



HOW TO MAKE A GOOD JAM

CURRICULUM UX DESIGN COURSE
AUTUMN SESSION / CLUJ-NAPOCA



**Școala
informală
de IT**

Educație Informală S.A

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RESEARCH TECHNIQUES

1.0 WHAT DOES JAM MEANS FOR UX

- The analogy of Jam and UX
- Why do we need this Jam?
- What is the role of Jam in today's society?
- Who makes the best Jam?
- How to become a good Jam maker?

1.1 LEARN WHOM YOU'RE MAKING THIS JAM FOR

- Identify who are the potential customers you're going to create the jam for.
- Identify what kind of jam most of the customers prefer.
- Learn how to talk with your customers in order to identify unknown preferences they might have.
- Understand that your jam cannot satisfy all of your customers' taste.

1.2 GO OUT AND COLLECT THE FRUITS

- Select only those fruits which will be very specific for the target group.
- Learn to eliminate fruits who looks good and tasty, but are not useful for your jam.
- Taste some fruits before taking them to the factory.



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INSIGHTS

2.0 DEPOSIT YOUR FRUITS

- Learn how to organise the fruits in your deposit.
- Learn to sort them based on the scope.
- Understand what fruit belongs to different jams.
- See if you need any other type of fruits / ingredients before creating the jam.



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CONCEPT

3.0 HOW TO MAKE THE FIRST JAM

- Learn the best techniques to create the jam test.
- Invite the most jam passionate customers to taste your first result.
- Learn how to get feedback from your customers.
- Be prepared to fail with your first result.
- Bring something innovative based on the feedback you get from your customers.

PROTOTYPING

4.0 HOW TO TEST YOUR JAM?

- Create your first jar to test it with your target group.
- Send some jam samples to those who would like to taste it.
- Analyse how your customers are enjoying the jam.
- Ask somebody on the street to taste your jam.



YES!



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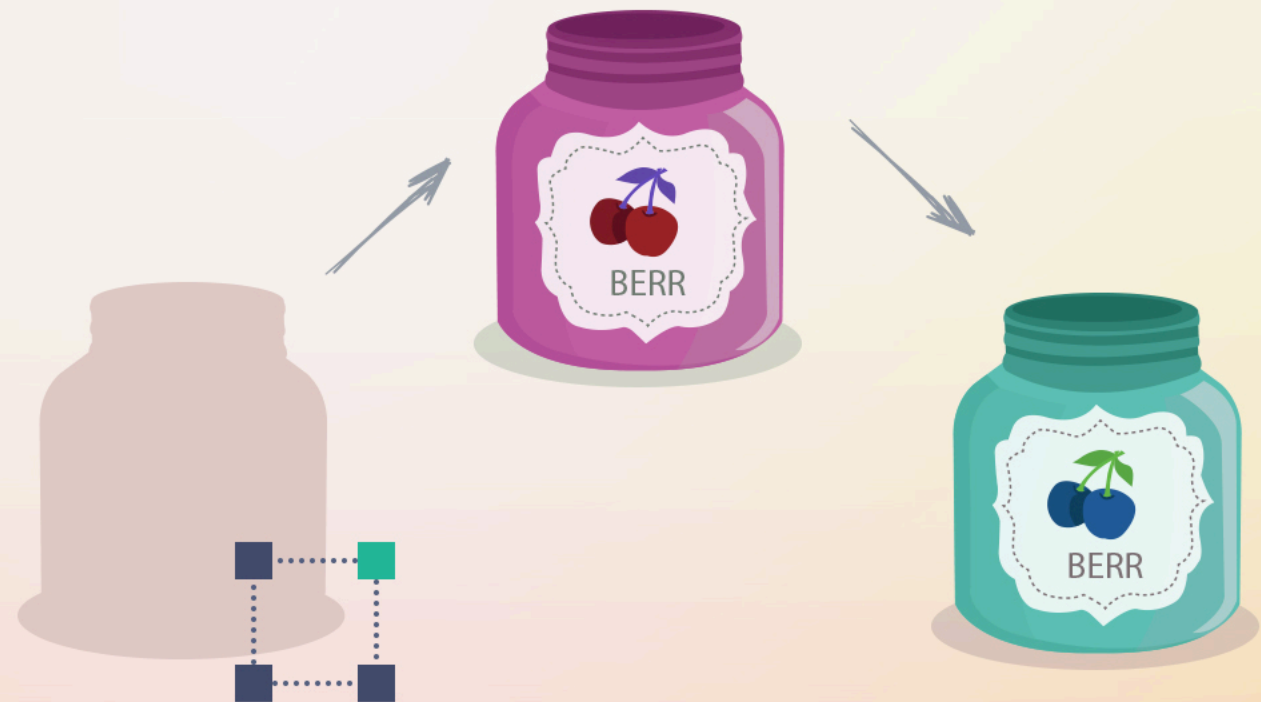
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DESIGN

5.0 HOW YOUR PRODUCT LOOKS LIKE?

- What is the colour of your jam?
- What kind of jars will you choose?
- How your jam's label will look like?
- Will you need to add some more sugar?



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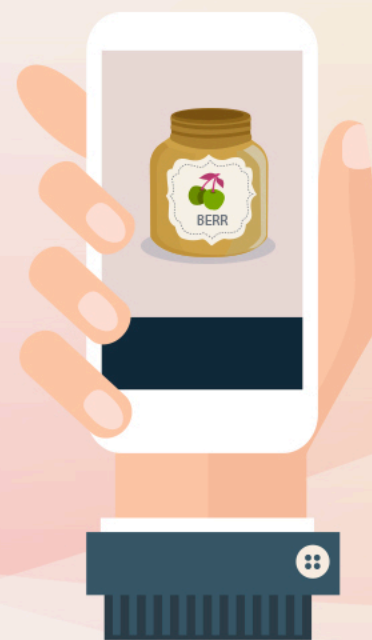
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BUSINESS

6.0 GET READY TO RUN A JAM BUSINESS

- How to present your jams portfolio?
- Organise your jam jars in your cellar.
- How to sell your jam experience.
- How to get some jam orders.



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At the second edition of the User Experience course in Cluj-Napoca, we invite you to join us in a 'trip of experiences', where you will learn how UX is the key of any business you want to build. Because your end scope in anything you create, has to be an experience for your target group. As this is the only way to innovate and stay close to the ones you're building something for.

We will provide the frame to create your own startup using UX methodologies and techniques which will help you avoid a lot of fails and reduce the total cost of investment you have to make. From research techniques, to the ability to identify which are your potential customers, from paper sketches to advanced prototyping methods, from visual design techniques to the updated standards and UI patterns - all of these are included in the course.

More than this, the exercises and the interactivity of the course will keep you busy for the entire period of learning. We are going to provide constant homework, based on what we create together at the course, so you will be able to apply all this learning on your own, as well.

We will also provide you the chance to take a real product from real life and re-create it, innovate and come up with a better solution. If this works out well, we're going to promote your solution and try to implement it.



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