

*Brought to you by On The Beach for the Digital Her
programme
Student guide*

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.

You can find out more about what they do at:

<https://www.onthebeach.co.uk/about-us>

Instagram: @onthebeachholidays

Twitter: @onthebeachholidays @onthebeachjobs

Workshop Overview: The Product Lifecycle

Introduction:

Get ready to learn all about the product lifecycle - a complex process of problem solving, planning, execution and analysis. You're going to wear plenty of different hats, taking on a number of different job roles within the lifecycle in the development of a digital product.

Time Frame:

Approx. 2 hours including presentation delivery.

Group size:

Groups of 5.

Variation: You can work on this individually from home during COVID-19 restrictions.

Materials:

Pack download.

Your teacher can print and send you the materials if you do not have ICT access.

Learning objectives:

By the end of this workshop, you will:

- Understand the stages of the product lifecycle for a digital product.
- Understand the skills and responsibilities of various job roles - social media manager, product manager, UX designer, software engineer, website analyst.
- Complete tasks in each job role making informed decisions
- Undertake self-reflection and explain your decision making process.
- Feel inspired and empowered about potential career opportunities in the technology and digital sector.

Preparation:

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

Variation: request printed pack from teacher

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 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: if you are working individually, complete all tasks 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: if working individually, can you create a video presentation / voice recording outlining each stage of the product lifecycle and their decision making process? You could submit this to your tutor or peers for feedback.

What should you produce?

Completed documents for tasks 1-5.

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