Understanding & Building

Product Sense

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📝 Agenda

1 **Introduction**

→ What is Product Sense

→ Importance of Product Sense

→ Product Sense in Action

2 **Deep Dive**

→ Customer Empathy

→ Understanding Context

→ Creative Problem Solving

3 **Develop Product Sense**

→ Analogies

→ Product Teardowns

What is Product Sense?

Product sense is the ability to understand and develop successful products.

Although it's technically not wrong to call it "the ability to understand what makes a product great," I find this definition a bit self-repeating

Product sense is also called product intuition and product judgment. It's kind of a sixth sense you develop as a PM. It's the ability to understand why a product would or wouldn't work. Product sense makes you discover what problems your product solves, and how to build more features like that.

Product sense is the skill of consistently being able to craft products (or make changes to existing products) that have the intended impact on their users. Product

The first step to improving one's product sense is understanding what it really is. I define it as the ability to make correct decisions even when faced with considerable ambiguity. This should be at multiple levels: at a "what products should we build"

Understanding what product will be valuable for the users.

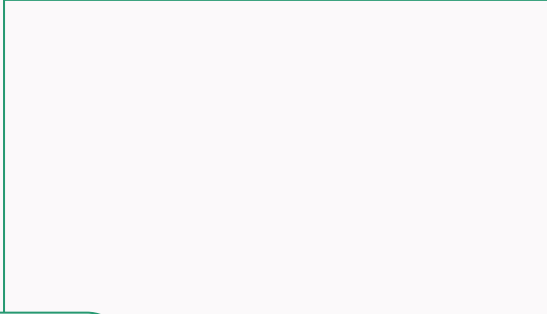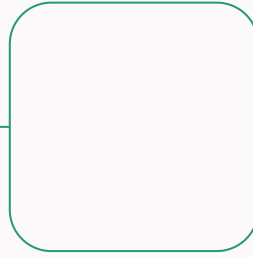# Why to understand and develop product sense?
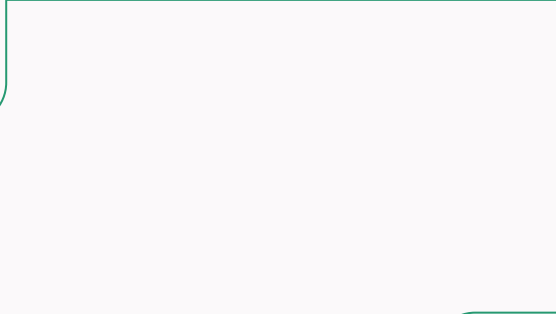
⚡ Product Sense in Action

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Product Sense
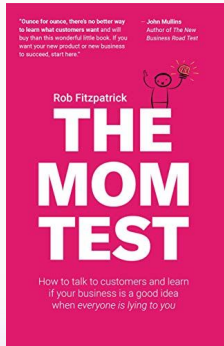
User Empathy + **Creative Problem Solving**

Know your customers - 1

1. Talk to users & observe them.

2. Remove Filters

3. Secondary Sources of Data: Reviews, Queries, Feedback.

Know your customers - 2

1 **Jobs to be done**

2 **Fundamental user needs with Bain's Fundamental needs**

3 **5 Whys**

Book Recommendations

Jobs to be done

As a __developer working at Notion__

I want to __use chatGPT API__

So that __my users can auto-generate content__

As a __developer working at Alexa__
I want to __use chatGPT API__
So that __my users can get almost real life answers from their voice commands__

As a __Indie developer__

I want to __use chatGPT API__

So that I can __create a chatbot business__

BAIN's Fundamental user needs

Social Impact —— ⭐ Self Transcendence

- -

Life Changing ——

🕊️ Provides Hope   🚩 Self Actualization

🤸 Motivation   💎 Heirloom   👫 Belonging

- -

Emotional ——

🔻 Reduce Anxiety   🎁 Rewards Me   💬 Entertainment/Fun   🎨 Aesthetics

🩸 Wellness   🍀 Therapeutic Value   ⛎ Attractiveness   🔒 Provides Access

💮 Badge Value   👩🏽 Nostalgia

- -

Functional ——

⏰ Saves Time   👓 Simplifies   💰 Makes Money   ⚓ Reduces Risk

🛠️ Reduces Effort   🍭 Avoids Hassle   🐙 Variety   👂 Sensory Appeal

📚 Organizes   🧩 Integrates   🤝 Connects   💸 Reduces Cost

✔️ Quality   📌 Informs

5 Whys

→ Gets you to __Jobs to be done__

→ Gets you to __user needs__

Creative Problem Solving

1. Be informed (learn and experience)

2. Analogies: Bundling, Unbundling, Different use-cases etc.

3. Brainstorming & Mental Models

Creative Problem Solving

1. **First Principles**

2. **Understand Technologies**

3. **Involve the Team**

4. **Practice - Product Teardowns**

First Principles

QUICK INSIGHTS

First Principles

"First principles is a physics way of looking at the world. You boil things down to the most fundamental truths and then reason up from there.

(For example) people may say 'battery packs are really expensive and that is the way they will always be'. No, that's pretty dumb. If you apply that reasoning to anything new, you wouldn't ever be able to get to that new thing."

- Elon Musk

Understand Technologies

1. **Tech for PMs**

2. **Watch Google IO, SXSW, Read Engineering blogs.**

3. **Ask yourself - where else this tech can be applied?**

Product Tear Down

1. What are goals of the product from user and business perspective? [User Problems]

2. How does the product helps users achieve their goals?

3. What are the good things about the product?

4. What are the opportunities for improvement?

5. How would you improve?

6. What are the takeaways for your solutioning toolkit?