

Master Class - Product Design

Lakshay Suri



Generalitat de Catalunya
**Departament d'Empresa
i Treball**



**Cofinançat per
la Unió Europea**

Subvencionat pel Departament d'Empresa (**Programa Primer**) i amb el cofinançament del Fons Social Europeu Plus

Introduction of Participants



- Introduce yourself in 1 or 2 lines mentioning your background

Who am I?



- Software Engineer and an MBA graduate from IE
- Senior Product Manager @ Inditex
- Mentor @ GBSB Global Business School, Barcelona

Objectives of this session

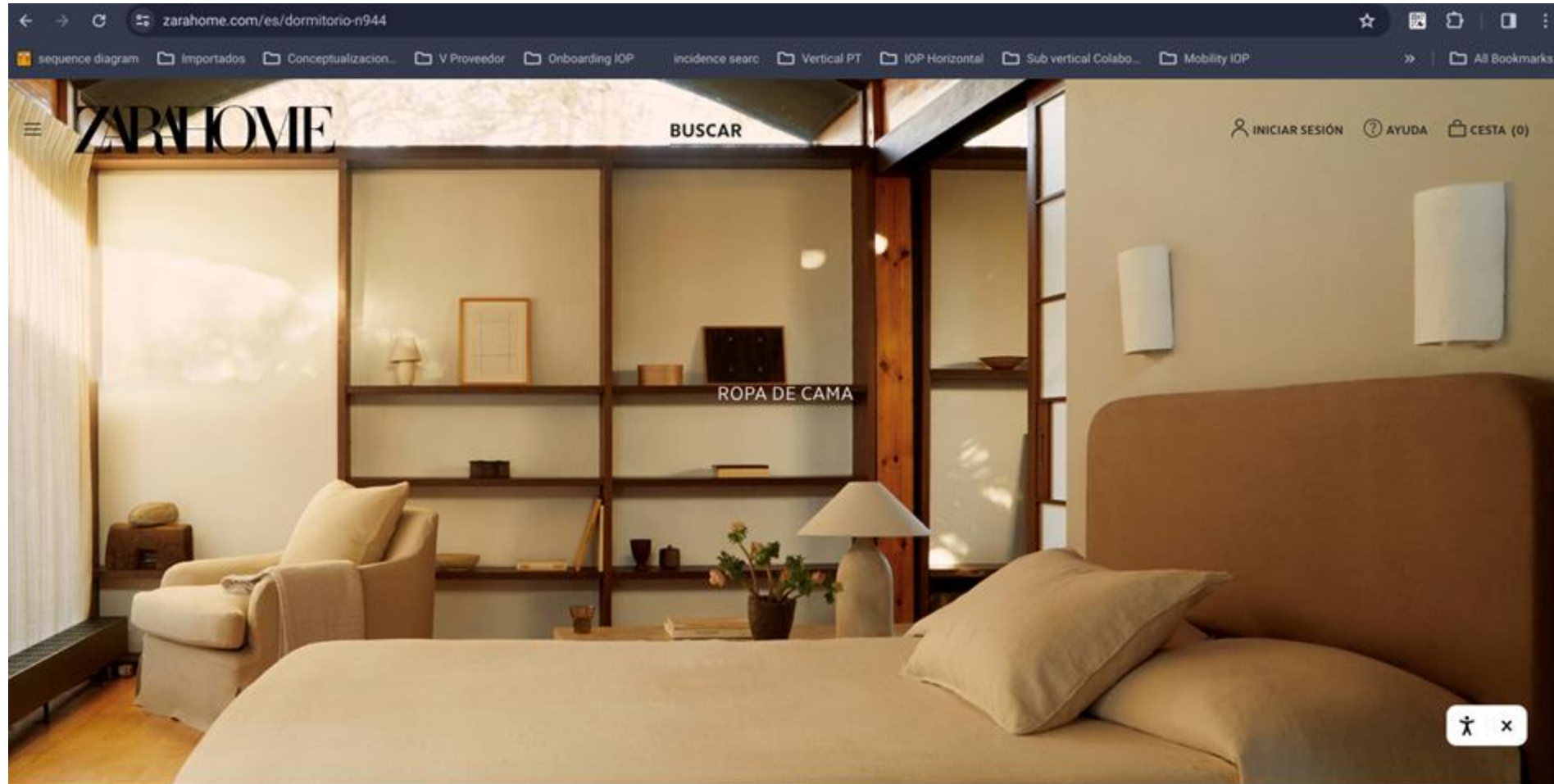
- What's a software product?
- Basics of websites
- How a website is constructed using templates (Creation)
- Making website available publicly (Deploying)

Software Product

Is a software that tries to solve a pain point which may or may not be addressed currently in the market.

Some examples of Software product:

WEB BASED S/W Products

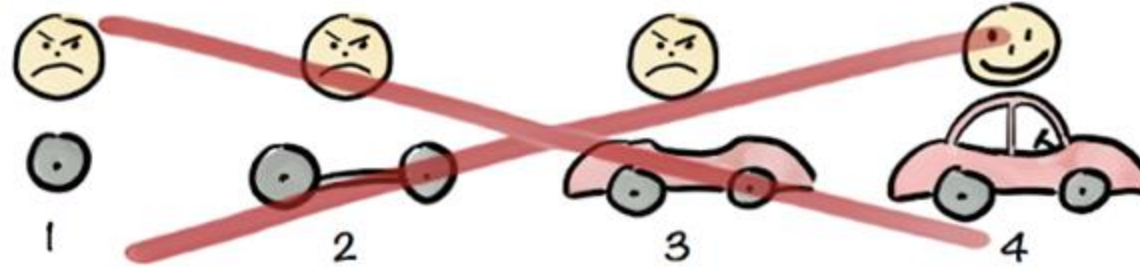


MOBILE BASED S/W Products

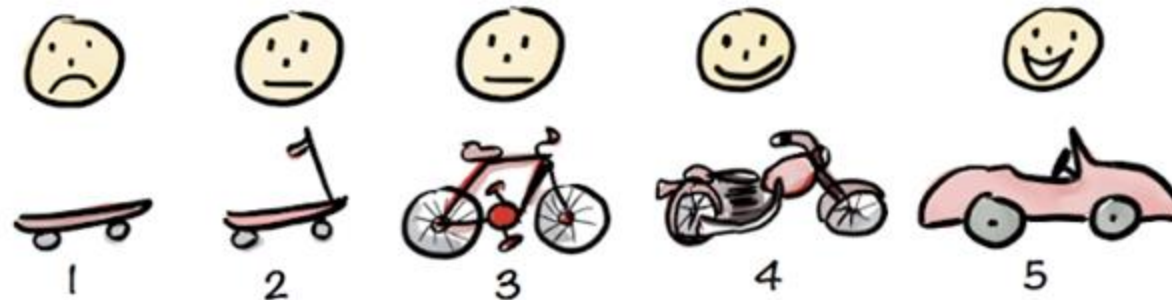


S/W PRODUCT MVP

Not like this....

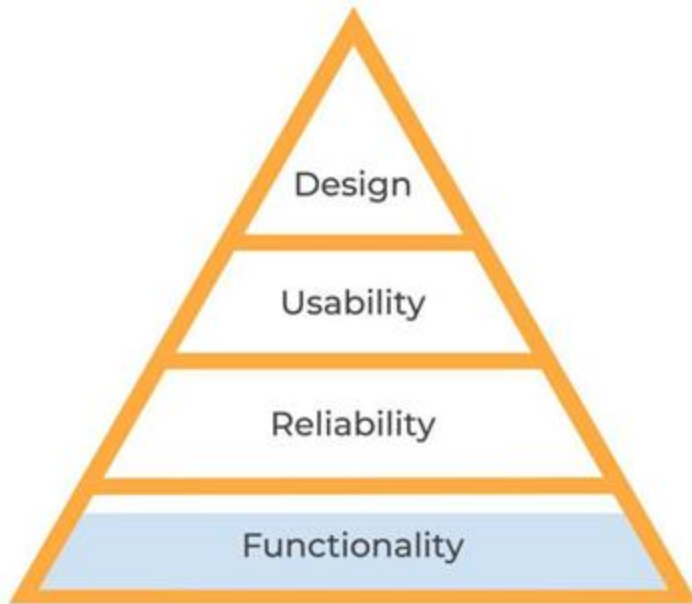


Like this!

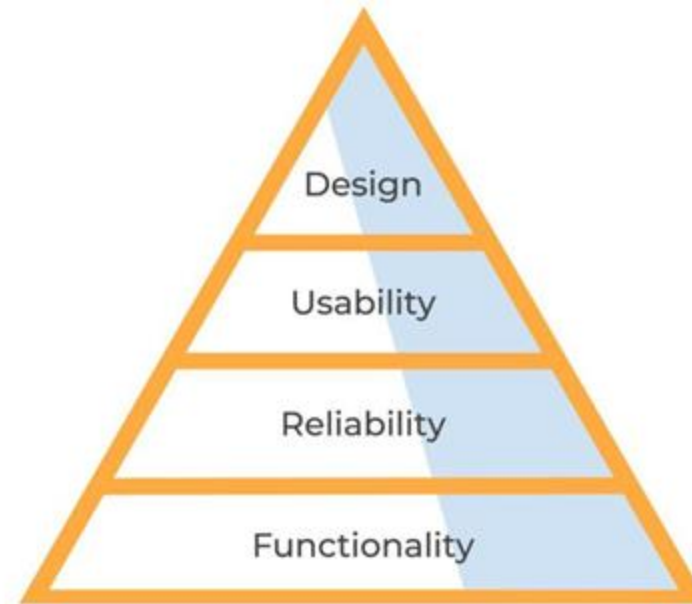


Henrik Kniberg

S/W PRODUCT MVP



How NOT to make an MVP

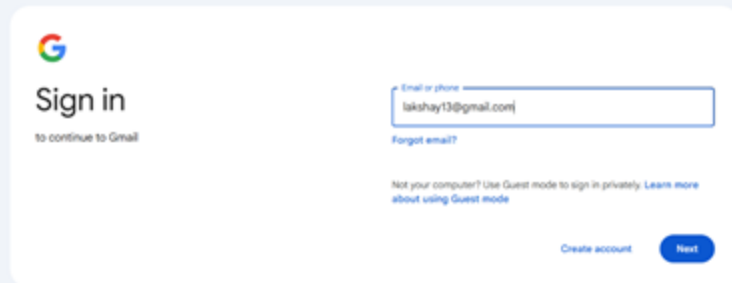


How to make an MVP

Source: Aarron Walter "Designing for emotion"

Today's class: Web based Products

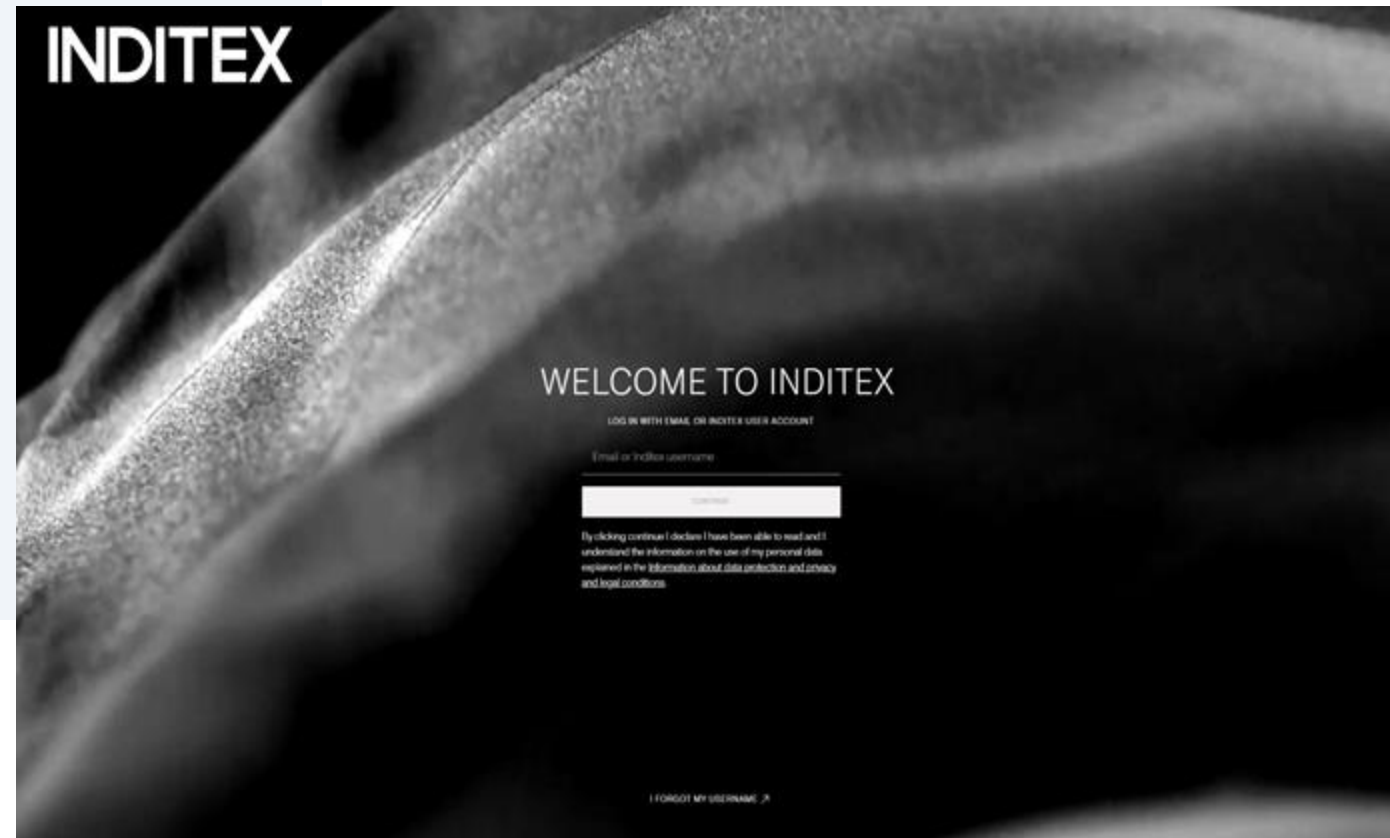
Web based UIs Tips:



The image shows a Google sign-in form. On the left, there is the Google logo and the text "Sign in to continue to Gmail". On the right, there is a text input field labeled "Email or phone" containing the email address "lakshay13@gmail.com". Below the input field is a link for "Forgot email?". At the bottom right of the form are two buttons: "Create account" and "Next".

English (United States)

Help Privacy Terms



The image shows the Inditex login page. At the top left, the word "INDITEX" is displayed in large white letters. Below it, the text "WELCOME TO INDITEX" is centered. Underneath, there is a sub-header "LOG IN WITH EMAIL OR INDITEX USER ACCOUNT" and a text input field labeled "Email or Inditex username". Below the input field is a "Continue" button. At the bottom, there is a link for "I FORGOT MY USERNAME".

Web based UIs Tips:



INDITEX

Report Updates 260825

Report Updates 260825

NEW SUPPLIER APP
Download the iOP Partner Mobile App

Communications (1) Regulations Training

PENDING TASKS

Q Search by product, order, location, task...



52-43CLX - 264/921
ZARA - CLA

Article Data
Leftovers



11-43NRV - 264/920
ZARA - CLA

Article Data
Leftovers



2-43KJK - 264/462
ZARA - CLB

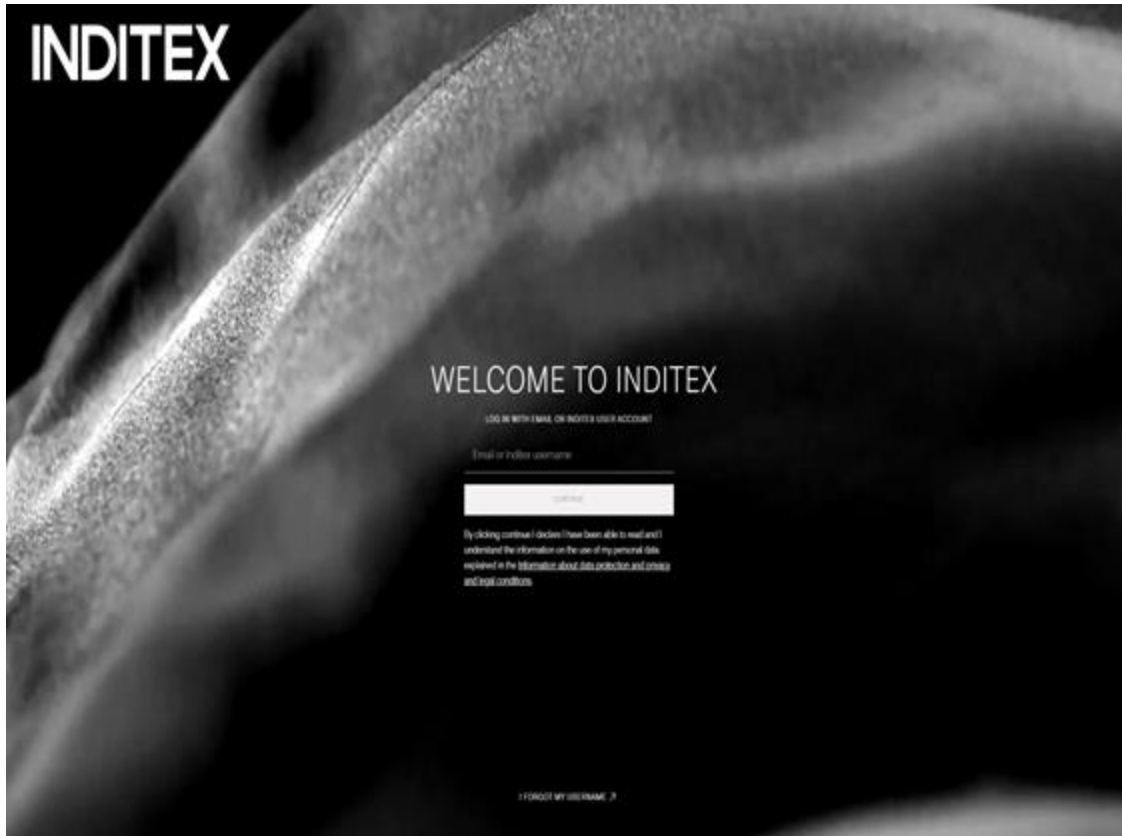
Packaging
Leftovers



10-44TGL - 6264/700
ZARA - NIÑA CIRCULAR

Article Data
Packaging
[View all \(3\)](#)

Web based UIs Tips:



INDITEX

WELCOME TO
INDITEX

LOG IN WITH EMAIL OR INDITEX USER ACCOUNT

Email or Inditex username

CONTINUE

By clicking continue I declare I have been able to read and I understand the information on the use of my personal data explained in the [Information about data protection and privacy and legal conditions](#)

[I FORGOT MY USERNAME](#)

Web based UIs Tips:



G - Accelerator

Table of contents

- What is Web Accessibility?
- Disability categories: learn how to make your website accessible
- Universal web accessibility standards: The WCAG Breakdown
- What are the four principles of web accessibility?
- Web accessibility checklist for ADA compliance
- How do I start accessibility testing for my website, app, or platform?
- Web accessibility examples: a few websites worth reimagining
- Legal implications of accessibility & how to avoid them
- Web accessibility: much more than a nice business strategy
- Web accessibility helps everyone
- UserWay to the rescue: enter web accessibility at its finest
- Answers to Common FAQs



1. Create alt text for website images that's clear, descriptive & valuable

Screen readers use alt text to read descriptions of images on load for users with vision impairments, or even those with cognitive disabilities who need clarity. Alt text also helps site visitors identify the context of visuals, especially if images, video, or flash is disabled due to motion sensitivity or slower loading times. Concise, concise, and straightforward alt text also boosts SEO performance because search engines index the text, driving traffic and sales.

In short, **writing quality alt text** is absolutely worth the effort. And a powerful web accessibility tool can identify & help you remediate accessibility violations resulting from missing or inadequate alt text.

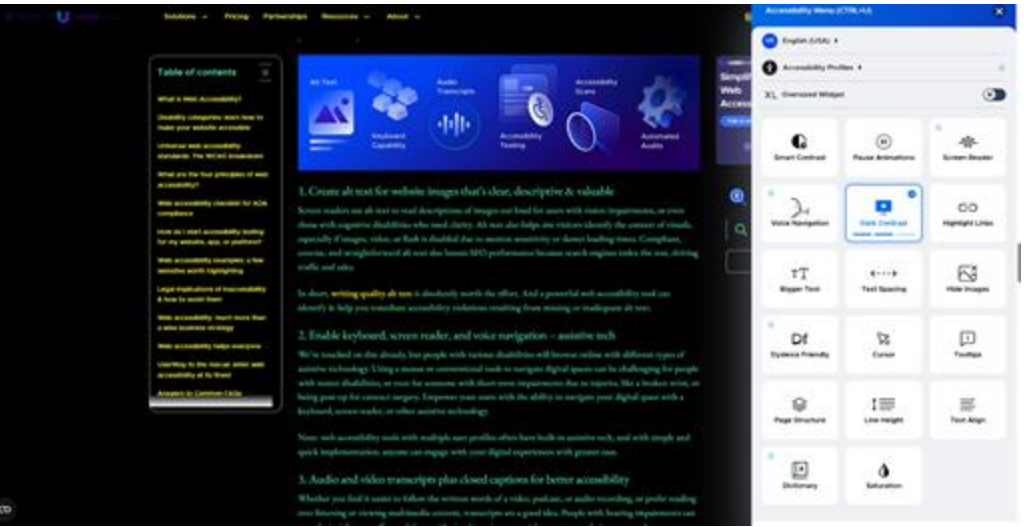
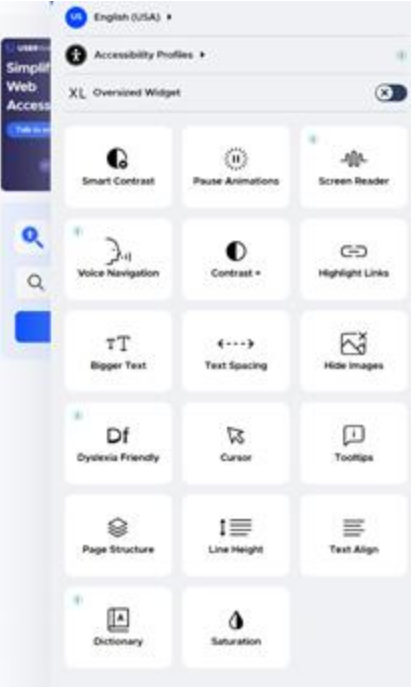
2. Enable keyboard, screen reader, and voice navigation – assistive tech

We've touched on this already, but people with various disabilities will browse online with different types of assistive technology. Using a mouse or conventional tools to navigate digital spaces can be challenging for people with motor disabilities, or even for someone with short-term impairments due to injuries, like a broken wrist, or being post-op for cataract surgery. Empower your users with the ability to navigate your digital space with a keyboard, screen reader, or other assistive technology.

Note: web accessibility tools with multiple user profiles often have built-in assistive tech, and with simple and quick implementation, anyone can engage with your digital experiences with greater ease.

3. Audio and video transcripts plus closed captions for better accessibility

Whether you find it easier to follow the written words of a video podcast, or audio recording, or prefer reading over listening or viewing multimedia content, transcripts are a good idea. People with hearing impairments can



Web based products:

A simple web based product is composed of frontend, backend and a database. You can make it as complex as you want.

What is frontend? Backend? Database?

Web based product creation:

You can create a website

- from scratch or
- Using templates.

In this sesión, we will use templates to build our own websites

- Go to <https://startbootstrap.com/templates/landing-pages>
- Search any template of your choice. We can select free versión for now.
- Lets try to open index.html file and we try to play with it.

Tips on creating from scratch

- Open a Notepad file. (There are other editors too such as Atom etc)
- Save the file with some text.html
- Every website page starts and ends with `<html> </html>`
 - All the libraries needed, title etc of the website goes within `<head> ... </head>`
 - Content of the website (what you actually see) goes within the `<body> </body>`

Making the web based product public (Deploying)

- Netlify is a tool that allows us to deploy our website so that it can be accessed by public.
- It has both free and paid plan.
 1. Free plan appends “netlify” in your website name which is not that cool
 2. Paid plan is required if you would like to have your own domain (without netlify keyword)
- Likewise you also have other companies out there such as GoDaddy etc which you can use too in order to deploy your websites.

Thank you!



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