



Welcome to this session:

# Product Management Process – Part 2

**The session will start shortly...**

Any Questions?  
Drop them in the questions section.



# Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles  
Designated Safeguarding  
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a  
safeguarding concern



or email the Designated  
Safeguarding Lead:  
Ian Wyles

[safeguarding@hyperiondev.com](mailto:safeguarding@hyperiondev.com)



**Democracy**

*Every person's opinions matter.*

**Respect**

*We look after each other.*

**Tolerance**

*We accept each other's differences.*

# British Values

**Rule of Law**

*We keep to the rules.*

**Liberty**

*We are free to make choices.*



# HOUSEKEEPING



# Leadership & Management Live Lectures – Housekeeping

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- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
  - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.



# Leadership & Management Live Lectures – Housekeeping

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- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: [www.hyperiondev.com/support](https://www.hyperiondev.com/support)
- Report a safeguarding incident: [www.hyperiondev.com/safeguardreporting](https://www.hyperiondev.com/safeguardreporting)
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).
- [GitHub Link to access L&M Presentation Slides.](#)





**CONNECTION**  
**before content...**

# Open Questions...

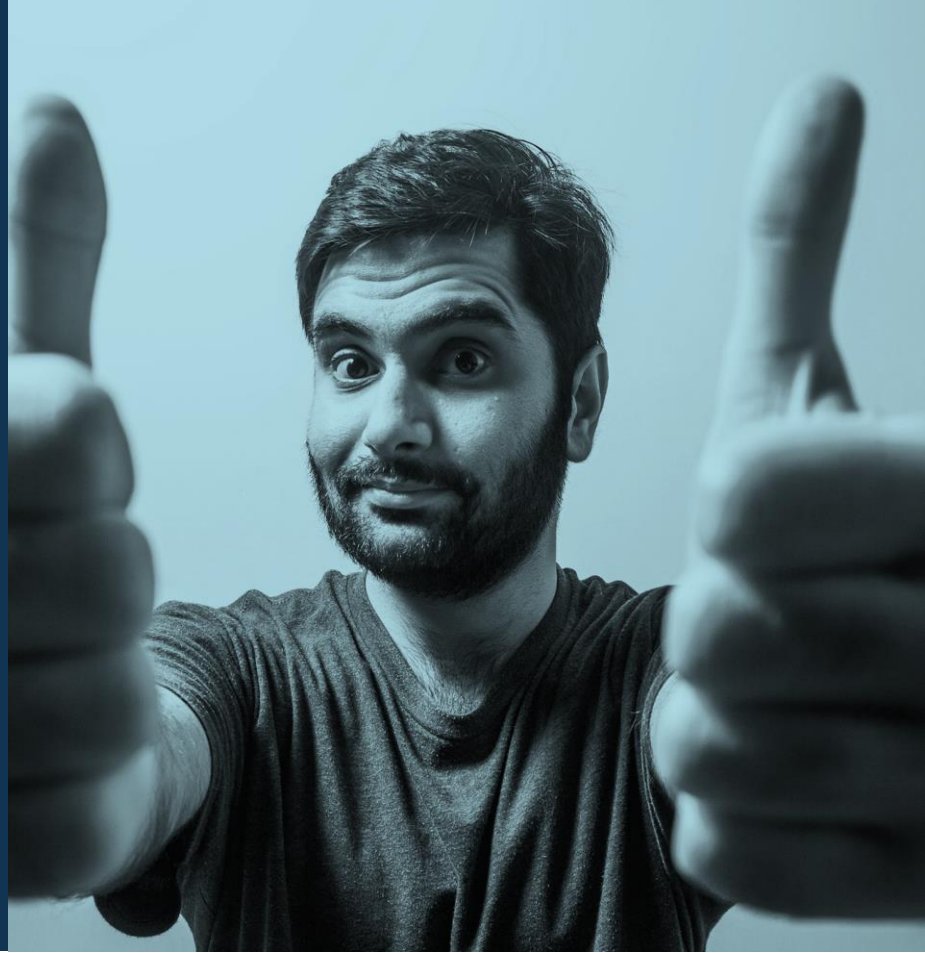




## Question 1

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*“When was the last time you were really excited about a product or service; what made the experience so great?”*





## Question 2

*“Imagine you’re launching a new product. What’s one thing you’d test first to make sure people actually want it?”*

### Question 3

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*“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?”*



A woman with long dark hair, wearing a striped shirt and a light-colored cardigan, is raising her right hand in a classroom or meeting setting. She is looking towards the camera with a slight smile. To her right, a man with dark hair, wearing a denim shirt over a dark t-shirt, is smiling and looking towards the camera. In the background, other people are seated at desks, and large windows are visible. The overall scene is brightly lit and has a professional, educational feel.

# LEARNING OUTCOMES



## Learning Outcomes

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- Grasp the importance of collaboration, iteration, and quality assurance in product development, **ensuring product delivery that meets user expectations** and business objectives.
- Collect, analyse, and interpret data to make **data-driven decisions that drive continuous improvement and innovation**.
- Apply various methods and tools for collecting feedback, interpreting user sentiment, and **integrating user insights into product development to drive user satisfaction and loyalty**.



# THE NITTY GRITTY



# DELIVERY

## DELIVERY

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In product management, delivery stands as the culminating phase **where the vision, planning, and execution of a product converge** into tangible outcomes.

It's the pivotal moment where the meticulously crafted **features and functionalities transition from imagination to reality**, ready for deployment and user interaction.



## DELIVERY

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### Delivery Steps

1. Development Execution.
2. Testing and Quality Assurance.
3. Incremental Release Strategy.
4. Continuous Integration and Deployment (CI/CD).
5. User Onboarding and Training.
6. Deployment and Rollout.
7. Monitoring and Feedback Collection.
8. Continuous Improvement and Iteration.

## RULE OF LAW

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The emphasis on rigorous **testing, quality control, and structured deployment** reflects adherence to rules, standards, and accountability; **ensuring products meet ethical and regulatory requirements.**





1. How can I reflect on my role in the product delivery phase to ensure that the transition from planning to execution results in tangible outcomes that meet user needs and contribute to the product's success?



# ANALYTICS AND EXPERIMENTS



## ANALYTICS AND EXPERIMENTS

Analytics and experiments are crucial in product management, providing **valuable insights and data-driven decision-making to drive product improvements and optimisations.**

This phase involves the collection, analysis, and interpretation of user data, as well as the **implementation of experiments to test hypotheses and validate assumptions.**

<https://www.youtube.com/watch?v=CqaFYgRGDmo>



## ANALYTICS AND EXPERIMENTS

### Techniques

1. Data Collection.
2. Data Analysis.
3. User Segmentation.
4. A/B Testing.
5. Multivariate Testing.
6. Hypothesis Testing.
7. Iterative Optimisation.
8. Performance Monitoring.

# Time To Reflect

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1. How can I leverage analytics and experiments to continuously improve my product, ensuring user data effectively guides decision-making and optimisation efforts?



# Midway





# CUSTOMER FEEDBACK

## CUSTOMER FEEDBACK

Customer feedback is critical in product management, providing invaluable insights into **user preferences, pain points, and satisfaction levels.**

This final step systematically collects, analyses, and acts upon user feedback to **drive product improvements and enhancements.**

## CUSTOMER FEEDBACK

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### Important Role

1. Feedback Collection.
2. Feedback Analysis.
3. Prioritisation of Feedback.
4. Actionable Insights and Recommendations.
5. Communication and Transparency.
6. Iterative Improvement.
7. Closed-Loop Feedback.
8. Continuous Feedback Loop.

<https://www.youtube.com/watch?v=8LILZnMakEA>





## DEMOCRACY

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**Engaging users in decision-making** through feedback collection supports democratic principles.

**Users' voices are valued**, helping to shape product improvements in a collaborative and inclusive manner.



1. How can I effectively leverage customer feedback to drive iterative improvements and enhancements to my product, ensuring that user needs and preferences are at the forefront of decision-making throughout the product life cycle?

# QUESTIONS & ANSWERS





# LECTURE CONCLUSION & RECAP

# RESOURCES

A monochromatic, teal-toned photograph of a library or study area. In the foreground, an open book lies flat, with a pair of round-rimmed glasses resting on its right page. Behind it, another open book is visible. The background is filled with numerous tall, stacked books, creating a sense of depth and abundance of resources. The lighting is soft, highlighting the textures of the paper and the frames of the glasses.



# RESOURCES

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## Links:

[Google Analytics](#)

[Mixpanel](#)

[Amplitude](#)

[Tableau](#)

[Power BI](#)

[Heap](#)

[Kissmetrics](#)

[Optimizely](#)

[VWO](#)

[Adobe Target](#)

[Google Optimize](#)

## Videos:

[Market Research | The Secret Ingredient for Business Success](#)

[5 Best Product Analytics Tools For Customer Retention \(With Less Effort\)](#)

# Thank you for attending



**CoGrammar**



Department  
for Education