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)

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<th>Week</th>
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| 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) |
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<td>5/12</td>
<td>Team working session – discussion of client feedback, identify next key questions/next steps</td>
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| 5/14 | Business model workshop (P&G Guest)  
10 types of innovation |
| 5/19 | Pricing and estimating (maybe via video as assignment to discuss in class)  
Instructor checks ins |
| 5/21 | Team time – work on business model hypotheses; continue to refine value prop; identify key questions for CSV2 |
| 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 |
| 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 |
| 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 |