

WELCOME

Software Product Management

Vijayarajan A

Students Introductions

Faculty Introductions





Bharat Electronics Ltd



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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

Points for Discussions #1

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

Points for Discussions #2

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

Points for Discussions #3

- **Software Product Categories - examples**

Software Products

Accounting Software	Analytics	News & Weather	Office Productivity
Antivirus Software	Backup & Restore	Operating Systems	Photo Editors
Blogging Platforms	Bots	Point of Sale Systems	Presentation Software
Chat & Messaging	Children's Software	Productivity Tools	Programming Languages
Cloud Services	Cloud Storage	Reporting Tools	Salesforce Automation
Communication Software	Computer Aided Design (CAD)	Schedules & Calendars	Scientific Computing
Content Management Software	Customer Relationship Management	Screencasting / Device Integration	Scripting Platforms
Customer Service Platforms	Data Platforms	Search	Security Infrastructure (e.g. firewalls)
Data Visualization	Databases	Security Software (e.g. password managers)	Simulators
Document Authoring	Educational Software	Social Media	Software Development Tools
Email Clients	Enterprise Resource Planning (ERP)	Spreadsheets	Streaming Media Apps
File Managers	Health Apps	Synthesizers	System Utilities (for maintaining a computer)
Illustration Software	Language & Translation	Systems Software	Text Editors
Machine Learning	Marketing Automation	Video Conferencing	Video Editing
Media Authoring & Production	Media Players & Clients	Video Game Mods	Video Games
Mixed Reality (e.g. Digital Twins)	Mobile Apps	Virtual Assistants	Virtual Worlds
Modeling & 3d Graphics	Music Production Software	Vlogging Platforms	Web Browsers
News & Weather	Office Productivity	Word Processors	Workspaces

Points for Discussions #4

Product vs Project Business

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

Points for Discussions #5

- 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



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