HyperionDev

Welcome to this session:
Product Management Process

The session will start shortly...

Questions? Drop them in the chat.
We'll have dedicated moderators answering questions.

HyperionDev

What is Safeguarding?

Safeguarding refers to actions and measures aimed at protecting the human rights of adults, particularly vulnerable individuals, from abuse, neglect, and harm.

To report a safeguarding concern reach out to us via email:

safeguarding@hyperiondev.com

HyperionDev

Live Lecture Housekeeping:

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
- No question is daft or silly - ask them!
- For all non-academic questions, please submit a query: www.hyperiondev.com/support
- To report a safeguarding concern reach out to us via email: safeguarding@hyperiondev.com
- If you are hearing impaired, please kindly use your computer's function through Google Chrome to enable captions.
- We value our students' feedback on improving our lectures. Please take a moment to share your thoughts: Link
- GitHub link for the slideshow/slide deck – feel free to check it out: Link
- Here's the HyperionDev Live Session Schedule – it shows all the upcoming sessions you can sign up for: Link

Open-Ended Questions

HyperionDev

Open-Ended Question 1

Imagine you're in a brainstorming session and everyone's ideas are flying around.

- How would you decide which ones are worth exploring further?

Open-Ended Question 2

You're given a list of 20 potential features for a product but can only pick five to work on.

- What factors would help you make that decision?

Open-Ended Question 3

Imagine you’re launching a new product.

- What’s one thing you’d test first to make sure people actually want it?

Open-Ended Question 4

Think about a time you gave feedback on something (a meal, an app, a service).

- What made you want to speak up, and did the company actually listen?

Learning Outcomes

- Apply the **various methods and tools for generating ideas**, evaluating their feasibility, and organising them to support the product development process.
- Determine and **articulate product specifications** with clarity and precision to guide development efforts and ensure alignment with user needs and business objectives.
- Create a **comprehensive product roadmap** to communicate the vision and effectively guide the development team.
- Apply **prioritisation techniques and frameworks** to make informed decisions that maximise the value delivered to users and the business.

Idea Management

- Idea management is the foundational stage of the product management process, **where concepts are generated, evaluated, and refined** to shape the future direction of a product or service.
- This phase is crucial as it sets the stage for innovation and effectively drives the development of **solutions that address market needs and opportunities**.

HyperionDev

Idea Management Aspects

1. Idea Generation.
2. Idea Screening.
3. Idea Validation.
4. Concept Development.
5. Idea Prioritisation.
6. Idea Selection.
7. Idea Documentation.
8. Idea Iteration.

HyperionDev

https://www.youtube.com/watch?v=mtn31hh6kU4&t=192s

Personal Activity - Time To Reflect

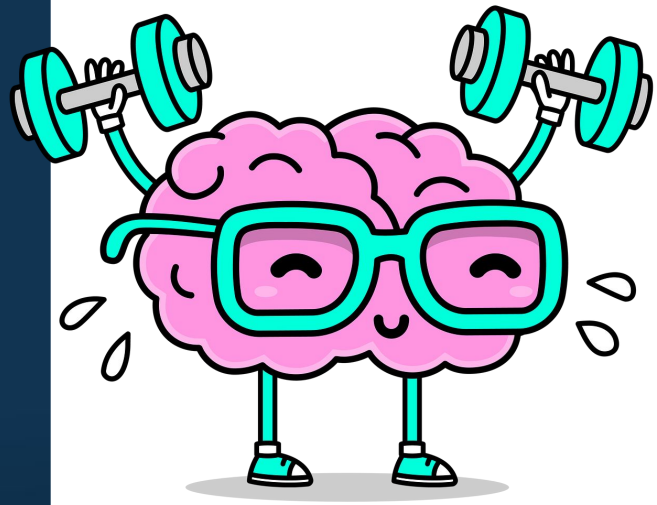

Image by Riad Tchakou from Pixabay

How can I foster a culture of innovation within my organisation and encourage stakeholders to actively contribute valuable ideas that align with our strategic objectives and address market needs?

Specification

- This phase involves defining the **detailed requirements and features of the product**, outlining its **functionality, design, and technical specifications**.

Specification Aspects

1. Requirement Gathering.
2. Functional Requirements.
3. Technical Requirements.
4. Design Specifications.
5. Quality Standards and Testing Criteria.
6. Documentation and Review.
7. Iterative Refinement.
8. Stakeholder Alignment.

Personal Activity - Time To Reflect

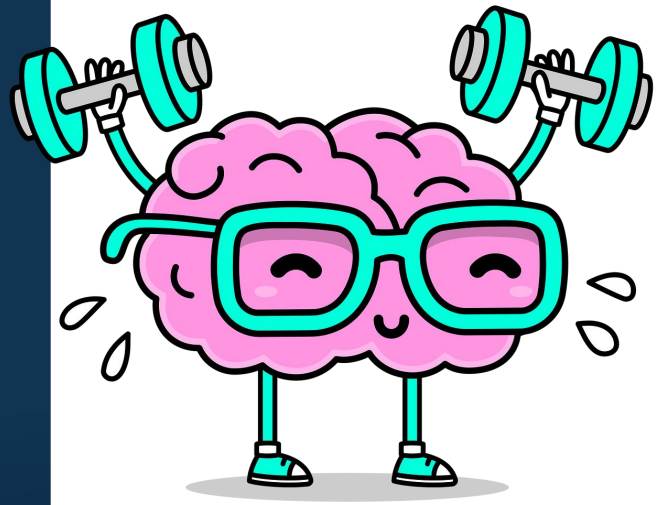

Image by Riad Tchakou from Pixabay

How can I effectively gather and prioritise requirements from various stakeholders to ensure that the product specifications align with user needs and business objectives while also considering technical feasibility and resource constraints?

Let's take a break

HyperionDev

Road Mapping

- Road mapping involves creating a strategic plan that outlines the **trajectory of the product's development over time**, aligning with business goals, market needs, and resource constraints.

Road Mapping Aspects

1. Define Goals and Objectives.
2. Prioritise Features and Initiatives.
3. Develop a Timeline.
4. Communicate the Roadmap.
5. Iterate and Adapt.
6. Align with Business Strategy.
7. Balance Short-Term and Long-Term Goals.
8. Track Progress and Performance.

HyperionDev

Personal Activity - Time To Reflect

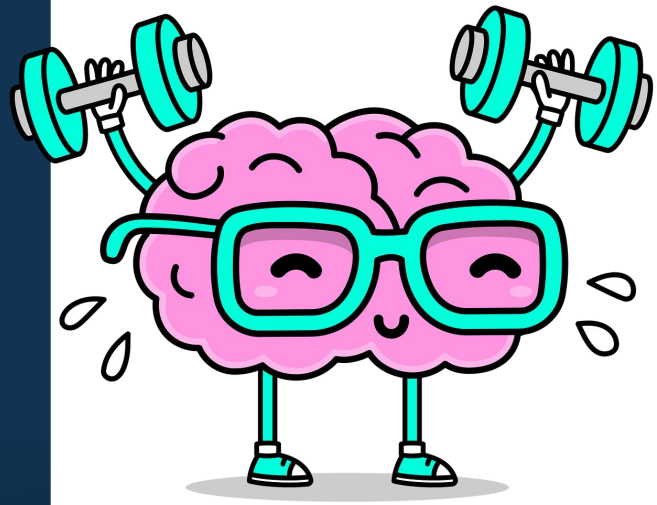

Image by Riad Tchakou from Pixabay

How can I effectively balance the product roadmap's prioritisation of features and initiatives to ensure alignment with short-term market needs and long-term strategic objectives while also considering resource constraints and dependencies between features?

Prioritisation

- Prioritisation involves deciding which features, tasks, or initiatives take precedence over others based on their **value, impact, and alignment with business goals**.

Prioritisation

- It ensures that finite resources such as **time, money, and manpower are allocated efficiently** to deliver maximum value to users and the business.

Prioritisation

- Prioritisation **minimises wasted resources, accelerates time-to-market**, and enhances the overall effectiveness of product development efforts.

Prioritisation Considerations

1. User Needs and Impact.
2. Business Goals and Strategy.
3. Technical Feasibility and Effort.
4. Dependencies and Constraints.

Prioritisation Methodologies

1. MoSCoW Method.
2. Kano Model.
3. RICE Scoring.
4. Value vs Complexity.

HyperionDev

https://www.youtube.com/watch?v=NJ2JM_PKXjk

https://www.youtube.com/watch?v=pzyRafZJ-0M

REACH

IMPACT

CONFIDENCE

EFFORT

Personal Activity - Time To Reflect

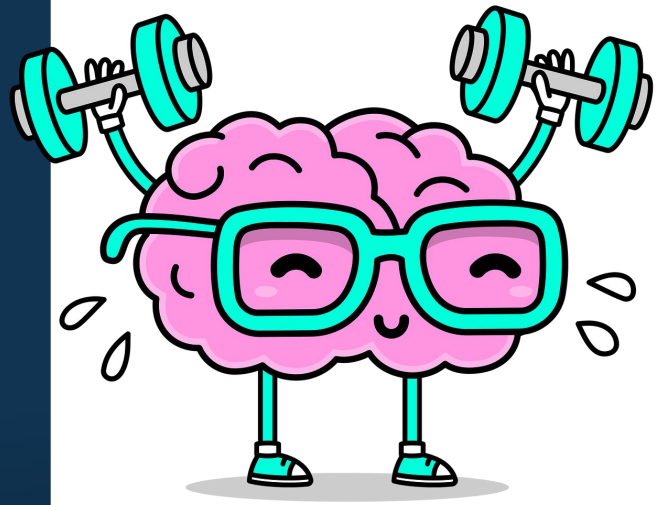

Image by Riad Tchakou from Pixabay

How can I make sure my prioritisation decisions balance user needs, business goals, technical feasibility, and resource limits, to maximise value for both the product and the company?

Conclusion

- **Key Role of Product Management:** Product management is at the heart of developing successful products. It involves strategic thinking, clear communication, and a structured approach to turning ideas into valuable solutions.
- **The Importance of Prioritisation:** Prioritisation is essential to focus on what truly matters. By balancing user needs, business goals, and technical feasibility, product managers make informed decisions that lead to impactful products.
- **Collaboration is Key:** Successful product development relies on collaboration across various teams — from design and engineering to marketing and sales. Effective communication ensures alignment and helps the product meet both user expectations and business objectives.
- **Continuous Iteration and Feedback:** The product management process doesn't end once development begins. Regular feedback and iterative improvements are critical for maintaining relevance and improving the user experience.
- **Roadmapping and Specifications:** A well-defined roadmap and clear product specifications act as the guiding force behind product development, ensuring that the team stays on track and focused on delivering the right features at the right time.

Q & A SECTION

Please use this time to ask any questions relating to the topic, should you have any.

Thank you
for attending
HyperionDev