

Agile Practices

Lecture 6- Product Management

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Product Manager's Responsibilities

- Setting a product vision
- Idea Management
- Planning
- Product roadmap

Product Vision

Problem and Product

- What is your product
- What problem you r solving

Customer and Need

- Who is your customer
- What needs are satisfied

Competitors and Novelty

- Other competitors/products
- How your product is different

Idea Management

Various Teams; Various Aspects

- Teams: Marketing, tech, finance, sales
- Idea: Product, feature, enhancement

Key Elements

- Empower the team and enable sharing
- Establish ease of evaluation and feedback

Planning: Project Manager's Plan

Short-term Plan

- Span: 1 to 9 Months

Medium-term Plan

- Span: 2 to 5 years

Long-term Plan

- Span: 6 to 10 years

Small Organization

- Short term Goal are crucial
- Plans are volatile

Large Organization

- Lower chances of sudden changes
- Swift/sudden market changes are driving factor in change

Product Roadmap

Roadmap

- A live document
- Constantly changing
- Reflects the state of product development

Used by

- Managers: Progress
- Developers: Tasks

Further Readings

Recommended

- <https://www.atlassian.com/agile/product-management/product-manager>
- <https://www.atlassian.com/agile/product-management/tips-for-new-product-manager>
- <https://www.atlassian.com/agile/product-management/product-roadmaps>