Discover → Discovery of ideas/opportunities/enhancement

goals → expand in India | 1mn ⇒ 2mn

(1) Interview

(2) Analytics

(3) Surveys

user research/market research → Landscape

→ competitive research

analytics — Data → third party

100% ⇒ 5%

Discovery

1. Company goals
2. User research
3. Market research
4. Analytics → 100% → 1%
5. Stakeholder management

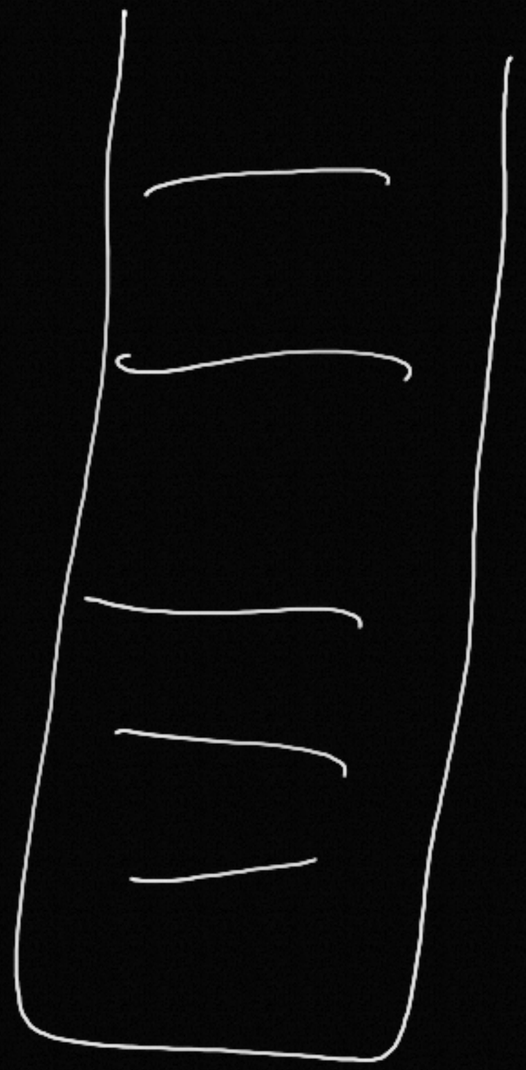
User research

Customer Signs → Marketing → Sales → Engineering / Design

Ideas buckets

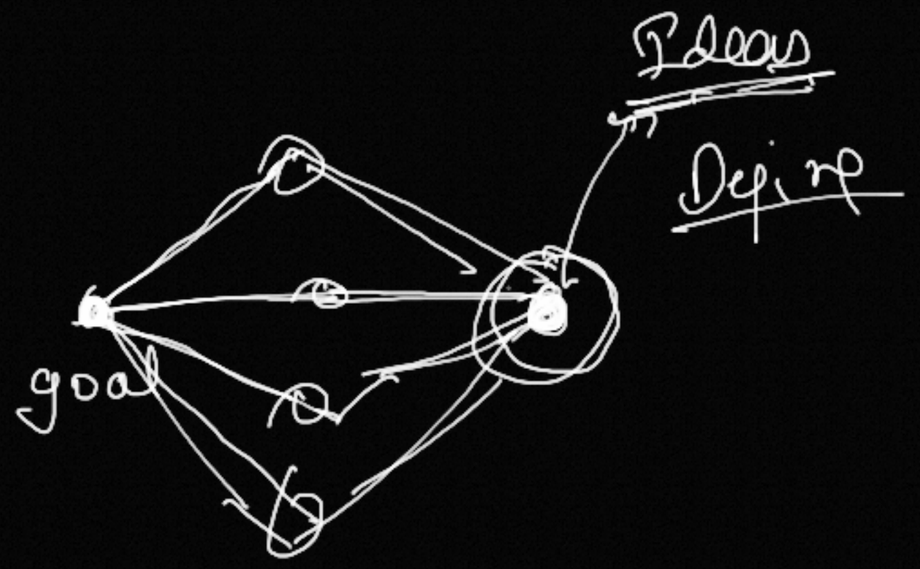
→ goals
- → KPI
- → OKRs

→ Research
- user
- market



→ Analytics

→ Stakeholder


Ideas
Define
goal

Define

1. filter → (x) → company strategy / user goals
2. Prioritize

→ KANO
RICE
MOSCOW

I / E

Prioritization

$\Rightarrow$ Impact (1-5) v/s Effort (1-5)

Impact $\Downarrow$ how impactful this feature

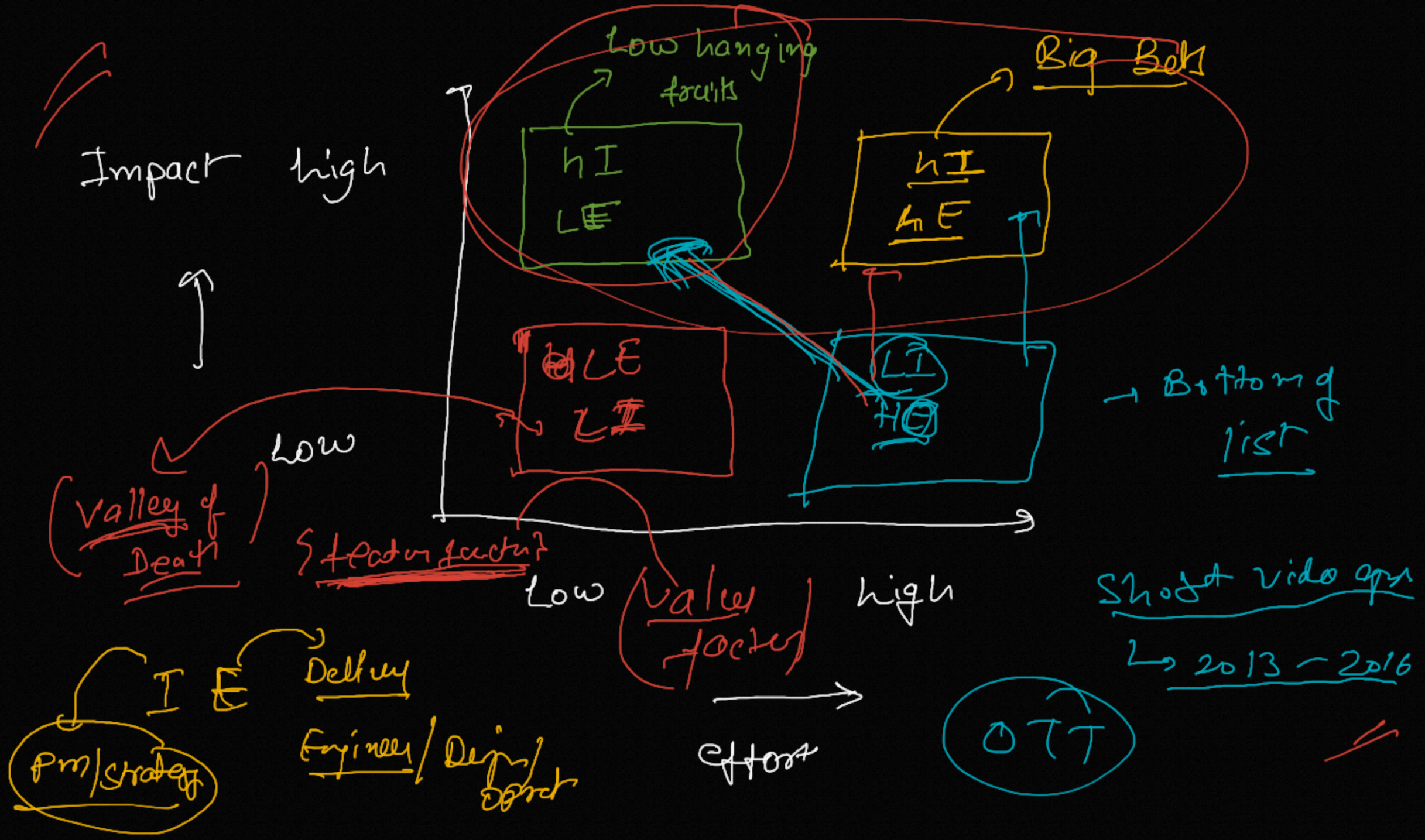
Effort $\Downarrow$ time / resource / difficulty

$= I/E$

user growth $\rightarrow$

retention $\rightarrow$

feature	Impact	Effort	I/E	
#1	5	5	1	P3
#2	4	2	2	P2
#3	3	1	3	P1


Low hanging fruits
Big Bets
Impact high
hI LE
hI hE
LE LI
LI HE
Bottom of list
Low
Valley of Death
Steady growth
Low
Value factor
high
Short video ops
2013 – 2016
I E
Delivery
PM/strategy
Engineer/Design/Sales
effort
OTT

Product manager ⇒ Better user of yourself

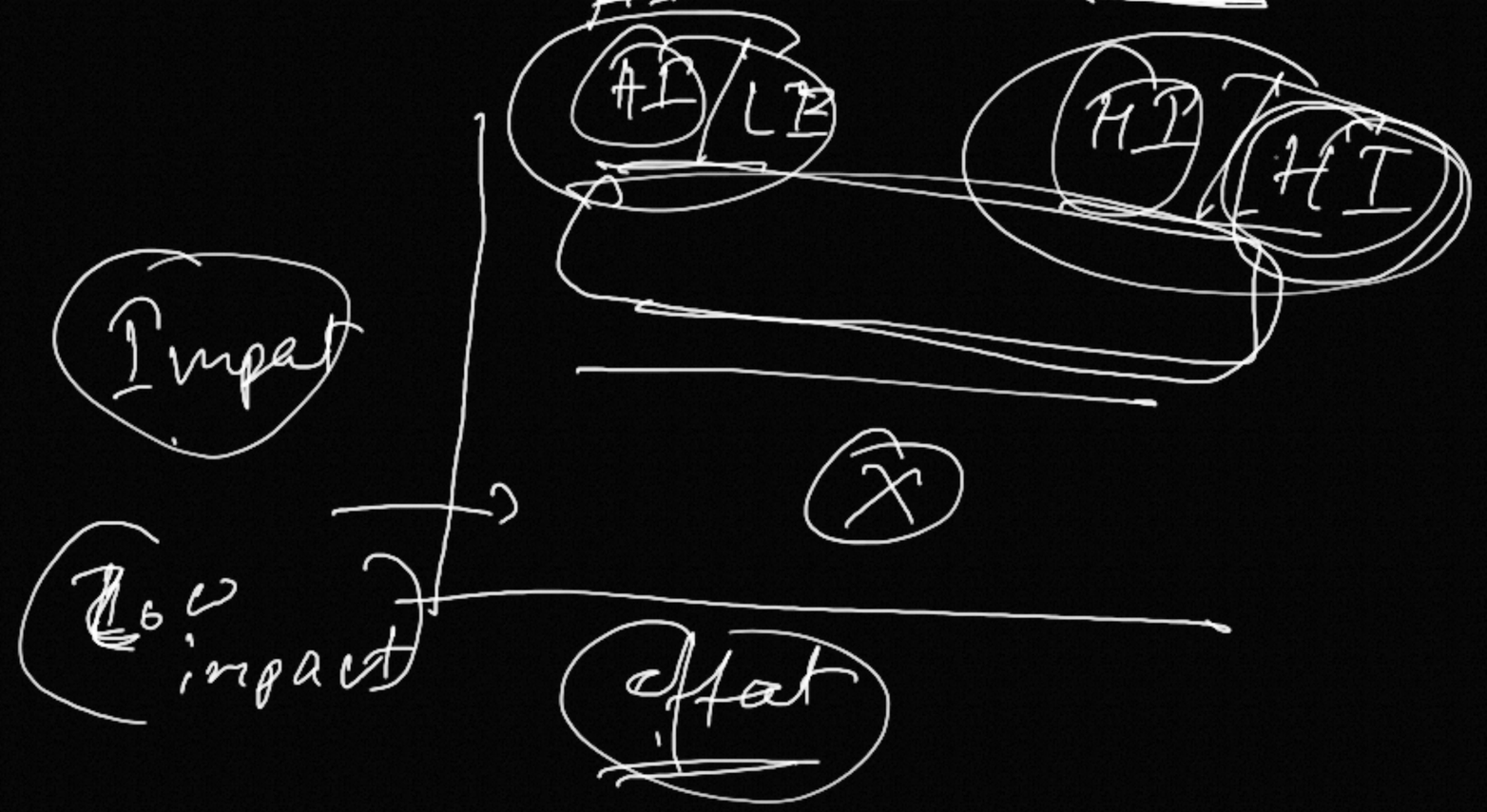
→ Fit | → ~~Goodgodes~~

→ Relationship

Yoy | me

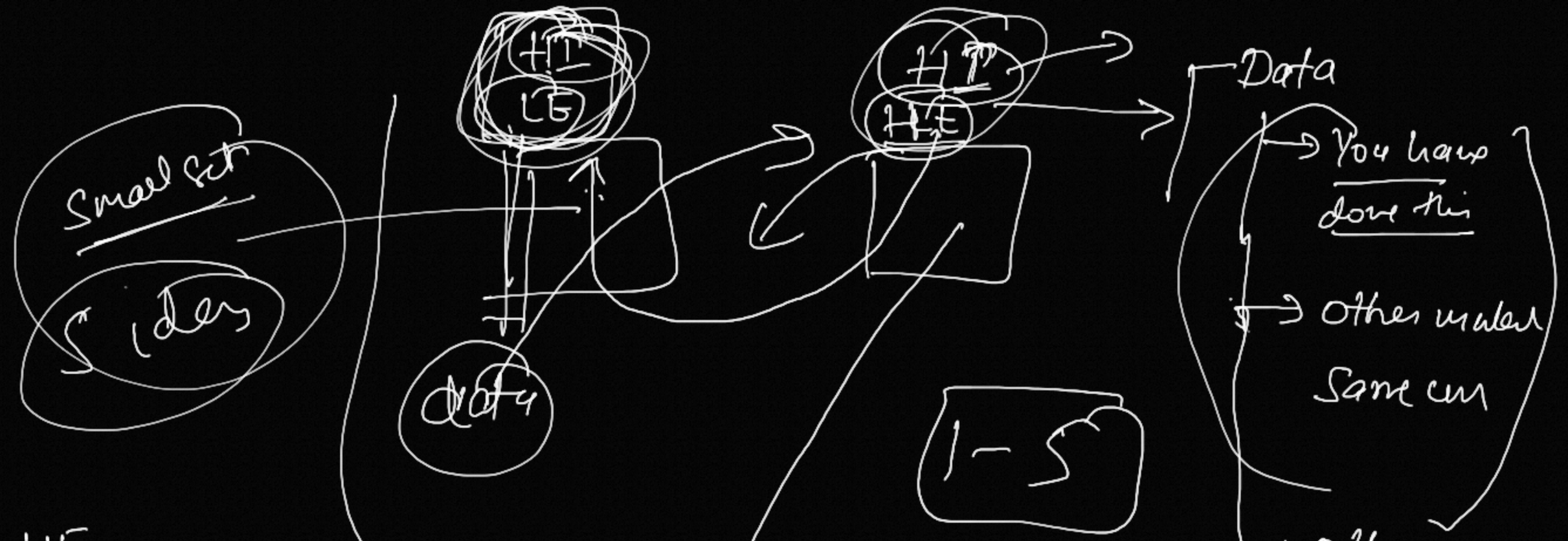
Effort :

Innovators bias ⇝ Impact ⇑



"take a step back"

"Question yourself"



HE
HI
⇓
mvp { HI / LE }
↓
data → HE
HI

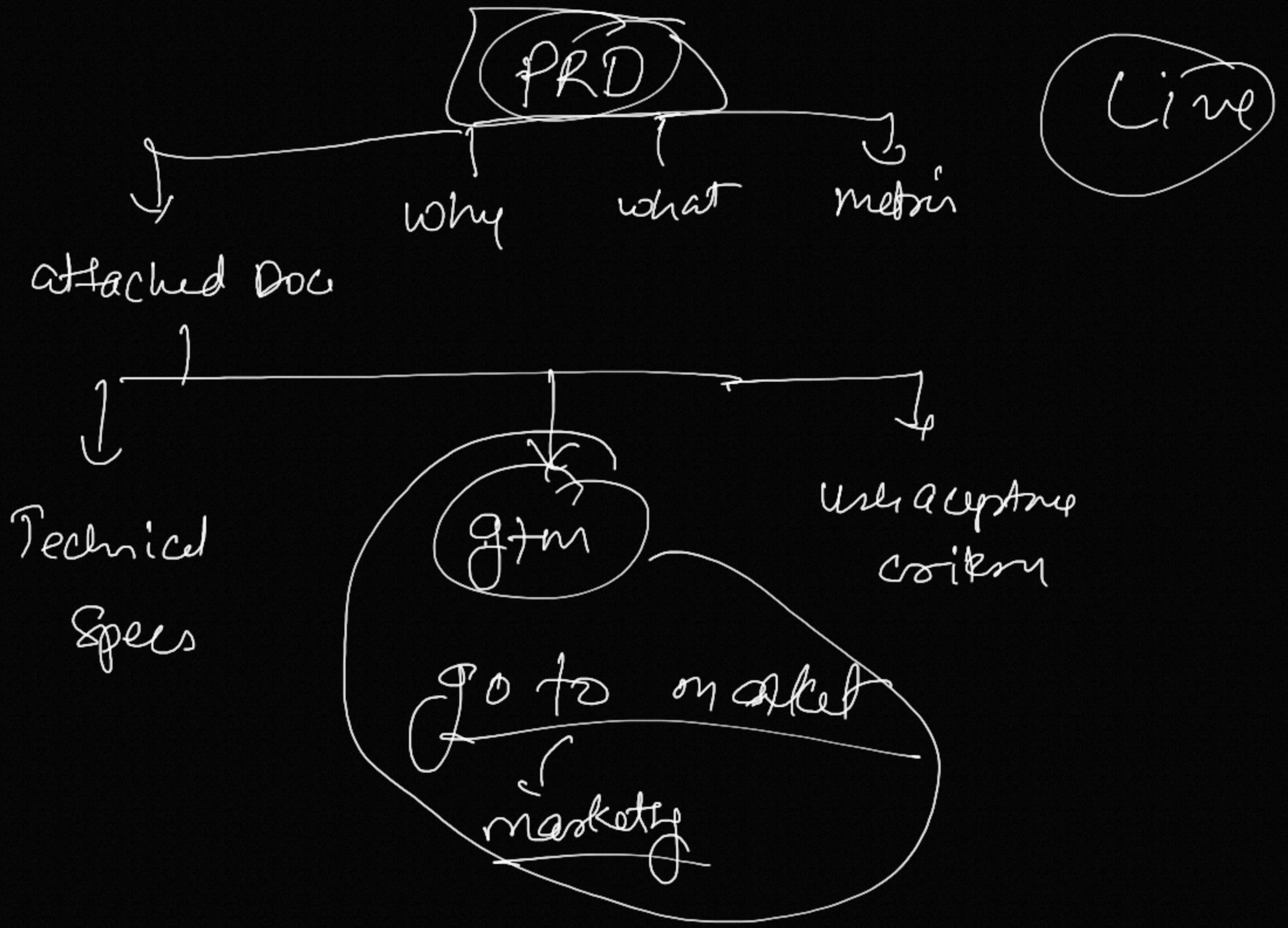
Experiment
mvp

PRD = Product Requirement Document

Owner = PM

Consumer = Eng | Designs | → Sds | makers } whole company

- Why : objective
- what : How | Design
- metric : no. of users | Revenue gen from this feature
- How / when / next step → Engineering { Distribution


PRD
Live
why
what
metric
attached Doc
Technical Specs
gtm
User acceptance criteria
go to market
marketing

Mature

→ Distribution maturity

Delivery / Scale

early stage company

creating feature

Delivery

→ users — Consumer — uses

→ Customer — pays

motivating partner

→ messaging →

→ Distribution channels

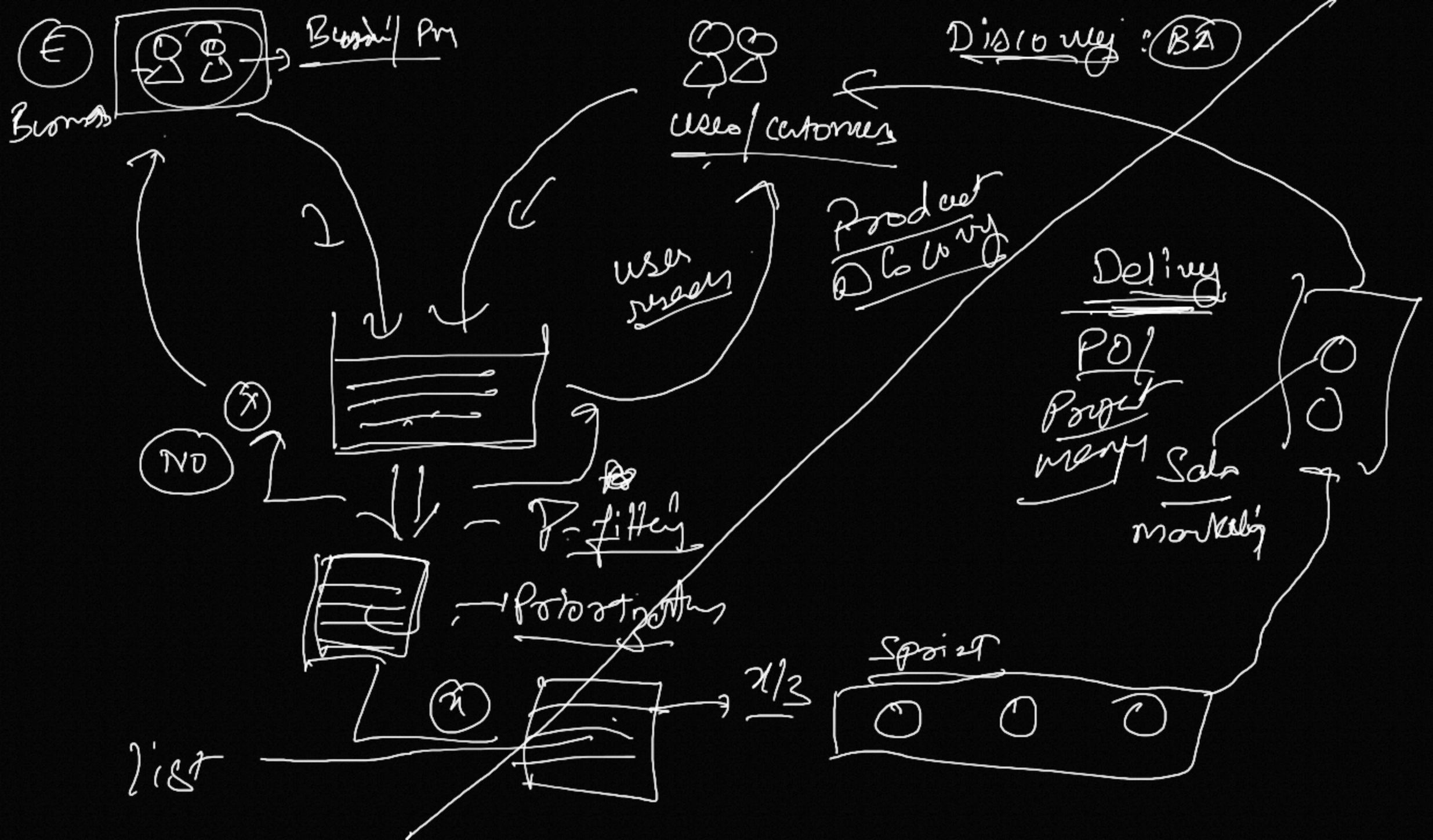
→ Email

→ existing users

→ Social

→ Ads

→ SEO


E
Business
Business/PM
Discovery : BA
users/customers
Product Delivery
User stories
Delivery
PO/Project manager
Sales marketing
NO
Feasibility
Prioritization
list
x/3
Sprint

How would you

Improve Slack?

google Doc