

# *Build Something That Matters*

Product Development, Marketing, and AI

Phoebe Roe



# *Course Objectives*



---

**Students will understand and implement the rigorous technical processes used to develop products like Duolingo, Instagram and Airbnb, while building their reading, writing, and presentation skills.**

They will also practice entrepreneurialism, collaborate with one another, and learn to use technology like ChatGPT to magnify their creativity.

Most importantly, they will think critically about how technical products help or hurt the world they live in.



# Course Objectives



---

Students will understand and implement the rigorous technical processes used to develop products like Duolingo, Instagram and Airbnb, while building their reading, writing, and presentation skills.

**They will practice entrepreneurialism, collaborate with one another, and learn to use technology like ChatGPT to magnify their creativity.**

Most importantly, they will think critically about how technical products help or hurt the world they live in.



# *Course Objectives*



---

Students will understand and implement the rigorous technical processes used to develop products like Duolingo, Instagram and Airbnb, while building their reading, writing, and presentation skills.

They will practice entrepreneurialism, collaborate with one another, and learn to use technology like ChatGPT to magnify their creativity.

**Most importantly, they will think critically about how technical products help or hurt the world they live in.**



# *Example Weekly Breakdown*

## **Weeks 1-2: Intro to products and how we'll use AI**

- Week 1: What is a product - intro to AI, LLMs and product development; Problem definition & use case development
- Week 2: Solution design & prototyping; Product roadmaps & MVP

## **Weeks 3-5: Apply what we've learned: MVP development**

- Week 3: Product launches & marketing; MVP challenge kickoff (team activity)
- Week 4: MVP challenge cont. (team activity)
- Week 5: Transition MVP challenge to final project (team activity); Launch final projects: define problem to solve and scope of MVP

## **Weeks 6-7: Build something that matters**

- Week 6: Final project work time (teacher check-ins); Final project MVP peer feedback
- Week 7: Final project presentations + demo

# *Final Project: Build Something that Matters*

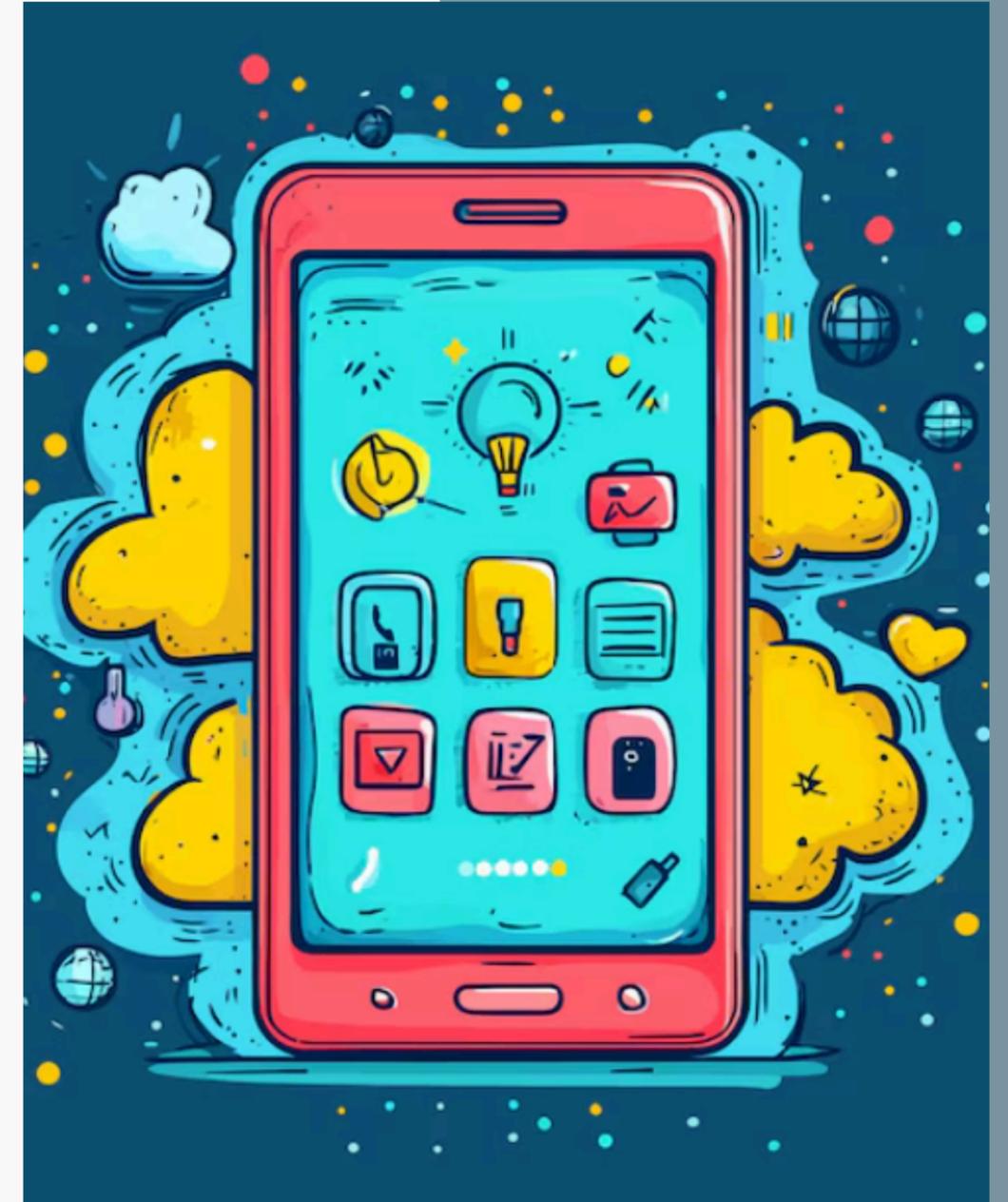
## Elements to complete for MVP product demo:

**Problem identification:** Conduct user interviews or surveys to identify and validate a real problem in your school or community that you want to solve

**Market research:** Delve into products that already exist to address the problem - identify strengths, weaknesses, and opportunities

**MVP prototype:** Use the skills and technologies you've learned in class to build a testable prototype (students will share before/after feedback prototypes)

**Product roadmap + launch marketing:** Develop a launch roadmap and marketing plan to advertise your product to your users





*Thank you*

