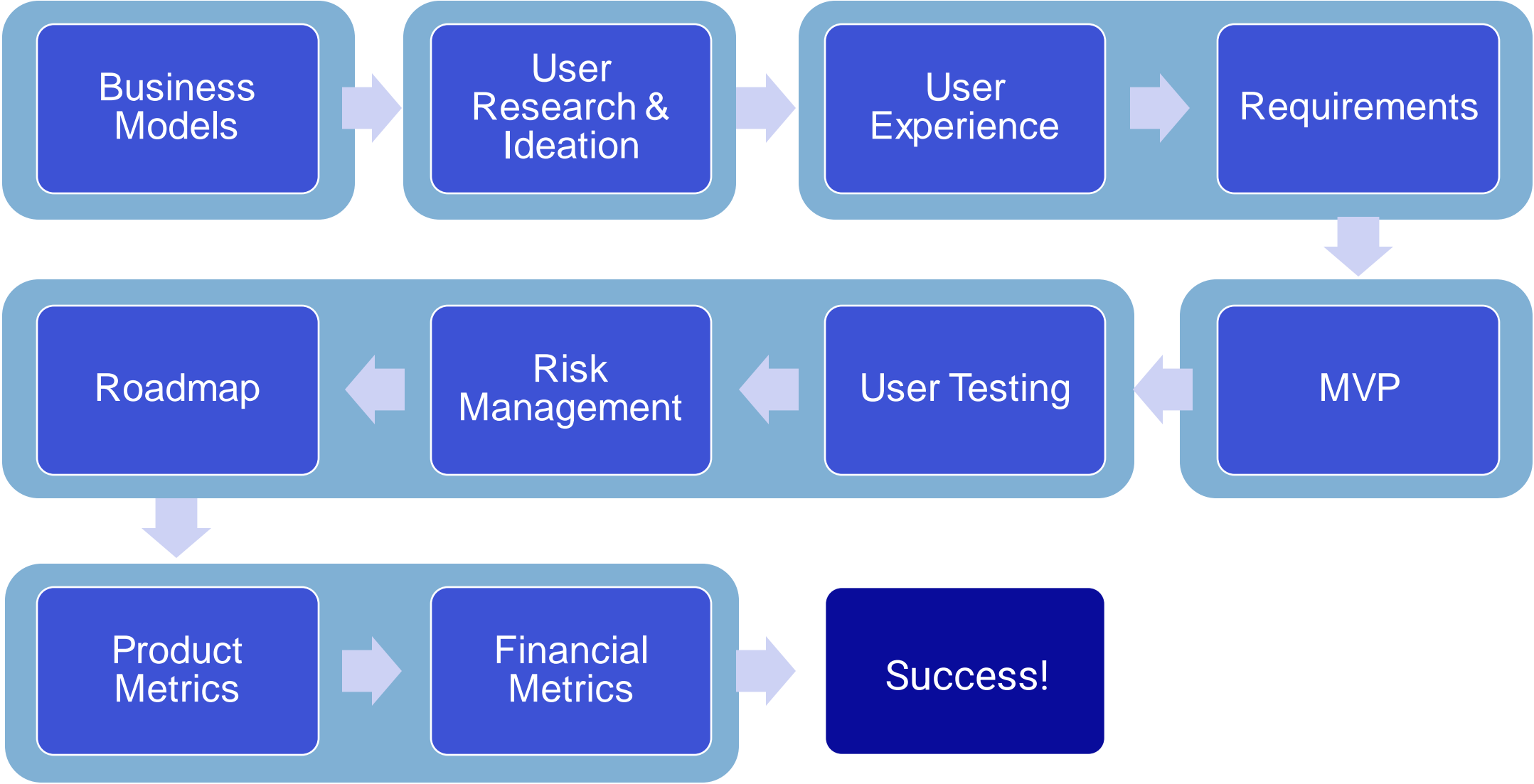University of Tartu
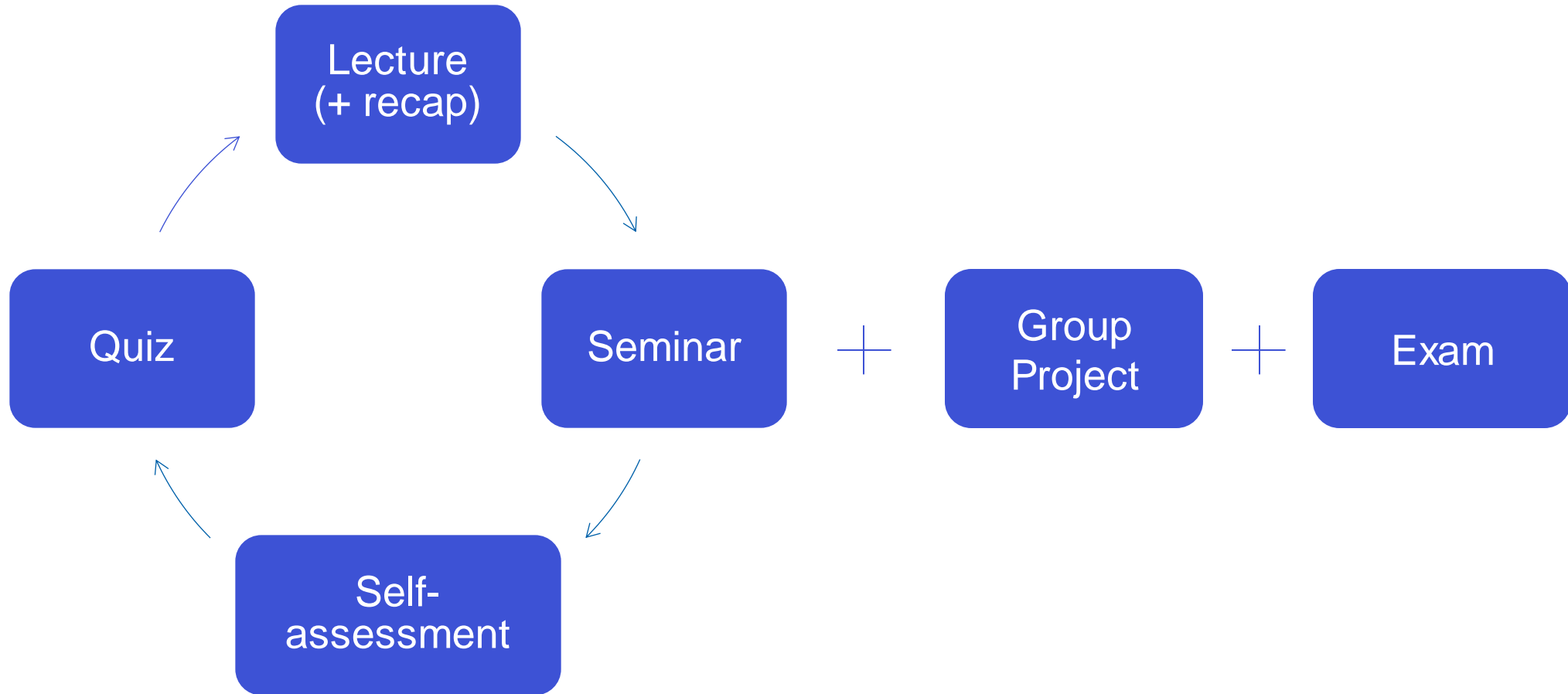Institute of Computer Science

Software Product Management

Fredrik Milani, Kateryna Kubrak

HAKA digiõppe kvaliteedi kevadseminar | 19.05.2023

Overview of the Topics

Teaching

Moodle – Intro Block

Moodle is the main platform we use.

Moodle – Course Guide

Comprehensive course guide with all info.

▸ Learning Objectives & Outcomes

▸ Course Instructors

▸ Study Guide

▸ Frequently Asked Questions

▸ Academic Fraud and Plagiarism

▸ Acknowledgments

Software Product Management (MTAT.03.325)

- Quizzes (graded) – The students are expected to take a graded quiz in Moodle for each of the blocks of the course.
- Further reading (texts and videos) – The students are referred to optional text and video materials that can be found in each of the blocks of the course. In addition, lecture recordings from previous years can be found at the bottom section of the course.
- Self-assessment quizzes (*not graded*) – The students are provided with supplementary quizzes for self-assessment that can help them self-assess their progress with the course.

Learning Process

Each block consists of a classroom lecture and a classroom seminar. Participation is not mandatory but *highly recommended*. During the lecture and the seminar, we will cover topics that will help to better understand the block, therefore easily pass the graded quiz and work on the part of the project assignment which corresponds to the given block. The lectures are recorded and later uploaded to Moodle. The practical seminars are *not* recorded.

In the block, you will find a graded quiz. Please keep in mind that you need to collect points from graded quizzes in order to pass the course. Pay attention to the deadline of the quiz as it is not possible to submit the quiz after the deadline has passed. In addition, not graded self-assessment activities are available in the block structure that can help you assess whether you have understood the topic.

Commitment Expectations

An approximate amount of hours are given in each block. Please note that those are just estimations. Please also note that those estimations do not include work on the group project that should be done continuously throughout the semester. In previous installations of the course, the students reported dedicating *an average* of 8-9 hours per week of which 4 hours are in lectures and seminars. It is expected that the workload increases about a week prior to the deadlines for the assignment.

Moodle – Course Guide

New part added this semester – frequently asked questions.

▼ Frequently Asked Questions

* Can I join lectures online?

No. This semester, we finally have the possibility to see our students again. The lectures are taking place face-to-face in Delta, but they are recorded, so you can watch them later. On rare occasions, lectures may be held online (e.g., due to the lecturer's schedule conflict), you will be notified about this in advance.

UPDATE. Due to a popular request from students who primarily study in Tallinn, from 17.03. we will be offering a live stream of face-to-face lectures in Delta. To join in, please use the Zoom link.

* Is participation in lectures and seminars mandatory?

It is not. You can, however, get bonus points if you attend at least 10 lectures and mark yourself as present. Please refer to the Course Guide to read more on this.

* I cannot find the password to record my attendance.

The password is announced by the lecturer at a random point during each lecture. Pay attention. 🙂

* Can I do the group project alone?

No, the group project is meant to be done in groups to give you a feeling of working in a product team. Therefore, the project has to be done in groups of 3-4 people.

Moodle – Course Schedule

Lectures and seminars occur on Fridays from 10:15 to ~14:00 in **room 1019, Delta**. On rare occasions, lectures and seminars take place online, which is marked in the schedule.

UPDATE. From 17.03., we are providing the opportunity to join the live stream of face-to-face lectures in Delta for those who are located outside of Tartu. To join in, use this Zoom link (it is the same for all upcoming live streams).

Date	Topic	Moodle Section	Lecture Slides	Lecture Recording	Seminar Assignment	Seminar Recap
10.02	Introduction & Business Models I Part I	01	Slides	Recording	-	-
17.02	Business Models I Part II – **online!** (Zoom link)	01	Slides	Recording	Assignment	Recap
24.02	**NO LECTURE!** Public holiday (Independence Day)					
3.03	Business Models II - **online!** (Zoom link)	01	Slides	Recording	Assignment	-
10.03	Business Models III	01	Slides	Recording	Assignment	Recap
17.03	User Research & Ideation	02	Slides	Recording	Assignment	Recap
24.03	User Experience	03	Slides	Recording	Assignment	Recap

Moodle – Block Structure

Divided into six blocks-topics of the course +

Guest lectures from previous years.

▶ 01 Business Models (10.02-10.03) ◉

▶ 02 User Research & Ideation (17.03) ◉

▶ 03 User Experience & Requirements (24.-31.03) ◉

▶ 04 Minimum Viable Product (14.04) ◉

▶ 05 User Testing, Risk Management and Roadmap (21.04-05.05) ◉

▶ 06 Metrics (12.-19.05) ◉

▶ Written Exam (2.06/9.06) ◉

▶ Guest Lectures from Previous Years ◉

Moodle – Block Structure

▼ 03 User Experience & Requirements (24.-31.03)   ⊙

TOPIC 3

USER EXPERIENCE & REQUIREMENTS

- UX Heuristics
- UX Mapping
- User Flow
- User Stories
- Acceptance Criteria

Based on previous installations of the course, this block requires ca. **9.5 hours**, among which ca. 2 hrs on introductory videos, ca. 3 hrs on lectures, ca. 1.5 hrs on seminars, ca. 2 hrs on self-assessment, and ca. 1 hrs on the quiz.

▸ Learning Objectives and Outcomes

Introductory Videos

Here you can find videos that provide an introduction to the topic. You are encouraged to watch the videos in preparation for the lectures. This is not a mandatory activity, but it will help you dive into the topic.

⊞ Introductory Videos List

Block header

Time estimate

Learning objectives for the block

Short intro videos to the topic

Moodle – Block Structure

Lecture Materials

The list contains slides we use in the lectures, the recordings of the lectures (uploaded after the lectures), seminar assignments, and seminar recaps.

Lecture 06 (24.03): User Experience

- 📕 [Slides] Lecture 06 (24.03.23) - User Experience
- 🌐 [Recording] Lecture 06 (24.03.23) - User Experience
- 📕 Seminar Assignment - User Experience
- 📕 Seminar Recap - User Experience

Lecture materials

Self-Assessment & Feedback

Here you can find a *non-graded* self-assessment quiz in Moodle, self-assessment questions, and an interactive self-assessment quiz (video in an online tool Tolstoy). It is possible to review your quiz answers and see the correct answers after you have submitted the quiz. It is recommended to take the quiz several times to make sure that you can answer all the questions. The questions are for you to assess how you have understood the material.

- ☑️ Self-Assessment Quiz - User Experience & Requirements
- 📄 Self-Assessment Questions - User Experience & Requirements
- 📄 Interactive Self-Assessment Quiz (Tolstoy) - User Experience & Requirements
- 📣 Student Feedback - User Experience & Requirements

Self-assessment questions, quiz, and interactive quiz

Quiz

This is a *graded* quiz that you are required to take in order to receive points that will be calculated towards your final grade. Please pay attention to the deadline for the quiz.
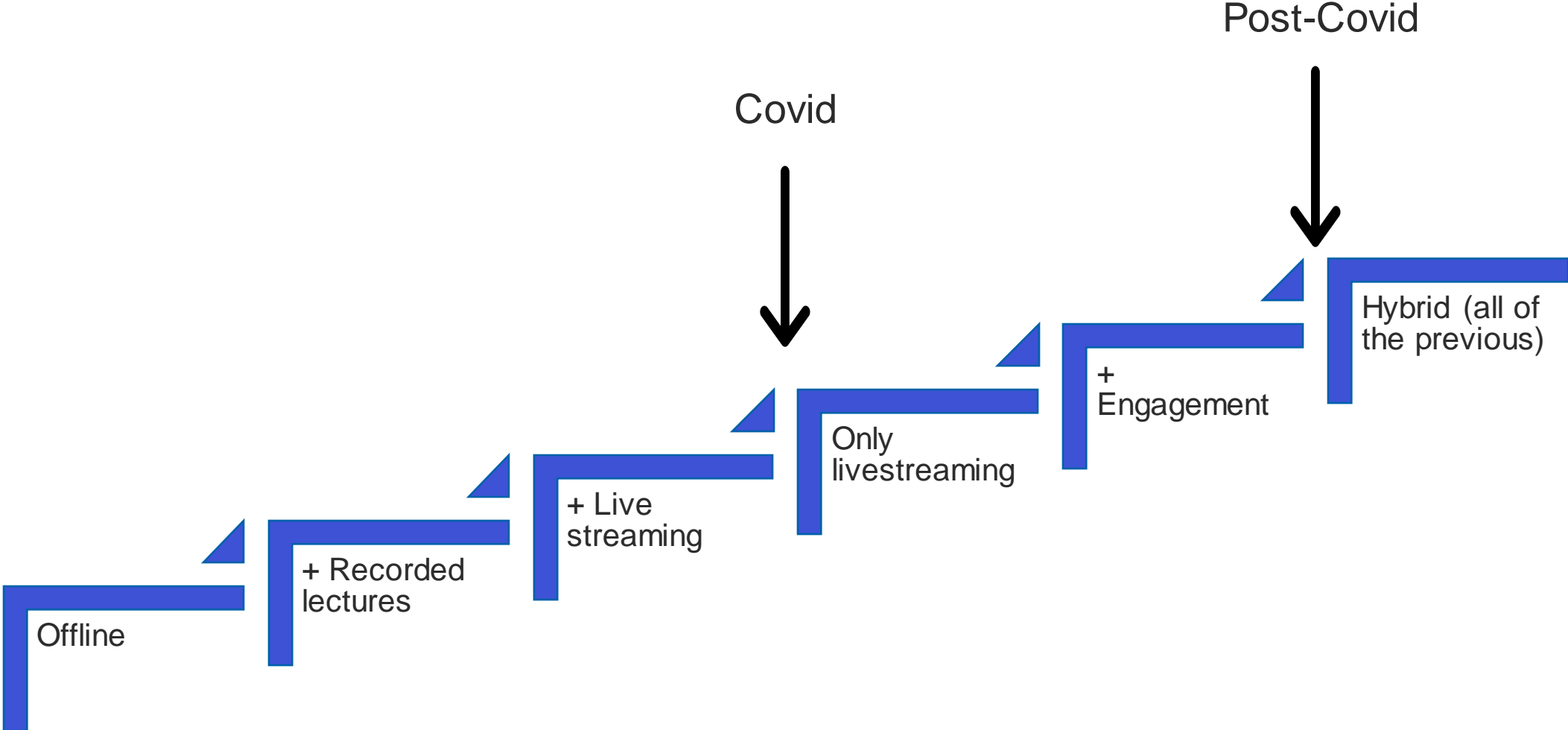
- ☑️ Quiz 3 - User Experience & Requirements

Graded quiz

Further Reading

Here you can find additional reading materials (text and videos) on the topic.

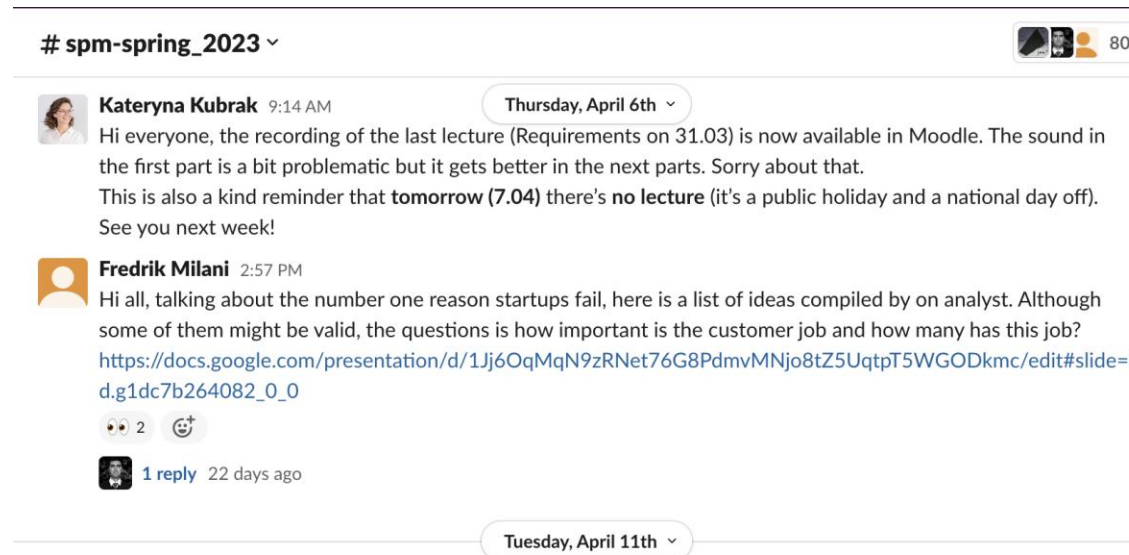- 📕 The Basics of UX Design [Publication]

Additional materials (reading and videos)

Evolution of the Course

Other Tools We Use

User Research - User Research Methods

MTAT.03.325 Software Product Management - Spring 2023 - Lecture 06

YouTube for introductory videos.

UTTV for lecture recordings.

spm-spring_2023

Kateryna Kubrak 9:14 AM — Thursday, April 6th
Hi everyone, the recording of the last lecture (Requirements on 31.03) is now available in Moodle. The sound in the first part is a bit problematic but it gets better in the next parts. Sorry about that.
This is also a kind reminder that **tomorrow (7.04)** there's **no lecture** (it's a public holiday and a national day off).
See you next week!

Fredrik Milani 2:57 PM
Hi all, talking about the number one reason startups fail, here is a list of ideas compiled by on analyst. Although some of them might be valid, the questions is how important is the customer job and how many has this job?
https://docs.google.com/presentation/d/1Jj6OqMqN9zRNet76G8PdmvMNjo8tZ5UqtpT5WGODkmc/edit#slide=id.g1dc7b264082_0_0

👀 2

1 reply   22 days ago

Tuesday, April 11th

Slack for communication.

Off- vs. Online

In class

At home

Students' Experience

Gamification – Badges & Leaderboard

Pseudonym	Rank	Total XP	Blooket 1st place	Blooket 2nd place	Blooket 3rd place	Lecture game winner	First correct answer to a question	Good question in the lecture	Meme that made it to lecture slides	Max points in quizzes	Top-5 graded group projects	Where is Fredrik?
gnat	Product Lead	260	🦛				🐵	🦉		🦘		👴
goby	Product Owner	125		🐊						🦘		
goose	Product Owner	125					🐵	🦉	🐶	🦘		👴
goshawk	Associate Product Owner	90								🦘		

Students' Experience

Gamification – Quizzes

https://www.blooket.com/

1 What is Human-Centric Design?

Hide Answers ⌃

20 sec
Time Limit

Random Answer Order

| Begin with product desirability | Begin with product feasibility | Begin with product viability | Begin with yourself |

2 Which of these is the weakest customer relationship?

Show Answers ⌄

20 sec
Time Limit

Random Answer Order

3 Manufacturing facilities, buildings, vehicles, machines are ... key resources.

Show Answers ⌄

20 sec
Time Limit

Random Answer Order

Choose a Chest!

Gold Quest

Exciting Twists and Chests Full of Gold!

Build your riches in this chaotic mode by answering questions to earn gold and take it from other players

💡 Speed & Luck

👥 Player Limit: 60 (1,000 for Plus)

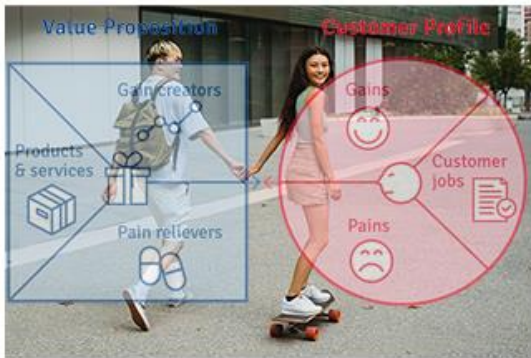☰ 3+ players suggested

Host Game

Students' Experience

Meme channel in Slack

Break (10 minutes)

Credit: Samir Musali

Students' Experience

Students love the gamification and fun aspects of the course.

Quotes from course evaluation in ÕIS for spring 2021/22.

I loved this gamification, the memes channel, and the friendly environment. The degree of instructors' dedication is admirable.
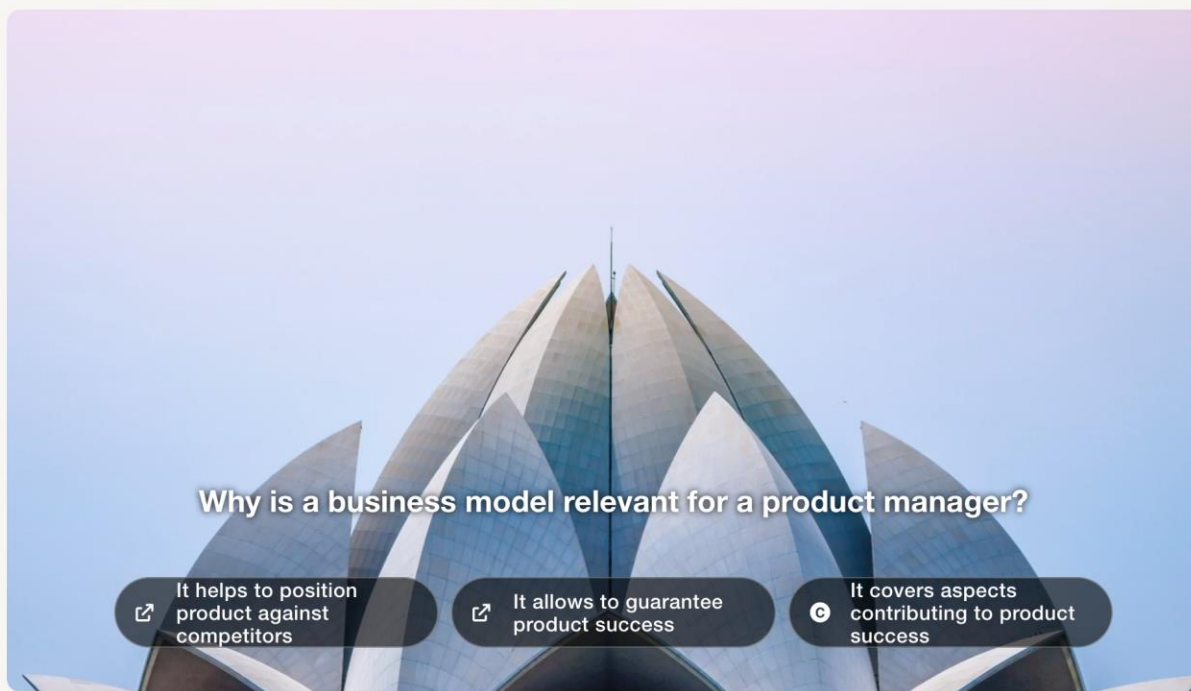
Superb course!

I am pretty sure that this course became favorite course of many students. I hope they will continue in this way .Fun , interesting and communicative.

Thanks for great course. Maybe you can share your experience with other course organizers, lecturers as well.

Overall course was well-designed. Materials were related to what we learned. Gamification was an exciting aspect that gave us engagement during the course. The lecturer was professional and motivated to teach materials.

If you want to learn about software products, it is the best course to choose. Lecturers are very cool and friendly. They put tremendous amount of effort to make course as useful as for students. If you follow all lectures, do tasks on time and apply lectures on your project paralel to the course, results will be great. Note: Find good team members for your team.
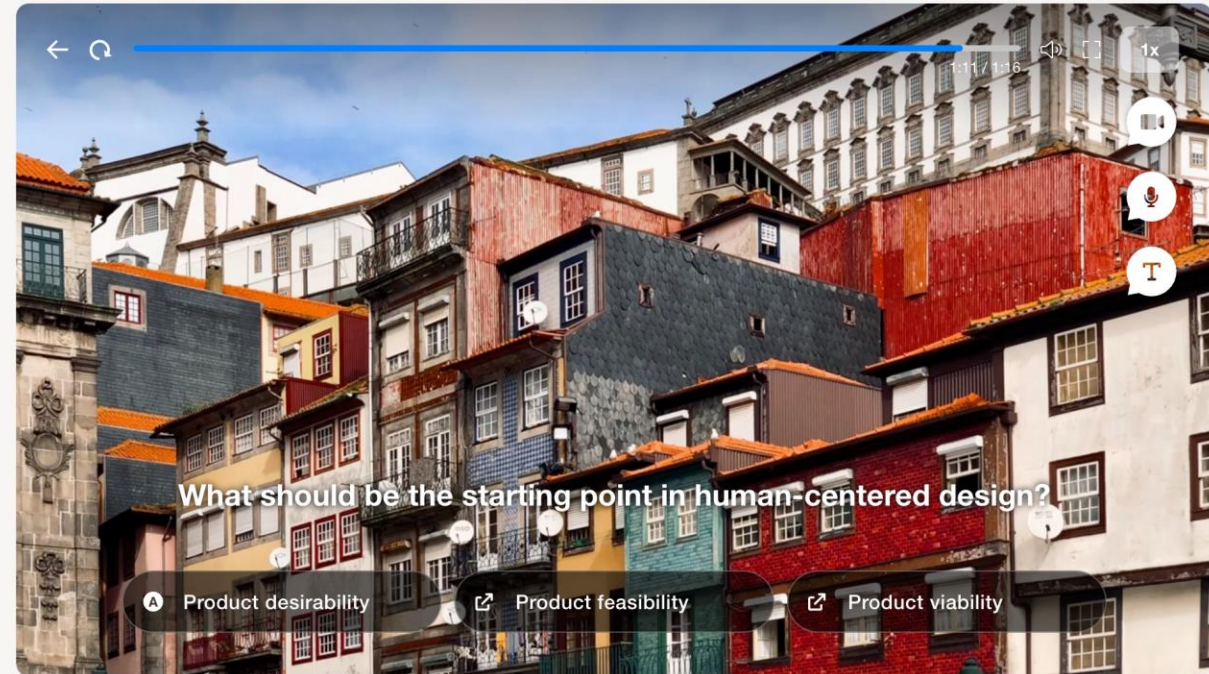
Tools We Experiment With

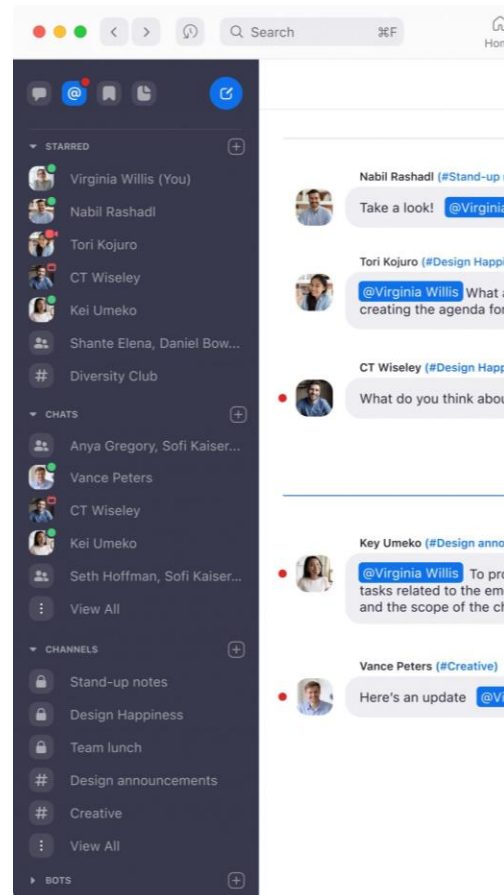[Tolstoy](#) for interactive self-assessment quizzes.

Examples:
https://player.gotolstoy.com/62oc2oi2voy3w

Yet to Be Solved

Offline

Online

Hybrid

?

Thank you!
Any questions?