

Product Management - Building Great Products

△ characteristic of a good product

- ↳ beautiful (→ Design)
- ↳ usable (→ Usability)
- ↳ functional (→ Engineering)
- ↳ available (→ Distribution)
- ↳ profitable (→ Go to Market)
- ↳ on-time (→ Project management)
- ↳ publicized (→ Marketing)

△ what is product management

↳ product management is the process of identifying a product opportunity, defining a solution, and structuring the product delivery : shipping the product

△ Value / Capability / Execution



⚠ The goal of qualitative research is to

- understand what people do and why they do it
- build an emotional feeling about people
- develop a bulk of raw data that can be used throughout the product management insight process

⚠ Data to insight

- ① transcription
- ② Data Explosion
- ③ Relationship Building
- ④ Insights

⚠ An innovation pattern is a recurring trend, often related to human behavior

$$\boxed{\text{insight}} + \boxed{\text{innovation pattern}} = \boxed{\text{new ideas}}$$

⚠ innovations emerge through a process of lateral thinking -
by looking at things sideways

⚠️ 2x2 Downselection



A 2x2 is a form of evaluative downselection, giving us a formal, methodical, and rigorous way to move from bluesky concepts to practical innovations

⚠️ A capability is framed as an "ability to" statement

↳ by structuring a capability as a succinct "ability to" statement, we shift from thinking about what the product has, and start thinking about what the product helps someone do

⚠️ statement structure

↳ start with your design ideas & user goals
↳ identify the capabilities
↳ stack rank the capabilities in order of importance

⚠ To develop our positioning, we'll develop a front, side, and back of our "product box"

- The front: A high level product offering. captured as a single sentence, and an empowerment statement, summarizing our capability statements
- The side: 3 or 4 of our most important capability statements
- The back: An articulation of how easy our product is to use, and how simple it is to gain value from the product experience

⚠ Product roadmapping is a balancing act between feature richness and the need to ship

- It's a best practice to ship product as frequently as possible, whenever there is a complete set of functionality ready, so that you can test your work with real people
- "Ready" relies on an understanding of
 - capabilities
 - sequencing
 - dependencies