Capstone Proposal

By Ahmed Arshad

1.1 Project Title

What is the title of your project? What is the problem you are trying to solve? What needs are you trying to address? How is your proposed approach/product/technology/study novel?

Title: "Continuous UX: Ship and maintain products user love" course

Description: Most UX training focuses on how to do any given ux activities from beginning to end. A lot of hype is created around latest and greatest methods. The "Continuous UX" course focuses on using evergreen methods. It will teach the importance of ongoing UX activities to continuously deliver and maintain product users' love.

1.2 Capstone Category & Courses

Web development

- DGMD E-60: Applied Online Course Design

- DGMD 30: Video Field Production

- DGMD 01: Ideas to Prototype

1.3. Project Goal

What is the goal of your capstone project? What is the state of the art, i.e. what solution already exists today? How does your goal exceed the state of the art? Depending on your project, you might answer one of the following sub-questions: What need are you trying to address? What problem are you trying to solve? What message are you trying to convey?

The goal of my capstone project is to launch an online course about User Experience.

UX courses for beginners and leaders exist across various learning platforms. The

course is targeted for senior or management UX professionals. These professionals are

tired of being reactive and ad-hoc as the only way they work. They want to have a

systemic approach of consistently delivering good experiences.

1.4. Learning Goals

What would you like to learn during the execution of your capstone project? Do you plan to use your capstone to create a business? What skills are you planning to develop? What new approaches or technologies are you planning to learn?

• Learn how to design an online course curriculum

• Learn how to select mixed media to effective most effectively

• Learn how to test students' comprehension

• I plan to learn Teachable and related integrations

1.5. Elevator Pitch

How would you describe in 3 sentences the significance of your capstone project? How important is your product? What is the impact of your project compared to what already exists? The elevator pitch (or value proposition) should be brief, persuasive, and mention your goals and the skills you bring to the project.

UX leader, tired of only working in reactive manner month-after-month with clear

outcome? This course eliminates the insanity and puts you back in the driver seat.

User a systematic approach to continuously deliver and maintain digital products your

users love.

1.6. Personas & Empathy Maps

Give statistics about the number of potential users (e.g. worldwide) and number of actual users (e.g. people aware of your product).

According to Linkedin, as of July 2019, there are 918,202 UX designers in the world. https://www.uxpin.com/studio/blog/the-age-of-user-experience-design/. 219,000 UX Designers in the US. Senior Designer average salary is $103,000 and Principals' $110,000. https://www.springboard.com/blog/ux-designer-salary-guide/

Create 3 personas. For each persona, create an empathy map.

(Personas and empathy maps start on next page)

Jake, Software-Company Founder

"My company will make world into a better place."

Age: 27
Work: Founder & Head of Product
Family: Single
Location: San Francisco, CA

Goals

- Take his product from good to great
- Increase revenue & customer satisfaction
- Reduce the company's risk

Frustrations

- Company has weak cash flow
- Debt and backlog of work to be done
- Large competitors disruption

Motivation

Incentive

Fear

Growth

Power

Social

Empathy Map - Jake	
SAY	THINK
"My company will make world a better place."	"How do I make this business work long-term"
DO	FEEL
Read customers' feedback, meets with executive team, pitches company to potential investors.	He feels worried about business's cash flow

Susan, Big-Tech Product Manager

"Need to nail the next few quarters product goals."

Age: 29
Work: Head of a flagship product
**Family:** Married
Location: London

Goals

- Provide engineering guidance and work to ship features
- Evangelize the latest roadmap and key initiatives
- Spend time interacting and observing customers

Frustrations

- How to deal with competing and conflicting prioritize
- Growing customer demands and pain points
- The constant change in executive leadership and their priorities

Motivation

Incentive

Fear

Growth

Power

Social
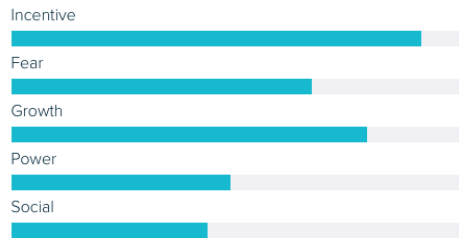
Empathy Map - Susan	
SAY	**THINK**
"Need to nail the next few quarters product goals."	"Am I understanding my customers' needs correctly"
DO	**FEEL**
Internal meetings to understand and evangelize vision, customer visits to understand their needs and frustrations	Frustrated about dealing with competing and conflicting prioritize

Farah, Head of Engineering

"I want us to innovate using the latest technology."

Age: 33
Work: Head of Engineering
Family: Single
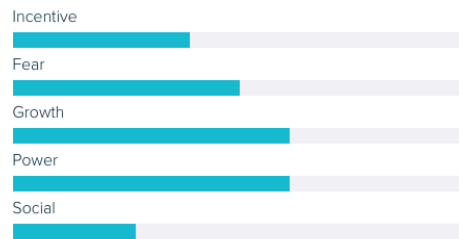**Location:** Dallas, TX

Goals

- The engineering team is aligned with business goals
- The team is working in an agile, responsive way
- Engineers are taken care of to do their best work

Frustrations

- Not enough time to take care of debt
- Constant customer escalations
- Understaffed for targeted goals

Motivation

Incentive

Fear

Growth

Power

Social

Empathy Map - Farah	
SAY	THINK
"I want us to innovate using the latest technology"	"How can I get my engineers to do their best work work?"
DO	FEEL
Resource allocation, Hackathon planning, monitoring outages and P1 customer issues	Feel the pressure of business leadership to ship faster

1.7 Metrics, Rubric and User Survey

Create a rubric to assess the success of your project.

Metrics	Minimum Viable Product	Match the State of the Art	Exceeds the State of the Art
Content & Media	Video	Video, PDF download & Transcript	Video, audio, PDF & Transcripts
Design choices	Use default	Modify default to match color scheme	Apply full brand system; logo, color & typography
Quiz Experience	Ask questions in video	Typeform Quiz	Quiz embedded in video
Certification of Completion	None	Downloadable	Physical one, mailed to student
Positive Reviews	Avg 3 star	Avg 4 stars	Avg 5 star
Completion of Modules	50% of students	75% of students	90% of students
Quiz Success	80% at first attempt	90% at first attempt	95% at first attempt

Create a user survey with at least 10 questions. The questions in your survey could fit some criteria in your rubric.

1. T/F Did you find the Quiz easy to use?

2. On a scale of 1-5, how difficult or easy did you find the quiz?

3. How likely are you to recommend this course to another person?

4. T/F Did you like working toward and receiving a certification of completion?

5. On a scale of 1-5, how would you rate the visual experience of the course?

6. On a scale of 1-5, how would you rate the content?

7. On a scale of 1-5, how would you rate the quality of the material (ie video, pdf etc)?

8. On a scale of 1-5, Did the course meet the objectives it promised to deliver?

9. On a scale of 1-5, How would rate the length of the course?

10. On the following scale, how would you rate the course on the spectrum theoretical vs practical?

1.8 Life Beyond Capstone

Will your project exist beyond completing the capstone course? Describe how the project will be used after your graduation. Will it help you get a job, get a promotion, create a portfolio, or launch a business? Will your capstone be used or experienced by your target audience after this class? If maintenance or moderation is needed, how do you plan to do this?

I have strong motivation to launch this as a paid online course. After I am complete creating this course in the capstone, I will promote it online and sell it to my target audience. This will be a secondary source of income. I also intend to build a consulting business around the philosophy taught in the course.

2.0 Competitor Review

Identify 3 competitors and then create a comparison table.

"UX Playbook" by UIE

"Your organization's challenges are unique. Your UX strategy must be unique too." This in-person live 2-day workshop lead by Jared Spool exclusively. Jared Spool is one of the most popular conference keynote speaker. His writing is popularly followed. The benefits of the program is customized for the team. He co-creates a strategy for the organization with the Design leadership team.

Price is as low was $1725/person.

https://playbook.uie.com

"Design Leadership" by Cooper

"This two-day course will strengthen your influence by helping you think strategically, diagnose challenges early-on, and move beyond communication roadblocks." Similar to UX Playbook, it is a live 2-day workshop. It isn't shaped around one personality. It is is leveraging the Cooper brand which is respected in the design community. The course is less about strategy but becoming more self-aware and confident as a leader.

Price is as low as $1900/person.

https://www.cooper.com/courses/design-leadership/

"Design Strategy" by IDEO U

"Learn a process for designing a strategy that will enable you to think about and take action on a strategy." The is an on-demand online course. IDEO is considered the most strategic brand in Design. The course disadvantage is that students only have access to for 5-weeks. While this might encourage them to complete the course it doesn't make it possible reference the content later. The students can download guides, frameworks and supplemental resources.

Price of the course is $699.

https://www.ideou.com/products/designing-strategy

Comparison Matrix

Summarize your competitor review and compare them with your own project.

	UX Playbook - UIE	Design Leadership - Cooper	Design Strategy - IDEO U
Audience	"Senior UX team"	"senior-level practitioners and managers"	Senior UX and Design
Price	$1725/person	$1900/person	$699
Live or Pre-recorded	Live	Live	Pre-Recorded
Instructor	Yes	Yes	No
Community	No	No	Yes
Certificate	No	Yes	Yes
Time	2 Days	2 Days	Unknown "13 videos"
Parent Org	Professional Training	Professional Training	Consultancy
Public/Private/Both	Both	Both	Public
Pro	Customized to org	Taught by live instructor	Affordable
Con	Tied to Jared's Identity	Lacks focus & purpose	It has after course community support

3.0 Technology Requirements

Teachable
- Description: Teachable is an all-in-one platform that helps you create and sell courses online.

- Related courses: DGMD E-60: Applied Online Course Design

- Alternative technologies: Wordpress

- Reason for selecting this tech: Teachable is a stable and flexible platform. To do something similar in Wordpress would require two dozen integrations to work very well with each other.

- How it will be used: Teachable will be the central technology for my capstone. Teachable handles everything from web hosting to payment processing. Its Power Editor allows advanced customizations by editing school template files. Code Snippets feature allows to use web services such as Facebook tracking pixel and analytics tools.

Liquid
- Description: Liquid is an open-source template language developed by Shopify, which serves as a link between stored data and the HTML templates that are displayed on the page of your web browser.

- Related courses: CSCI 3: Web Programming/JavaScript

- Alternative technologies: Bolt.com

- Reason for selecting this tech: Native integration into Teachable

- How it will be used: Liquid blocks can be used Teachable courses' homepages, sales pages, thank you pages, and custom pages.

HTML/CSS/Javascript
- Description: Standard webe technologies

- Related courses: CSCI 12: Fund. of Website Development

- Alternative technologies: Microsoft Sharepoint

- Reason for selecting this tech: Native integration into Teachable

- How it will be used: Teachable allows custom CSS to modify the course's fonts, colors, and backgrounds. Teachable allows additional HTML/JavaScript code snippets to their head, login and logout sections.

Zapier
- Description: Zapier allows you to connect and automate tasks between your Teachable school and many other applications.

- Related courses: CSCI 12: Fund. of Website Development

- Alternative technologies: Microsoft Flow

- Reason for selecting this tech: Native integration into Teachable

- How it will be used: Log new Teachable sales as new rows on Google Sheets

Webhooks
- Description: Webhooks are used to send information from one app to another in a way that will trigger a specified behavior.

- Related courses: CSCI 3: Web Programming/JavaScript

- Alternative technologies: Hooks Data

- Reason for selecting this tech: Native integration into Teachable

- How it will be used: Use Webhooks to capture when users update their contact information.

Vizia

- Description: Interactive videos are great for course lectures, because they will keep students involved and engaged while watching.

- Related courses: DGMD E-60: Applied Online Course Design

- Alternative technologies: Genially

- Reason for selecting this tech: Native integration into Teachable

- How it will be used: Interactive videos are great for course lectures, because they will keep students involved and engaged while watching.
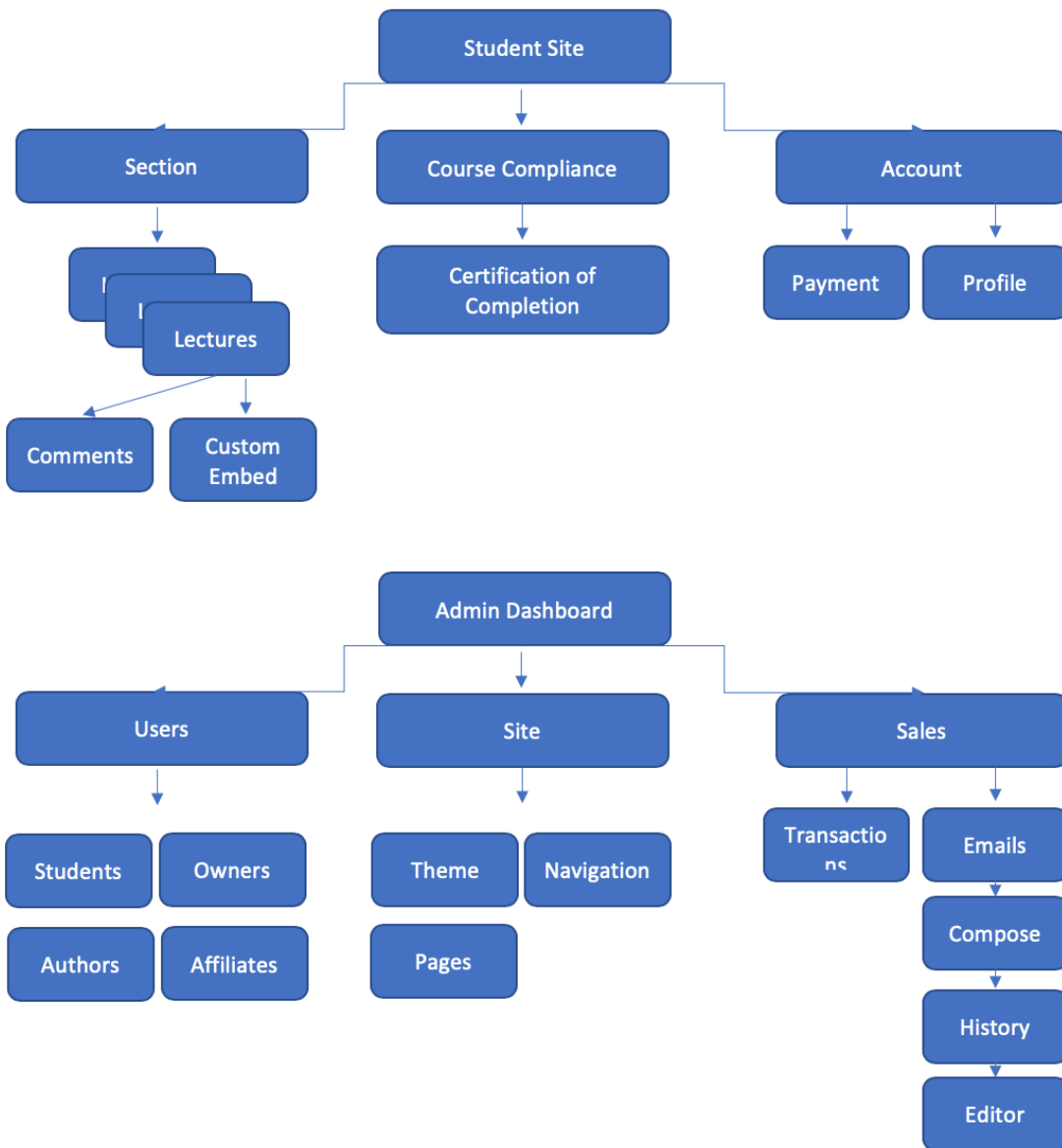

iMovie

- Description: Video post-production software for beginner and novice users.

- Related courses: DGMD 30: Video Field Production

- Alternative technologies: Adobe After Effects

- Reason for selecting this tech: I have strong command of iMovie and have used it for various projects.

- How it will be used: For editing course videos

4.0 Developer Manual

Create step-by-step instructions and drawings showing how to build or assemble your product. Think about the software/ hardware components and their relations.

PRODUCT ARCHITECTURE

```
                          Student Site
              ┌───────────────┼───────────────┐
         Section        Course Compliance      Account
            │                 │            ┌─────┴─────┐
         Lectures      Certification of   Payment    Profile
         ┌───┴───┐       Completion
     Comments  Custom
               Embed
```

```
                        Admin Dashboard
              ┌───────────────┼───────────────┐
            Users            Site            Sales
              │               │          ┌────┴────┐
        ┌─────┴─────┐   ┌─────┴─────┐  Transactions  Emails
     Students  Owners  Theme  Navigation            │
     Authors  Affiliates  Pages                   Compose
                                                    │
                                                  History
                                                    │
                                                  Editor
```

INSTRUCTIONAL DESIGN

Complete the Instructional Design document in the "Modules" section, specifically the following sections:

High-Level Overview

A self-paced online course for User Experience professionals who are leaders and managers.

Content Topic

User experience methods that should be don't regularly to consistently create good results.

Big Idea

Recurring activities that create continuous results

Misunderstanding or Gap

The learner might be overwhelmed by the number of methods available and when to use which one. The learner might be so focused on being reactive to various forces in the organization that they haven't figured what proactive looks like. The learner might be wondering how to continuously create good results.

6 Facets of Understanding

EXPLANATION

Student customizes the framework to work in their own style and organization

PERSPECTIVE

Student is source of consistency and reliability to their peers

INTERPRETATION

The student can see routines scheduled that will yield predictable results

EMPATHY

The learner is able to feel the challenge their direct reports, peers and leadership are dealing with

APPLICATION

Can imagine applying similar mindsets and frameworks outside their workplace

SELF-KNOWLEDGE

The student is more self-aware of their and their teams and peers time.

Why & Enduring Understanding

Learners will understand that creating results doesn't have to guess work and can be created through predictable methods and routines.

Evidence of Understanding

I will know that students have obtained desirable understanding by how they perform online quizzes.

Learning Flow

MINDSET

1. Routines = Long-Term Success & Happy Teams

2. Continuous creativity is through Routines

3. Anatomy of a good routine (Time, place and process)

METHODS

1. Regularly do design reviews

2. Maintain a customer journey

3. Review Experience Metrics

4. Self-Audit Core Experience & Iteration

5. Continuous Discovery

Learning Theory

The course will have various media types. Those would be video, text, pdf etc. This will keep the student engage and increase their ability to process the information.

Pedagogies

The main pedagogy will be Distance Learning. This is to allow massive number of students irrespective of geographic location or availability.

Inspiration

- Leadership by Design https://www.udemy.com/course/leadership-by-design/
- UX Foundations of Interaction Design https://www.linkedin.com/learning/ux-foundations-interaction-design/welcome?u=2194065
- User Experience Design https://www.coursera.org/learn/user-experience-design

Course Curriculum

Start next lecture ›

Welcome

◐	📄 What to expect in this course	Start
○	📄 About the instructor	Start
○	📄 Resources	Start

Maintain Research-Backed User Journey

○	📄 Concept introduction	Start
○	📄 Lesson 1	Start
○	📄 Lesson 2	Start
○	📄 Lesson 3	Start
○	📄 Test your learning	Start

Schedule Continuous Discovery

○	📄 Concept introduction	Start
○	📄 Lesson 1	Start
○	📄 Lesson 2	Start
○	📄 Lesson 3	Start
○	📄 Test your learning	Start

Conduct UI Design Reviews

○	📄 Concept introduction	Start
○	📄 Lesson 1	Start
○	📄 Lesson 2	Start
○	📄 Lesson 3	Start
○	📄 Test your learning	Start

Wrap up

Continuous UX

0% COMPLETE

- 📋 Course Curriculum
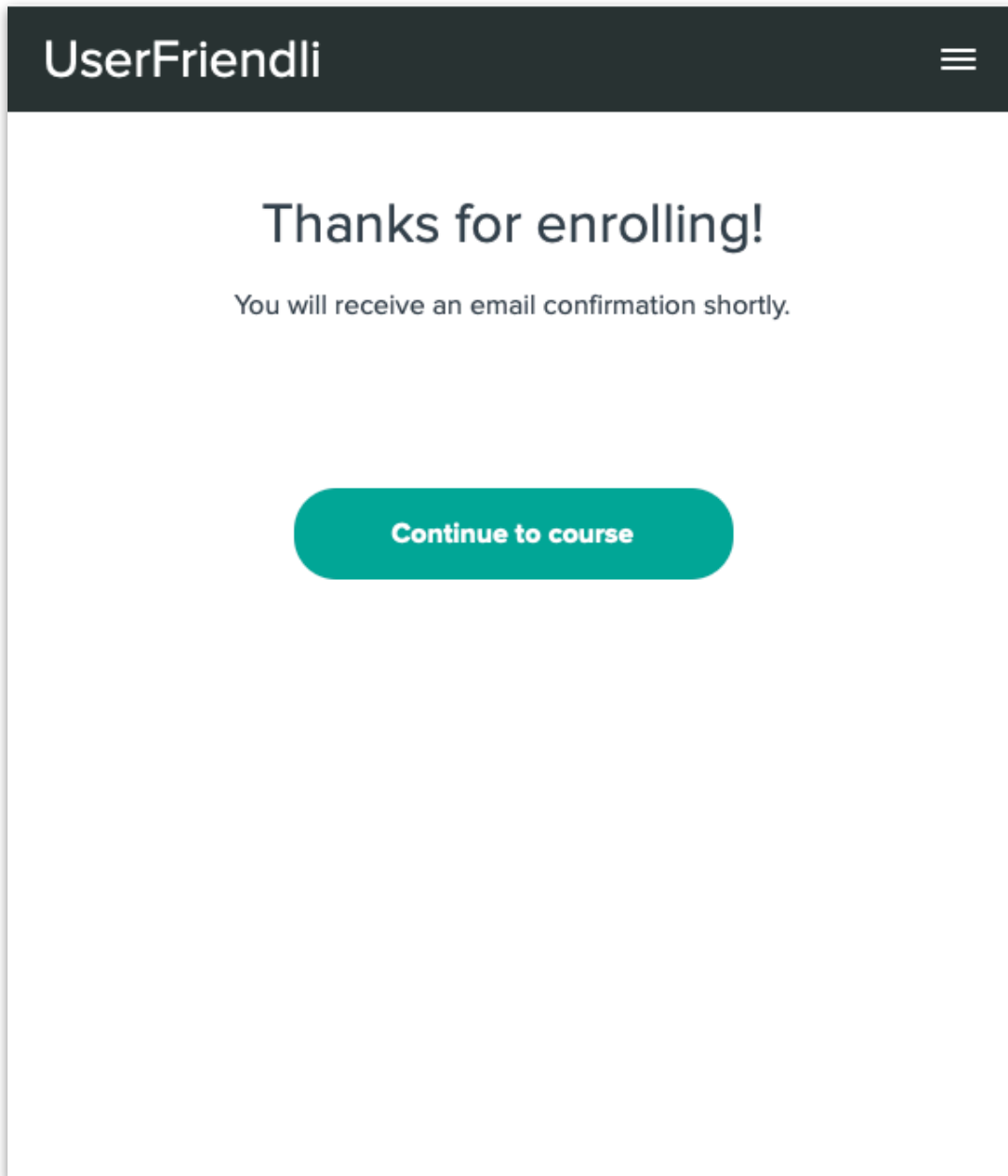- 👤 Your Instructor

5.0 User Manual & Journey

Describe your project from the user's perspective. How would the user experience your product? Create step-by-step instructions and drawings showing how to use your product, i.e. the user journey through your product. Create one drawing and a text description at each step. To describe a front end project, use Balsamiq.com to create mockups.

SALES PAGE

This is the public, unauthenticated landing page of the course. Visitors can learn more about the course here.

THANK YOU PAGE

UserFriendli ☰

Thanks for enrolling!

You will receive an email confirmation shortly.
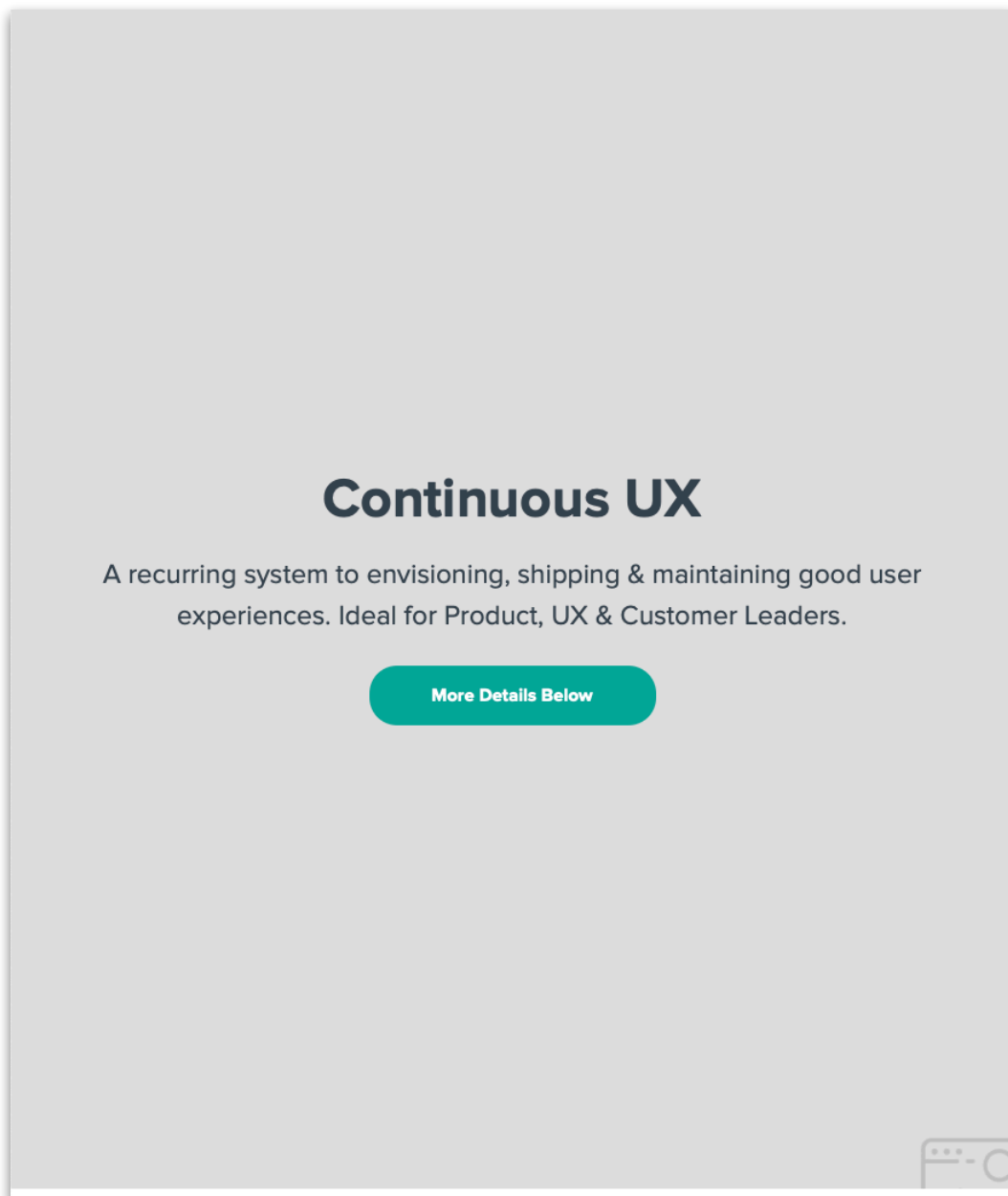
Continue to course

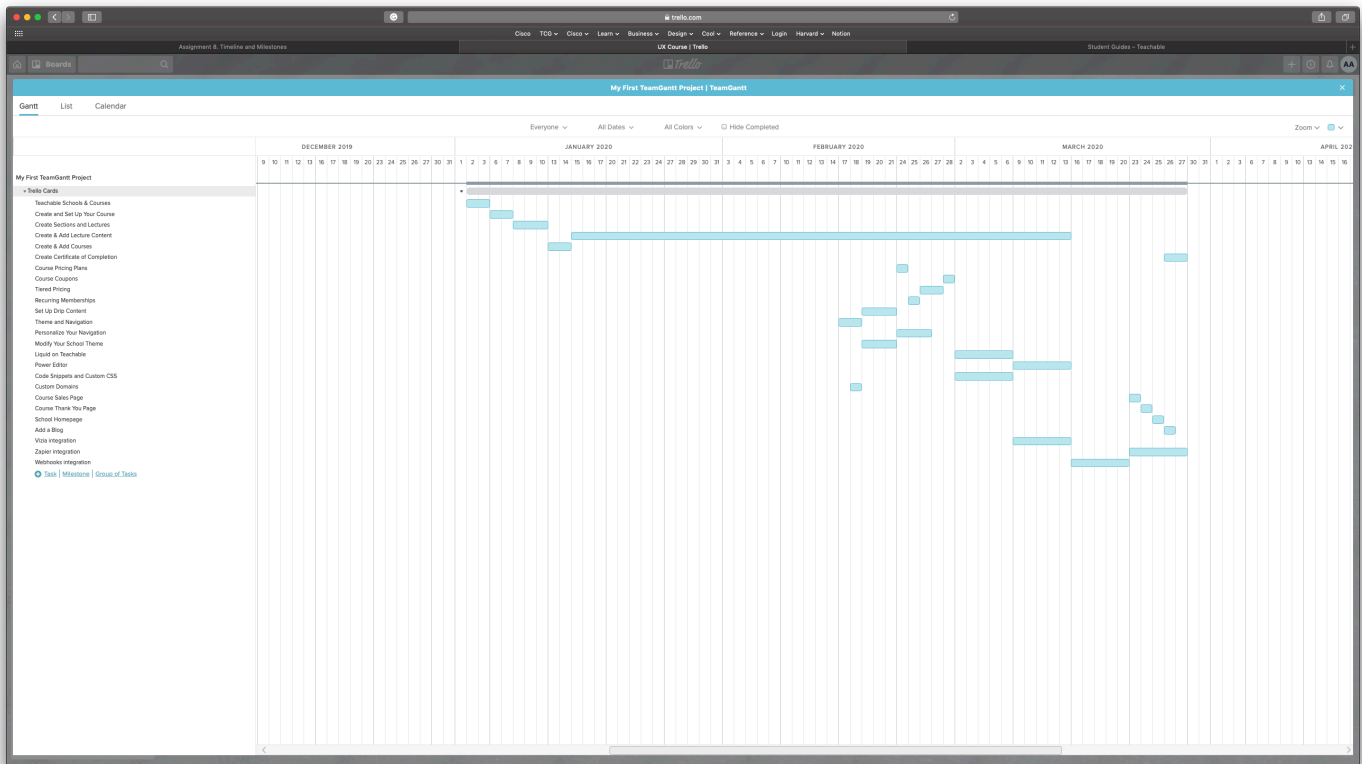**COURSES PAGE**

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Continuous UX

Ahmed Arshad   **$500**

6.0 Work Plan and Milestones

A 1-page GANTT Chart showing the tasks in the first columns and the duration of each task. Identify key milestones. The total duration of your project is 15 weeks.

7.0 References

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