Assignment: Product Management

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## Q1. What are the 4 different stages of the product development lifecycle?

* The four different stages of the product development lifecycle are as follows:

1. Problem discovery:

What are the problems customers are facing in your product if the product already exists in markets and you are going for an update.

Great PMs involve discovery stage itself

2. Product Definition

Why is it important for us to solve this?How big is the problem? – How much is the percentage of the customers the painpont covering. How is it tight to the company’s overall vision and mission? What metrics will it potentially move?- what is the strength which company has to deliver this business and make money out of it. Why do we need to solve it now and why are we doing it now?

3. Solution Design

How will the customers interact with the product? What are the various user journeys we need to solve for? What does high level tech architecture look like? This is the phase you will debate analysis, list out pros and cons and come up with an optimum solution.

4. Product Delivery

How does the task breakup and different milestones look like? How are we launching the product? What is the GTM plan? How are we doing on the expected metrics?and also go to market strategy should be there.

## Q2. As an engineer, why is it important to get involved in the problem discovery phase itself?

* Great engineers will get involved as early as possible in the problem discovery stage. As an engineer our job just is not completed by just pushing code into production. We need to consider the aspects of whether the problem was solved and we really nailed it. To really measure this we need to measure the metrics we are set by talking to customers and talking to users of the product.

## Q3. One pagers are generally used for which stage of the product development lifecycle?

Options:

1. Product Delivery
2. Solution Design
3. Problem Discovery
4. Problem Definition

* The one pagers are generally used at the **Problem Discovery** stage.
* One pager is mostly to capture the cracks of the problem but not in an elaborative form but in crude form and mostly for internal consumption and shared with teammates for their recommendations and feedback and typically restricted to within the team.

## Q4. If you have to pitch your idea to the leadership to get their buy-in, which is best suited product artefact for this:

1. Gantt Chart
2. Product Requirement Document
3. PR FAQ
4. One Pager

* The best suited product artefact that buys in leaderships is  **PR FAQ**.
* Typically written in a way that how we, when launching the product, how we publish a press release in the newspaper. PR FAQ is written from a customer point of view that how the customers will react when the product is launched. It would have customer quotes and catchy headlines and future dates but mostly concerns the customer point of view. This document will help you to leadership buy-in when proceeding with the project.

## Q5. What are the different constituents/sections of a good PRD (Product Requirement Document)?

* The different constituents/sections of a good PRD are as follows:

1. Project Specifics:

Participants: Who is involved? Include the product owner, team, stakeholders. Who is the driver of the project ? and it is typically the engineering and design team in combination and even the business team. Status: What's the current state of the program? On target, at risk, delayed, deferred, etc Target release: When is it projected to ship?, It could also highlight whether everything is going as per plan.

2. Team goals and business objectives:

The what of it. What is the customer problem we are trying to solve and why are we doing it?. Be clear, crisp and concise- Like three lines and a small table could be good enough.

3. Background and strategic fit:

Why are we doing this? How does this fit into the overall company objectives?, Which talks about the strategic importance. You could combine the second and third sections together.

4. Assumptions:

List the technical, business, or user assumptions you might be making. Always good to write assumptions because sometimes the product can be a failure and better to give assumptions even before it happens.

5. User stories:

List or link to the user stories involved. Always its best that we write the PRD on from the end user perspective and it helps a lot. User stories will help you to get user perspective as well as some sudden unforeseen problem.

6. User interaction and design:

Link design explorations and wireframes to the page. If there is any design involved you would link the designs and interactions. It could also be linked to a figma file or a prototype etc.

7. Questions:

Pre-empt questions from your audience. Use it as a FAQ section. List down open questions you have as a team here. This is the place where you can list out some open questions which are nowhere answered throughout the process and probably get the answer once the product is launched.

8. Why we are not doing:

Very important. When you're writing as much about what you're doing, it is equally important to write about what we are not doing.

## Q6. Why is it important to have ‘What we are not doing?’ section in the PRD?

* This is the place where the developers can avoid the scope changes or a re-develop which will come in the middle of a development and last minute requirement changes. Instead of getting into arguments with the client or the stakeholders at the end, it's better to write upfront so we can always point out what we are signed up for.