## Product Management - Building Great Products

A characteristic of a good product

beautiful (=) Design)

usoble (-> Usubility)

functional (-> Engineering)

available (-> Distribution)

profitable (-> Go to Market)

on-time (-> Project Management)

publicized (-> Marketing)

I what is product monagement

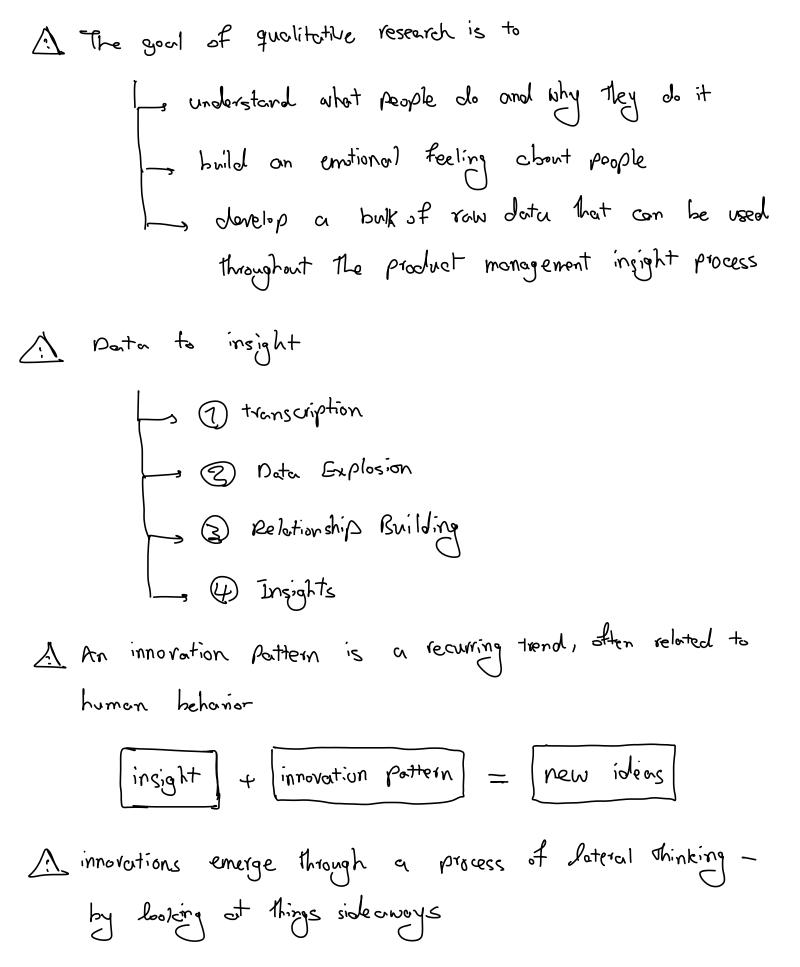
Is product monagement is the process of identifying a product opportunity, defining a solution, and structuring the product delivery: shipping the product

1 Value / Capability / Execution

Identify the Opportunity

Define the Solution

Structure the Delivery





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

A capability is framed as an "ability to "statement by structuring a capability as a succinct "obility to" statement, we shift from thinking about what the product has, and start thinking about what the product helps some one do

1 statement structure

Is start with your design ideas & user goals
identify the capabilities

stack rank the capabilities in order of importance

$\Lambda$	T0	develop	7.yo	positioning, we'll develop a front, side,
	and	bock	GF	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 tusy our product is to use, and how simple it is to gain value from the product experience

A Product vocalmopping is a balancing act between feature richness and he need to Ship

It's a best provide 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

"Reely" relies on an understanding of

sequencing

sequencing

sequencing