

Module 3: What Is This Module About, and What Do I Need to Do?

👋 Welcome to **Module 3: Validation & Stakeholders**. This is a pivotal week: you'll deepen your discovery skills with personas and stakeholder mapping, and you'll **choose the portfolio product** you carry through your Final Project — starting with your first Project Milestone. Below you'll find what the module is about, the Course Learning Outcomes it develops, and a clear explanation of every deliverable due this week. Please click the arrow next to each heading to see the details.



For due dates, check your **course announcements**. They can also be found on your **syllabus** and in the **D2L calendar**.

▼ What This Module Is About

Module 3 builds on Module 2's discovery work in two directions. First, you go deeper into **understanding users** — through **UX research and personas** (evidence-based profiles of real users) and **stakeholder mapping** (placing the wider set of people who influence a product by their power and interest). Second, you meet the ideas of **validation and value**: testing assumptions with feedback, the MVP, and the beginnings of how “value” gets defined and measured.



This week you choose your portfolio product. Up to now, your Application Exercises have used a low-stakes **practice product**. Starting with **Project Milestone 1** this module, you choose a separate **portfolio product** — the single product you carry through all five milestones and the Final Project. It must be *different* from your practice product, have

identifiable customers and stakeholders, and be substantial enough to support a 30-item backlog later. Once chosen, keep it for the rest of the course.

On the discussion front, this week you'll **finish Discussion 2** by responding to classmates on stakeholder versus marketplace feedback. No new discussion opens this module — a deliberate breather, since Module 3 already carries the Personas & Stakeholder Map exercise and your first Project Milestone.

▼ Course Learning Outcomes Covered

This module develops all five Course Learning Outcomes (CLOs):

- CLO 1 — Summarize the concepts of product ownership, value-focused delivery, and Agile leadership roles.
- CLO 2 — Summarize the tenets of a system, such as the value chains of a company and its suppliers, distributors, and ultimately its customers, who work together to deliver value to customers.
- CLO 3 — The definition of “value” varies depending on the organization (e.g., social/environmental outcomes vs. measures of profit).
- CLO 4 — Discovery and user research during Discovery to understand the problem and fulfill customer expectations.
- CLO 5 — Continuous discovery: the product, new functionalities, and the changing needs of customers and markets.

UX research and personas develop **CLO 4** and **CLO 5**; PO techniques reinforce **CLO 1** and **CLO 3**. The Personas & Stakeholder Map exercise develops **CLO 2** and **CLO 4**, while Milestone 1 (Vision & Strategy) demonstrates **CLO 1** and **CLO 3** on your portfolio product. Finishing Discussion 2 reinforces **CLO 2** and **CLO 4**.

▼ Specific Learning Outcomes Covered

This module develops the following Specific Learning Outcomes (SLOs) from the course outline:

- **SLO 1.10** — Students will illustrate the techniques that enable an understanding of both the big picture view and how the current work aligns with the big picture.
- **SLO 2.3** — Students will summarize the importance of the person(s) doing Agile Product Ownership to be the conscience of the team, to tackle the “elephant in the room” questions, challenge assumptions and identify critical success factors.
- **SLO 3.2** — Students will define planned value and emphasize that it must be aligned on before commencing a change initiative.
- **SLO 4.1** — Students will describe the Agile feedback cycle, demonstrating that as product delivery progresses, the customer and team understanding of the needs will evolve.
- **SLO 4.3** — Students will list lightweight UX techniques that can provide a way to understand users. These can include personas, user journeys, storyboarding (for flow) and lo-fi prototypes/mockups.
- **SLO 4.4** — Students will state techniques to “step away” from the details of the problem and provide a holistic perspective as a way to ensure the correct product value elements are identified.
- **SLO 4.8** — Students will recognize that there are many modeling approaches, but the selection of what models to use will be driven by the initiative and organizational context.

Chapter 4 develops SLOs 4.1 and 2.3 (the feedback cycle and challenging assumptions). Application Exercise 3 develops SLOs 4.3 and 4.8 (personas, stakeholder mapping, and choosing the right model). Milestone 1 develops SLOs 1.10, 3.2 and 4.4 (the Business Model Canvas and vision as a holistic, big-picture view).

Also introduced this module:

- **SLO 5.1** — Students will describe when and how to use prototyping, spike solutions and other experiments to expose the emergent aspects of a

solution. At times, this could be at odds with a “pure” value focus, but it potentially saves time/money later.

- **SLO 2.5** — Students will define the concept of ‘Fast Failure’ and how to communicate bad news in a way that builds relationships.

▼ Readings

This module has one assigned textbook reading:

- **McGreal & Jocham, Chapter 4** — Validation and feedback, the MVP, and the Kano model. This chapter introduces how product ideas are tested and how customer needs are categorized.

▼ What You Need to Do (Deliverables)

There are **five graded deliverables** in Module 3. Here is each one and what it asks of you.

1. LinkedIn Assignment 5: UX Foundations: Research

- **What it is:** A LinkedIn Learning video course by Amanda Stockwell (~1h 37m) on UX research methods and grounding personas in evidence.
- **What to do:** **Complete the entire course** (all sections) so LinkedIn Learning records it as finished. A grade is only issued when the full course is complete.
- **Your grade will automatically be updated in D2L.**
- **Supports:** CLO 4, CLO 5.

2. LinkedIn Assignment 6: Agile Product Owner Role: Techniques

- **What it is:** A LinkedIn Learning video course by Angela Wick (~1h 24m) on practical PO techniques, including personas, story maps, and user

stories.

- **What to do:** Complete the entire course (all sections) so LinkedIn Learning records it as finished. A grade is only issued when the full course is complete.
- **Your grade will automatically be updated in D2L.**
- **Supports:** CLO 1, CLO 3.

3. Application Exercise 3: Personas & Stakeholder Map (practice product)

- **What it is:** A hands-on skill exercise where you build user personas and a stakeholder power/interest map for your practice product.
- **What to do:** Complete LinkedIn Assignments 5 and 6 *first*, then create your personas and stakeholder map and submit them to the assignment dropbox.
- **Supports:** CLO 2, CLO 4.

4. Project Milestone 1: Vision & Strategy (portfolio product)

- **What it is:** The first section of your Final Project Portfolio, built on the **portfolio product you choose this week**. It includes a Business Model Canvas, a product vision statement, and a brief technical/strategy note.
- **What to do:** Choose your portfolio product (different from your practice product), build the three deliverables, and submit as a PDF or Word document. This is a feedback-based milestone — you'll revise it later for the final portfolio.
- **Supports:** CLO 1, CLO 3.

5. Discussion 2, Part 2: Stakeholder vs. Marketplace Feedback — Responses

- **What it is:** The second half of Discussion 2, carried over from Module 2. You respond to classmates on how stakeholder feedback and marketplace (customer) feedback can pull a product in different directions.
- **What to do:** Post your responses to classmates' original posts, per the discussion's requirements.

- **Supports:** CLO 2, CLO 4.



Suggested order: Do the reading, then watch LinkedIn Assignments 5 and 6 — they set up the Personas & Stakeholder Map exercise. Meanwhile, **decide on your portfolio product early** so you have time to build Milestone 1 well. Don't forget to finish Discussion 2 with your peer responses this week.

▼ Looking Ahead

By the end of Module 3 you'll have chosen your portfolio product and drafted its vision and strategy, and you'll be able to ground product decisions in personas and stakeholder analysis. In **Module 4**, you turn to **value and Evidence-Based Management** — defining and measuring value — open Discussion 3 on that topic, and build Project Milestone 2, your portfolio product's customer and stakeholder analysis.

Questions? If you have any questions about this module, please post them in the **Course Café** discussion (Student Toolbox) or contact the instructor.