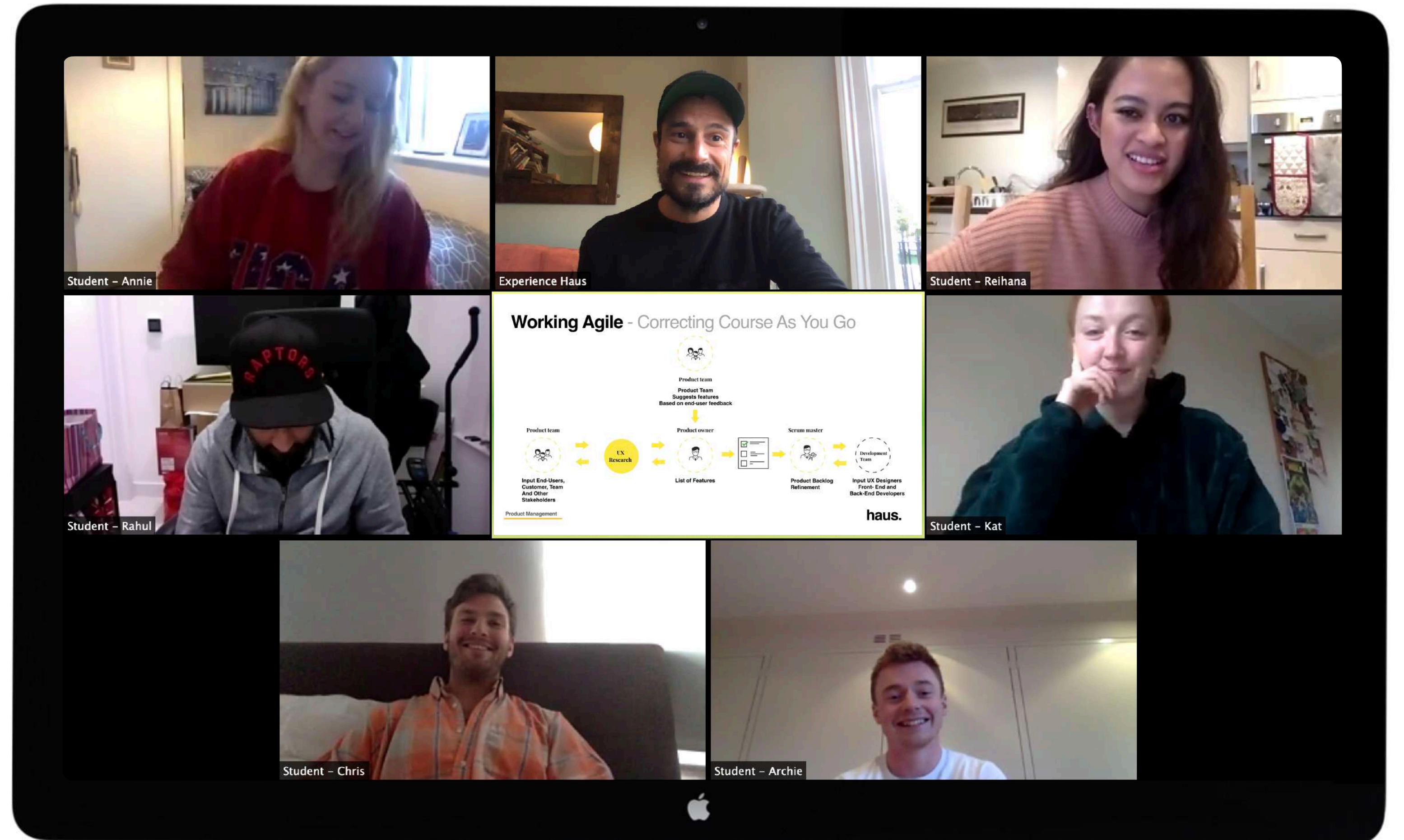
**More innovative and immersive.  
More personal and tailored.  
Experience a different way of learning.  
And stand out from the crowd.**

**Experience Haus.**

# **Product Strategy & Management** **Online Course.**

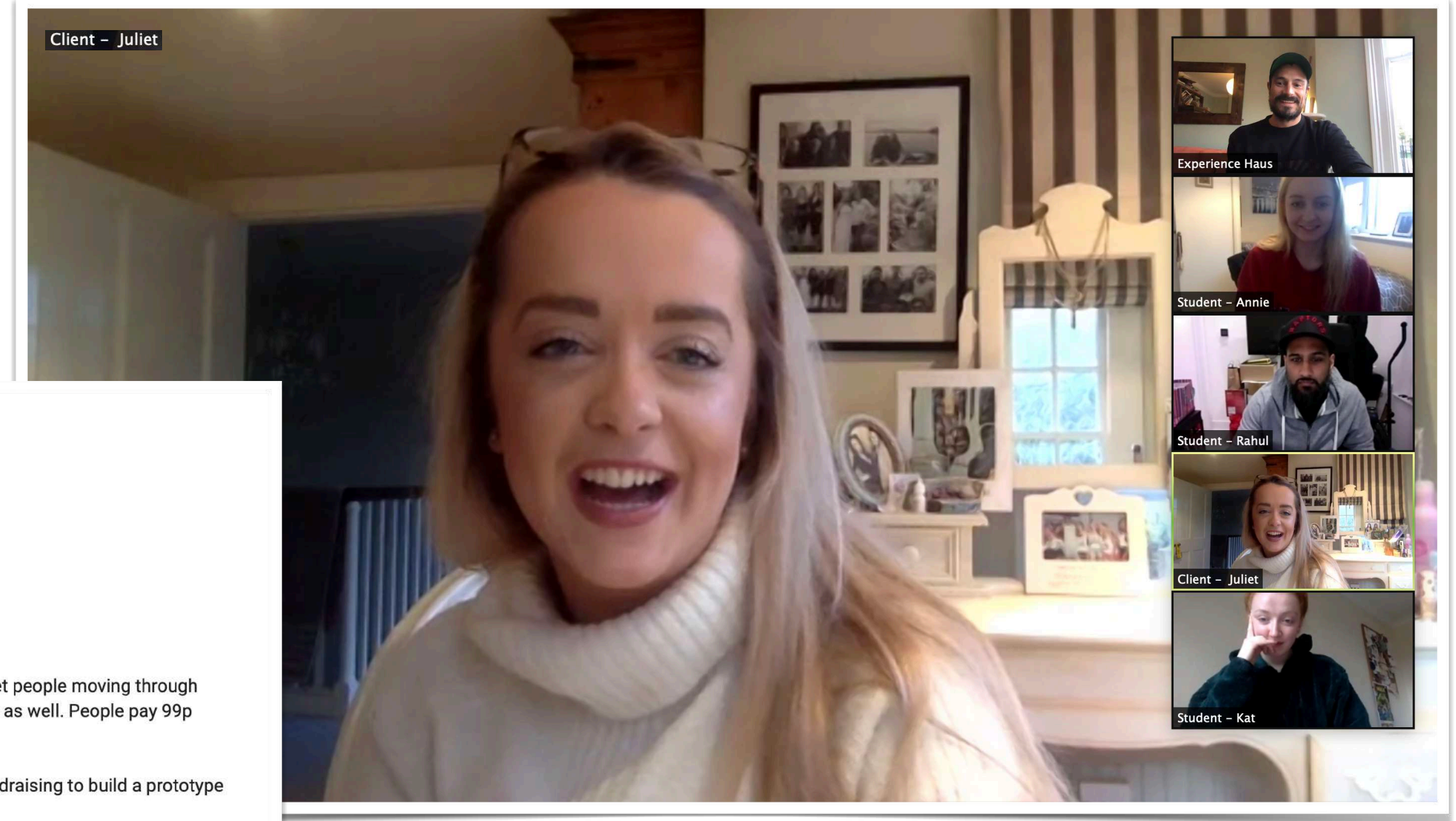
# Real training

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



# Real clients

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



## haus.

### 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



# 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





# Real workshops

- Online facilitation
- Real-time collaboration
- Innovative and fun
- Using [mural.co](https://mural.co)

Live online workshops.

Lean Canvas - EXPERIENCE HAUS\_ PRODUCT MANAGEMENT

<p><b>PROBLEM</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 2px;">Class sizes are often too big</div> <div style="width: 50%; padding: 2px;">You just 'fall' into a role in PM, you don't get properly trained or do a uni course</div> <div style="width: 50%; padding: 2px;">Instructors do not have enough experience</div> <div style="width: 50%; padding: 2px;">Lack of affordable product management courses</div> <div style="width: 100%; padding: 2px;">Lots of pre-recorded content out there - no mentoring</div> <div style="width: 50%; padding: 2px;">Lack of interaction on many online courses</div> <div style="width: 50%; padding: 2px;">There is a lot of choice - how do you know what is right for you?</div> </div>	<p><b>SOLUTION</b></p> <div style="text-align: center;"> </div> <p>Product Management training programme (delivered either face to face or online). Students are coached through industry relevant methods, tools and concepts and then individually apply their learnings to live project briefs.</p> <p style="text-align: center; color: purple;">Charlotte Morris</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 2px;">Limit class sizes - cap at 10?</div> <div style="width: 50%; padding: 2px;">Bring in best in class industry practitioners</div> <div style="width: 50%; padding: 2px;">Courses priced to ensure accessibility</div> <div style="width: 50%; padding: 2px;">Live real world client brief and engagement throughout the entire process</div> <div style="width: 100%; padding: 2px; text-align: center;">'Realer' and more immersive than any other programme</div> <div style="width: 50%; padding: 2px;">Brilliant class dynamic, collaboration &amp; engagement</div> <div style="width: 50%; padding: 2px;">Live sessions and mentoring through the programme</div> <div style="width: 100%; padding: 2px;">We genuinely care about people and won't stop supporting them when the course is over</div> </div>	<p><b>UNFAIR ADVANTAGE</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 2px;">Smaller Class Sizes</div> <div style="width: 50%; padding: 2px;">More immersive, innovative, real-world positioning</div> <div style="width: 50%; padding: 2px;">Using real briefs due to smaller class sizes</div> <div style="width: 50%; padding: 2px;">Can adapt teaching and pace of learning to suit each person and class</div> </div>	<p><b>CUSTOMER SEGMENTS</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 2px;">Team leaders looking for appropriate training for their team</div> <div style="width: 50%; padding: 2px;">UX/ Product designers looking to differentiate themselves</div> <div style="width: 50%; padding: 2px;">People interested in tech and looking for new career</div> <div style="width: 50%; padding: 2px;">Product Managers who are in the role without formal training.</div> <div style="width: 50%; padding: 2px;">Rebecca Muryani founders / entrepreneurs looking to get a product into the market</div> </div>						
<p><b>KEY METRICS</b></p> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">Number of people attending information sessions</td> <td style="width: 33%;">No. of people attending courses</td> <td style="width: 33%;">No. of people paying for courses</td> </tr> <tr> <td>Net Promoter Score (NPS)</td> <td>Eventbrite and web traffic</td> <td>Digital ad performance (CTRs)</td> </tr> </table>		Number of people attending information sessions	No. of people attending courses	No. of people paying for courses	Net Promoter Score (NPS)	Eventbrite and web traffic	Digital ad performance (CTRs)	<p><b>CHANNELS</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 2px;">Face to face training in Shoreditch studio</div> <div style="width: 50%; padding: 2px;">Online using Zoom with live delivery</div> <div style="width: 50%; padding: 2px;">Online workshops with mural / miro</div> </div>		
Number of people attending information sessions	No. of people attending courses	No. of people paying for courses								
Net Promoter Score (NPS)	Eventbrite and web traffic	Digital ad performance (CTRs)								
<p><b>COST STRUCTURE</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 33%; padding: 2px;">Instructor costs</div> <div style="width: 33%; padding: 2px;">Advertising</div> <div style="width: 33%; padding: 2px;">Tech costs - website, zoom, mural, g-suite</div> <div style="width: 33%; padding: 2px;">Operational / people costs (finance, marketing, student support,)</div> <div style="width: 33%; padding: 2px;">Real estate costs (buildings etc)</div> </div> <p style="text-align: center; color: green;">Rahul Patel</p>	<p><b>REVENUE STREAMS</b></p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 2px;">Course fees (online)</div> <div style="width: 50%; padding: 2px;">Course fees from face to face</div> </div>									

MURAL

J

A

R

Experience Haus

Student - Rebecca

Student - Charlotte

Student - Rahul

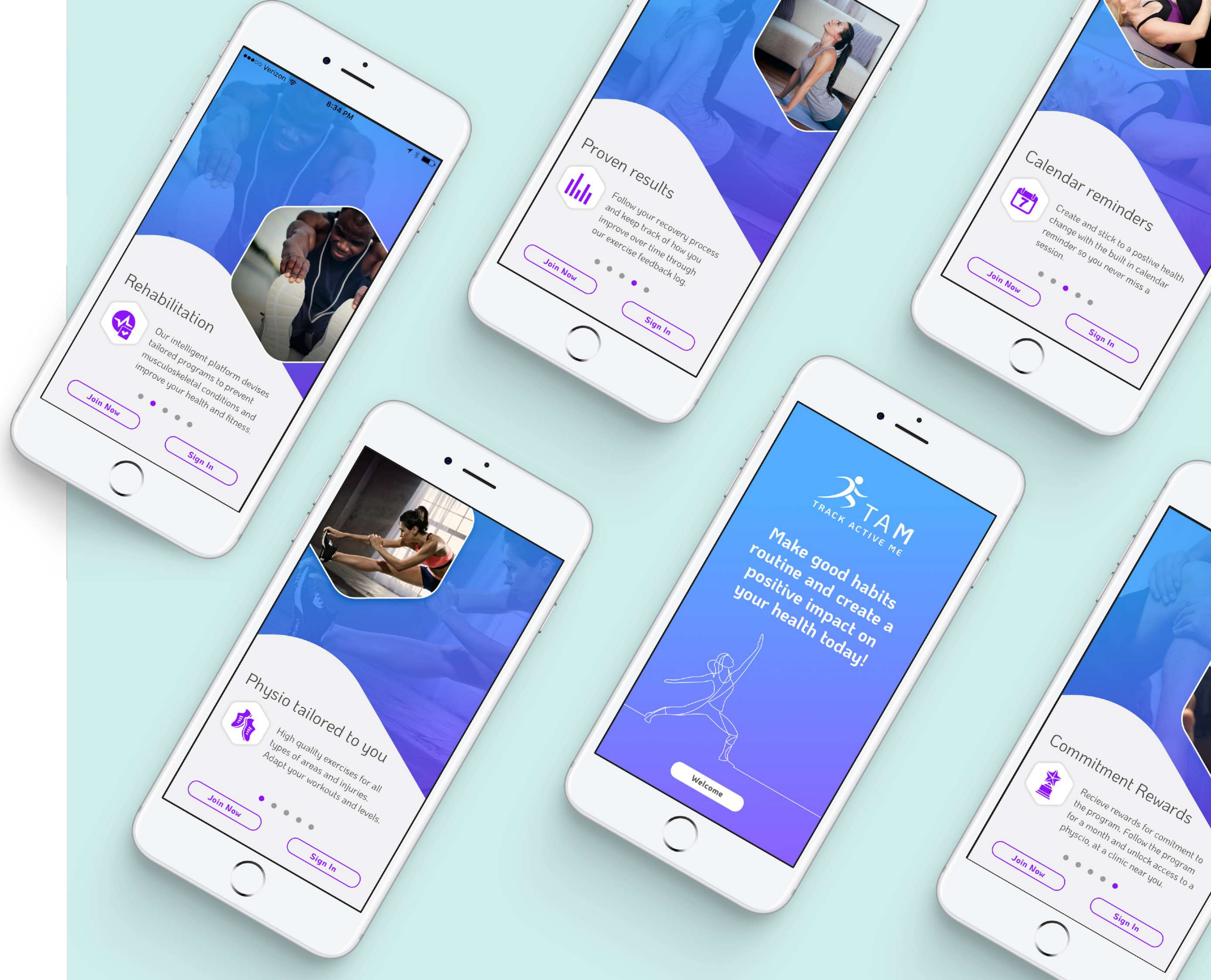
# Real community

- Connect with Hausmates
- Talk about the project and course
- Share trends, jokes and conversation
- Using [slack.com](https://slack.com)

The image displays a collage of Slack interface elements. On the left is a sidebar for 'Experience Haus' with channels like #general, #hackathon-nov16, #productdesign020, and #productdesign021. The main area shows a conversation in #productdesign021 with video thumbnails and text messages. A #general channel shows a message from Theo Banner with a link to a Google Docs survey titled 'Money Mile User Research'. A direct message window shows a message from Joe Morgan with a PDF file titled 'Essential Figma Shortcuts For Windows.pdf'.

# Real results

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



# Real rewards

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



# Certificate of Completion.

# Product Strategy & Management.

**ANNIE MORRIS**  
**MAY 2019**

Awarded for the successful completion in December 2019 of all modules of the above named part-time course by Experience Haus, in London, United Kingdom.

Covered a variety of topics including product strategy, user experience design and user interface design, including user research, design thinking, product management, experience mapping, ideation and prototyping.

AWARDED BY

Amit Patel  
Founder, Creative Director  
Experience Haus

Joseph Morgan  
Managing Director  
Experience Haus

www.experiencehaus.com



# Timetable

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

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

# 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

# Product Strategy & Management

8 WEEKS PART-TIME ONLINE

For UX/UI designers getting into Product Design and Product Managers fast-tracking their career.

- Live interactive workshops, not pre-recorded.
- Real client meetings and strategy to develop.
- Small classes and personal mentoring.
- Course completion certificate.



**£950** (inc. VAT)  
£95 now, the rest later.

A deposit of £95.00 (inc. VAT) reserves a space with the remainder of the course fees paid in two instalments (via direct debit during the course.)

Sept 28th, 2020 – Nov 18th, 2020  
Monday and Wednesday evenings, 6:30pm – 8:30pm (GMT)

Book now



**£855** (inc. VAT)  
Pay now, save 10%

Reserve your space today by paying your course fees in full. You will save ten percent off the regular price.

Sept 28th, 2020 – Nov 18th, 2020  
Monday and Wednesday evenings, 6:30pm – 8:30pm (GMT)

Book now



## Class Sizes

Each course is limited to 12 students.

## Location

The course takes place online using:  
• **Slack** (for community discussion)  
• **Zoom and Mural** (for workshops)  
• **Google Drive** (for course materials)

# Contact us

+44 203 141 2010

[learn@experiencehaus.com](mailto:learn@experiencehaus.com)

[www.experiencehaus.com](http://www.experiencehaus.com)

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168 Shoreditch High Street

London. E1 6JE

United Kingdom

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**haus.**



# Experience Haus

## Product Strategy & Management

EIGHT WEEKS ONLINE

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