

Key Points

- Software products are software systems that include general functionality that is likely to be useful to a wide range of customers.
- In product-based software engineering, the same company is responsible for deciding on both the features that should be part of the product and the implementation of these features.
- Software products may be delivered as stand-alone products running on the customer's computers, hybrid products, or service-based products. In hybrid products, some features are implemented locally and others are accessed from the Internet. All features are remotely accessed in service-based products.
- A product vision succinctly describes what is to be developed, who are the target customers for the product, and why customers should buy the product you are developing.
- Domain experience, product experience, customer experience, and an experimental software prototype may all contribute to the development of the product vision.
- Key responsibilities of product managers are to own the product vision, develop a product roadmap, create user stories and scenarios, manage the product backlog, conduct customer and acceptance testing, and design the user interface.
- Product managers work at the interface between the business, the software development team, and the product customers. They facilitate communication among these groups.
- You should always develop a product prototype to refine your own ideas and to demonstrate the planned product features to potential customers.