



MENTORSHIP IN DESIGN

# Mentorship in Design

## PROGRAM OVERVIEW

The MIND program is structured to help students learn the skills necessary to pursue a career in Product Design. During the course of this free, 8 week program, students will learn concepts specific to product design, develop a portfolio project under the guidance of industry professionals, and expand their network in the Tech industry. Classes meet once a week for 2 hours.

**VISIT [WWW.MIND.EXCHANGE](http://WWW.MIND.EXCHANGE) TO APPLY!**

### WEEK 1

#### Intro, Inspiration, & Design Thinking

- Introduction to mentors and design tools
- Define program project and explore ideas
- Discuss design inspiration resources

### WEEK 2

#### Discovery & Research

- Learn how to conduct user interviews
- Create a competitor analysis
- Identify trends and define personas

### WEEK 3

#### User flows, Wireframing & Prototyping

- Construct a user flow that solves user goals
- Wireframing and annotating best practices
- Iterating to "fail fast"

### WEEK 4

#### Design Best Practices for User Interfaces

- Enhancing product appeal with UI
- Use prototypes to iterate on interactions and present solutions to users and stakeholders

### WEEK 5

#### Refinement through usability testing

- Formulate task scenarios, run usability tests
- Define additional features, enhancements, and designing for scale

### WEEK 6

#### Refine, Refine, Refine

- Critique visual design
- Refine small, but important details
- Receive mentor and teammate feedback

### WEEK 7

#### Presenting Your Work

- Learn storytelling fundamentals
- Explore product design case study and portfolio inspiration

### WEEK 8

#### Final Presentation & Next Steps (1:1)

- Present the project to mentors
- Explore potential employers and discuss how to connect with individuals in that space

