



# PRODUCT DESIGN: IDEATION, PROTOTYPE AND PROMOTION

-  **Dates:** May 23, 28, 30, 2024  
June 4, 6, 11, 13, 18, 20, 25, 2024  
July 12, 2024
-  **Schedule:** 5:00 p.m. to 8.00 p.m.
- Number of hours:** 30 hours
-  **Location:** Campus of Innovation and Sports,  
Building B, 1<sup>st</sup> Floor,  
CFP Training Room (Michel Ghazal)
-  **Main Language:** English
-  **Fees:** 450\$ (Fresh Dollars)

 **Registration :** Click here or scan the QR code
 

**Deadline for registration :**  
 April 29, 2024



**Maya Rahal** is a seasoned professional with a diverse background in strategic leadership, program management, and communication. She currently serves as the Country Director at AlFanan.org, she previously held the position of Communication and Outreach Director at Berytech, and was the Managing Director of the MIT Enterprise Forum Pan Arab Chapter. With a foundation in journalism and expertise in digital media and communication, she established her own media agency in 2019, providing consulting services across the Arab region. Prior to this, she served as the Editor-in-Chief of Wamda Ventures for 6 years, where she co-founded the media arm and led content production while cultivating partnerships with prominent corporations. Mrs. Maya Rahal is an expert trainer at the Professional Training Center of USJ.



**Charbel Raji** is a TV Host and Media and Communications advisor with over 15 years of extensive experience in advocacy, public affairs and external relations across the US, Europe and the Middle East. United Nations Spokesperson for over 10 years and trainer on media speaking, crisis communications, multimedia marketing campaigns, reputational risk and emergency preparedness. Advisor to high-profile personalities and private sector companies and expert in crisis management, consensus building, corporate and crisis communication. Mr. Charbel Raji is an expert trainer at the Professional Training Center of USJ.



### LEARNING OUTCOMES:

- Understand the core principles of user-centered design.
- Apply design thinking methodologies to identify and solve user problems.
- Conduct user research and gather valuable insights.
- Develop creative ideas and iterate on potential solutions.
- Create low-fidelity and high-fidelity prototypes for user testing.
- Communicate design decisions effectively through presentations and documentation.
- Start a SWOT analysis to identify your strength.
- Develop your communication campaign.
- Strengthen your interpersonal skills.
- Create content that resonates with your audience and elevate your public speaking skills.
- Market your business and become a pioneer in your field.

**👥 Target audience :** Individuals who have little to no prior experience in product design and marketing but are interested in exploring and gaining foundational skills in this field as in content creation and public speaking. The certificate is designed to be accessible and beneficial for:

#### **Students:**

High school or college students interested in design-related fields, content creation and public speaking. Those studying disciplines like industrial design, graphic design, engineering, or any field where understanding product design principles could be valuable.

#### **Aspiring Designers:**

Individuals with a passion for design who are considering a career switch or exploring their interest in product design. Creatives from various backgrounds looking to expand their skill set into the realm of product design.

#### **Professionals Seeking Skill Diversification:**

Professionals from diverse fields (e.g., marketing, business, technology) who want to broaden their skill set and gain insights into the design process.

Entrepreneurs and small business owners interested in understanding product design for their ventures.

#### **Career Explorers:**

Individuals who are curious about product design and want to explore whether it aligns with their interests and career goals. Those looking to understand the basics of design thinking and how it can be applied to problem-solving.

#### **Hobbyists and Enthusiasts:**

Anyone with a personal interest in design who wants to learn the fundamentals and try their hand at creating tangible products.

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# WORKSHOP AGENDA

## Part I : Mrs. Maya Rahhal

### Day 1 (3 hours): Introduction to Product Design | 23 May 2024

#### Module 1 (1 hour): Introduction & Design Thinking

- Introduction to the workshop objectives and structure.
- Understanding product design and its impact.
- Introduction to design thinking framework.
- What is the role of a product designer.
- Activities: Icebreaker, introduction to design thinking exercises.

#### Module 2 (1 hour): Identifying the Problem

- Introduction to the design thinking process.
- Importance of understanding user needs and pain points.
- Overview of the five stages: Empathize, Define, Ideate, Prototype, Test.
- User research methods (user interviews, surveys, observations).
- Activities: Identifying a real-world problem, brainstorming user needs.

#### Module 3 (1 hour): Understanding the User

- User empathy and creating user personas.
- Analyzing research data and identifying key insights.
- Understanding the importance of gathering insights from potential users.
- Activity: Developing a user persona or conducting user interviews.

### Day 2 (3 hours): Ideation & Iteration | 28 May 2024

#### Module 4 (1 hour): Creative Problem-Solving Techniques

- Brainstorming, mind mapping, and other ideation methods.
- Divergent and convergent thinking.
- Group brainstorming exercises.
- Activity: Ideation session for potential solutions.

#### Module 5 (1 hour): Low-Fidelity Prototyping

- Importance of rapid prototyping and iteration.
- Utilizing basic tools to create quick and testable prototypes.
- Activity: Creating paper prototypes of different solution ideas.

#### Module 6 (1 hour): User Testing & Feedback

- Conducting user testing sessions to gather feedback.
- Understanding the user's needs, goals, and pain points.
- Analyzing user feedback and iterating on prototypes.
- Activity: Conducting user testing on paper prototypes, refining based on feedback.

### Day 3 (3 hours): Prototyping | 30 May 2024

#### Module 7 (1 hour): Introduction to Prototyping

- Explanation of the importance of prototyping in the design process.
- Overview of different prototyping methods (low-fidelity to high-fidelity).
- Examples of successful prototypes in product design.

#### Module 8 (1 hour): Hands-On Prototyping

- Practical session on creating low-fidelity prototypes.
- Guidance on selecting appropriate materials for prototyping.
- Group discussions and feedback on prototype ideas.

#### Module 9 (1 hour): Prototyping Activity

### Day 4 (3 hours): Finalizing Designs and Presentations | 4 June 2024

#### Module 10 (1 hour): Refining and Finalizing Designs

- Techniques for refining prototypes based on testing outcomes.
- Importance of attention to detail in the final design.
- Tips for creating a cohesive and visually appealing product design.

#### Module 11 (2 hours): Presentation Skills for Designers

- Essentials of effective design presentations.
- Practice in presenting and explaining design choices.
- Constructive peer feedback on presentation skills.

### Day 5 (3 hours): Presentation & Reflection | 6 June 2024

#### Module 12 (1 hour): Design Critique & Feedback

- Presenting final prototypes and design decisions to the class.
- Receiving constructive feedback from peers and instructors.
- Activity: Presenting prototypes, engaging in group critique and feedback.

#### Module 13 (1 hour): Reflection & Future Learning

- Discussing key takeaways and learnings from the workshop.
- Identifying areas for further exploration and development.
- Activity: Individual reflection and group discussion on learnings and future development plans.

#### Module 14 (1 hour): Wrapping Up & Closing

- Q&A session and final discussion.
- Closing remarks.

# WORKSHOP AGENDA

## Part II – Mr. Charbel Raji

The Communication Experience

How to pitch your product to various audiences.

This part of the training will combine communication tips, content creation, branding and media techniques, to help you speak confidently in front of cameras about your business, connect with your audience, manage your body language and maximize your success in person and on both digital and traditional platforms.

### Day 6 (3 hours): Communication Principles and Techniques | 11 June 2024

- Introduction to communication principles and techniques.
- Define target audiences and communication channels.
- SWOT analysis: Development and assessment.

### Day 7 (3 hours): Public Speaking and Negotiation Techniques | 13 June 2024

- Build your public presence and identity.
- Boost your self-confidence and improve your negotiation style.
- Understand body language and manage your fears.

### Day 8 (3 hours): Content Creation | 18 June 2024

- Create appealing content in creative ways to selected audiences.
- Develop your presentation and business pitch.
- Customize your promotional activities.

### Day 9 (3 hours): Crisis Communication | 20 June 2024

- Strengthen your leadership skills.
- Manage reputational risks and shape the narrative.
- Handle complex questions and develop contingency planning scenarios.

### Day 10 (3 hours): Communication Coaching and Reflections | 25 June 2024

- Communication training overview and assessment.
- Comprehensive presentations: Roleplay and feedback.
- Takeaways and learning from the sessions.

### Phase: Final Project (date to be determined later on)

- Feedback and personal coaching.

### Day 11: Closing Session | 12 July 2024

- Project Presentation and Award Ceremony.

