



SOAL
School of Accelerated Learning™

Product Design

Learner Guide

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What

is Product Design?



**A Brief
Introduction**

The Process

of identifying a market opportunity, clearly defining the problem, developing a proper solution for that problem and validating the solution with real users.

"The way we learn is being disrupted by SOAL. We need to get out of the traditional classroom model of education. SOAL has hit the nail with its hybrid learning. I can see this accelerated learning pedagogy being a better alternative to the top engineering colleges around the country."



Former Dean
Indian School of
Business

AJIT ””
RANGNEKAR



Why Product Design?

Future Ready

Product Design forms the basis of a formidable career in design, be it service design, user interface/ user experience, graphic design, architecture, interior design, physical product design and many more!

Career Prospects

Product Designers are in demand by industries as they require fresher ideas and newer innovative products and designs. They also work on improving existing products and processes to make them user friendly.

360° Development

Our Product Design program readies you for a career in challenging domains of the design field. We arm you with a skill set that prepares you for a role in service design or UI/UX and grow from there.

Upskill + Upgrade

We will lead your transformation from an enthusiast to a professional. Learn the skills which will form the foundation for a career in Product Design. If you have prior experience, this program will help you get to the next level.

Course Structure



Phase 1

Milestone 1-4 & Evaluation

Phase 2

Milestone 5-8 & Evaluation

Phase 3

Milestone 9-12 & Evaluation

Phase 4

Milestone 13-16 & Evaluation



Phase 1

Introduction into human-centred design and design methodology.

Milestone 1

Interviewing customers, observing user behaviour, building personas and customer journey maps.

Collect data through web analytic/ online surveys.

Milestone 2

Stakeholder mapping, creative clustering and ambition setting.



Milestone 3

Brainstorming, facilitation of co-creative sessions, idea doodling on tools like Adobe XD, Figma, InVision & Miro.



Milestone 4

Creating wire-frames via software like Sketch and testing on Invision.

Evaluation

Compilation of design learnings in part 1.





Phase 2

Apply learnings in the field of Service Design or User Experience/User Interface (UX/UI) design (parallel tracks) for an existing service or product.

Milestone 5

Investigate a current service to find key user problems. Apply best-suited research methods /tools in order to focus on crucial problem areas for the chosen product or service.



Milestone 6

Investigate a current service to find key user problems. Apply best-suited research methods /tools in order to focus on crucial problem areas for the chosen product or service.

Milestone 7

Choose a customer segment and problem definition to solve the problem in the chosen product or service.

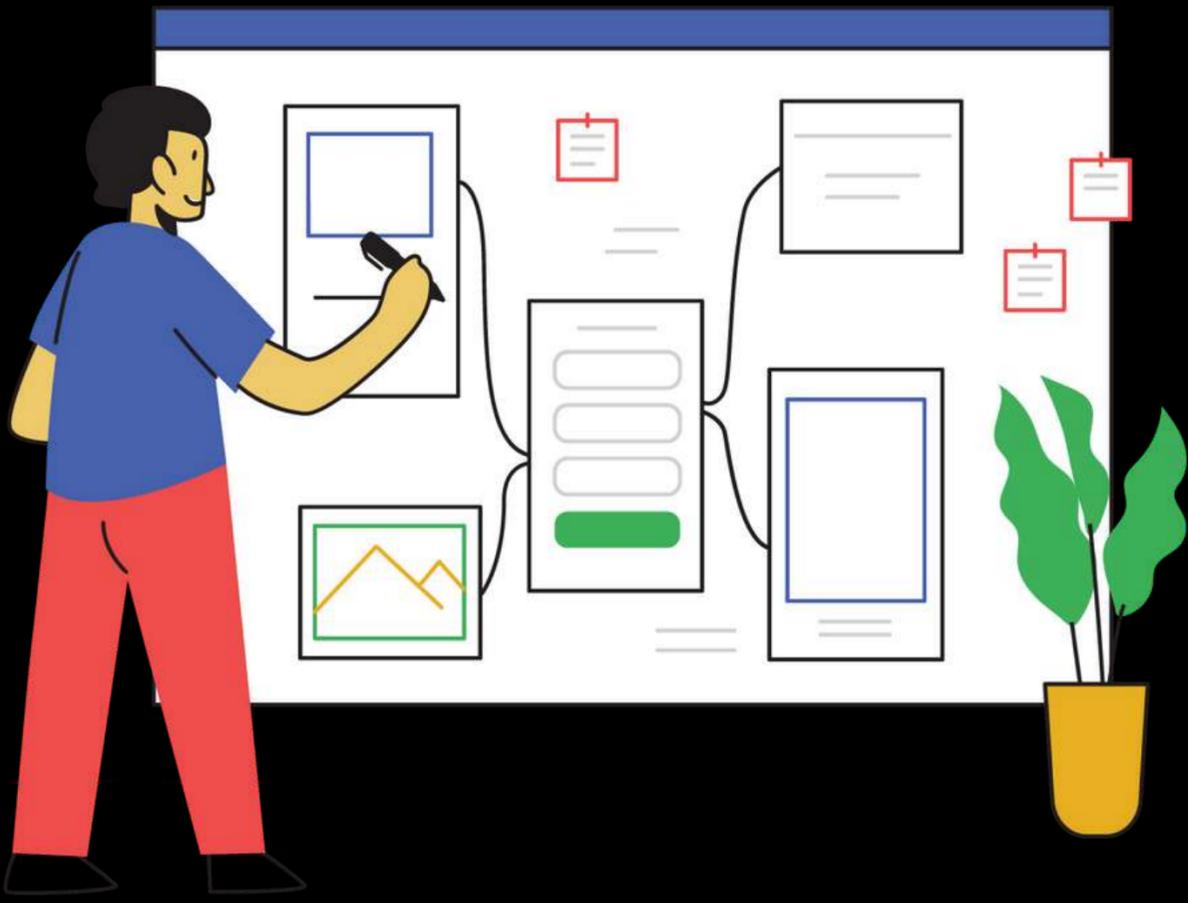
Milestone 8

Choose one final concept, detail it and perform tests with real users.



Evaluation

Compilation of tools learnt in phase 2.





Phase 3

Multidisciplinary project of SD and UX/UI students following lean/agile way of working.

Milestone 9

Creating a new vision/product proposition that solves a problem that is important to you.

Milestone 10

Developing a digital and non-digital flow for the service or product in collaboration in a team with fellow designers.



Milestone 11

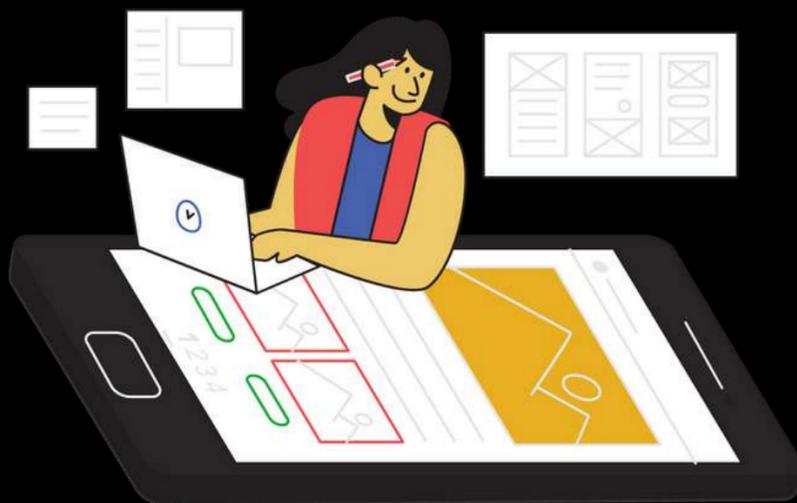
Developing concepts and testing hypothesis iteratively.

Milestone 12

Work in a sprint along with the product engineering students to bring your concept alive!

Evaluation

Compilation of tools learnt in phase 3





Phase 4

Preparing for the Design world

Milestone 13

Understanding the future of design, roles and organisational structures

Milestone 14

Learn how to set up a portfolio, how to network and get ready for interviews

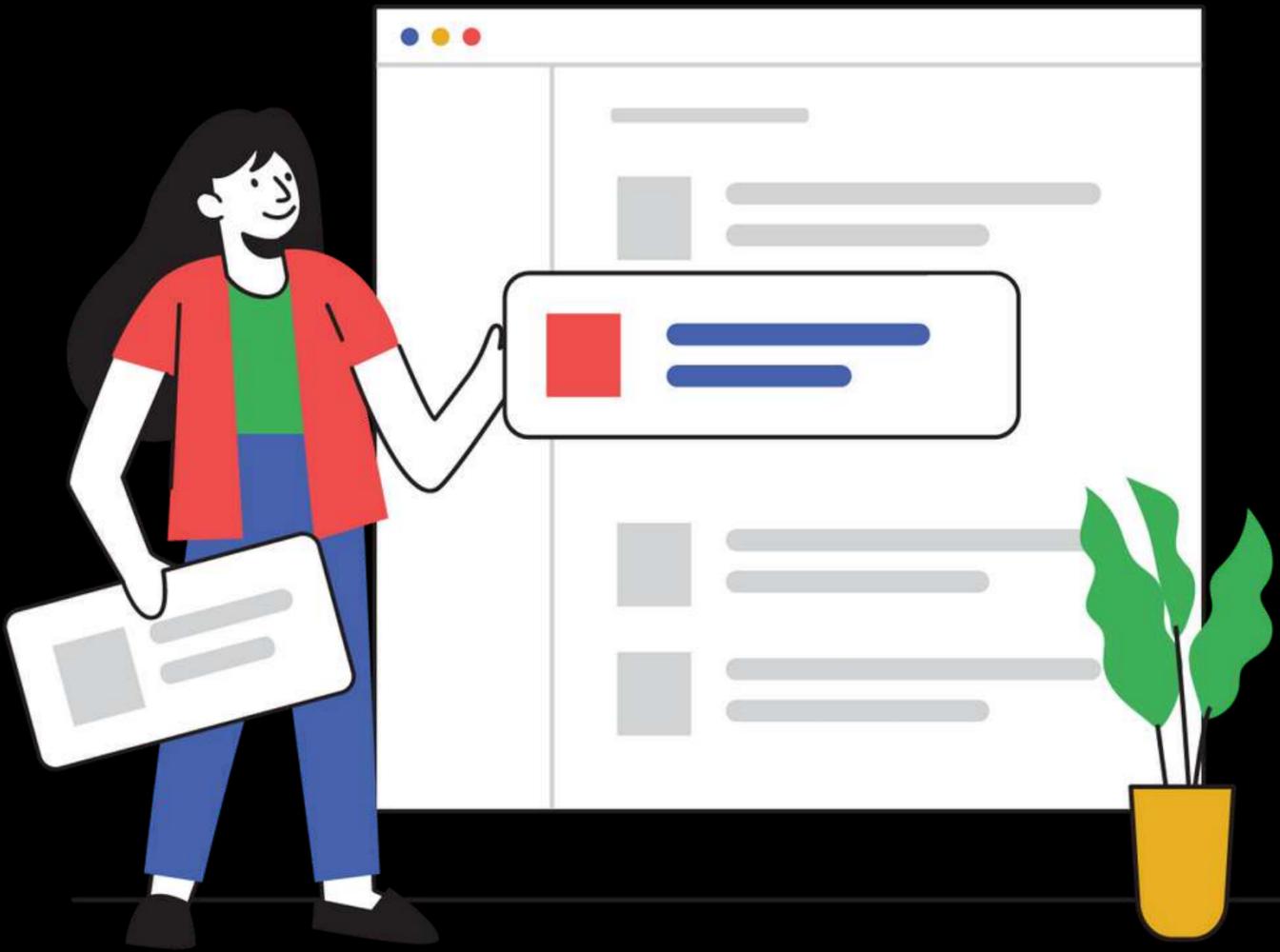
Milestone 15 & 16

Choose one final concept, detail it and perform tests with real users.



Evaluation

Jury presentation of projects



"SOAL maintains a consistent alignment with industry requirements by keeping education sharp, focused and relevant. We need great product developers and not just good engineers. SOAL promises to deliver on this front."



**Recruiting
Head,**
UBER India and
South Asia

”
**PRADEEP
DESU**

Learner Success

One of our youngest learners, Khushboo graduated from SOAL & got a job before she received her 10th Marksheet.



Khushboo Pandit

Created an E-commerce website where farmers can directly sell to customers & avoid middlemen.



Vamshi



What Will You Learn?

Design Foundation

A strong design foundation that is essential to understand what design can do irrespective of the industry or discipline. With our program, you will develop a strong base of design knowledge, processes and skills by using the London Design Council's framework.

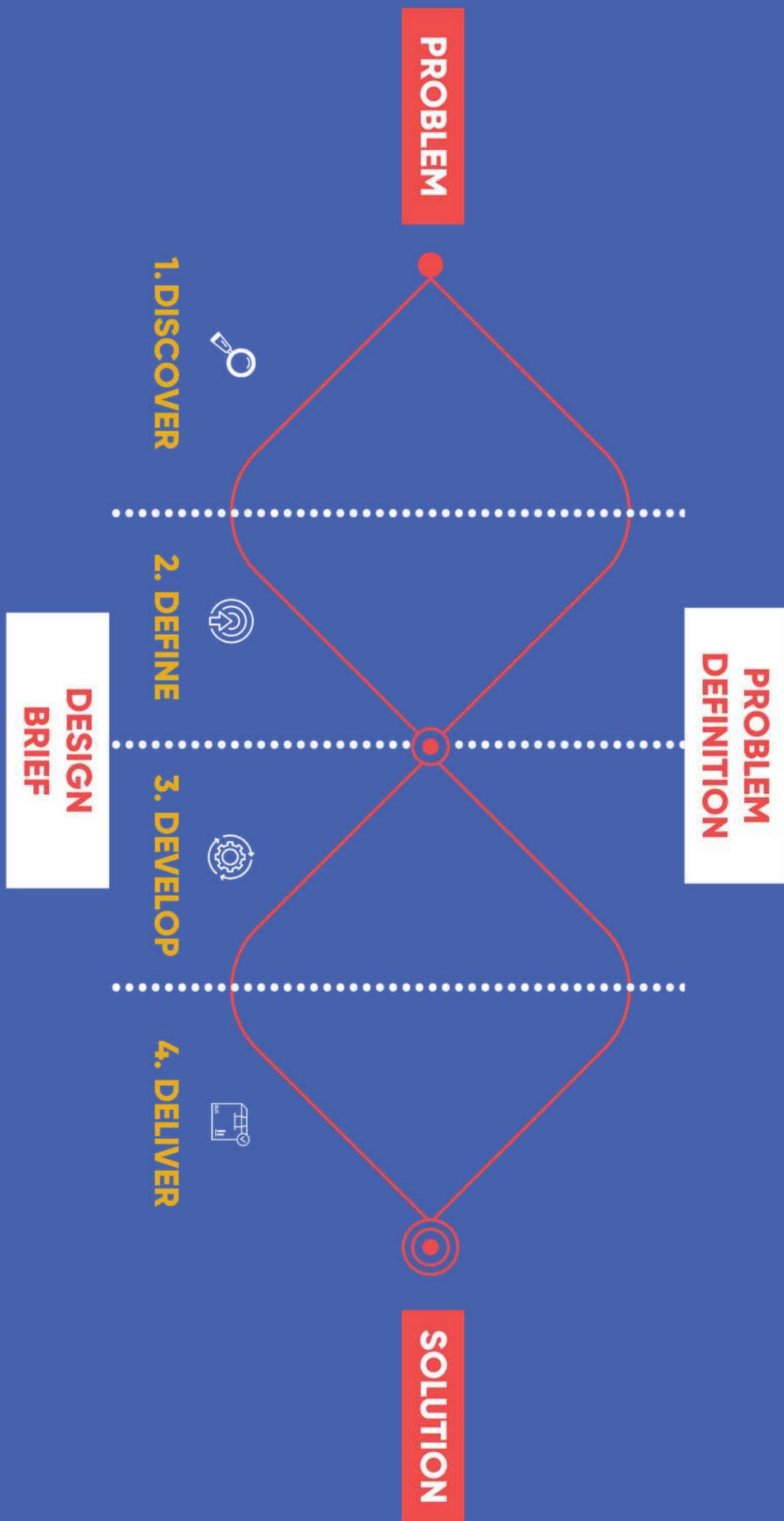
- Double Diamond

The Double Diamond Framework

is divided into four pillars:

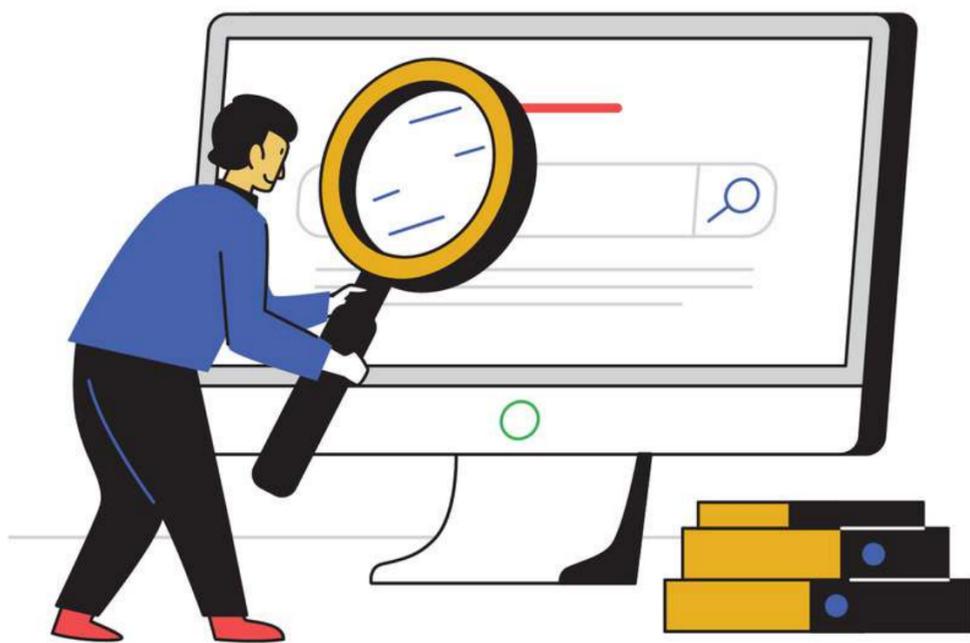


Rotate your screen



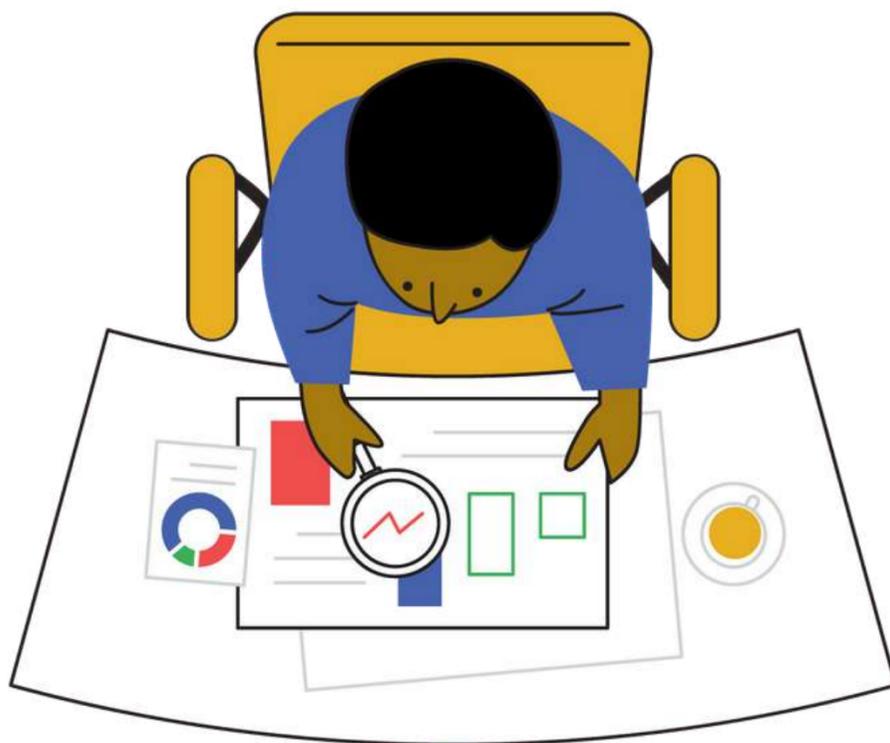
Discover the Problem

In the first diamond, you will focus on getting a deeper understanding of the problems users encounter while interacting with products & services. This will involve you spending time with users, observing them and using multiple tools to understand them and their problems. Here, you use divergent thinking. In simpler words, you explore problems without any assumptions and broadly.



Define the Problem

Once you have an understanding of the user, you change focus. You can now start to define what problems need attention. This is where you use convergent thinking, which means you narrow your focus to the most essential problems.



Develop Innovative Concepts

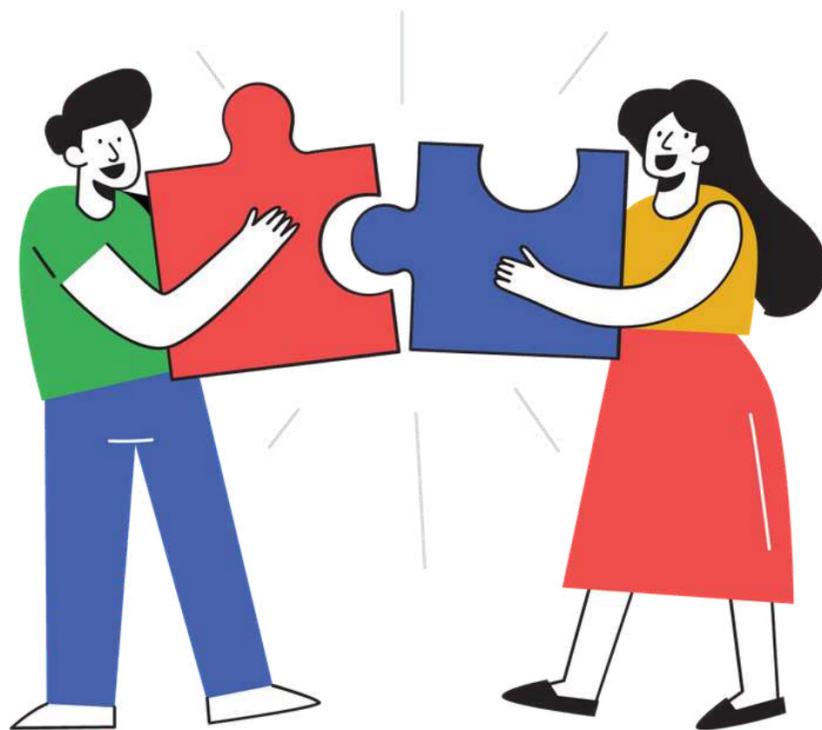
At this part of the diamond, you open up your mind again (divergent thinking). This time, for solutions. Here you brainstorm and develop innovative concepts.



Deliver

Viabile Solutions

The last part of the diamond calls for convergent thinking. Here you pick, prototype and test which solutions work and are viable for the user and the business. As you go through each of the four pillars in different parts of the curriculum, you will get trained to think flexibly of problems and solutions. You will be able to easily cue your divergent thinking and your convergent thinking.



**Tanvi
Pande**

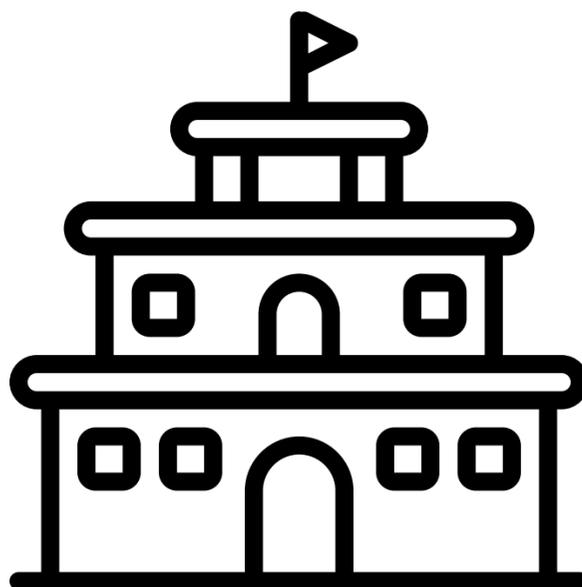


Curriculum Manager

I am Tanvi Pande working as a senior service designer in KLM, Royal Dutch Airlines. In 7 years as a product & service designer, I have understood how to maintain the balance between idealistic and pragmatic approach.

The art of stepping in and out of the customer's shoes to create an apt product-service system is essential for a service designer. Service and UX design being 'new' professions, bring unclarity toward growth patterns.

Through this course, we aim to help students understand their own worth and find their fit as a designer. You will learn the basics of design thinking and how to bring your knowledge into practice with real problems.



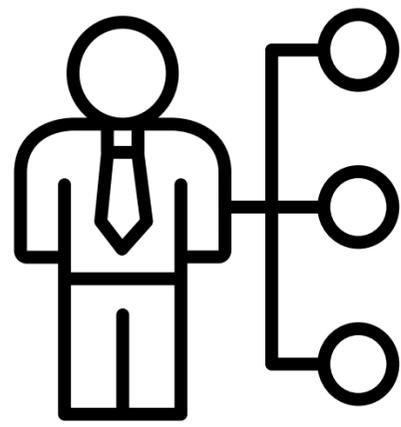
Our Campuses

Hyderabad,
Innov8

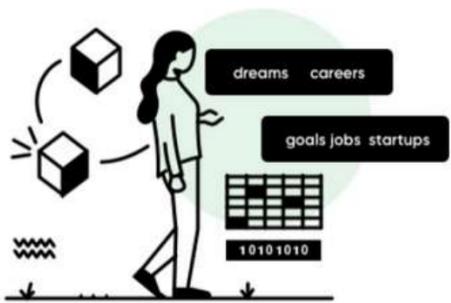


Mumbai,
Innov8

Lifetime Career Assistance



Learning how to write code can be quite the adventure, but making a career out of it seems daunting for many aspiring developers. After all, it's not just an employer who chooses you, it's also you who chooses the job. This is precisely where our in-house career team comes in where we will help in the following ways:



**Create
Your Personalized Brand**



**Strong
Networking**

Lifetime support here



Personalized Assistance



Mock Interviews

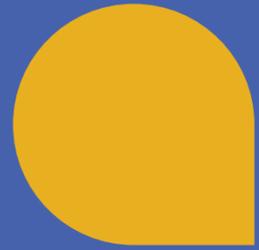


Curated Job feed



Communication Enhancement

SOAL Program Features



When you choose Product Engineering at SOAL, you don't just learn, you get ready for life

1.

Lifetime Career Assistance



The fun of building a product or an experience the next gen digital user will consume is something that cannot be envisioned in silos. You will learn how to work with product designers and product managers to ensure the best version of the product reaches users.

2.

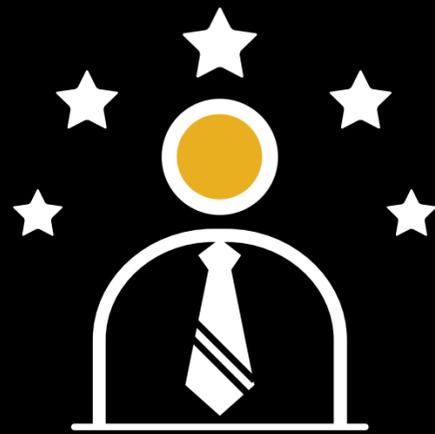
SOAL Alumni Network



With more than 400+ learners and counting, SOAL Alumni are placed in top companies across industries, which means better opportunities for networking and referrals along the way.

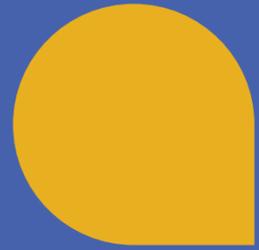
3.

Industry Access



SOAL engages the top industry mentors and experts to come and share their learnings with you. We keep our learners aware of the changes and challenges of the industry at every step.

Product Based Learning + Portfolio



We always have a product mindset when we set out to ship products our users will like. This is the same mindset we aim to inculcate when we created this program.

You will learn:

1.



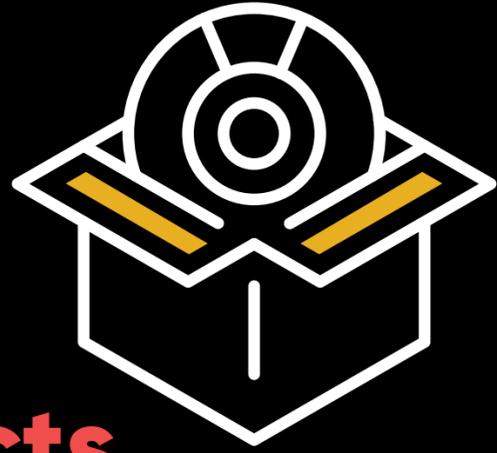
Product Based Thinking Approach

The fun of building a product or an experience the next gen digital user will consume is something that cannot be envisioned in silos. You will learn how to work with product designers and product

managers to ensure the best version of the product reaches users.

2.

Build Real World Products



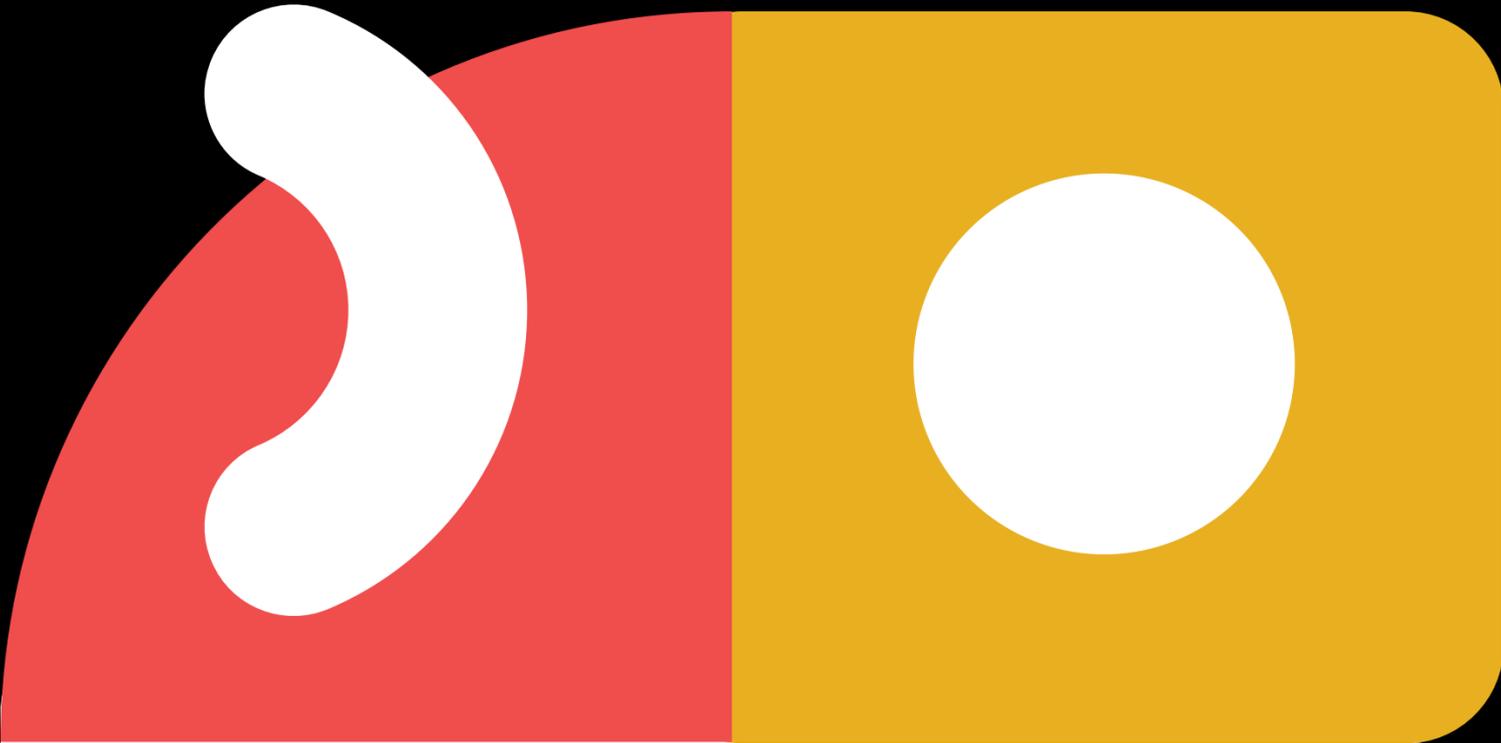
For your projects you will work on building products which have real-world implications. Products which can actually be used by various users for solving problems.

3.

Build a Portfolio



When you graduate from SOAL, you will have a portfolio of products you have worked on which makes for a good contribution to your overall profile and experience.



Contact us

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hello@soal.io

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