

Product Specs

101



@LeWagonNantes

Why this workshop?

2 common mistakes

Vague

CAUTION!
HEAVY
FOG

A large, sprawling stack of papers and files dominates the frame. The stack is composed of numerous documents, some with metal clips holding them together. The colors of the paper vary from white to light blue and green. In the background, more stacks of papers and files are visible, creating a sense of depth and volume. The overall impression is one of a vast amount of specific information or documentation.

Too Specific

4 simple steps

- 1) Product pitch**
- 2) Mockup**
- 3) DB scheme**
- 4) User stories**

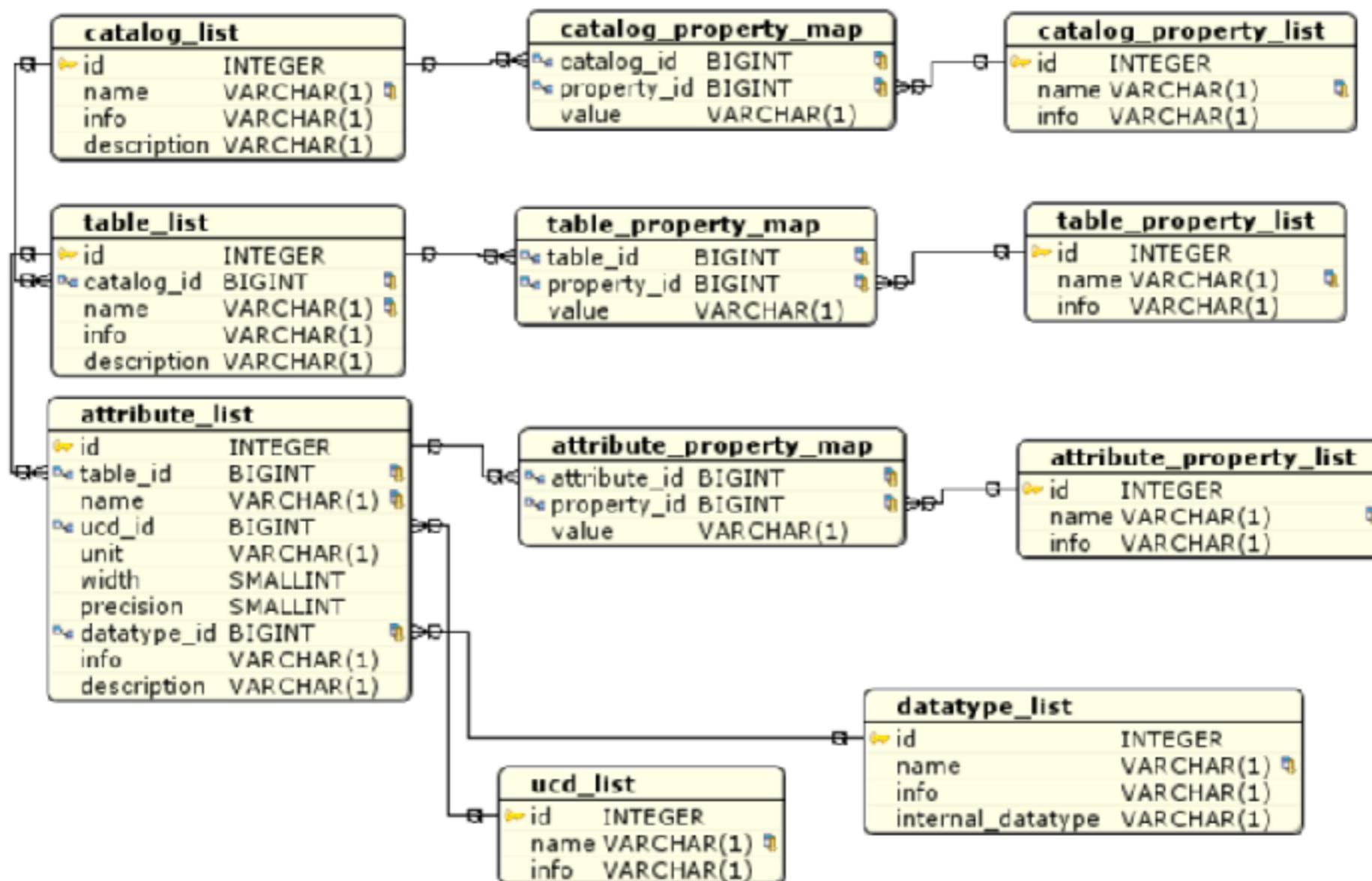
4 simple steps

- 1) Product pitch vision
- 2) Mockup design
- 3) DB scheme architecture
- 4) User stories features

**Different languages
to speak**

Architecture

backend development



Design

frontend development / UI / UX

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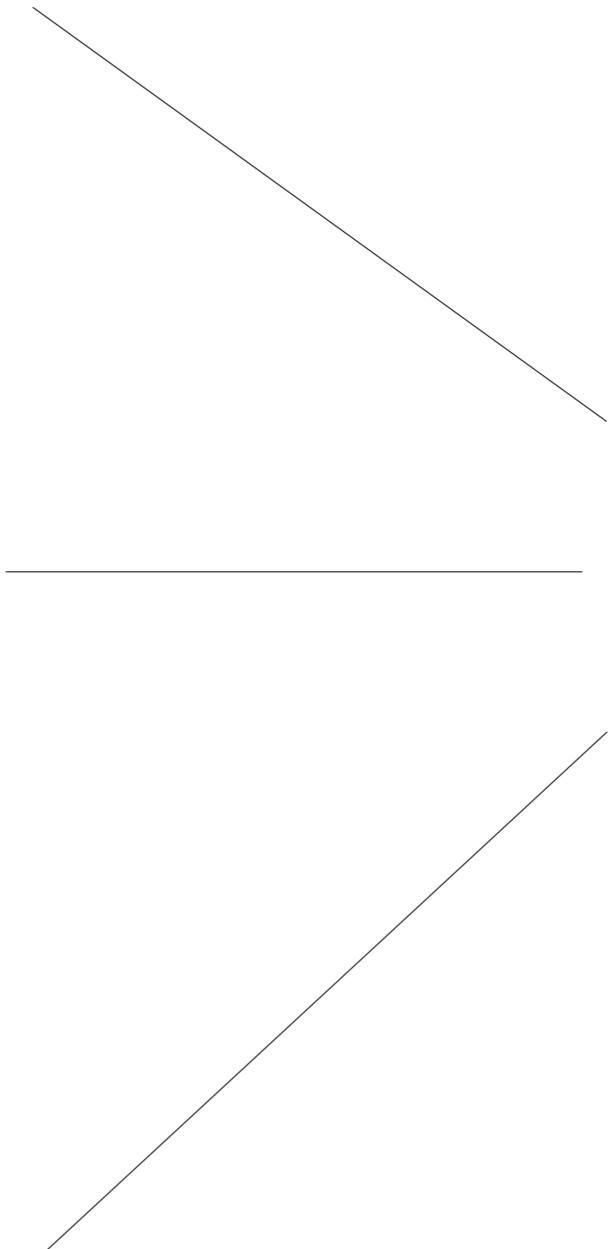
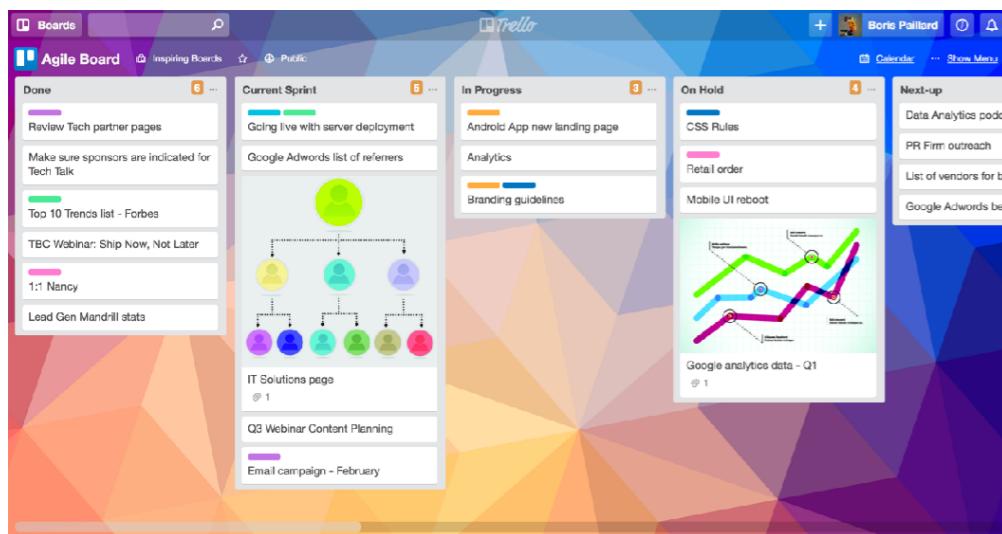
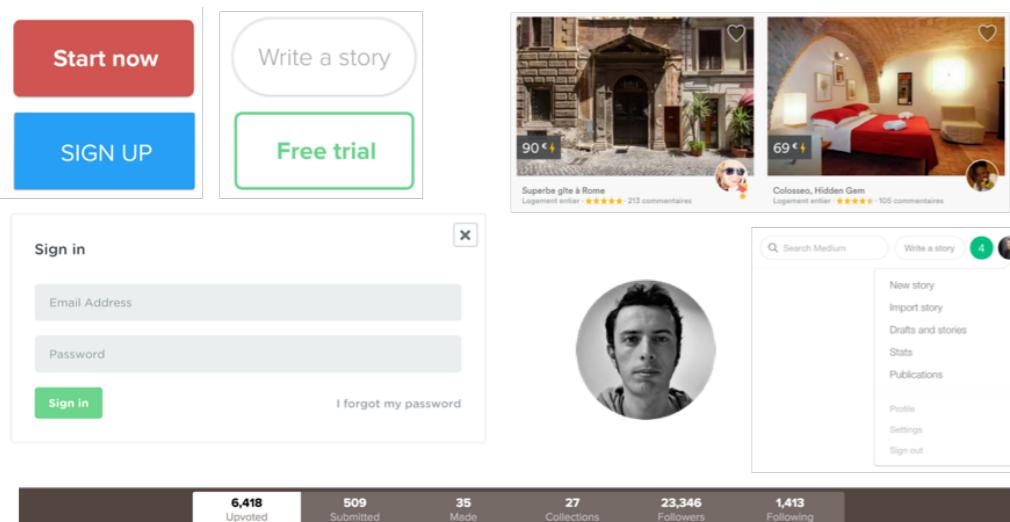
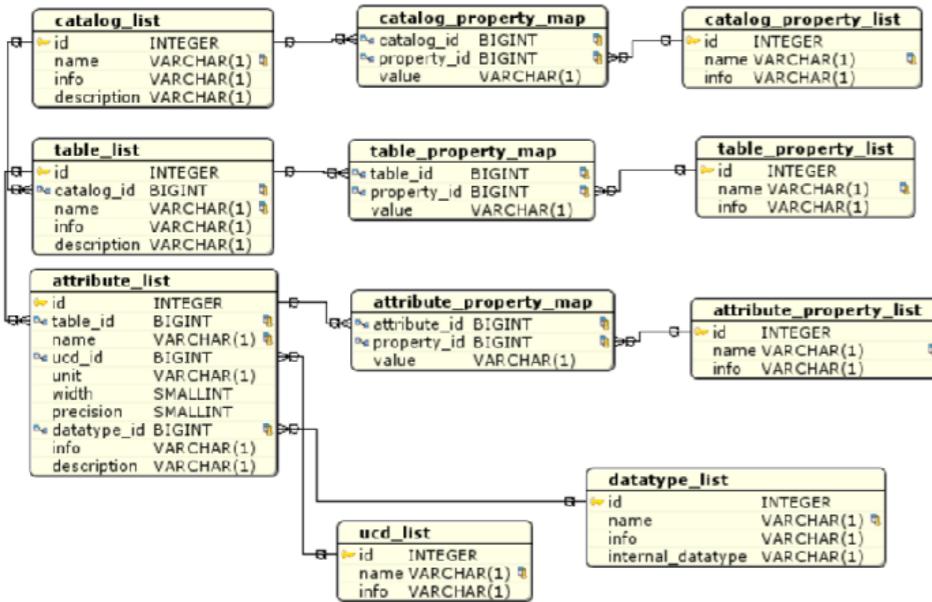
- New story
- Inspiration
- Drafts and stones
- Stats
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6,418 Upvoted 509 Submitted 35 Made 27 Collections 23,346 Followers 1,413 Following

Features

product management





1) Product Pitch

A close-up, slightly blurred portrait of Stringer Bell as Bunk Moreland from the TV show 'The Wire'. He is wearing dark-rimmed glasses and a dark suit jacket over a striped shirt. His expression is serious and focused.

“We got the best goddamn product so we gonna sell no matter where we are, right? Product, motherf*ckers. Product.”

Stringer Bell

Target

Who are my customers?

Pain

What do they suffer from?

Solution

How do I answer their need?



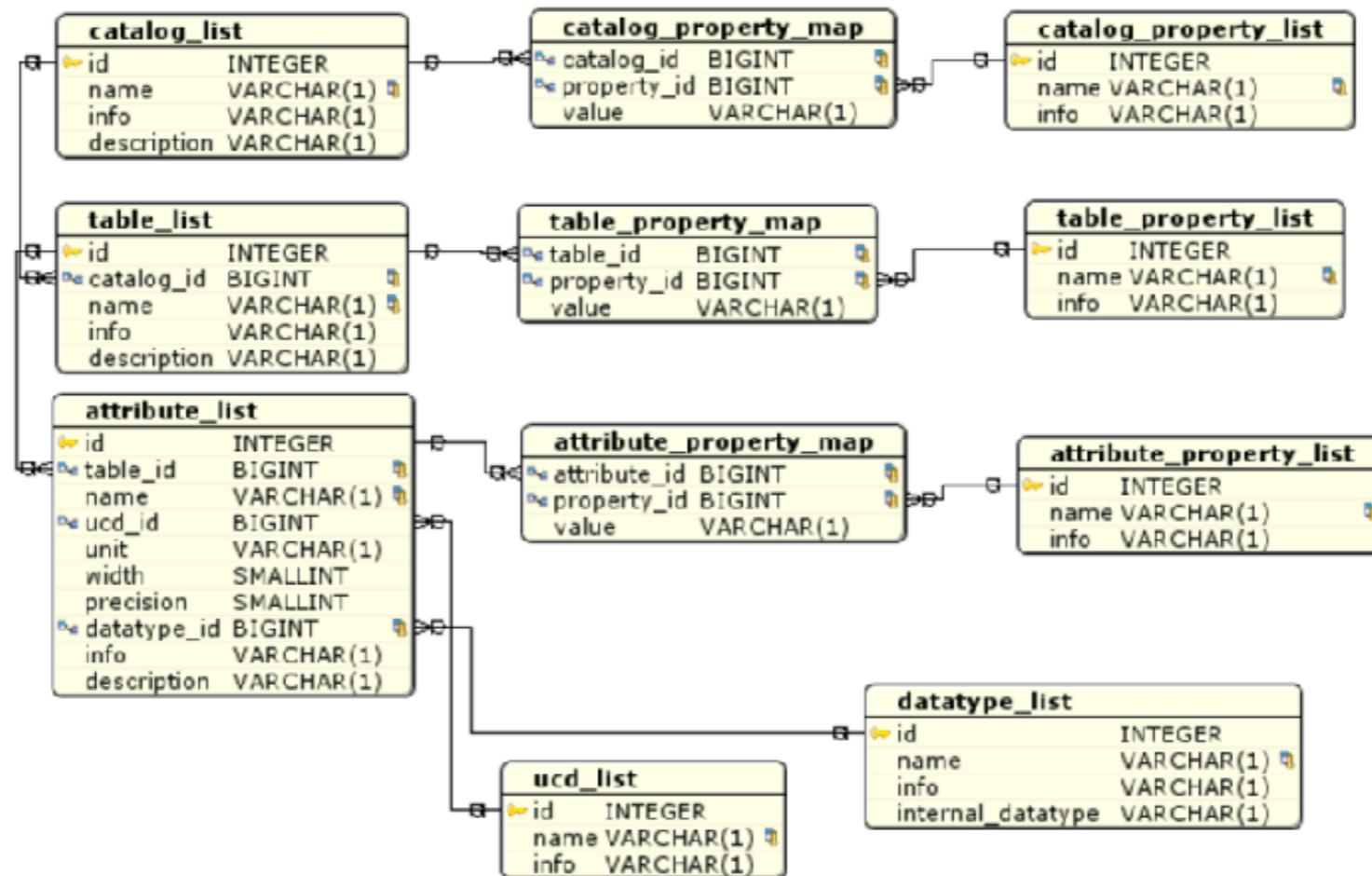
What's their product pitch?

GreenThumbs

2) Live Mockup



3) DB scheme



Focus on core tables

users	
id	
name	
email	
password	

upvotes	
id	
user_id	
product_id	

products	
id	
name	
tagline	
url	
user_id	

Example



Product Hunt

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	

users

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products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2

users

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products

id	name	url	user_id
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2	Kudoz	getkudoz.com	

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3	uSlide	uslide.io	

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4	Freshest	frshst.com	

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1..N relationship

a user **has many** products

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a product **belongs to one** user

users

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products

id	name	url	user_id
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primary key



primary key



foreign key

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upvotes

id	user_id	product_id	date

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upvotes

id	user_id	product_id	date
1	3	2	17/10/15

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2	3	1	15/11/15

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upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16

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a user **has many** upvotes
1..N

upvotes

a product **has many** upvotes
1..N

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16

N..N relationship

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4	Freshest	frshst.com	2

a user has many products
through upvotes

a product has many users
through upvotes

upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16



Let's draw DB schemes

<http://db.lewagon.org>

4) User Stories

As a ... , I can



As a ... I can ...

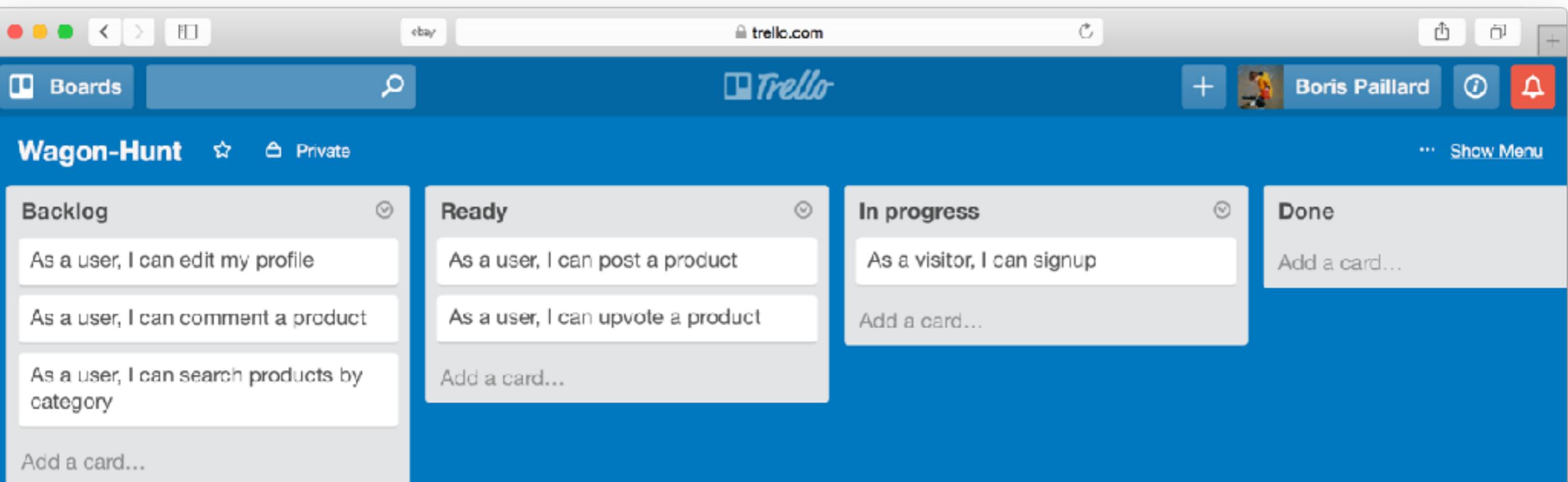
visitor	signup
user	post a product
user	upvote a product



As a ... , I can ...

visitor	signup
user	add / book a flat
owner	accept / refuse a booking

User Stories



The screenshot shows a Trello board titled "Wagon-Hunt" with a private status. The board has four main columns: "Backlog", "Ready", "In progress", and "Done".

- Backlog:** Contains three cards:
 - As a user, I can edit my profile
 - As a user, I can comment a product
 - As a user, I can search products by category
- Ready:** Contains two cards:
 - As a user, I can post a product
 - As a user, I can upvote a productA button "Add a card..." is located at the bottom of this column.
- In progress:** Contains one card:
 - As a visitor, I can signupA button "Add a card..." is located at the bottom of this column.
- Done:** Contains one card:
 - Add a card...



Let's write them

<https://trello.com/>

Your Turn!

- 1) Product pitch** 
- 2) Mockup** 
- 3) DB scheme** 
- 4) User stories** 

Go further

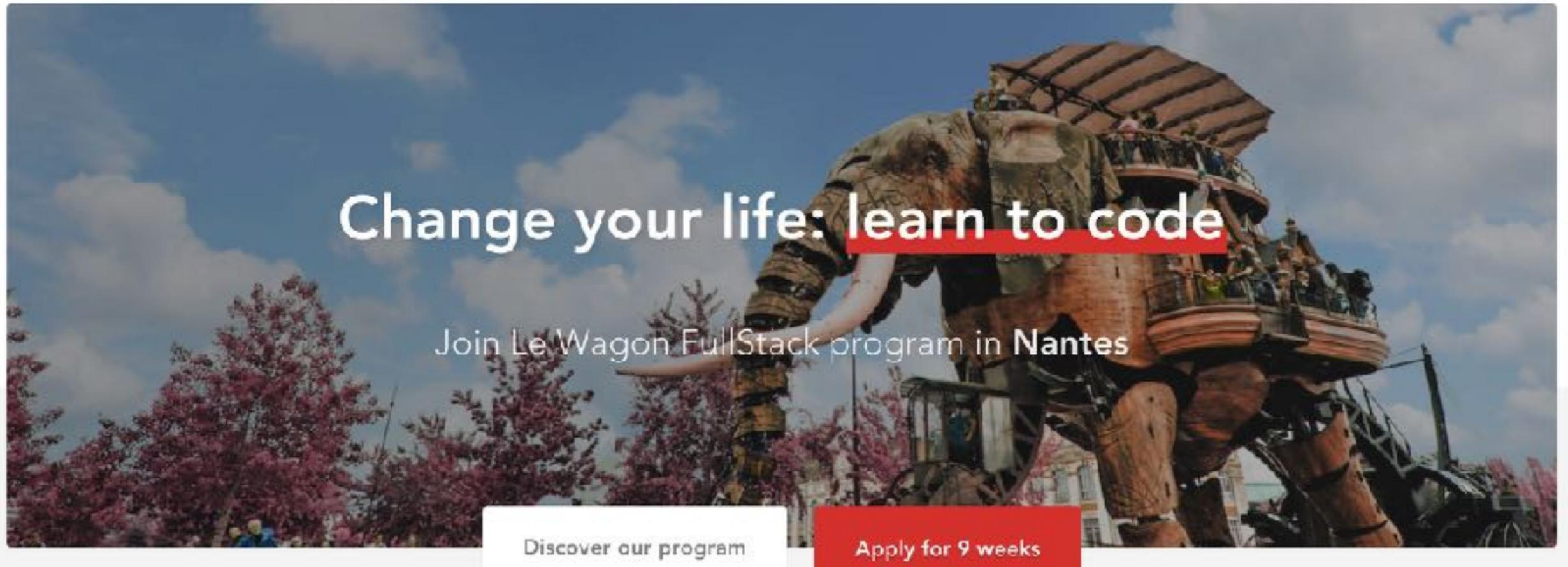
ondemand.lewagon.org/nantes

Go beyond

lewagon.com/nantes

#3 batch : Demo Day le 31 mars à 1Kubator

#4 batch : 5 juin au 4 août



Thank you