

**Draft Syllabus - CPG Product and Business Innovation Studio (DSGN495-40)**  
 (formerly known as 'Intersect CPG')

We require you to block 2 x 3 hour sessions each week (plus the additional consumer research times indicated in red below). One session per week will be a studio class where information is shared. The second session is team working time; Helen and Craig will be available to meet with teams during the team working times.

Tuesdays 11am-2pm in Hive Annex (Segal Design Center, Ford 2.340)

Thursdays 3-6pm in Ford Design Studio (Segal Design Center, Ford 1.230)

Week	Dates	Key Themes	Notes	Student Assignments
1	Tu 3/31	Welcome and intro to process Design Thinking, lean innovation and start up mentality Team formation (5 dysfunctions of teams)		Team contract
	Thu 4/2	Project kick off call with P&G (1 hour webex)		2° research on project Watch videos to prep for in home visits
2	Tu 4/7	Design research Prepare for IHVs		Practice interviewing skills
	Thu 4/9	Team time – prep for in home visits		
	Sat 4/11	In home visits (6 consumers) 10am-3pm	2 consumers per team at 10.00-11.00am, 12.00-1.00pm and 2.00 – 3.00pm	
3	Tu 4/14	Analysis and synthesis of IHVs		
	Thu 4/16	Team working time		Summarise insights, frameworks and HMWs
4	Tu 4/21	Prototypes - What are they - MVP principles - Prototypes in service of key questions Testing prototypes (workshop)		
	4/23	Team working time – develop prototypes and stimuli for CSV1	Call with P&G to share key insights from IHVs. Share plans for CSV1	
5	4/28	Team working time – develop prototypes and stimuli for CSV1		Prep CSV1
	4/30	CSV1 = Central site visit to assess ideas with consumers and answer key questions	6 consumers x 45 minutes	We may need to schedule some consumers in the evening. The Hive is reserved 6-9pm
6	5/5	Team working time – analysis of CSV1; preparation of mid term board.		Analysis and synthesis of CSV insights. Mid term board
	5/7	Mid term presentation	Project board walk throughs with client (in Evanston) plus feedback/discussion with P&G	Decision on pivots. Mid term reflection (survey)

7	5/12	Team working session – discussion of client feedback, identify next key questions/next steps		
	5/14	Business model workshop (P&G Guest) 10 types of innovation		Explore business models for project
8	5/19	Pricing and estimating (maybe via video as assignment to discuss in class) Instructor checks ins		Top down/bottom up pricing estimates
	5/21	Team time – work on business model hypotheses; continue to refine value prop; identify key questions for CSV2		Prep CSV2
9	5/26	Team time – prepare for CSV2		
	5/28	CSV2 = Central site visit 2, research with 6 consumers to further develop product and business model.	6 consumers x 45 mins	We may need to schedule some consumers in the evening. The Hive is reserved 6-9pm
10	6/2	Team time – debrief CSV2, touch base with P&G	Call/email with P&G to get input and further data needed.	
	6/4	Converge on final proposition and business model Craft story and develop final presentation		
11	6/9	Final presentation	Feedback discussion with client.	Return all equipment, credit cards. Upload all documents and receipts to team folder. Delete any PII information from personal devices. Ship prototypes to P&G.
	6/11	Final reflection survey due (needed for grading!)		
	6/15	Grades due		