

## **INNOVATION AND MARKET ALIGNMENT**

### **Breakout Team Guide**

#### ***Phase 1 - Understanding Innovation and Market Alignment***

##### **1. Definition and Importance of Innovation and Market Alignment**

- **Innovation:** Creating new solutions to meet user needs and market demands. For example, Tesla's autopilot feature revolutionised the driving experience.
- **Market Alignment:** Ensuring products align with user expectations and business goals. Atlassian exemplifies this by focusing on continuous feedback to refine Jira and Trello.

##### **2. Key Elements of Innovation and Market Alignment**

- **Idea Management:** Collecting and validating ideas to ensure they address real needs.
- **Road Mapping:** Developing a clear plan for feature delivery.
- **User Feedback Integration:** Using user insights to refine and enhance products.

##### **3. Real-Life Example: Atlassian's Product Development Approach**

- Atlassian, the company behind products like Jira and Trello, employs a user-centric approach to product management. By focusing on continuous feedback and iteration, Atlassian ensures that its products meet user needs and align with business objectives. Their product development process includes rigorous idea management, detailed road mapping, and effective user feedback integration.
  - **Additional Reading:**
    - [How Atlassian grows](#)
    - [Community growth at: Atlassian](#)

##### **4. Pitfalls to Avoid**

- **Ignoring Feedback:** Disregarding user insights can lead to products that fail to resonate with the market.
- **Overloading Features:** Adding unnecessary features can dilute product value. Focus on quality over quantity.

#### ***Phase 2 - Applying Product Management Methods***

##### **Scenario**

Your company is launching a new feature for an existing mobile application. Develop a high-level product plan that includes idea management, specifications, road mapping, and user feedback integration.

##### **Breakout Activity**

##### **Instructions for Students:**

1. In your groups, brainstorm innovative solutions for the given scenario, considering diverse perspectives.
2. Develop a high-level product plan (*using the template as a guide*), incorporating idea management, specifications, road mapping, and user feedback.
3. Assign one person to present your team's findings to the class.

## **Template for Product Plan**

- **Idea Management:**
  - *Sources of Ideas:* \_\_\_\_\_
  - *Idea Screening:* \_\_\_\_\_
  - *Idea Validation:* \_\_\_\_\_
- **Product Specifications:**
  - *Functional Requirements:* \_\_\_\_\_
  - *Technical Requirements:* \_\_\_\_\_
  - *Design Specifications:* \_\_\_\_\_
- **Road Mapping:**
  - *Goals and Objectives:* \_\_\_\_\_
  - *Feature Prioritisation:* \_\_\_\_\_
  - *Timeline:* \_\_\_\_\_
- **User Feedback Integration:**
  - *Feedback Collection Methods:* \_\_\_\_\_
  - *Feedback Analysis:* \_\_\_\_\_
  - *Feedback Implementation:* \_\_\_\_\_

### **Thought Starters (To Help You Think)**

- **Idea Management:**
  - *Sources of Ideas:* Customer feedback, market research, and internal brainstorming sessions.
  - *Idea Screening:* Evaluate feasibility, market potential, and alignment with business goals.
  - *Idea Validation:* Conduct surveys and focus groups to gather user insights.
- **Product Specifications:**
  - *Functional Requirements:* Real-time collaboration, secure payment processing, and user-friendly interface.
  - *Technical Requirements:* Scalable architecture, data encryption, and integration with existing systems.
  - *Design Specifications:* Intuitive navigation, responsive design, and consistent branding.
- **Road Mapping:**
  - *Goals and Objectives:* Increase user engagement by 25% within six months and expand market share by 15%.
  - *Feature Prioritisation:* Prioritise features based on user impact and technical feasibility.
  - *Timeline:*
    - Month 1: Requirements gathering and design prototype.
    - Month 2: Core feature development and initial testing.
    - Month 3: Integration and user feedback collection.
    - Month 4: Beta release and bug fixing.
    - Month 5: Final development and performance optimisation.
    - Month 6: Launch and marketing preparations.
- **User Feedback Integration:**
  - *Feedback Collection Methods:* In-app feedback forms, user surveys, and social media monitoring.
  - *Feedback Analysis:* Analyse recurring themes and prioritise actionable insights.
  - *Feedback Implementation:* Implement changes based on feedback and continuously iterate to improve the product.

### **Phase 3 - Presentation Time**

Before we wrap up, here's the fun part: sharing your team's brilliant work with the rest of the class. At the end of the session, one person from each team will present your findings and strategies. Think of it as a chance to showcase your creativity and teamwork. Don't stress; this isn't about perfection; it's about sharing insights and learning from each other.