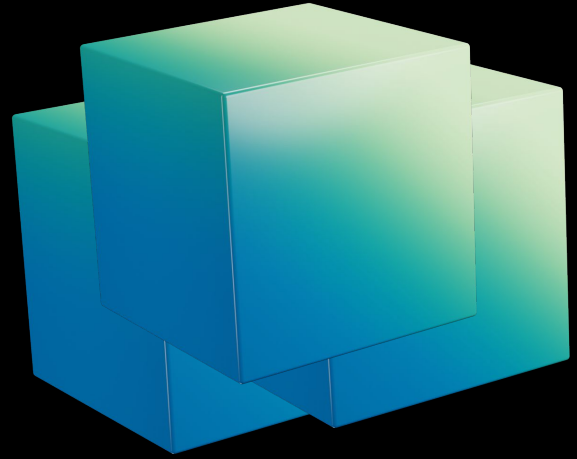# The 6D

Product Management
Cycle

The Product Management Workflow - 6D

| Discover | Define | Design | Develop | Deliver | Debrief |

	👀 **Discover**	🎯 **Define**	Design
Product Team's Contribution	- Talking to users - data analysis - market research - opportunity sizing	- Talking to users, research - analysis - prioritisation - scoping for long term	Supporting design rationale via - analysis, - critical reasoning
Collaboration with	UR, business, design, engg, CX	UR, biz, design, engg, legal, finance, CX, ops	UR, biz, design, engg, QA
Tools	- UX Cam (Session recordings) - Mixpanel (Product Analytics) - Lookback (Contextual Inquiry) - Typerform (surveys)	- Mixpanel (Product Analytics) - Draw.io (wireframing) - Miro (User story map) - Trello (Project Management)	- Figma (Design) - Metabase (Analysis)

	Develop	Deliver/Distribute	Debrief
Product Team's Contribution	- Writing user stories/ PRDs - Supporting engg with long term vision for scalable design	- Testing - Prioritisation of bugs and trade-offs for release - Experiment design & setup - Experiment Analysis	- Documenting impact analysis/ RCA - Scale-up/ down - Setting up tracking for scale
Collaboration with	Design, Engg, QA	Design, Engg, QA	Biz, Design, Engg, QA
Tools	- Coda (Documentation) - JIRA (Agile Sprints Tracking)	- JIRA (Bug tracking) - Mixpanel & Metabase (Analytics) - Lookback & Typeform (User feedback)	- Coda (Documentation) - Mixpanel & Metabase (Tracking)

VALUABLE

Should Cater to a user's need.

Customers should pay for it. Users should use it.

USABLE

Users should be able to use it.

4

Characteristics of a Successful Product

FEASIBLE

Can be built by engineers.

VIABLE

Should be viable for business.

Fit in company strategy.