Foundations of Digital Product Management

University of Texas at Dallas
Spring 2022: MIS 6393

Modules by Week

1   Overview: Course
        The Role of Digital Product Management

2   Product Strategy and Product/Market Fit

3   New Product Development vs Product Roadmap for Existing Products

4   Innovation and Value Creation

5   Lean, Agile and MVP Development

6   Customer Centric Design

7   Product Launch Workshop

8   Mid-Term Project

9   Product Marketing

10   User Experience

11   Scaling Product

12   SAAS - Digital Models for Digital Products

13   Understanding Cloud Computing

14   The Importance of Data and Metrics

15   Final Project

Week 2: Product Strategy and Product/Market Fit
Friday September 3, 2021 | 1:00 PM - 3:45 PM

Class Agenda:

1:00	Review
1:15	Lecture
2:15	Break
2:30	Discussion
3:30	Q&A

Summary:

Product Vision, Target Customer, Product Positioning, Product Differentiation, Product Roadmap. Customers, Markets and Competitors.

Pre-Reading/Prep:

None

Discussion:

Case Study

Netflix: Finding it's Product/Market Fit

Assignment(s):

1. Develop a product strategy (high level) for your proposed product (either new/existing)

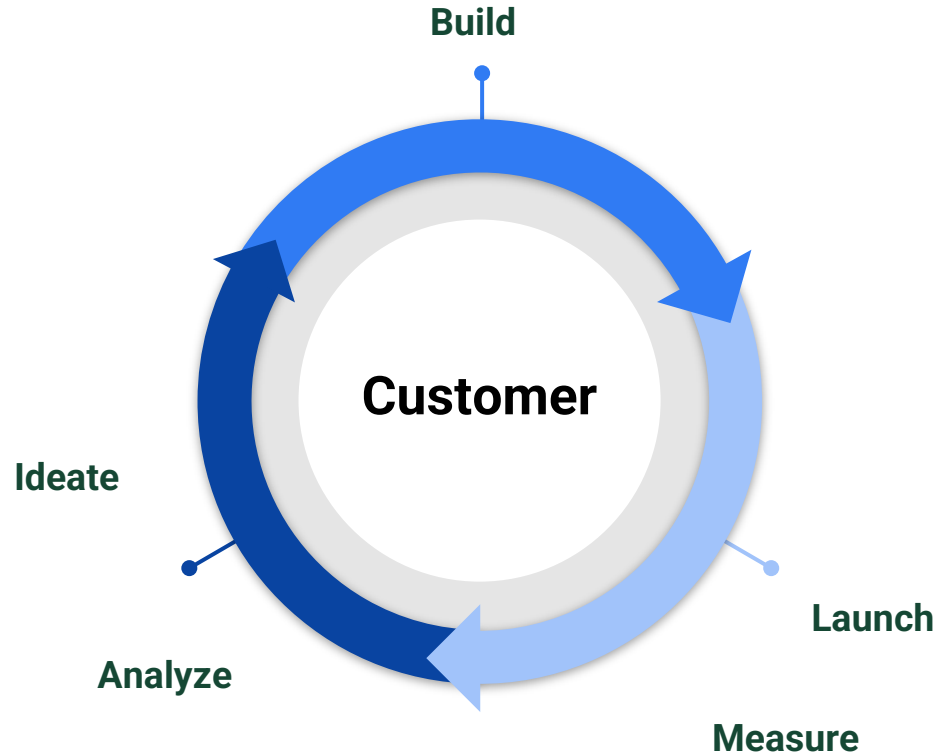# 3C/4P for Digital Product Management

Customer	Product	Pricing
Competition		Promotion
Company	Place*	

Analyze | Build | Launch

Data

It is not linear

Build

Customer

Ideate

Launch

Analyze

Measure

It is not a flat land-scape

Build

Competition / Market

Customer

Ideate

Launch

Analyze
Company

Measure
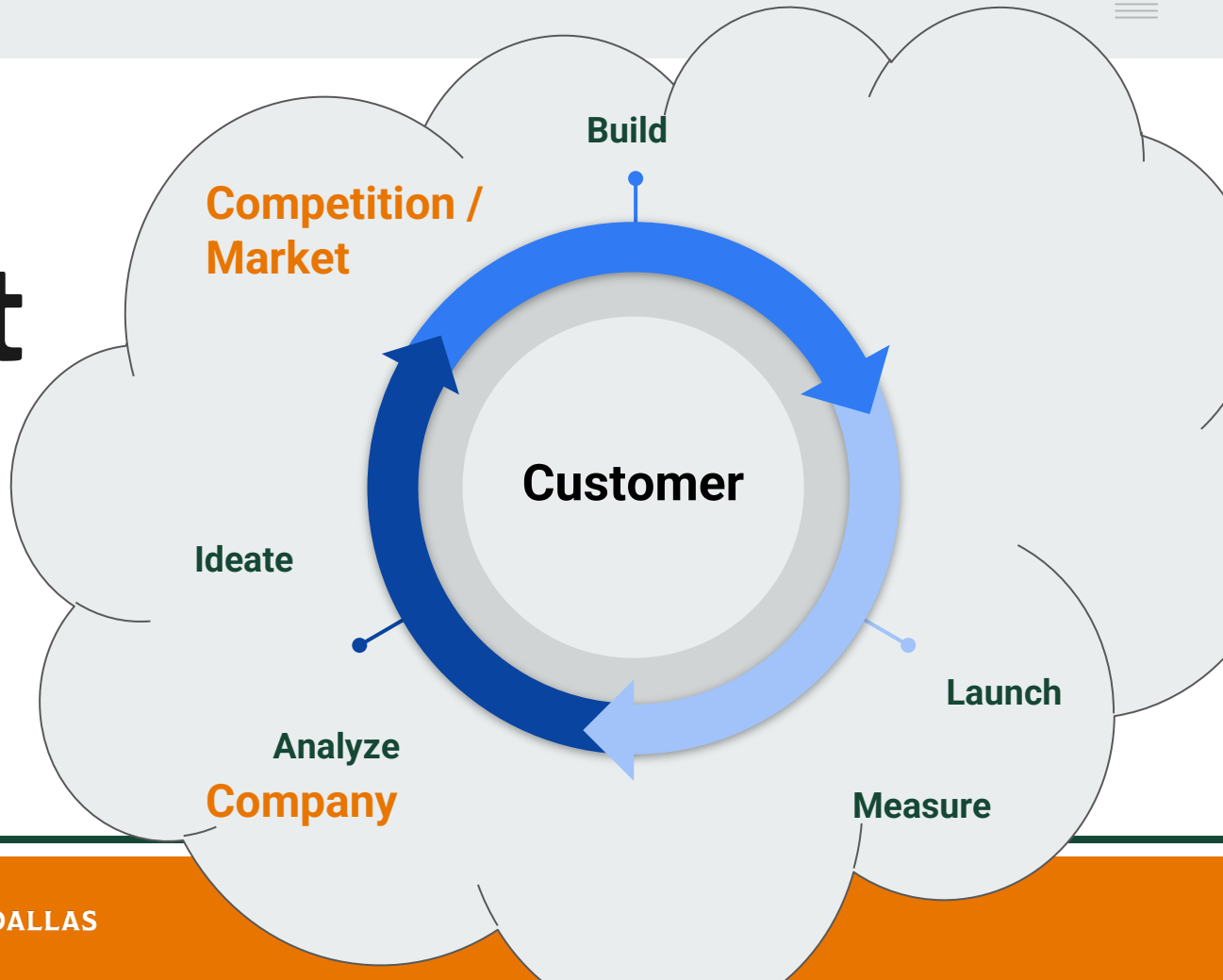
Focus on the Customer is Key

Customer

Customer

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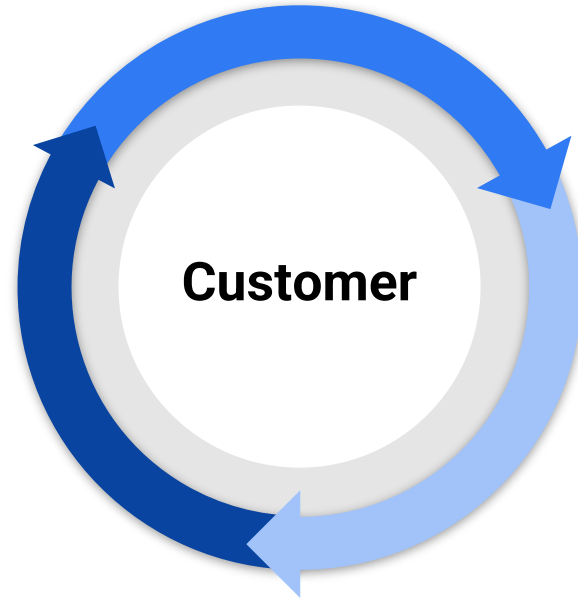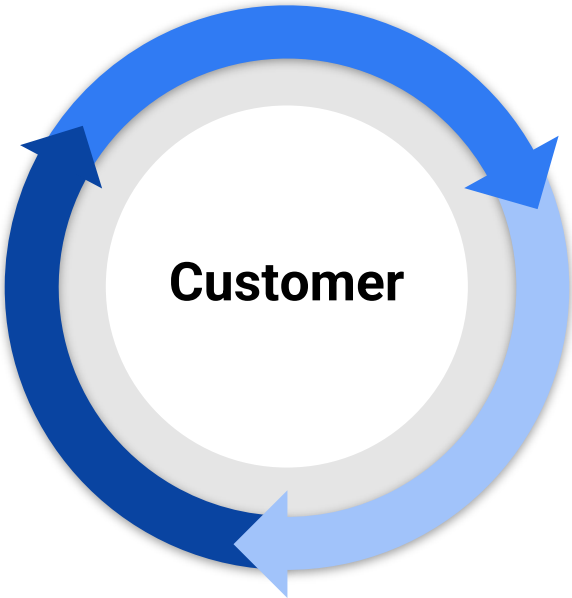
So how do you serve this person...

Having a clear product strategy is key...

Product Vision

Target Customer

Product Positioning

Product Differentiation

Product Roadmap
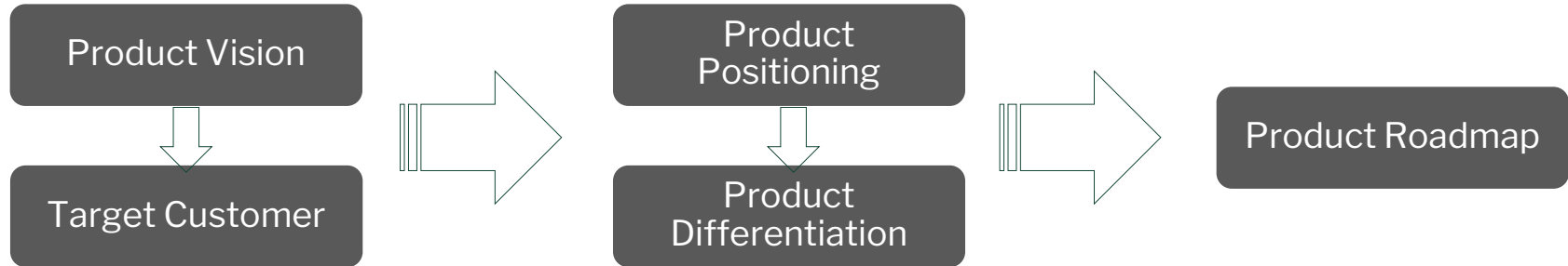
Product Vision

Product Vision

- Why are you building this product?
- What problem are you solving?
- What change do you want to bring about in the world?
- How do you want your product to be perceived in the world?

Internal Motivations

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Product Vision is tied to Company Strategy

- What are your goals as a company?
- What is your company Vision and Strategy?

Company

Examples:

Links
AMD
The Walt Disney Company
Apple
"Join us, be you"
Accessibility

AMD

OUR COMPANY ▾   NEWSROOM   CAREERS   INVESTORS   CONTACT US

About AMD

Technology changes the world, but not on its own.

When processing power meets brain power, the future comes alive.

LEARN MORE

Our History

Join us. Be you.

▶ Watch the film

OUR MISSION

The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Speak

Make it speak.

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Target Customer

Target Customer

- Who are you building this product for?
- Why would they want your product?
- What does their world look like?
- Demographics
- Habits
- Problems

External Facing Research

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Who is your ideal customer?

- Do you have current customers?
- Who is your ideal customer?

Customer Types:
- Business Customers
- Consumers?

Customer

Examples: Business Applications

- Ideal Customer
- Customer vs User

Examples: Consumer

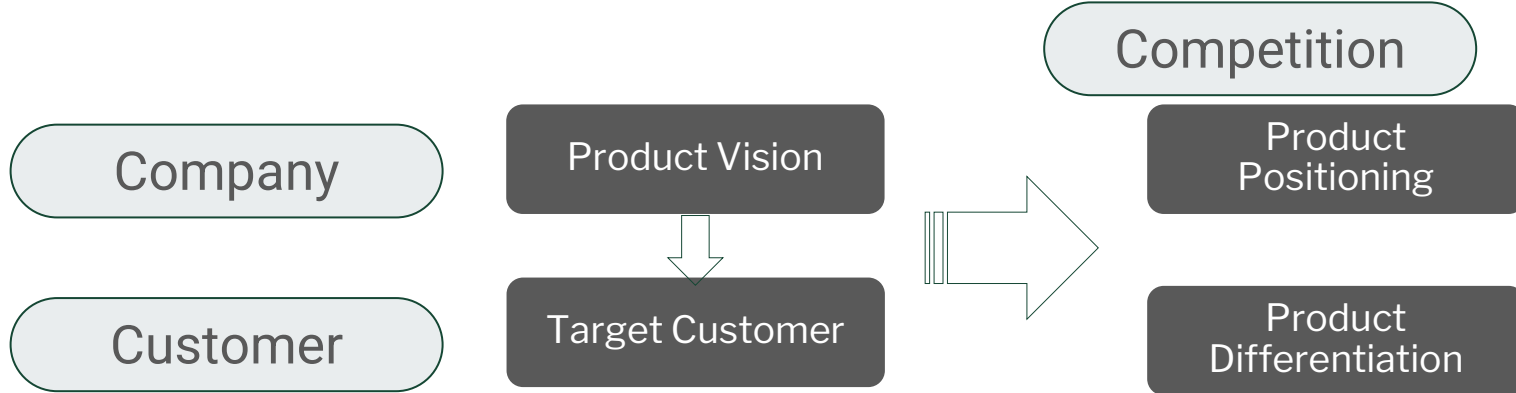- Who are uber customers?
- What is their ideal customer?

Uber

Product Positioning

Product
Positioning

- Where do we want our product to be in the market?

External Facing Research

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Product Positioning & Differentiation

Company

Customer

Product Vision

Target Customer

Competition

Product Positioning

Product Differentiation

Positioning Statement

For _____, (target customer)
[company/brand]
is a _____ (product category)
that offers _____ (differentiator)
so customers can _____ (value to customer)
because **[company/brand]**
cares about _____ (vision/mission/our why)

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Exercise

Assignment Instructions

2.1 Think about who is Uber's customer and come prepared to have a discussion

2.2 Develop a high-level product strategy for your proposed product

- Submit via Teams on your team's channel
- For one of your proposed products include:
    - A 3C-4P analysis, with at least one slide for each C and each P
    - At least one slide Product Vision for the product
    - At least one slide on Target Customers (map out a more detailed target persona)
    - At least one slide on Product Positioning

Thank you.