

Product Thinking





Discover an
important problem



Solve it better
than alternatives

Users needs X

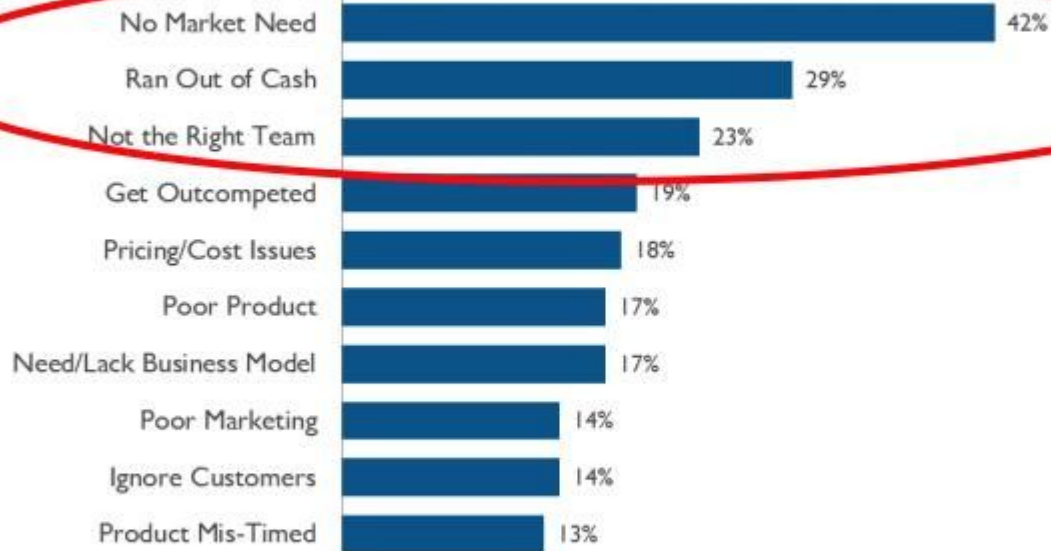


Business builds Y



Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



“

**Product succeeds
because it solves
a problem for people.**

“

**If you don't truly understand
the problem, **you haven't
earned the right to solve it.****

Problem Space



User Persona

User Problems/Goals

Problem Prioritization

Market

Solution Space



UX/UI/Wireframes

Technology

Solution Prioritization

Roadmap/Execution

Product Thinking

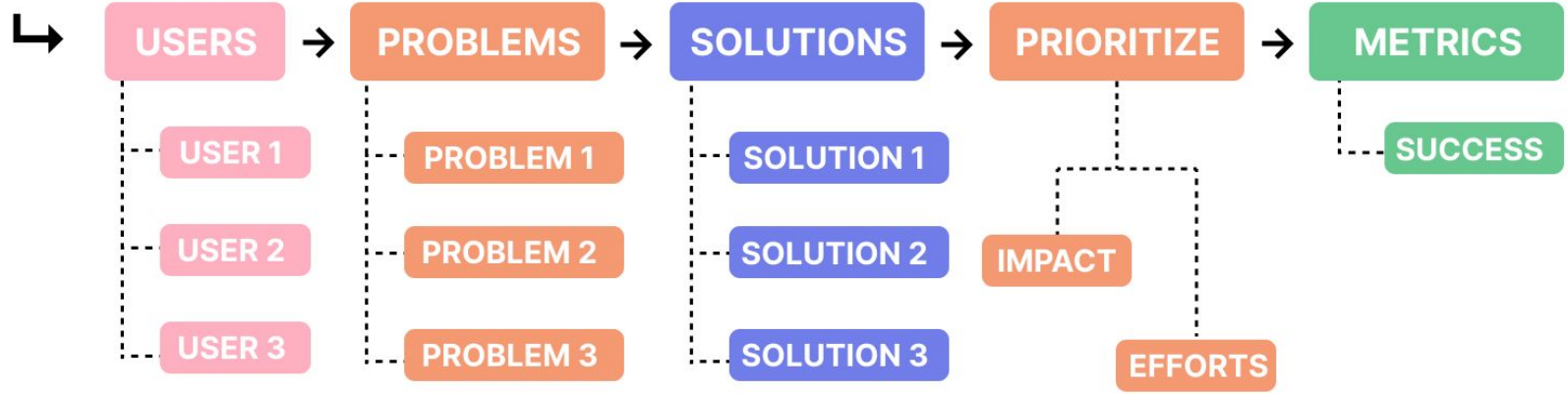
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Accurately predicting what your user and the market will value.

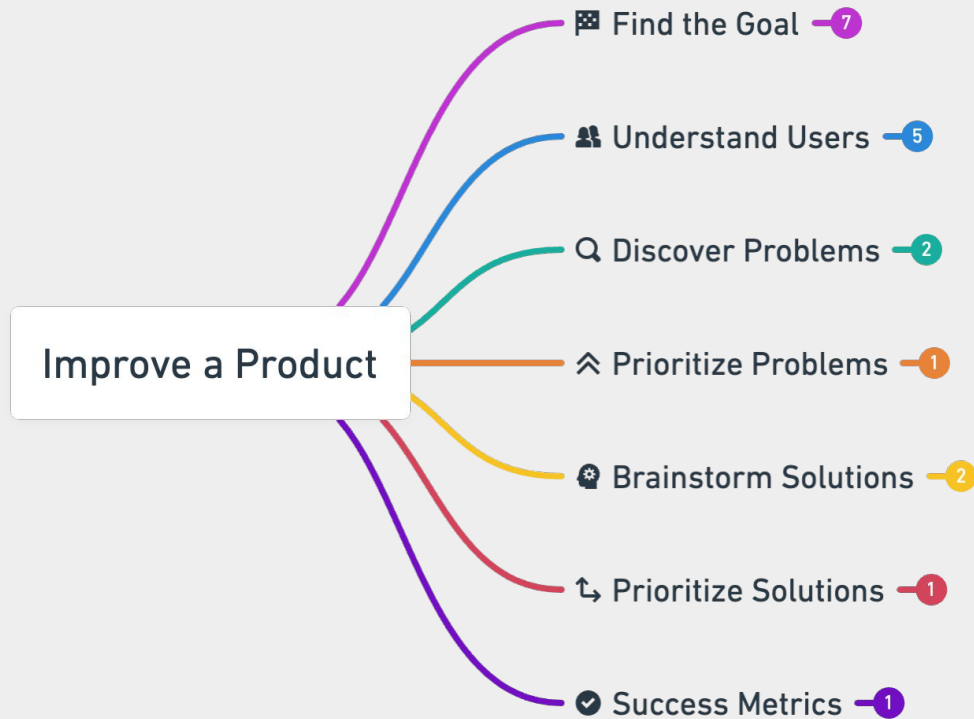


7 steps to product thinking

1. **Find Goals – Growth, Retention, Revenue, Engagement**
2. **Identify users – Label, Interest, Motivations, Context**
3. **Find their problems – Interviews, Analytics, Observations**
4. **Prioritize the problems – Alignment with goals, Importance**
5. **Explore solutions – Have multiple**
6. **Prioritize solutions – Impact v/s Efforts**
7. **How would you know if its a right solution? – Metrics**



7 steps to product thinking



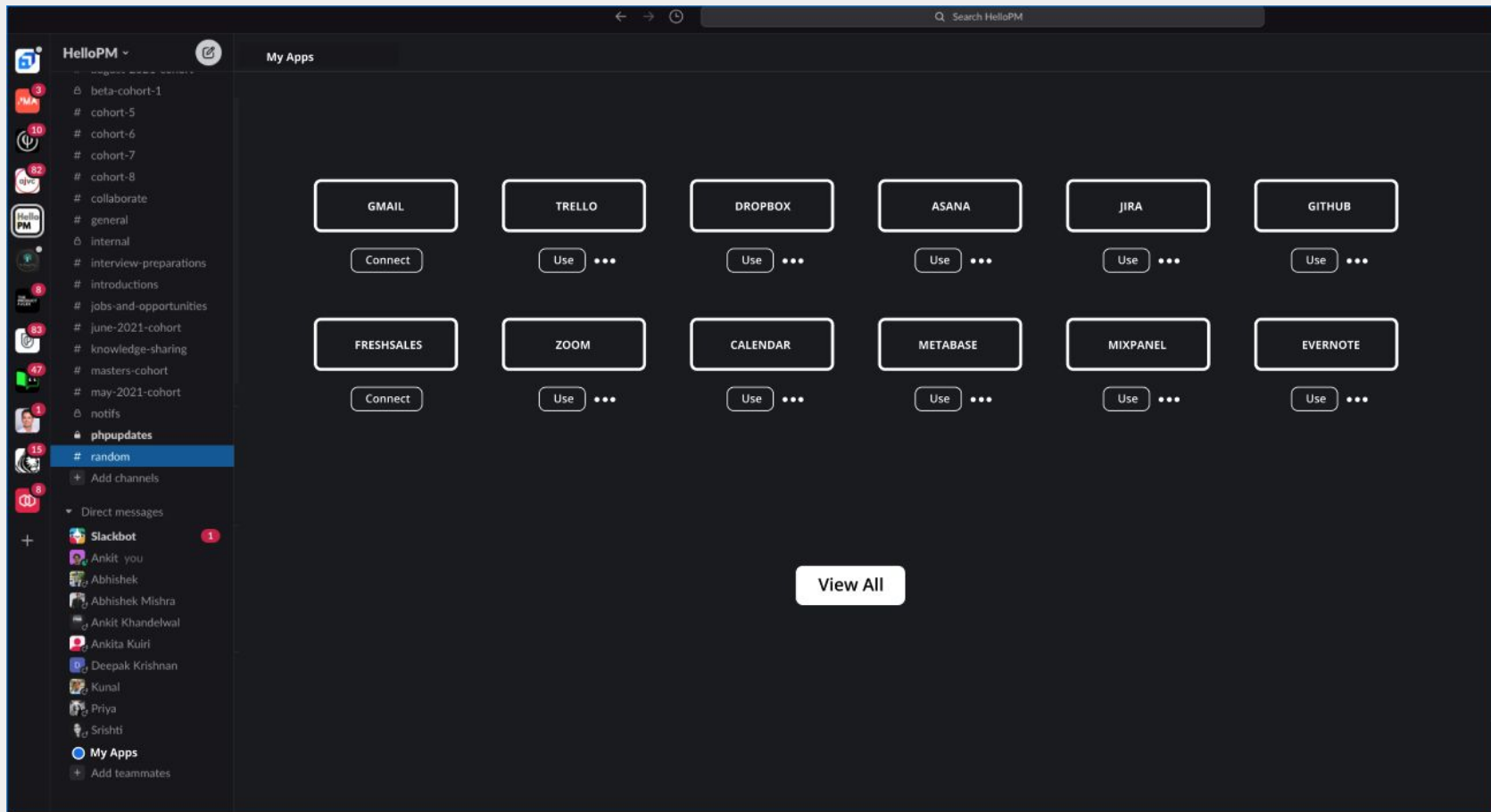
Prioritization

Solution	Impact	Effort	Priority
Solution 1	Medium	Low	P2
Solution 2	Low	High	P3
Solution 3	High	Low	P1

Case: Slack

1. **Goals: Increase engagement => Increase retention=> More revenue**
2. **Identify users – Business users (Executives, Operations, Tech Team, HR Team, Marketing Team)**
3. **Find their problems – Jump between so many different tools and maintain logins (Gmail, CRM, GitHub, Jira, HangOuts etc.)**
4. **Prioritize the problems – Critical v/s Alternatives (Critical – Yes, Alternatives – Not good)**
5. **Explore solutions – Bookmark popular services and allow one-click login, Sell custom solutions, create integration marketplace.**
6. **Prioritize solutions – Impact v/s Efforts/Tradeoffs**
7. **How would you know if its a right solution? – Metrics (Usage of integrations – DAU, retention from users using these integrations)**


Solution 1: Bookmark popular services and allow one-click login




Solution 2: Custom Solutions

- Big teams give requirements of customization to slack's solutioning team.
- Slack's solutioning team creates them as specs for delivery team (engineering, design, support team).
- Custom integrations offered to the client.

Solution 3: Integration Marketplace

 **slack** app directory

Browse Manage Build

 HelloPM

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AWS Chatbot
Developer tools

Case: Slack

Solution	Impact	Effort	Priority
Bookmark popular services and allow one-click login	Medium	Low	P1
Sell custom solutions	High	High	P2
Expose APIs	High	Medium	P0
Create integration marketplace	High	Medium	P0

How would you improve LinkedIn

1. **Goals – Growth in Revenue**
2. **Identify users – Label, Interest, Motivations, Context**
3. **Find their problems – Interviews, Analytics, Observations**
4. **Prioritize the problems – Critical v/s Alternatives**
5. **Explore solutions – Have multiple**
6. **Prioritize solutions – Impact v/s Efforts**
7. **How would you know if its a right solution? – Metrics**