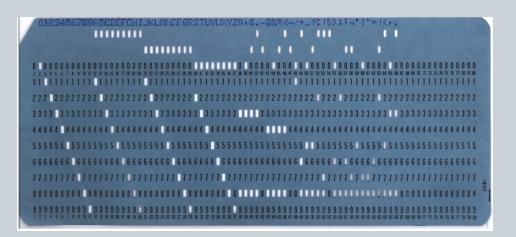
WELCOME Software Product Management

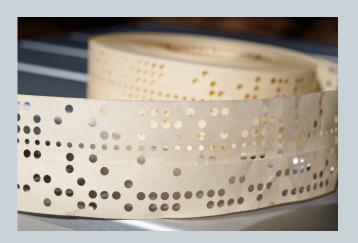
Vijayarajan A

Students Introductions

Faculty Introductions

Software Product Management





















CLINTICS

INNACCEL

Session / Subject - Introduction

- Session Start Time
- Attendance online Google Sheet
- Syllabus Classes 10
- Exams / Evaluation
 - Mid Term 30 Marks; Final 40 Marks
 - Online Quiz 5 Marks; Ongoing Quiz 5 Marks (What is this)
 - Project / Assignment 20 Marks Team 5 in each team By Next class
- Handouts / Class Slides Do Not Expect Take Notes
- Participate in class discussions / Activities

Course Handout

Growth of the products industry:

- Your observations or experiences regarding the growth of software products in your daily lives or the market.
- What factors do you think have contributed to the rapid growth
- How do you foresee this growth affecting life & Job market; any trends

Going Forward - What is spurring the product industry?

- Technological advancements, changing consumer demands, and digital transformation.
- specific examples of how these factors are impacting the software product industry.
- Impact of emerging technologies like artificial intelligence software product industry?
- Challenges that companies face

• Software Product Categories - examples

Software Products

Accounting Software	Analytics
Antivirus Software	Backup & Restore
Blogging Platforms	Bots
Chat & Messaging	Children's Software
Cloud Services	Cloud Storage
Communication Software	Computer Aided Design (CAD)
Content Management Software	Customer Relationship
	Management
Customer Service Platforms	Data Platforms
Data Visualization	Databases
Document Authoring	Educational Software
Email Clients	Enterprise Resource Planning
	(ERP)
File Managers	Health Apps
Illustration Software	Language & Translation
Machine Learning	Marketing Automation
Media Authoring & Production	Media Players & Clients
Mixed Reality (e.g. Digital Twins)	Mobile Apps
Modeling & 3d Graphics	Music Production Software
News & Weather	Office Productivity

THE WE CONTROL	Office I foductivity
Operating Systems	Photo Editors
Point of Sale Systems	Presentation Software
Productivity Tools	Programming Languages
Reporting Tools	Salesforce Automation
Schedules & Calendars	Scientific Computing
Screencasting / Device Integration	Scripting Platforms
Search	Security Infrastructure (e.g.
	firewalls)
Security Software (e.g. password	Simulators
managers)	Sillulators
Social Media	Software Development Tools
Spreadsheets	Streaming Media Apps
Synthesizers	System Utilities (for maintaining a
	computer)
Systems Software	Text Editors
Video Conferencing	Video Editing
Video Game Mods	Video Games
Virtual Assistants	Virtual Worlds
Vlogging Platforms	Web Browsers
Word Processors	Workspaces

Product vs Project Business

- Explain the distinction
- Examples of companies
- Benefits and challenges associated with each approach.

- Let us define Product Management
- Why a product has to be managed what happens if you do not manage

Product Management

- "Software Product Management is the discipline and practice of strategically overseeing software product development, delivery, and ongoing enhancement to meet customer needs and business objectives. It involves identifying market opportunities, defining product strategies, collaborating with cross-functional teams, prioritizing features, and ensuring the successful execution of product plans throughout the product lifecycle."
- In essence, Software Product Management encompasses the end-to-end process of guiding software products from conception to market launch and beyond, while considering customer requirements, market dynamics, and organizational goals. It involves making decisions, setting priorities, and managing resources to create valuable and successful software products.

What will happen if you do not manage product?

What will happen if you do not manage product?

- Lack of market alignment:
- Feature bloat or irrelevance:
- Missed opportunities and innovation:
- Inefficient resource allocation:
- Poor customer satisfaction:
- Lack of strategic direction:

What will happen if you do not manage product?

- Lack of market alignment: a product can fail to meet evolving market needs, leading to customer dissatisfaction and loss of market share.
- Feature bloat or irrelevance: can suffer from unnecessary features, causing confusion and hindering user value, or become outdated and fail to stay competitive.
- Missed opportunities and innovation: can result in missed chances for innovation, expansion, and partnerships, limiting growth potential.
- Inefficient resource allocation: resources may be misallocated, causing delays, overspending, and strained stakeholder relationships.
- Poor customer satisfaction:
 can lead to dissatisfied customers due to disregarded feedback and unmet expectations.
- Lack of strategic direction: can result in unclear goals, priorities, and strategic vision, impacting growth and focus.

B.E (Electronics & Communication); M Tech (Computer Science; MBA

