Course: Product MVP

credits: 10

Course code	CMVB19DPL2
Name	Product MVP
Study year	2023-2024
ECTS credits	10
Language	English
Coordinator	C.J.A.C. Kox
Modes of delivery	Lecture Project-based learning
Assessments	Product MVP - Other assessment

Learning outcomes

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- You elaborate digital interactive prototypes from ‘lowfidelity’ to ‘highfidelity’, using prototype development methods and techniques.
- You apply acquired knowledge of manmachine interaction in the prototype.
- You evaluate whether the product/service can achieve the intended goal over the course of the design process.
- You operate and performs within a team and uses the team’s diversity to his/her advantage.
- You are capable of planning, implementing, monitoring, managing (time, budget, information, quality, feasibility) the design process, estimating success and risk factors and providing information on the progress of the design process.

Content

During this course you are going to work in multidisciplinary teams to develop and market a digital / ICT related product. You will work in a team based on the agile principles of product development. You will take the prototype you’ve developed in the first half of the minor to the next level by developing a Minimal Viable Product (MVP) that actually works and is created with suiting technologies. As a professional individual you will provide your team the needed hours and effort to complete the development of the MVP. This means in most cases you will put in lots of hours to develop the needed assets and code. The goal of this course is to develop a MVP that is ready to be tested by the market. In order to achieve this it is important to evaluate the MVP multiple time during the development process. In a final demonstration you will showcase the actual working product, but also an insight on your production process.

During this course students will:

- Develop a Minimal Viable Product (MVP) that is ready to be tested by the market
- Evaluate the MVP with the market

Included in programme(s)

Minor Digital Product Lab
Minor Digital Product Lab

School(s)

School of Communication, Media & IT

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