City University of New York - Hunter College
Digital Product Development - Fall 2022

Course Information:
CSCI 39544: Digital Product Development
Remote - Classes will be held via Zoom (Cameras are required)
https://us02web.zoom.us/j/87846607131
Meeting ID: 878 4660 7131
Wednesday: 5:30-8:00PM

Contact:
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Course Objectives & Learning Outcomes:
This course provides a cross disciplinary and hands on approach to understand what is demanded by industry leading digital experiences. Today's experiences are multi-platform and need to be built with the experience of the user front and center. We'll dive into the different touch-points of deploying products (web, mobile, cross-channel), how to leverage APIs and API-Led development to speed up time to market and value, what to measure and how to track the right metrics for your product, and how to launch and go-to-market. With this course, students will come away prepared and informed with what it takes to transform an idea from a concept, to a scalable technology product and bring it to market.

Upon successful completion of this course, students will be able to:
-   Understand the role of a Product Manager and the process in which digital products are conceptualized, built, deployed and managed in modern technology companies
-   Have hands on experience working through the different stages of the Product Development Lifecycle
-   Build models, wireframes, and feature requirement documents (lo-fi & code)
-   Conduct user research and source ideas for new products or product improvements
-   Quickly prototype concepts and ideas
-   Have experience presenting a concept to an audience

Weekly Schedule of Topics to be Covered:
This schedule is subject to change. Students are expected to come to class prepared and ready to participate in class discussions and group projects. The associated chapters and reading materials should be read ahead of time.

Each class will begin with a brief discussion of notable product releases and current events that took place during the previous week. Each student is encouraged to bring in an example of a product or app release they identified as well from the previous week. Students will learn about the reliable sources in the news that track these events.

Weeks 1-3: What makes a "Winning Digital Experience" highlights of best in class mobile and web applications. Overview of platform expectations and best practices.
Weeks 4-6: Product Development Process and planning for your product. How to leverage APIs and API ecosystems to compose applications.
Weeks 7-8: Prototyping & Designing the most effective user flows
Weeks 9-11: Metrics & Impactful Analytics (what to track, why, and how to portray)
Weeks 12-14: Go-To-Market, getting to Launch

Class Dates:
Week #1: August 31 - First Class (Introduction to Product)
Week #2: September 7 - What makes a "Winning Digital Experience" - Real World
Week #3: September 14 - Best Practices in Product Management
Week #4: September 21 - Async Class - Readings & Assignment
Week #5: September 28 - Async Class - Product Development Process
No Class: October 5 - No Class - College Closed
Week #6: October 12 - Planning for your product
Week #7: October 19 - Leveraging APIs and API ecosystems to accelerate applications
Week #8: October 26 - Introduction to Prototyping
Week #9: November 2 - User Stories & Designing effective user flows
Week #10: November 9- Introduction to Metrics
Week #11: November 16 - Impactful Analytics (what to track, why, and how to portray)
Week #12: November 23 - Building measurement frameworks
Week #13: November 30 - Go To Market
Week #14: December 7 - Hands on Product Development
Final Exam / Presentations: December 21

Classes follow Hunter's Academic Schedule:
https://hunter.cuny.edu/students/registration/academic-calendar/

Readings:
Accompanying each week in the syllabus is a list of readings. All of the books/links to publications/links to resources listed below are required reading:

- The Lean Startup — 9780307887894
- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers — 9780470876411
- Joel on Software And on Diverse and Occasionally Related Matters that Will Prove of Interest to Software Developers, Designers, and Managers, and to T — 9781590593899

CUNY Hunter Online Bookstore (link)
Additional Readings to be assigned weekly. This to be updated before Week 3.

Class Deliverables & Assignments:
This class is discussion, individual and group work focused. We will have a series of lecture materials and check-in's for retention of material.
1. Final presentations which should have a working app prototype or at least a fleshed out demo / concept
2. Mid cycle requirements / diagrams built (Assignments)
3. Tests & Quizzes along the way to test retention.
4. Discussion Forum Posts regarding assigned readings

Grading Policy:
• 10% - 2 quizzes
• 20% - Discussion Forum:
- At least 10 threads in the Discussion Forums (any forum of your choosing) and two threads must be at least responses to another student's post
- Participation in 2 Group Discussions
• 20% - 2 Assignments
• 40% - Final Exam / Presentation
• 10% - Participation, in-class group work, attendance

Communication:
Preferred method to contact instructor for urgent / non-urgent matters: email
Secondary method to contact instructor for urgent / non–urgent matters: text/call
Response time to outreach for urgent / non-urgent matters: within 1 day

Academic Integrity/Honesty Policy:
Hunter College Policy on Academic Integrity (required on all syllabi by Senate resolution) "Hunter College regards acts of academic dishonesty (e.g., plagiarism, cheating on examinations, obtaining unfair advantage, and falsification of records and official documents) as serious offenses against the values of intellectual honesty. The College is committed to enforcing the CUNY Policy on Academic Integrity and will pursue cases of academic dishonesty according to the Hunter College Academic Integrity Procedures.

ADA Policy:
In compliance with the American Disability Act of 1990 (ADA) and with Section 504 of the Rehabilitation Act of 1973, Hunter College is committed to ensuring educational parity and accommodations for all students with documented disabilities and/or medical conditions. It is recommended that all students with documented disabilities (Emotional, Medical, Physical, and/or Learning) consult the Office of AccessABILITY, located in Room E1214B, to secure necessary academic accommodations. For further information and assistance, please call: (212) 772- 4857 or (212) 650-3230.

Hunter College Policy on Sexual Misconduct:
In compliance with the CUNY Policy on Sexual Misconduct, Hunter College reaffirms the prohibition of any sexual misconduct, which includes sexual violence, sexual harassment, and gender-based harassment retaliation against students, employees, or visitors, as well as certain intimate relationships. Students who have experienced any form of sexual violence on or off campus (including CUNY-sponsored trips and events) are entitled to the rights outlined in the Bill of Rights for Hunter College.

    a. Sexual Violence: Students are strongly encouraged to immediately report the incident by calling 911, contacting NYPD Special Victims Division Hotline (646-610-7272) or their local police precinct, or contacting the College's Public Safety Office (212-772-4444).

    b. All Other Forms of Sexual Misconduct: Students are also encouraged to contact the College's Title IX Campus Coordinator, Dean John Rose (jtrose@hunter.cuny.edu or 212-650-3262) or Colleen Barry (colleen.barry@hunter.cuny.edu or 212-772-4534) and seek complimentary services through the Counseling and Wellness Services Office, Hunter East 1123.

CUNY Policy on Sexual Misconduct Link:
http://www.cuny.edu/about/administration/offices/la/Policy-on-SexualMisconduct-12-1-14-with-links.pdf

Syllabus Change Policy:
Any changes to the syllabus will be provided with adequate notice depending on the change.