

Product Development Laboratory
BBUS 444 / CSS 490a
University of Washington, Bothell
Fall Quarter 2007

Alan Leong

Office: Room 336, office hours 6 to 7:15pm M/W

Phone: Office (425) 352-3259 / FAX: (425) 352-5216

Email: leonga@u.washington.edu

Web Page: <http://courses.washington.edu/outfox>

Office hours are also by appointment. If I am not in, please leave a phone number and times when I can reach you. Email also works.

To request academic accommodations due to a disability, please contact the Disabled Student Services (DSS) at the Library Annex, Room 106. You can also email or phone Rosa Lundborg (rosal@u.washington.edu or call 425-352-5307; 425-352-5303 (TDD). If you have a documented disability on file with the DSS office, please have your counselor contact me and we can discuss accommodations.

Overview: This course is about software project and product development within the dynamic of real life, future edged products. Competitive engineering is generically about innovating and systematically improving your products. In short, it is about learning faster so you can produce a better product. It is an excellent practice with well-proven benefits. This also requires that you learn to efficiently pin the subtle voice of the technology customer.

We have a couple possible settings is this: you and your team can make an app for AT&T's 3G network. This means you'll have to understand your target market, perhaps choose a subset, and develop your product. You can also choose to develop for a real customer under a competitive setting.

In sum, you are engaged in learning the principles, while under the thrill of innovating a better product. It all comes together all at once: your product development decisions, customer relationships, and your personal and team values..

Related Courses: There are numerous courses in the computing and business programs that will aid you for this course. These include general courses in marketing, technology and project management, communication, education, database programming, and graphic design.

Readings: Online Readings
Kim, W. C. & Mauborgne, R. (2005) Blue Ocean Strategy. Boston: Harvard Business School Press.

Students: This is an interdisciplinary course. It's clear that a variety of skills, in Business, Computing, Communication, and Education will be greatly valued.

Grading: Assignments 12%, Exam 32%, Class Participation 10%, Final Project and Presentation 46%

Course Grade: Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on. This is not a curve as everyone can theoretically qualify for a certain grade range like over 3.8 or under 2.0. I reserve the right to modify this scale \pm 3% based upon my judgment of the overall class performance.

Requirement	% of Grade	Evaluator
Final Project	46	
Project Content	21	Instructor*
Presentation Quality	10	Instructor*
Your Contribution to the Team	15	Team members*
Class Participation	10	Instructor
Assignments & Tests	44	Instructor
Total Percentage	100%	

Team Formation

Depending upon the mix of the class, we may create a special method for choosing teams and team captains.

Teams are self-managed. Each team must submit a one-page **Team Contract** and a team developed **Peer Assessment** form. Both of these are due at the end of class on Monday, October 15, 2007.

The **Team Contract** will specify the nature of your project, the rights and responsibilities of each team member, and a conflict resolution process. The team is not getting a letter grade for the document. Keep it simple, but useful.

Your team members will formally evaluate your personal contribution through a **Peer Assessment** form. You may use any system you want, but it must include numerical evaluations. Your team must hand in these peer assessments with your final written project.

Class Participation: Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class activities. Be proactive in making comments or raising questions during the lecture or other class activities. Your instructor likes a vigorous classroom. You can voice your dissent but we should maintain an atmosphere of mutual respect. You can also participate in the class discussion board that is linked through the course web site.

Schedule: I reserve the right to modify the schedule. As of this date, most guest speakers have not firmly committed to dates and this requires flexibility. I think our patience will be rewarded!

Dates	Topics	Readings & Activities
9/26	Organizational Meeting The Role of Product Design Teams Team Interviewing	Team Selection Interview each other Ch. 1
10/1 & 10/3	Paul O'Shaughnessy, AT&T Team and Project Manager Selection Software Role Induction Introduction to Blue Ocean: First Tools	Project Selection "Lead User Dev" Prospectus Creation Ch. 2-4
10/8 & 10/10	Setting the Teams Customer Delight Out of the Box Insights	Assignment 1 Due Team Documents Due 1 st contact with Company Ch 5
10/15 & 10/17	Guest: Tom Vu, Ascentium Empathic Design & Delight Competitive Intelligence & Use Cases Guest: Mike Dusche, VP, Intava	Assignment 2 due User Group Creation Readings TBA
10/22 & 10/24	Guest: George Sheppard Conducting The Mini-Mortem / Lab "Thrown into Red Oceans"	Lab: The Mini-Mortem Assignment 3 Readings TBA
10/29 & 10/31	Competitive Product Development AT&T Tech Guest	Assignment 4
11/5 & 11/7	Special Day Andy Megowan, President, IWIN USA	
11/12 & 11/14	When the Shift hits the Plan Post-Mortems	
11/19 & 11/21	Midterm TBA	Teams meet w/ Instructor Benchmarking Lab
11/26 & 11/28	Anthropology Simulation Art & Soul Presentation	User Group Meeting
12/3 & 12/5	AT&T Presentation MIT Forum	Final Project due December 10