

*Brought to you by On The Beach for the Digital Her  
programme  
Teacher guidance*

**On The Beach Overview:**

On the Beach is a technology-focused company that's grown from a start-up into the UK's leading online retailer of beach holidays. They have a digital HQ in Manchester City Centre where there is a wide range of job roles within a variety of teams, from software development, UX design, digital marketing and finance.

**Workshop Overview: The Product Lifecycle**

**Introduction:**

This workshop introduces students to the product lifecycle, a complex process of problem solving, planning, execution and analysis. Within this task students will take on each job role within the lifecycle.

**Time Frame:**

Approx. 2 hours including presentation delivery, but task could be extended into a project.

**Group size:**

Groups of 5.

Variation: Can be completed individually by students working remotely during COVID-19 restrictions.

**Materials:**

Pack download. Materials are printable for those students lacking ICT access.

**Learning objectives:**

- Understand the stages of the product lifecycle for a digital product.
- Understand the skills and responsibilities of various job roles in relation to a product lifecycle (social media manager, product manager, UX designer, software engineer, website analyst).
- Make informed decisions in each job role

- Undertake self-reflection and present rationale for decision making process.
- Be better informed and inspired about potential career opportunities in the technology and digital sector.

**Preparation:**

Students to download workshop pack from: <https://digitalher.co.uk/resources/>

Variation: Alternatively, teachers can print pack documents and disseminate to those students lacking ICT access during remote study.

**Activity guide:****Step 1**

Start with *The Product Lifecycle.pdf*

Review slides 1-4

**Step 2**

Group activity:

Open *Job Roles & Problem Cards.pdf*

Each of the 5 group members to select:

- a job role card

As a group, select:

- a problem card

Variation: If working individually, select:

- a problem card

(You will act as all 5 job roles)

**Step 3**

Use *The Product Lifecycle.pdf*

Progress through each of the 5 roles and the associated tasks using slides 5-14.

Each job role has a separate task document in the pack that must be referred to.

Each task should be completed in chronological order 1-5.

*Task 1 - Social Post.pdf*

*Task 2 - Product Brief.pdf*

*Task 3 - UX Design.pdf*

*Task 4 - Software Development.pdf*

*Task 5 - Analytics.pdf*

Each team member should lead on the task associated with their own role.

Overview of each role task:

1. Social media - create a social media post to drive traffic to the website
2. Product (manager) - create brief to improve landing page to optimise website
3. Design (UX designer) - create page layout focusing on user experience
4. Development (software engineer) - code the new website / explain decision rationale
5. Analysis (website analyst) - analyse the performance of the website / create progress report

Variation: students working individually will complete each task in order of 1-5

#### Step 4

Presentation

Refer to *The Product Lifecycle.pdf* slide 16 and follow task instructions: Present each step of the product lifecycle, explaining decision making process, resulting optimisation of website.

Use *Task 6 - Presentation.pdf* to structure and plan presentation

Variation: Students working individually could create a video presentation / voice recording outlining each stage of the product lifecycle and their decision making process. To be submitted to tutors.

#### Deliverables:

Completed documents for tasks 1-5.

For task six - group presentation / video/audio presentation from students working alone remotely.