

Product Management 101

Because sometimes you don't want to code.

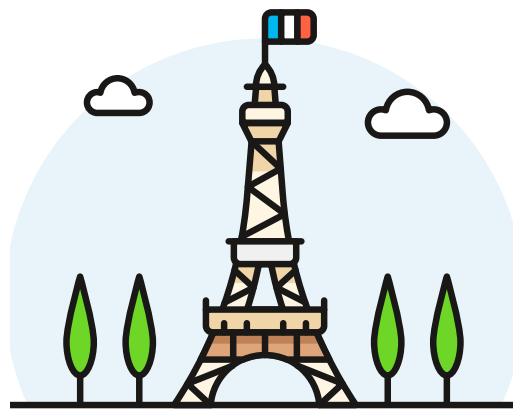


STEN PITTEL | @STENPITTET

About me



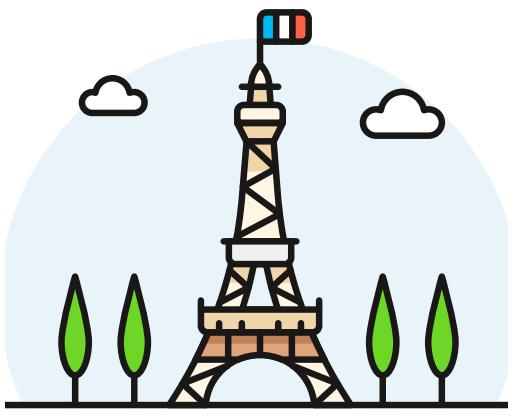
About me



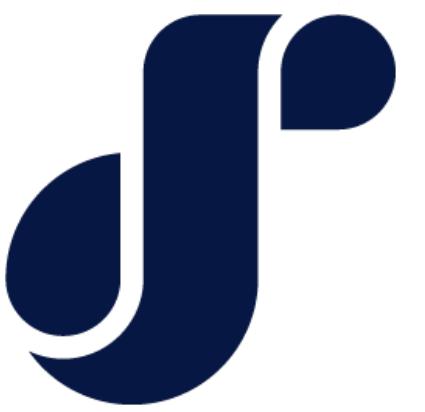
French

But also from Cameroon

About me



French
But also from Cameroon



Startup founder
Building a productivity
intelligence platform

About me



French
But also from Cameroon



Startup founder
Goal tracking for teams



5+ years as PM
Managed several products

Product development

Squadlytics

Team Visible

Backlog

9 cards

#6 As Squadlytics I can automatically generate standard metrics for a project



#1 As a visitor I can signup for the service



#2 As a user I can connect services like Github / Bitbucket / Trello



#3 As a user I can create a team



#4 As a team admin I can create a project



#5 As a team admin I can add metrics sources to a project



#8 As a user I can see live data and who is active on the team



Sprint

15 cards

#34 As a prospect I can see a screenshot of what the mobile solution will offer

#13 As a user I can go to the beta website and signup

#14 As a user I can visit a demo website with data from squadlytics itself

8/11

#7 As a prospect I can see the last 14 days of data for each metric in a graphical form.



#10 As Squadlytics I have 20 companies signing up for the beta



#41 As a Poller bot I can authenticate against Netlify

#45 As a Poller bot I can extract deployment data from Netlify

#49 As a Poller bot I can

In progress

1 card

#46 As SL UI I can connect to the API to get real data

1/4

Add a card...

In review

0 cards

Add a card...

Staging

0 cards

Add a card...

Prod

13

#5

co

#4

pi

#3

co

#5

co

org

#5

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#5

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#5



squadlytics-ui-simba



Commits

Branches

Pull requests

Pipelines

Deployments

Downloads

Boards

Settings

Squadlytics / Squadlytics / squadlytics-ui-simba / Source

index.js

Source

Download

squadlytics-ui-simba / src / index.js

Source

Diff

History



f619c1a 21 hours ago

Full commit

Blame

Raw

Edit



```
1 // @flow
2 import React from "react";
3 import ReactDOM from "react-dom";
4 import { ConnectedRouter as Router } from "react-router-redux";
5 import { Provider } from "react-redux";
6 import history from "config/history";
7
8 import { App } from "views/layouts";
9 import configureStore from "state/store";
10 import { loadState, saveState } from "state/storage";
11
12 const persistedState = loadState();
13
14 export const store = configureStore(persistedState);
15
16 store.subscribe(() => {
17   saveState({
18     session: {
19       tokens: store.getState().session.tokens
20     }
21   });
22 });
23
24 const root = document.getElementById("root");
25 if (root) {
26   ReactDOM.render(
27     <Provider store={store}>
28       <Router history={history}>
29         <App />
30         </Router>
31       </Provider>,
32       root
33     );
34 }
```

Agenda

What is Product Management?

Introduction to Agile

The MVP

User stories

Agenda

What is Product Management?

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User stories

The product development triad



Product Manager



Designer



Developer

“

WIKIPEDIA

“

Product management is an organizational lifecycle function within a company dealing with the planning, forecasting, and production, or marketing

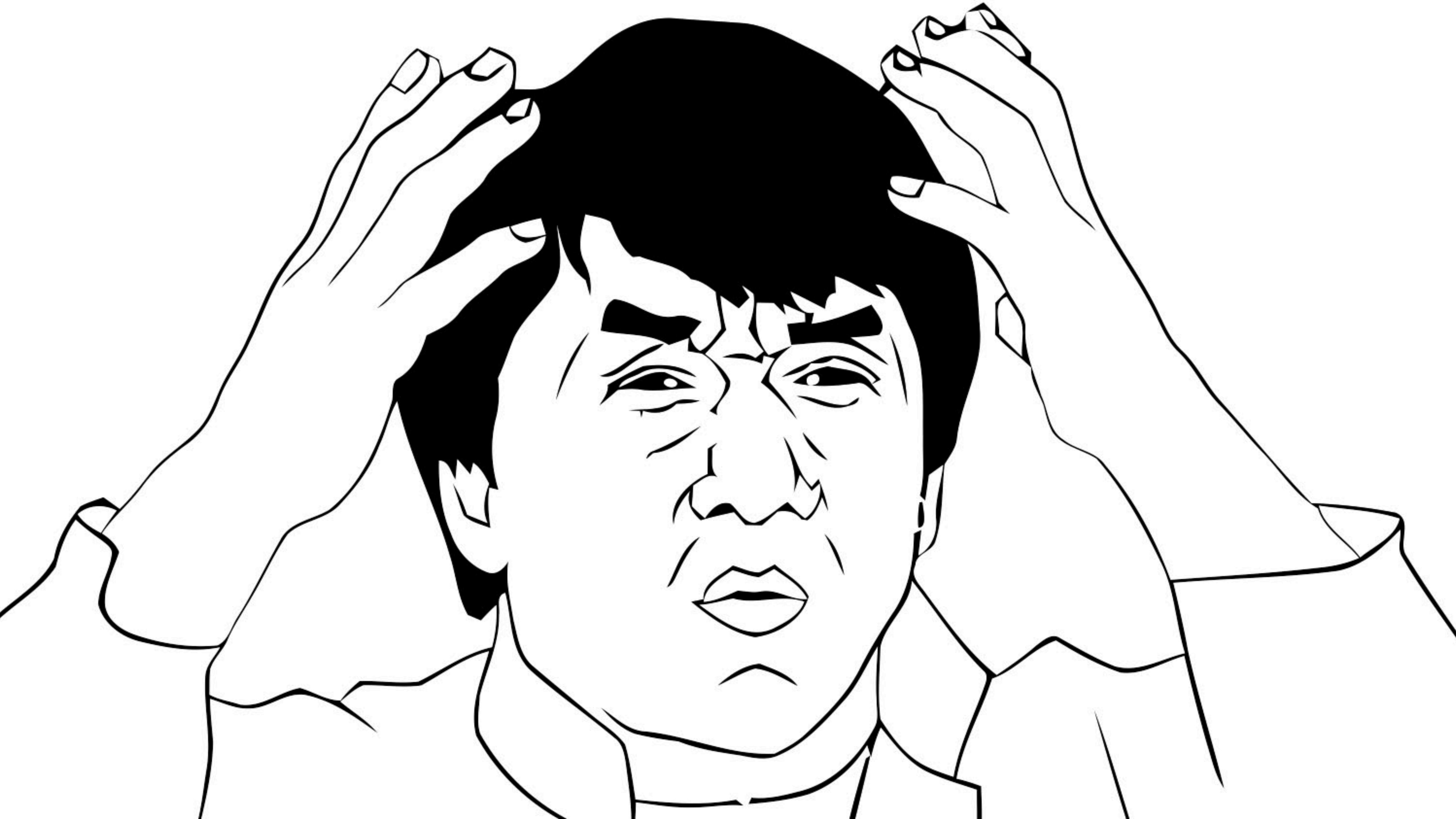
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“

Product management is an organizational lifecycle function within a company dealing with the planning, forecasting, and production, or marketing of a product or products at all stages of the product lifecycle.

Similarly, product lifecycle management(PLM) integrates people, data, processes and business systems.”

WIKIPEDIA



PRODUCT MANAGEMENT

Your job is to identify what brings value to people *and* the business.

PRODUCT MANAGEMENT

Your job is to identify what brings value to people *and* the business.

IDENTIFY

You are not a manager.

The product development triad



Product Manager



Designer



Developer

The product development triad



Product Manager
6-12 months ahead



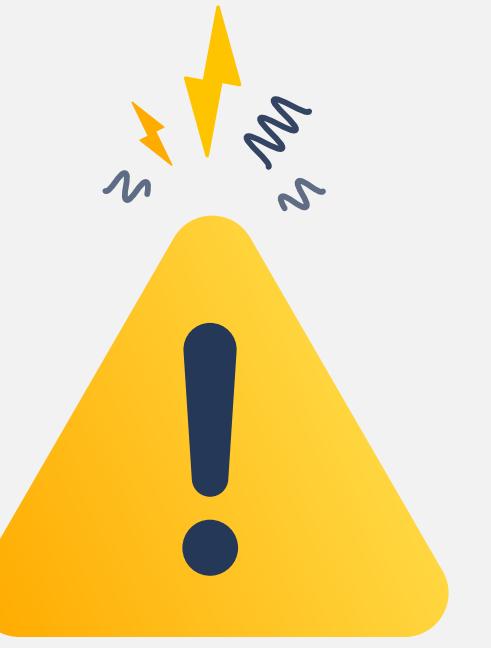
Designer
1-3 months ahead



Developer
2-4 weeks ahead

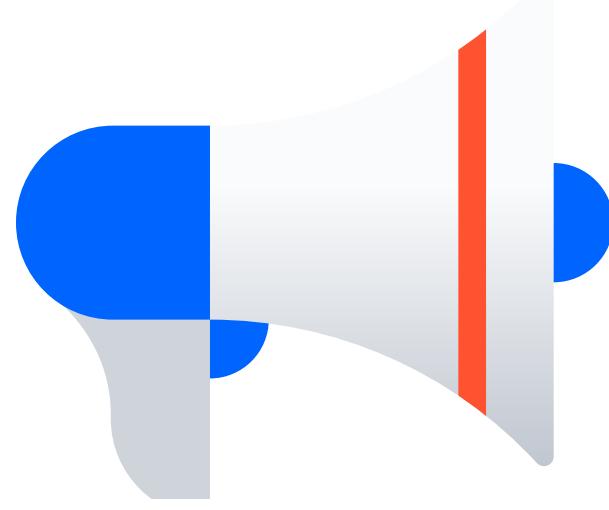
IDENTIFY

Your opinion is irrelevant.



Quantitative

Events, metrics



Qualitative

Conversations, written feedback,
surveys

From: TaskRabbit <hello@taskrabbit.com>
To: Madison Rhodes <madison@gmail.com>

Subject: How likely are you recommend TaskRabbit to a friend?



How likely are you to recommend
TaskRabbit to a friend?

0 1 2 3 4 5 6 7 8 9 10

Not likely

Very likely

Quantitative

Be data-informed

Be careful not to rely blindly on data

Have 3-5 key metrics

Make sure you're aware of side effects on your business

Track everything

Have a global event tracking strategy even if you don't analyse data yet

A WORD ABOUT PRIVACY

You don't need
to know who's
doing what.



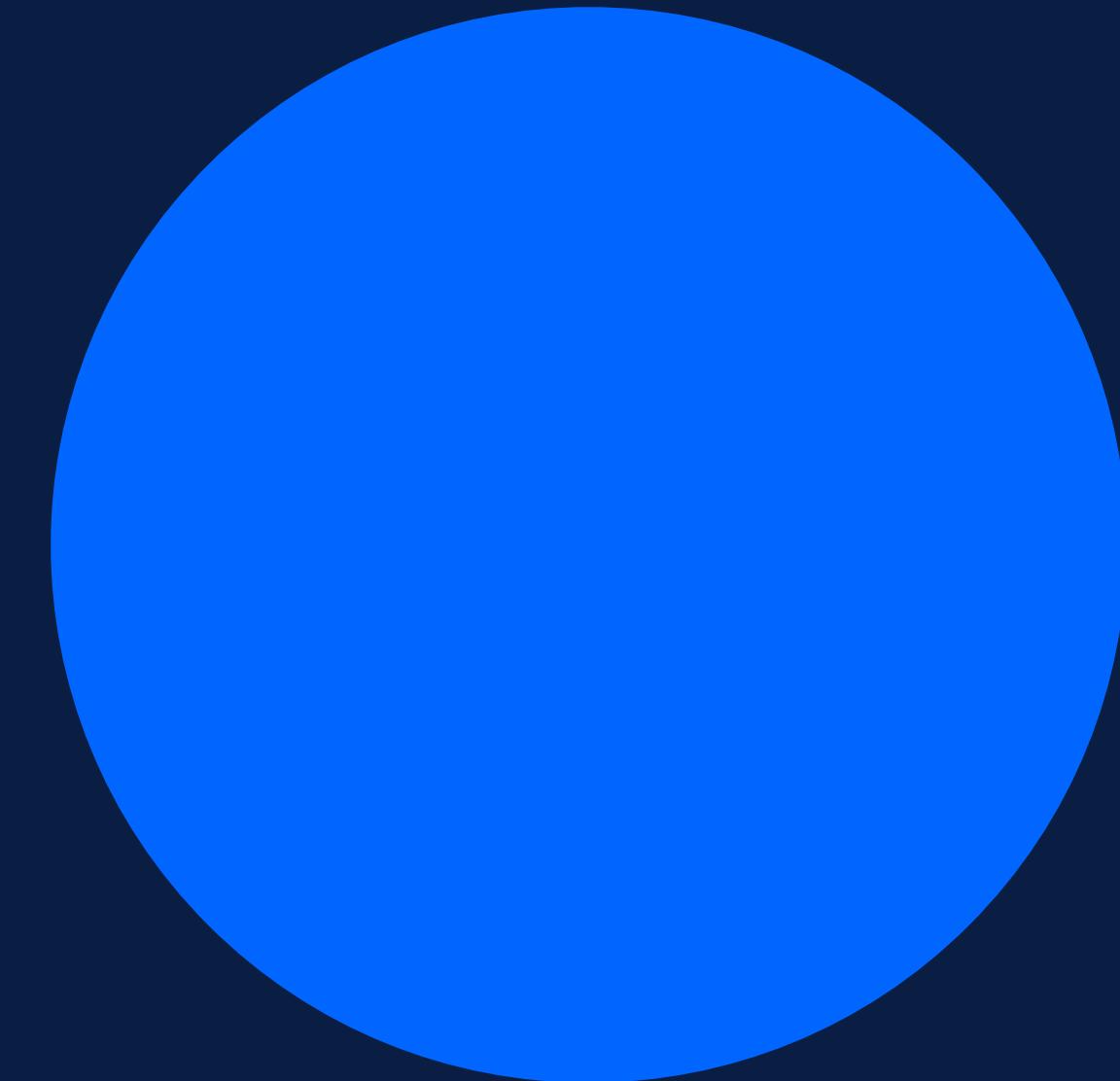
A WORD ABOUT PRIVACY

Really, you don't
need to know
who that person
is.



A WORD ABOUT PRIVACY

That's better.
You just need to
know what's
happening.



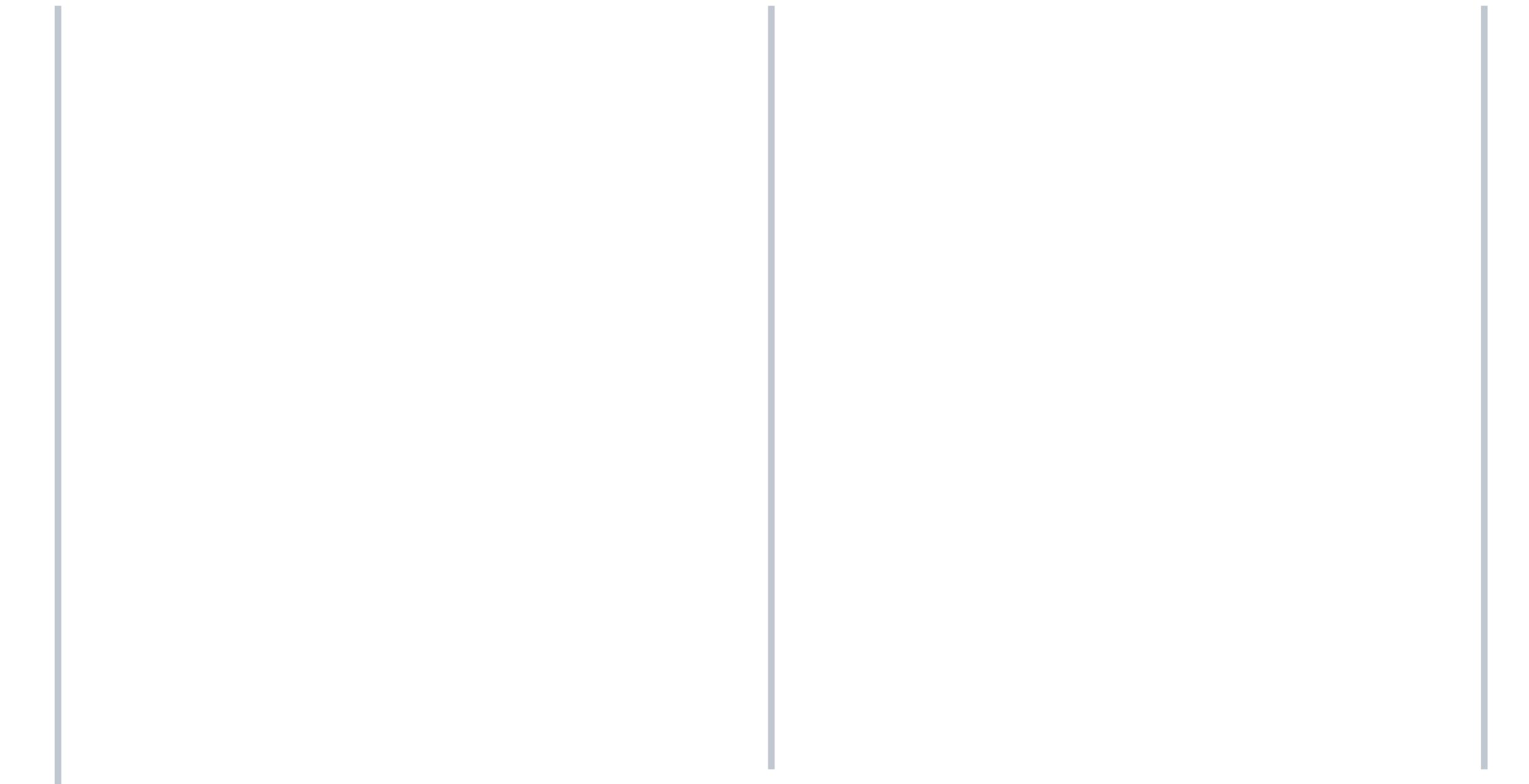
Qualitative

Learn how to interview
Essentially, it's learning how to shut up.

Always have a focus point
You need to have a hypothesis to validate.

Always do a writeup
Your memory isn't as good as you think. Connect problems to opportunities.

Interviews



Interviews



Happy users

Interviews



Happy users



Angry users

Interviews



Happy users



Angry users



Lost users

Interviews



Happy users



Angry users



Lost users



Non users

PRODUCT MANAGEMENT

Your job is to identify what brings value to people *and* the business.



JUICERO

CHOPPED
Sweet Greens

apple
baby spinach
pineapple
kale
lemon

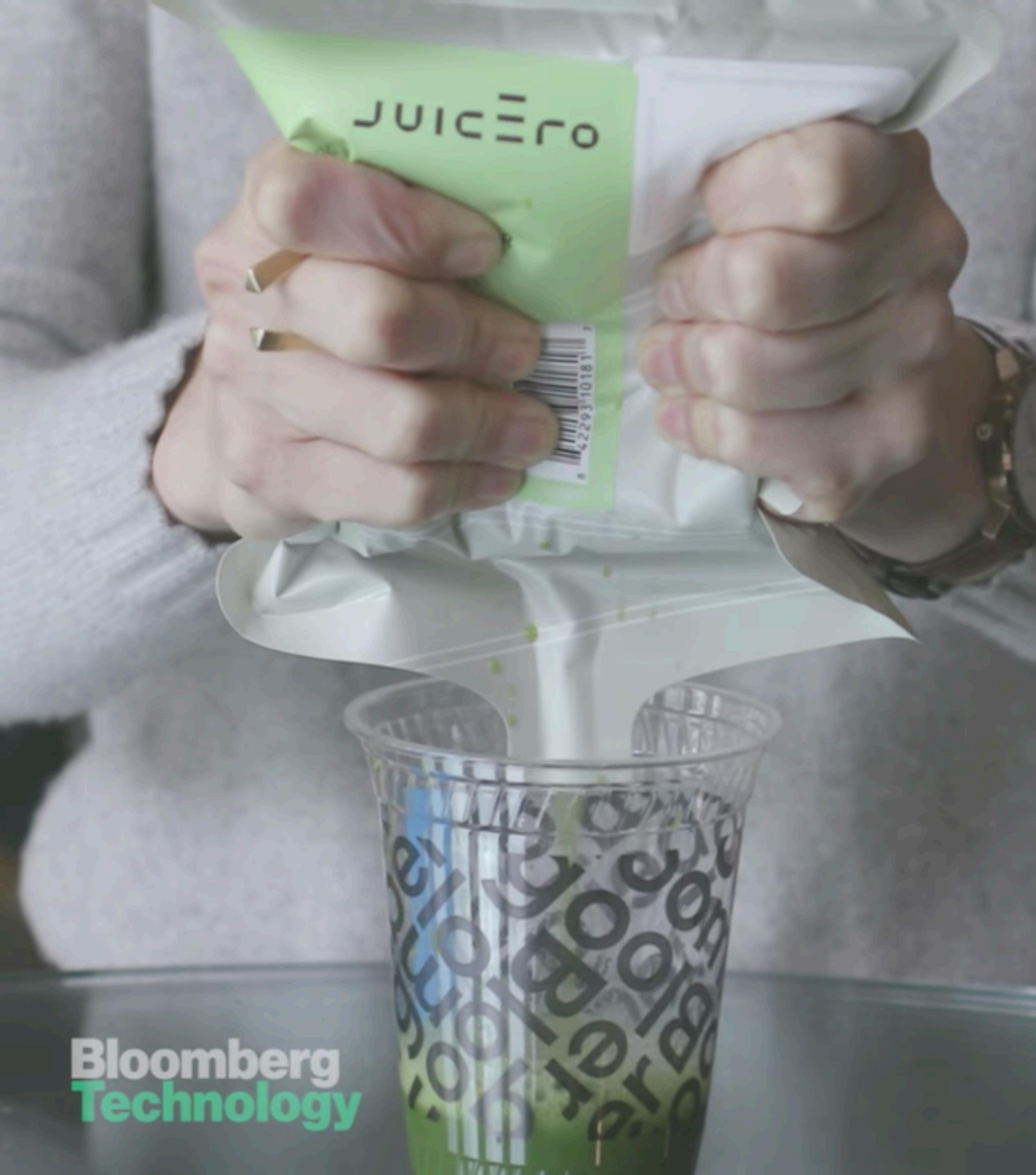


NON-GMO
PERISHABLE
KEEP REFRIGERATED
NOT FOR INDIVIDUAL SALE

FRESH CHOPPED PRODUCE
FOR MAKING COLD-PRESSED JUICE

pareve

NET WEIGHT 10 OZ (283 g)



VALUE

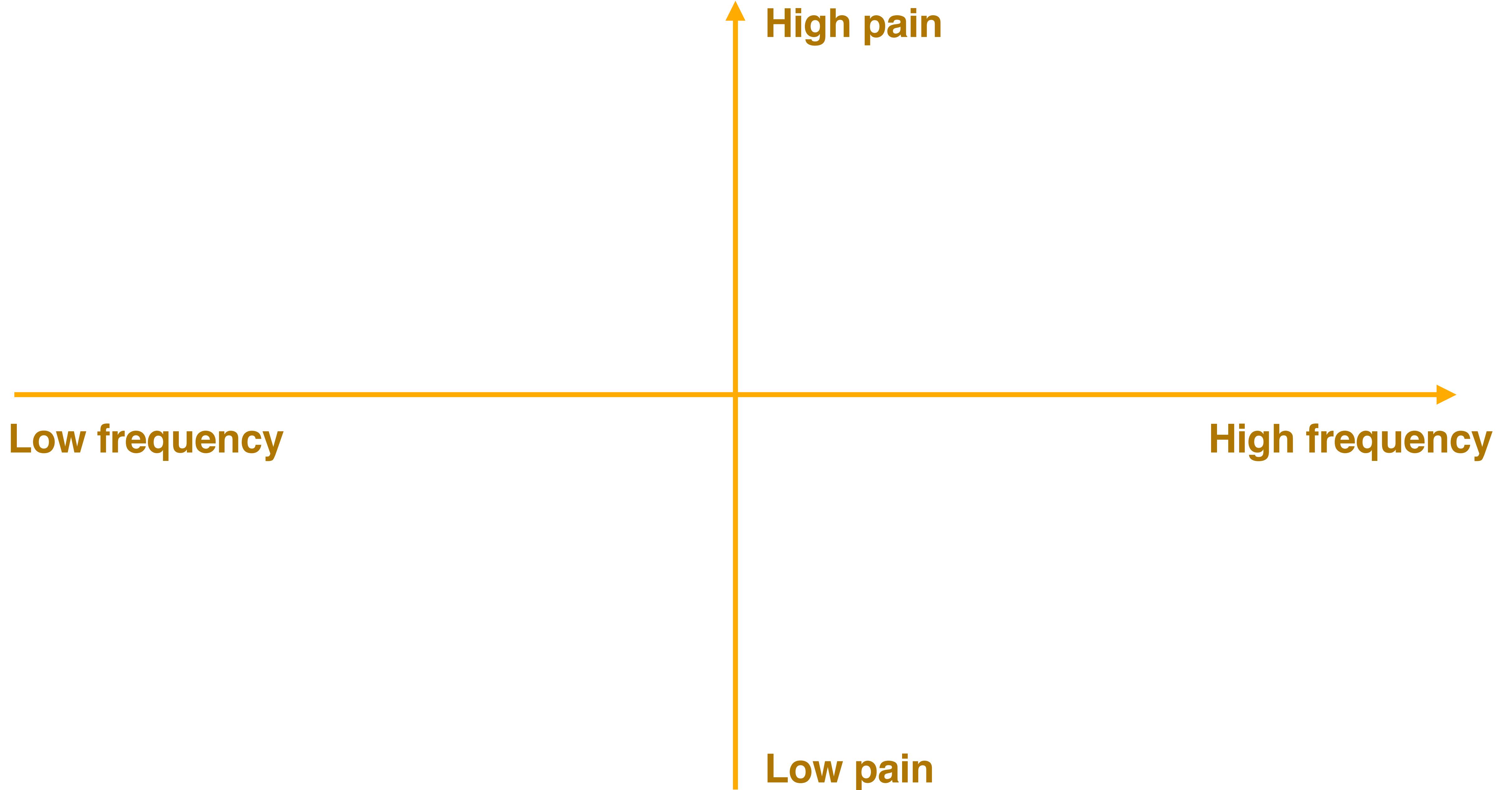
What people like is not what
brings value.

VALUE

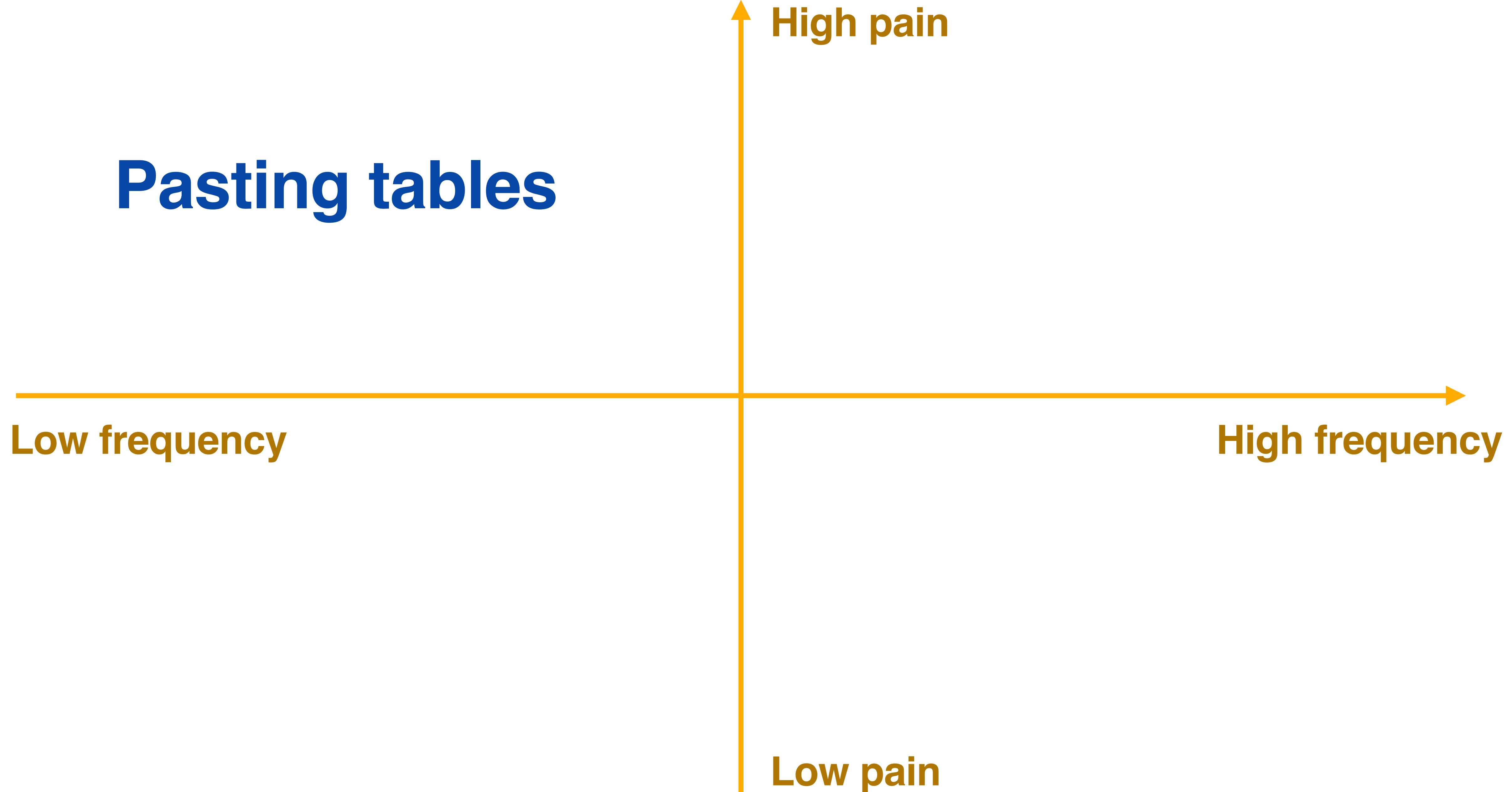
What are the jobs to be done?

VALUE

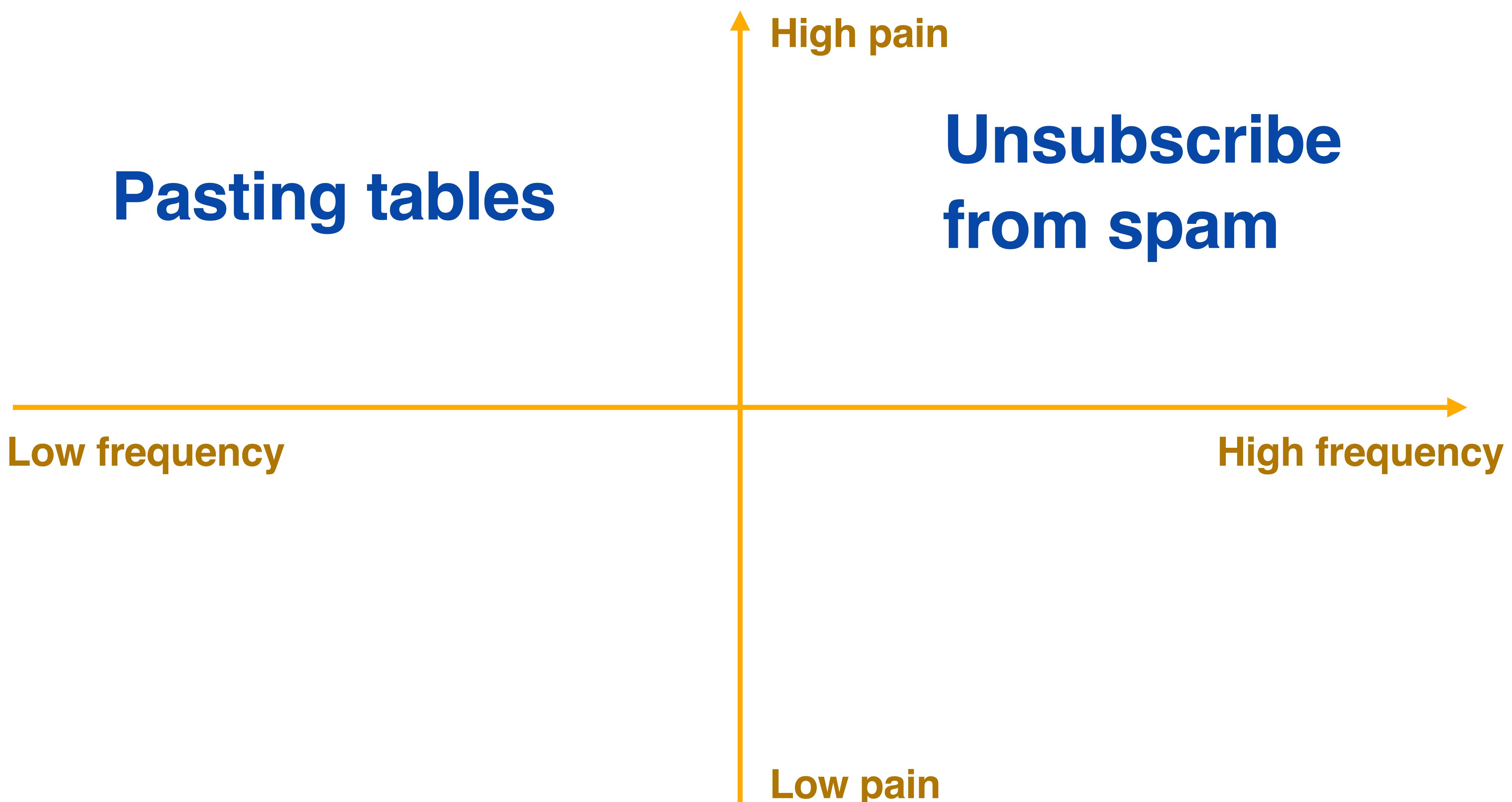
**How do you rank pains
solving?**



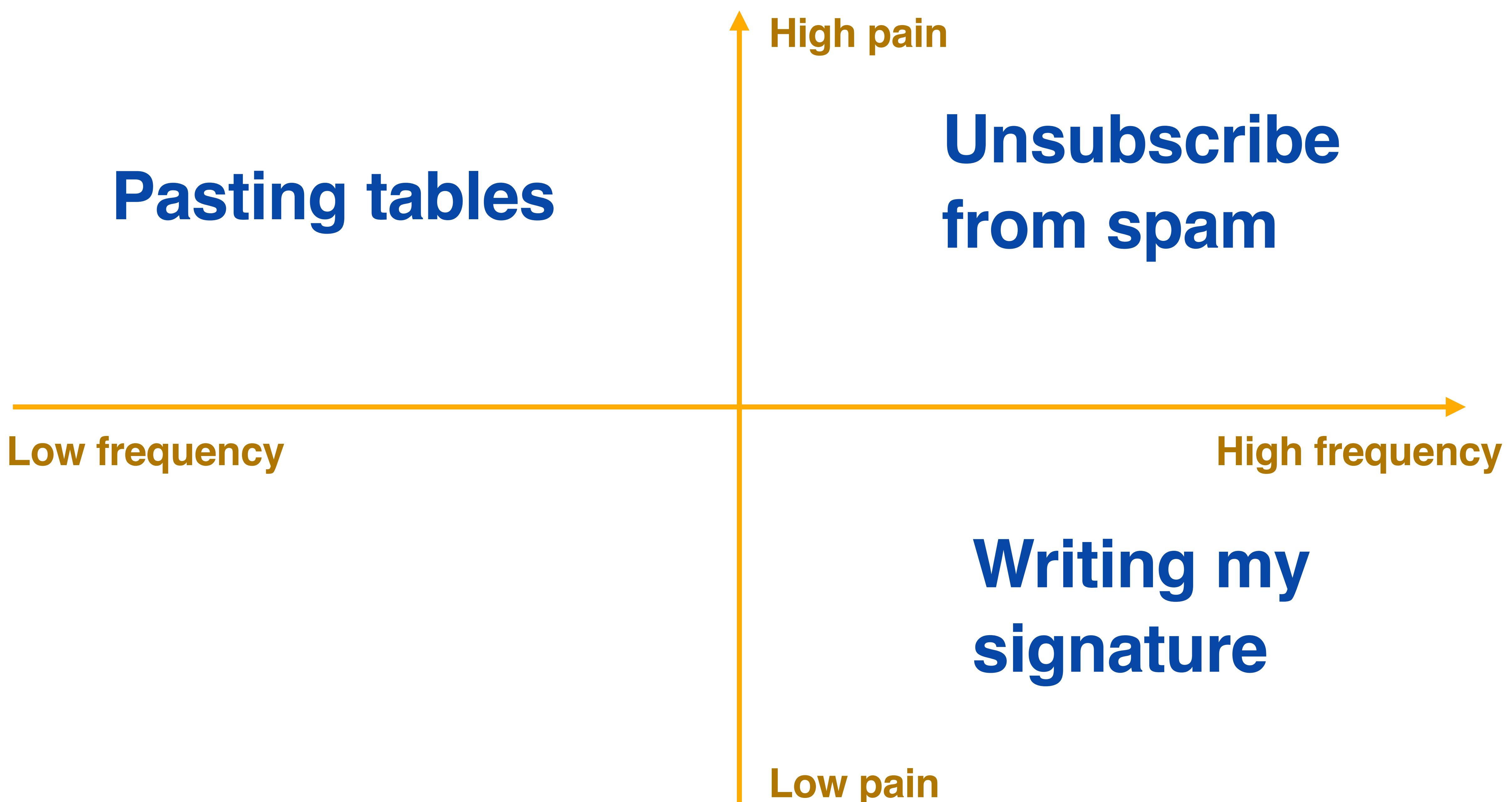
Pasting tables

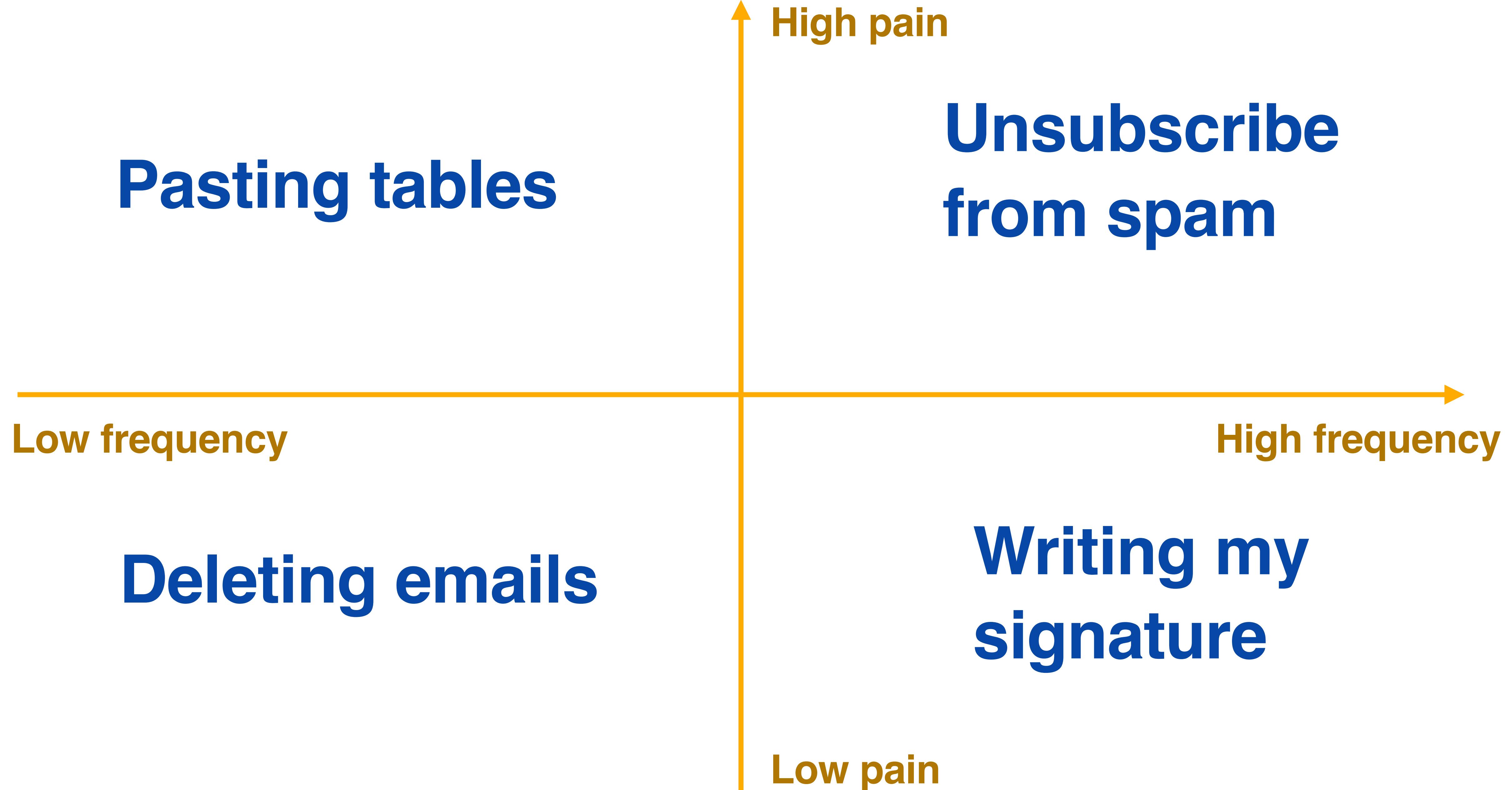


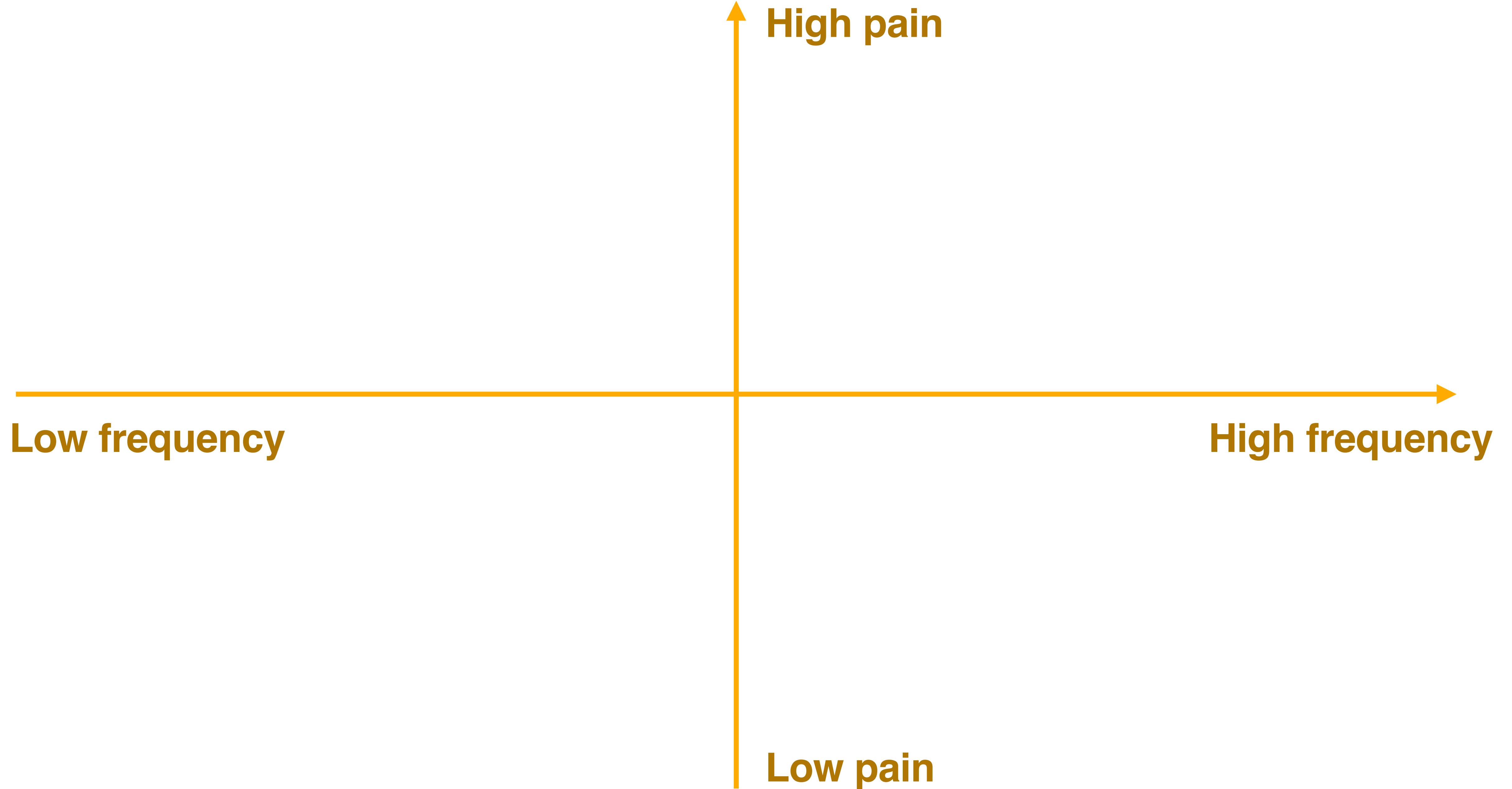
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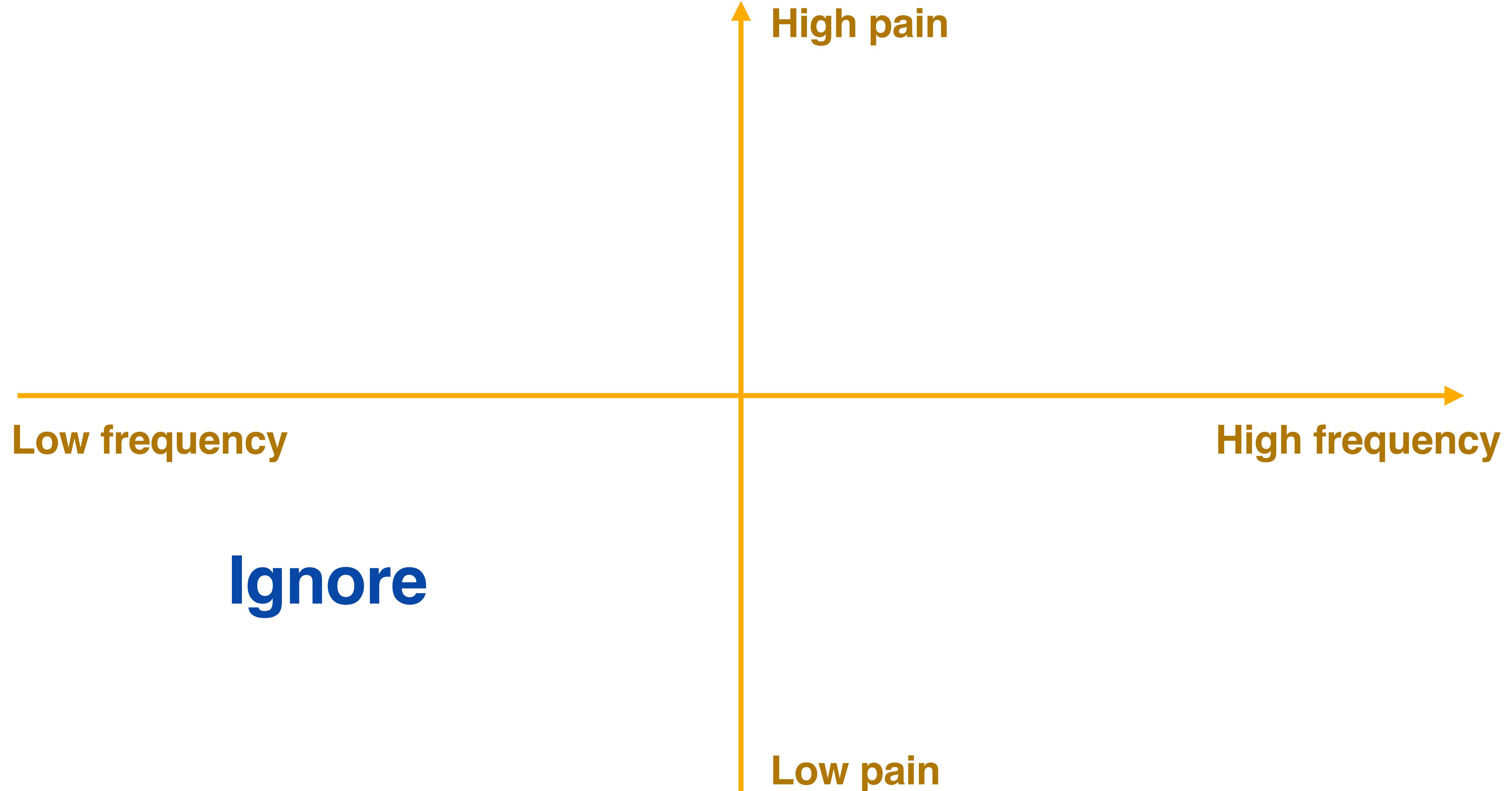


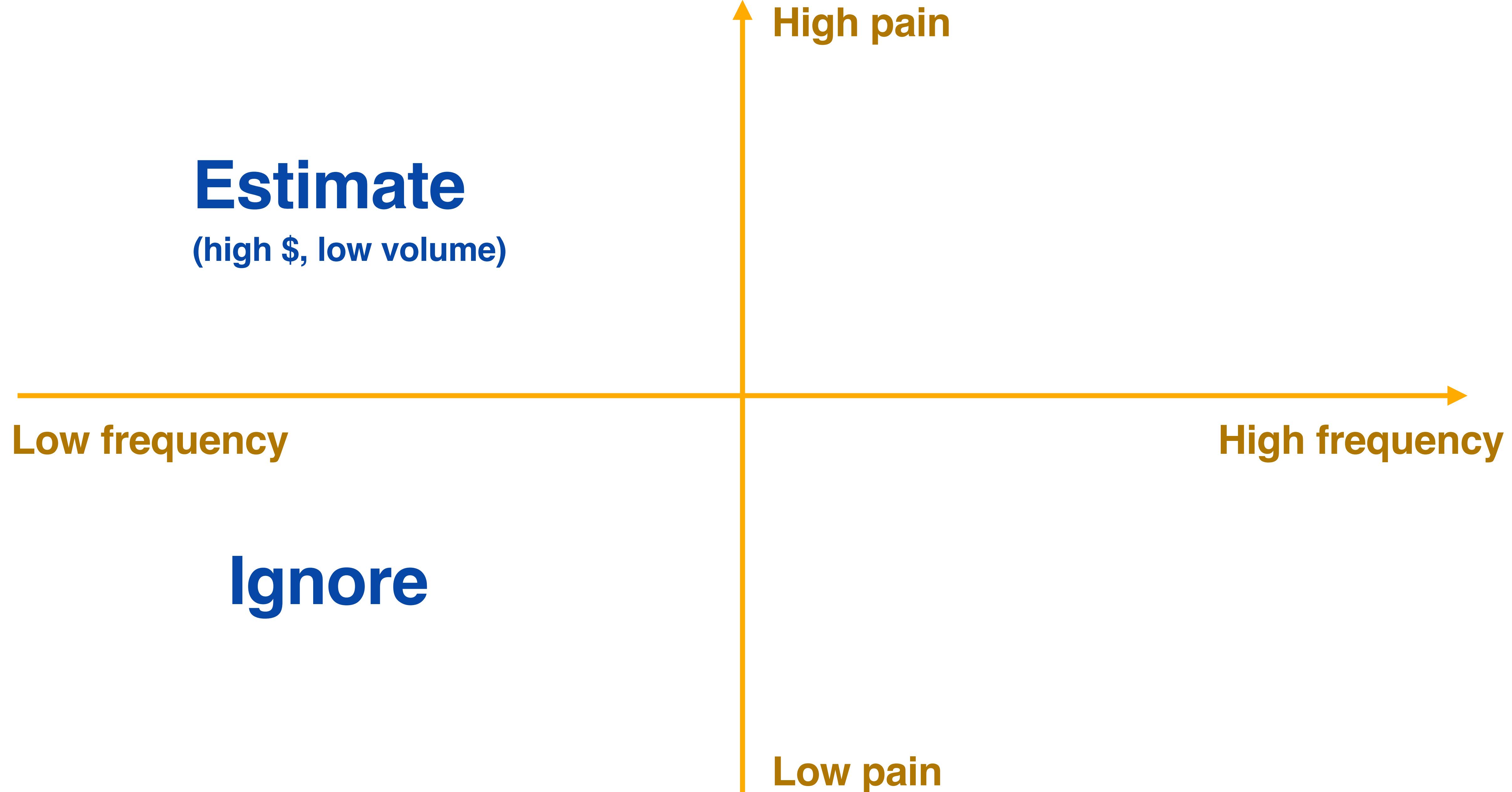
Pasting tables

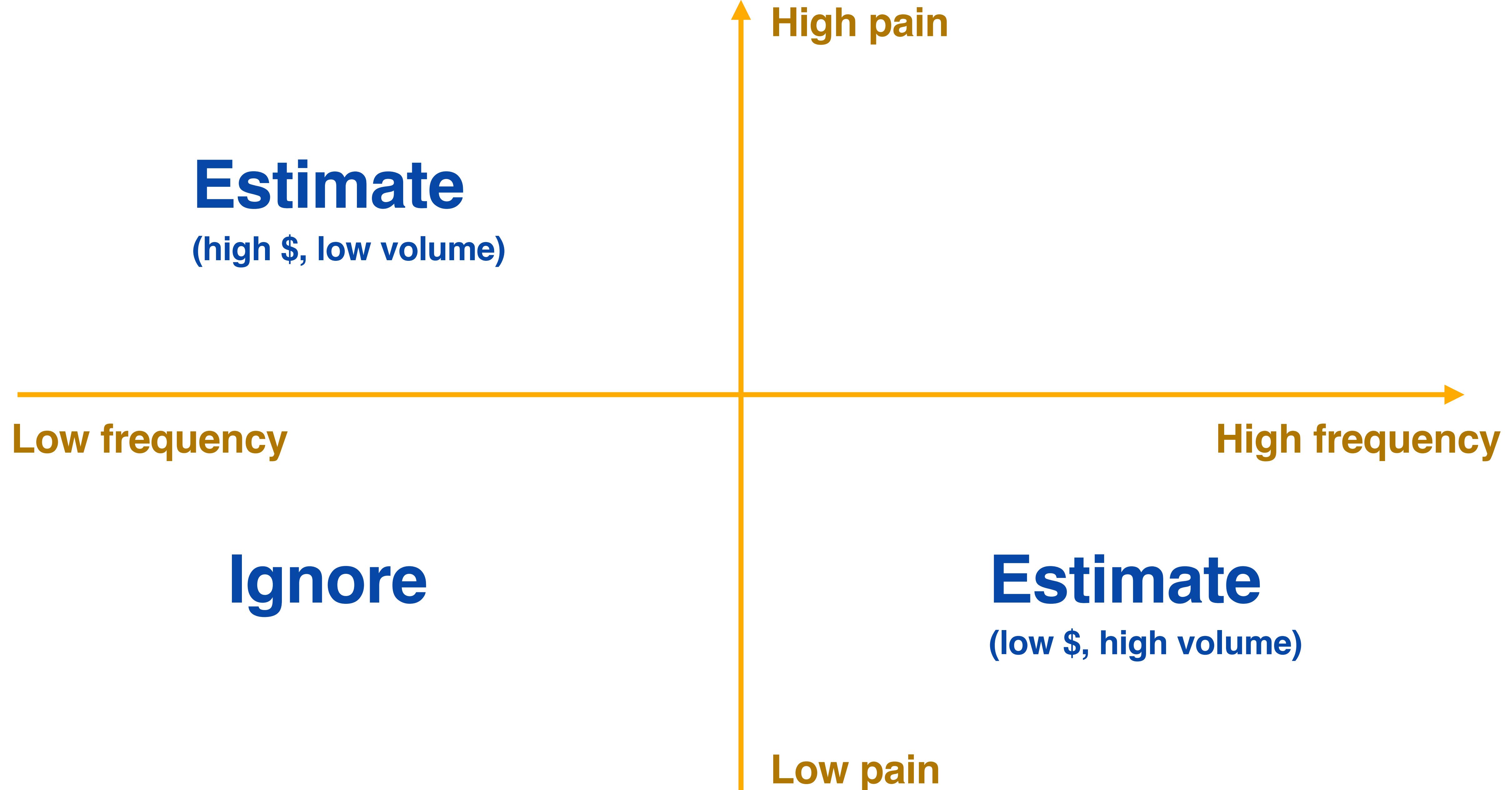


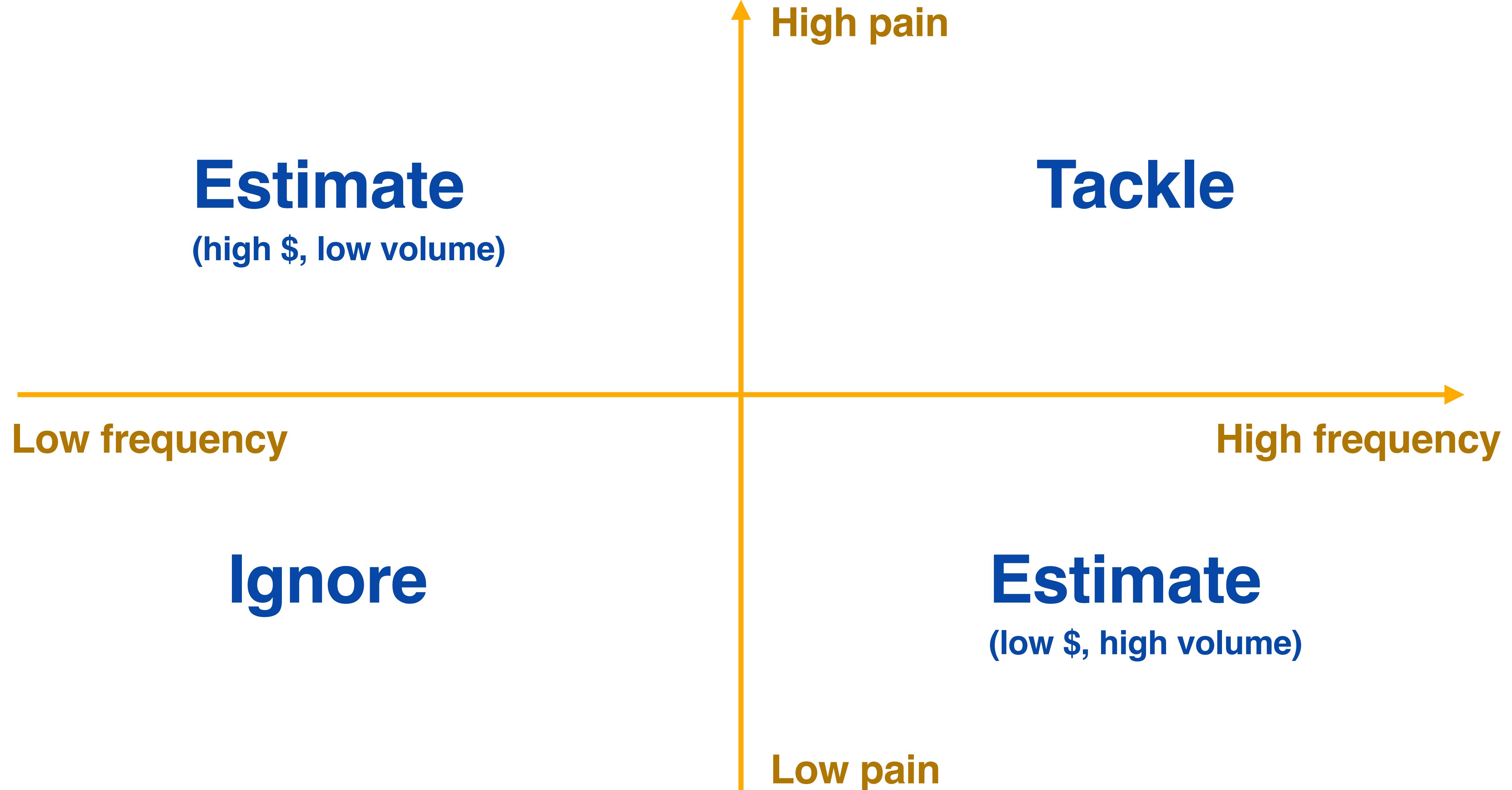












PRODUCT MANAGEMENT

Your job is to identify what brings value to people *and* the business.

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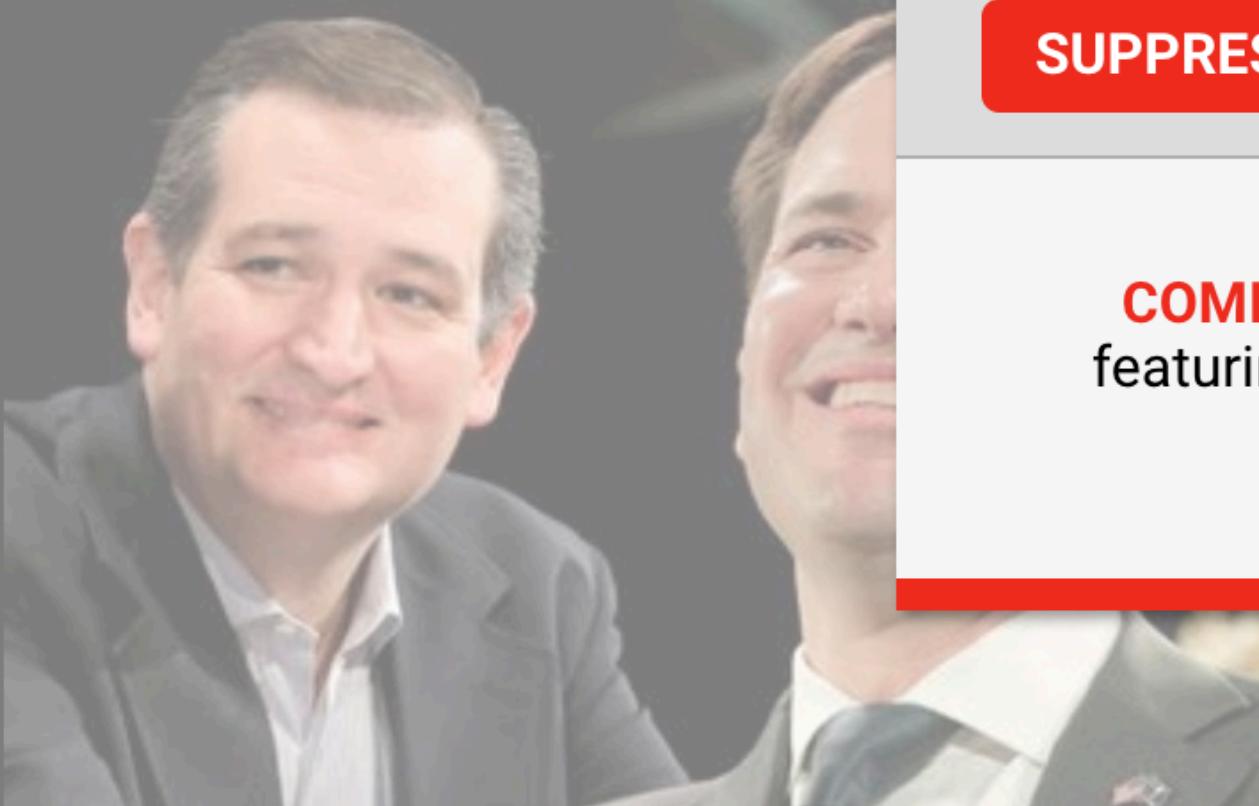
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Special counsel indicts 13 Russians

NICOLE KARLIS



The GOP is gaslighting us on guns

MATTHEW ROZSA

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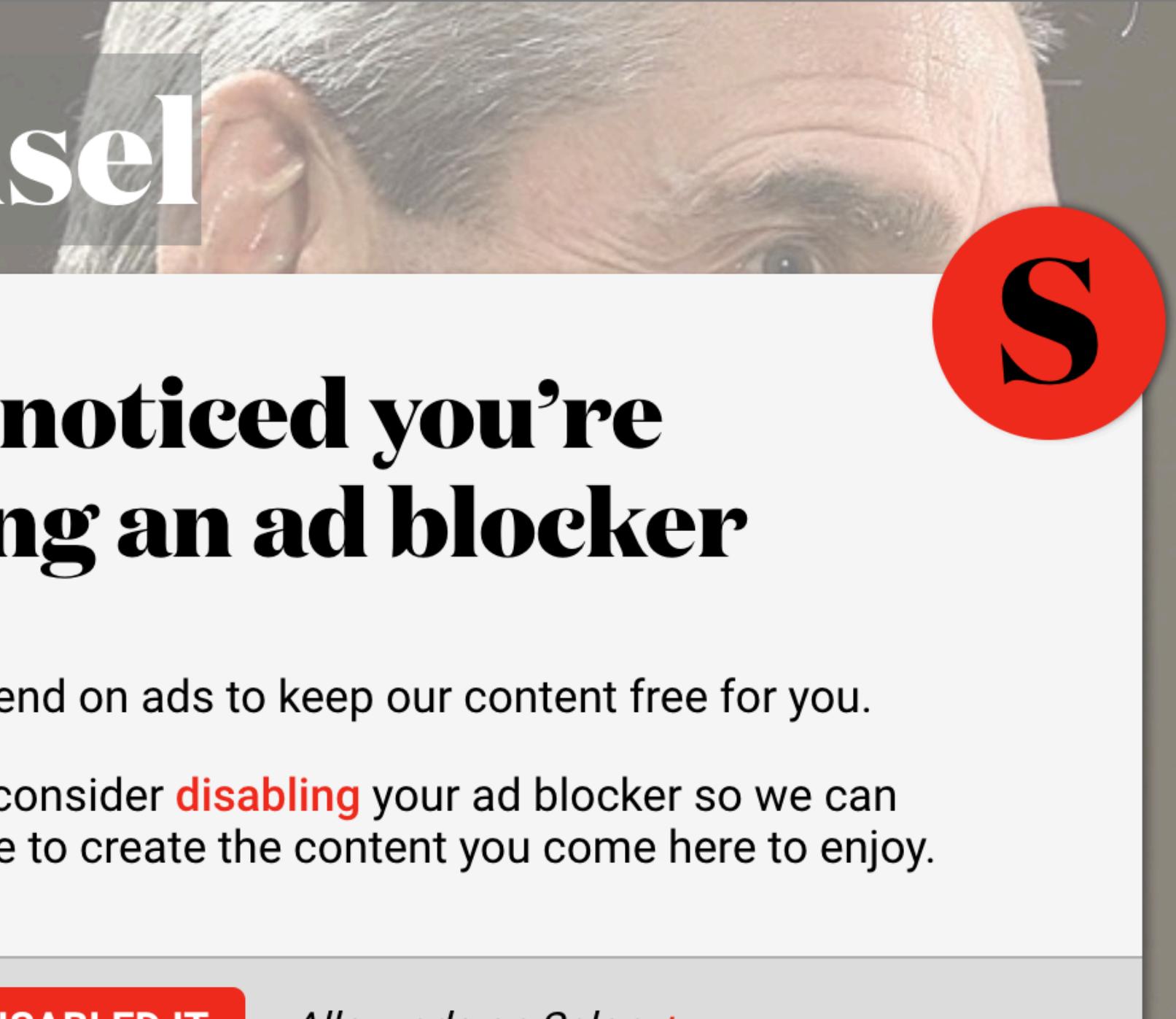
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Transparent: Jeffrey Tambor is out

MELANIE MCFARLAND



Editor's Picks

TRANSPARENT: JEFFREY TAMBOR IS OUT
MELANIE MCFARLAND

IS THIS WHAT JUSTICE LOOKS LIKE?
D. WATKINS

GETTING PREGNANT ON YOUR OWN SCHEDULE
LAUREN SCHILLER

THE VIOLENCE IN THIS WHITE HOUSE
LUCIAN K. TRUSCOTT IV

CONTEXT

**Don't forget you need to
have revenues**

PRODUCT MANAGEMENT

Your job is to identify what brings value to people *and* the business.

Agenda

What is Product Management?

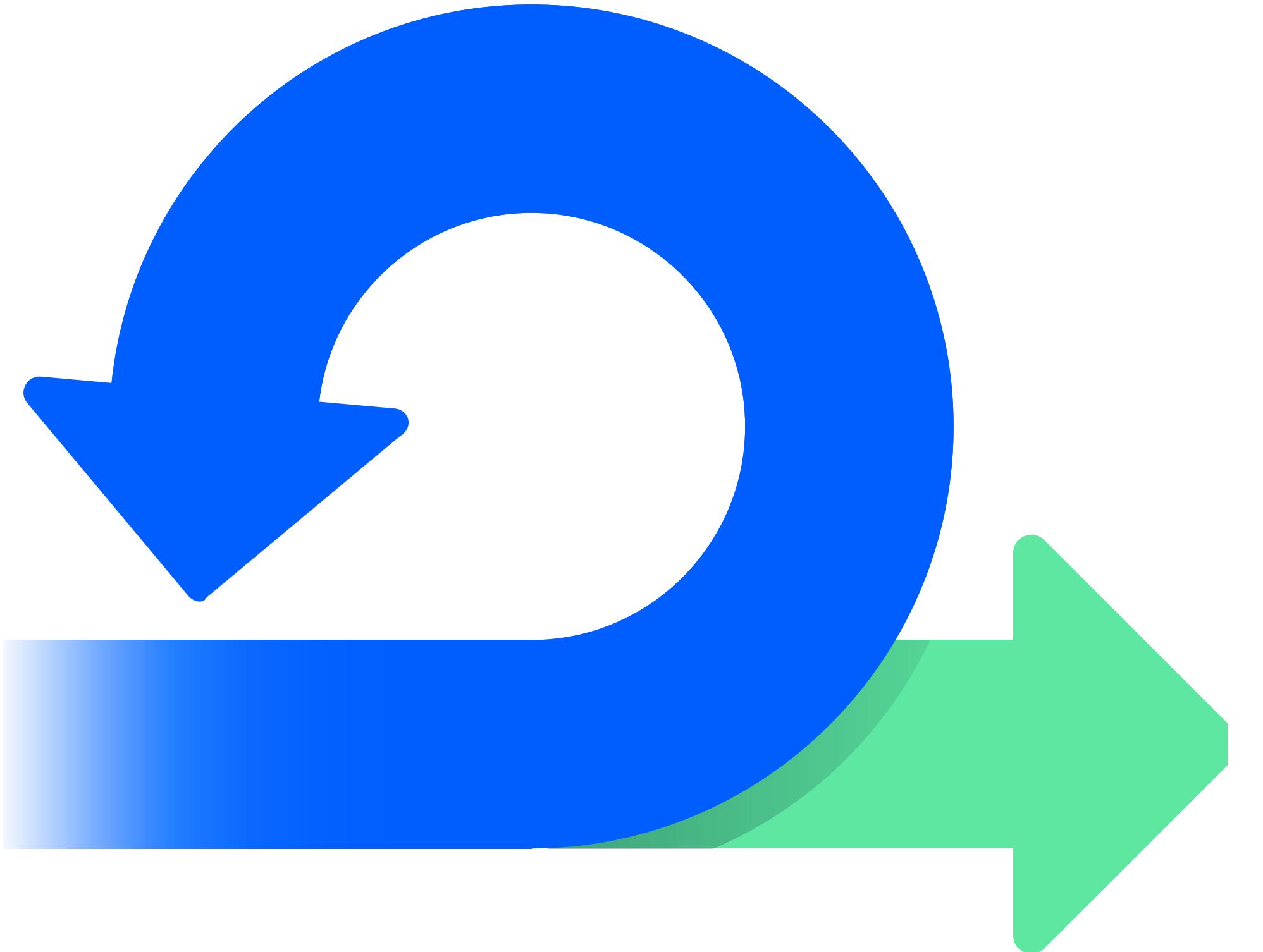
Introduction to Agile

The MVP

User stories



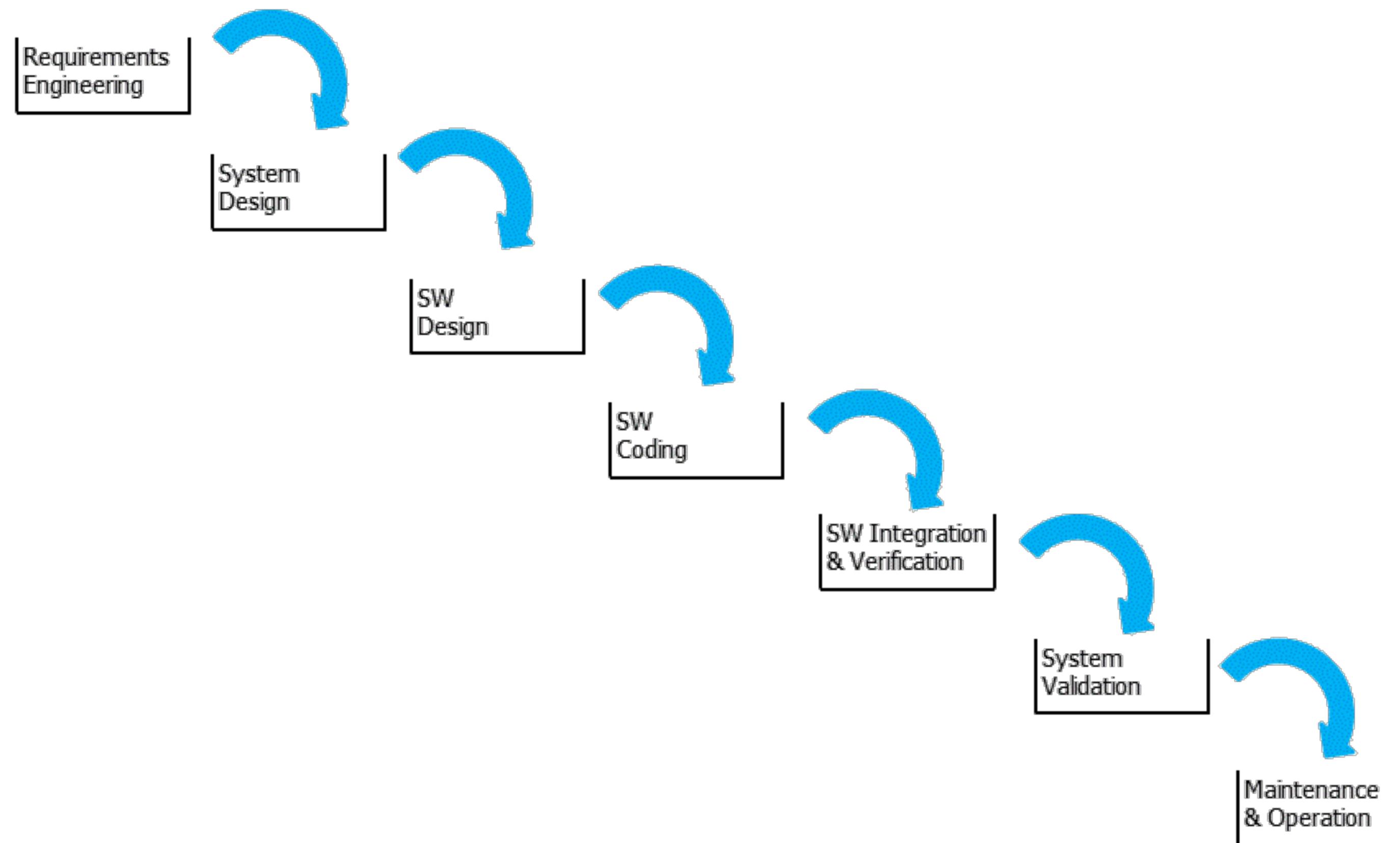




You need
faster
feedback
loop.

The old Waterfall model

The Waterfall Model





How the customer explained it



How the project leader understood it



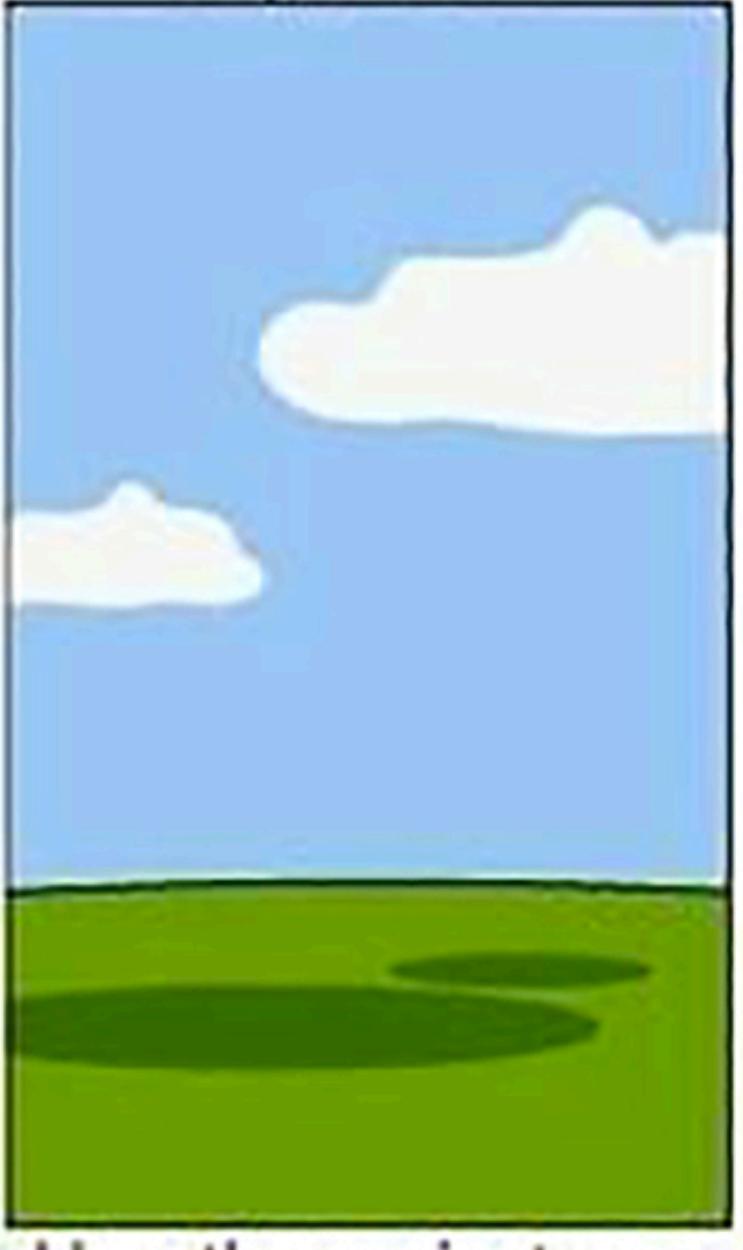
How the engineer designed it



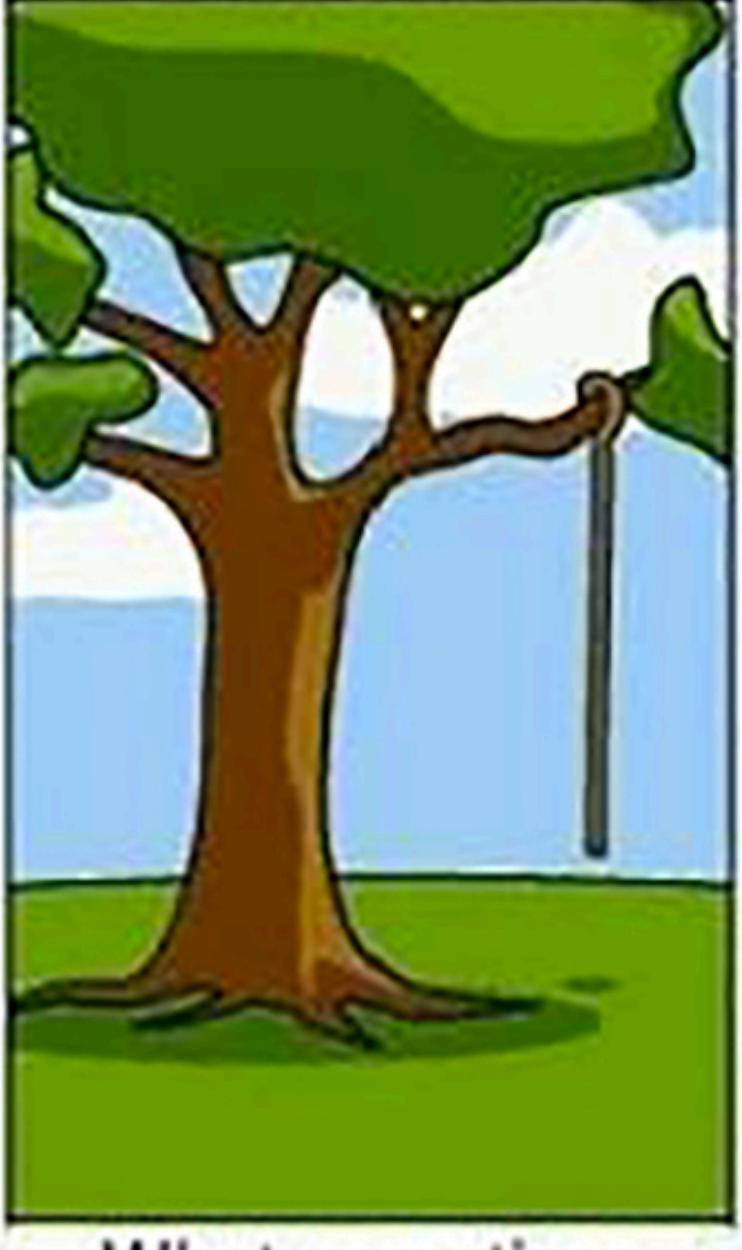
How the programmer wrote it



How the sales executive described it



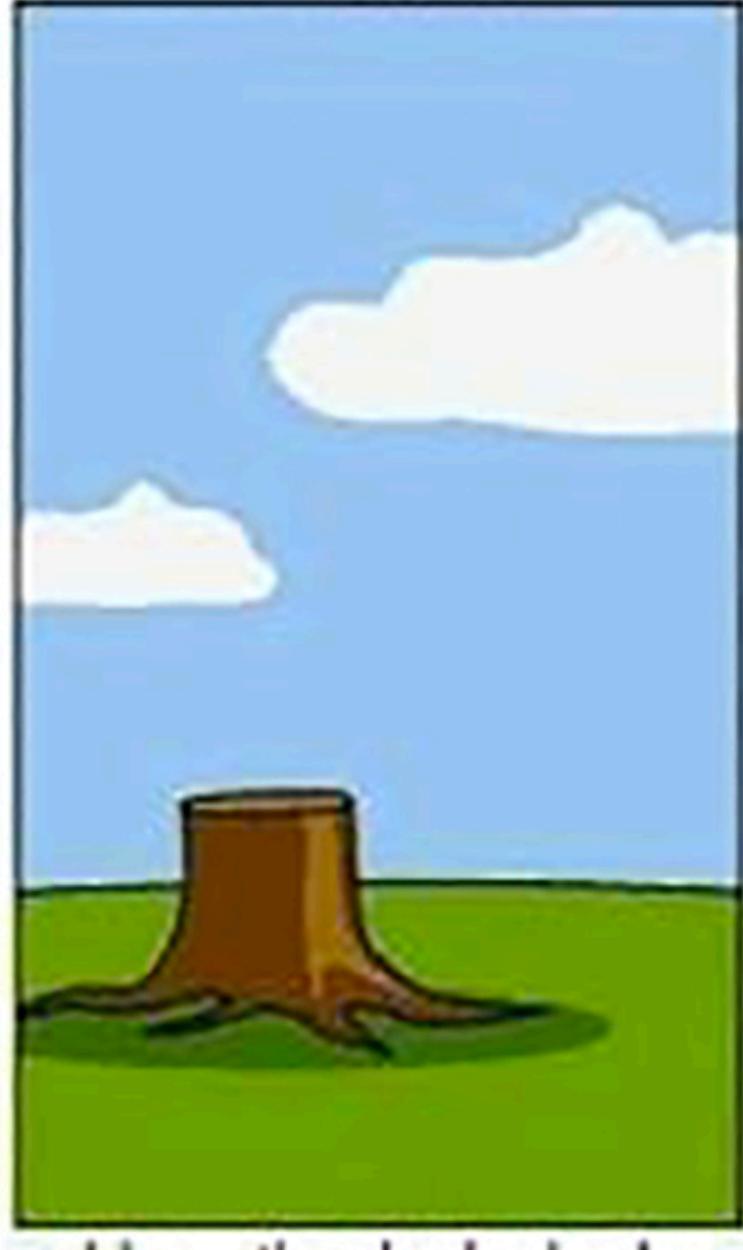
How the project was documented



What operations installed



How the customer was billed

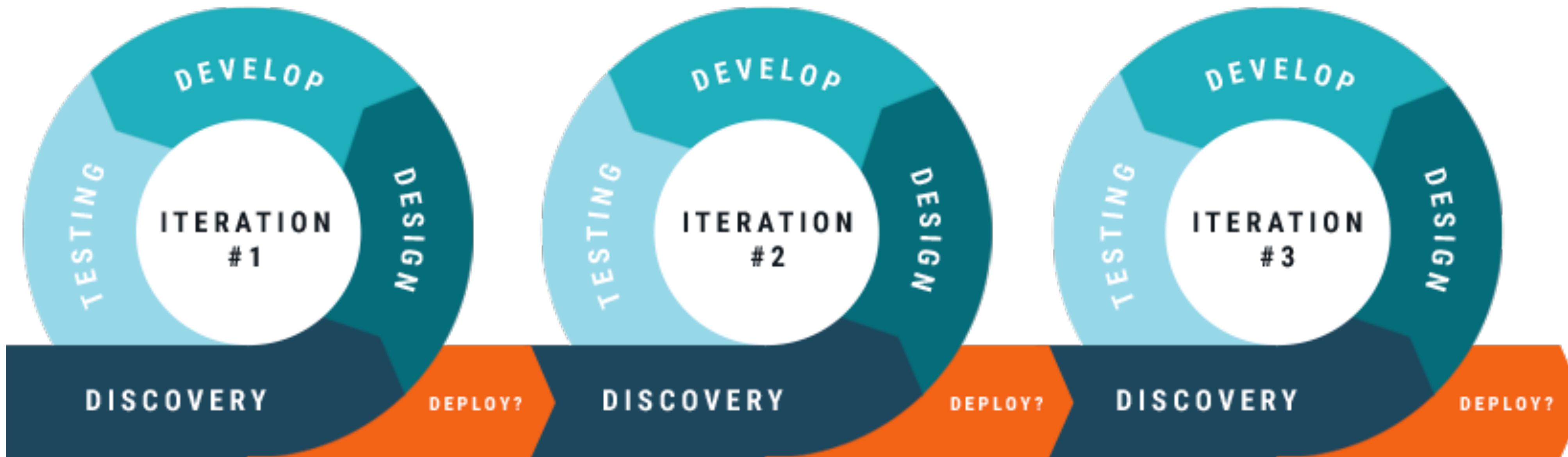


How the helpdesk supported it



What the customer really needed

The Agile methodology



Agile methodology

Agile != Freestyle

It's about releasing faster

You need to get feedback

Agenda

What is Product Management?

Introduction to Agile

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User stories

MVP

Minimum Viable Product

“

I'm hungry.”

ME





“

I need to sit down.”

ME





MVP

What's the minimum we need to satisfy the job to be done.

MVP vs MVE



Minimum viable product

Focus on enabling capability



Minimum viable experience

Includes how the user feels

HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4



1



2



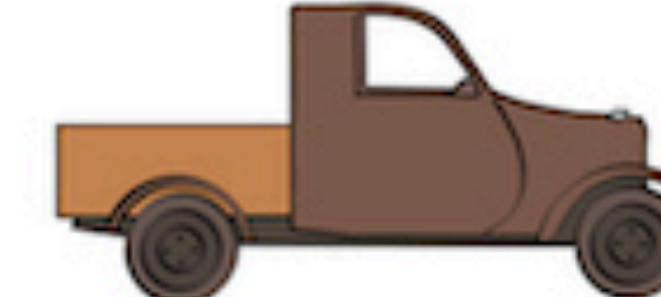
3



4



1



2



3



4

Agenda

What is Product Management?

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USER STORIES

How do you get to your
MVP?

“

Can you make apps?”



USER STORIES

As _____ I can _____ (in order to _____)

The diagram illustrates the components of a user story template. It consists of three main parts: 'As _____', 'I can _____', and '(in order to _____)'. Below each part, there is a red explanatory text and a black arrow pointing upwards towards the corresponding template part. The first part, 'As _____', is preceded by the text 'Real person'. The second part, 'I can _____', is preceded by the text 'Significant action'. The third part, '(in order to _____)', is preceded by the text 'Desire, impact, goal'.

Real person Significant action Desire, impact, goal

Sample: Getting light in the bathroom



USER STORY

**Add a switch to turn the light
on pretty plz.**

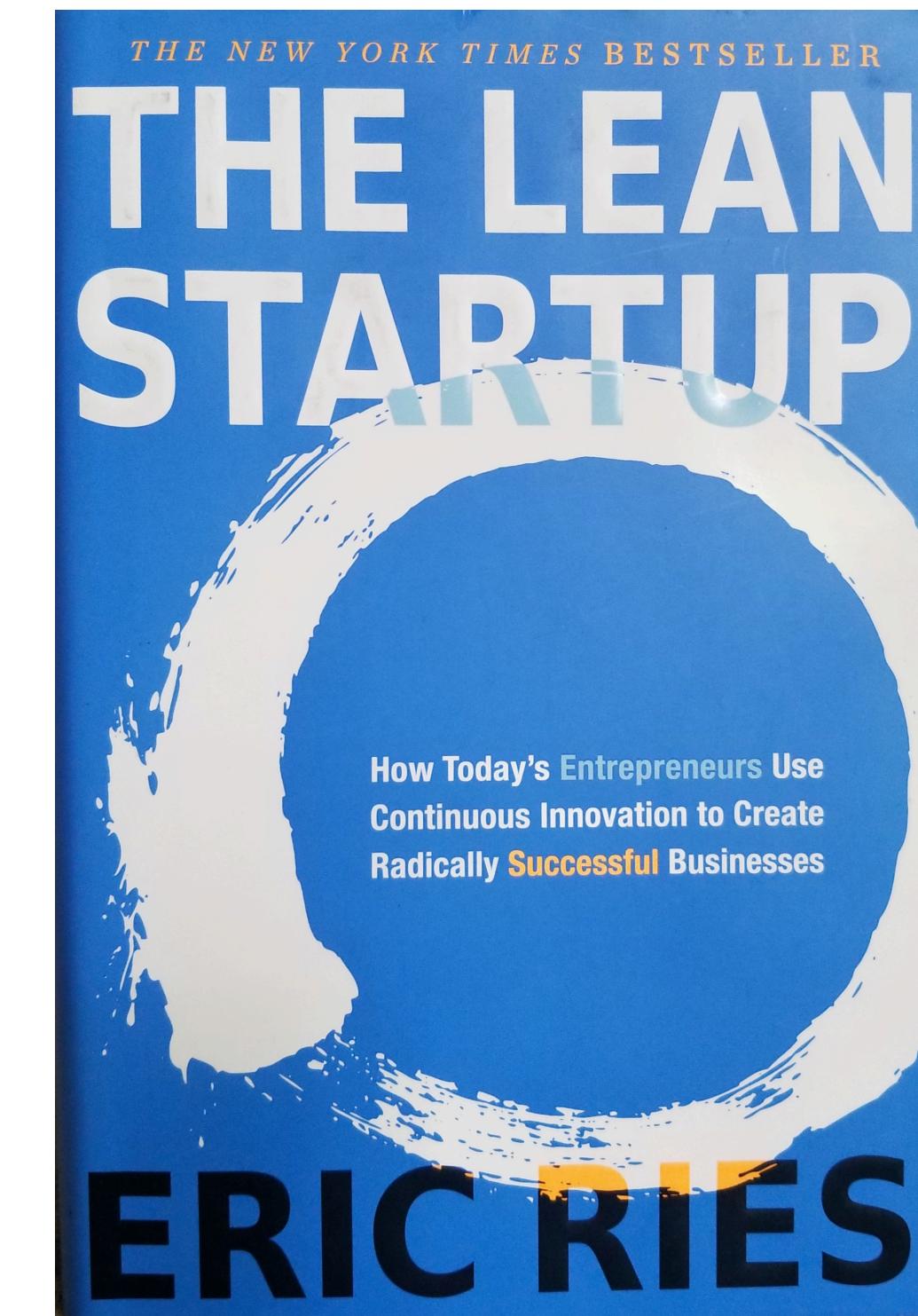
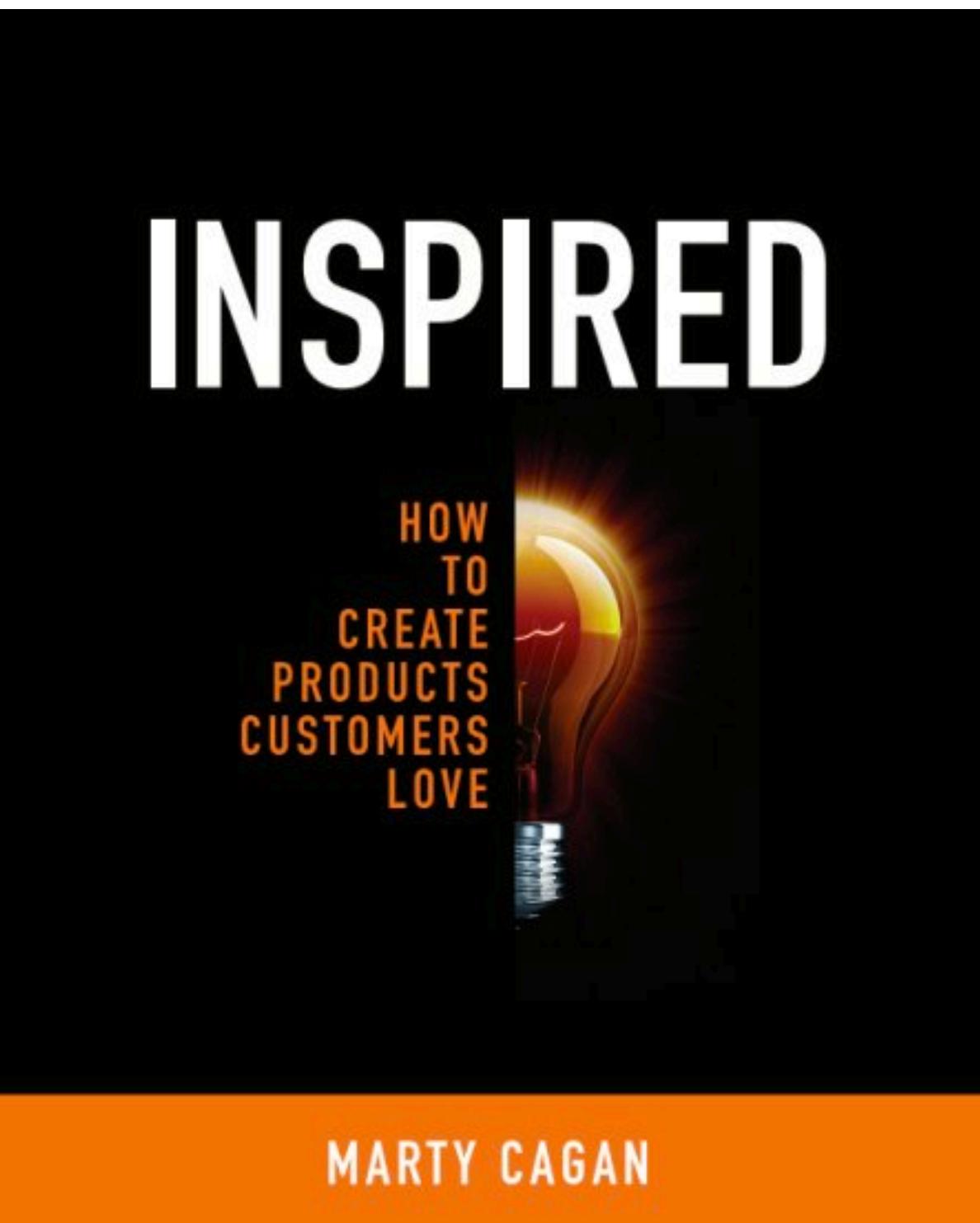
USER STORY

Add a switch to turn the light
on pretty plz.

USER STORY

*As a person I can see when I
go to the bathroom.*

FURTHER READINGS



Why not?

Why not?

You're not a manager

Why not?

You're not a manager

Unclear tasks at times

Why not?

You're not a manager

Unclear tasks at times

Business fails it's on you

Why?

Why?

Interactions with customer

Why?

Interactions with
customers

Focus on strategy / roadmap

Why?

Interactions with
customers

Focus on strategy / roadmap

Broad view of the business

Questions?





Thank you

