

Product Management

Agenda

- Product Manager role
- Key responsibilities
- Product Lifecycle
- Understanding the problem
 - Find problem
 - Find customer (target market, target audience)
 - Size market

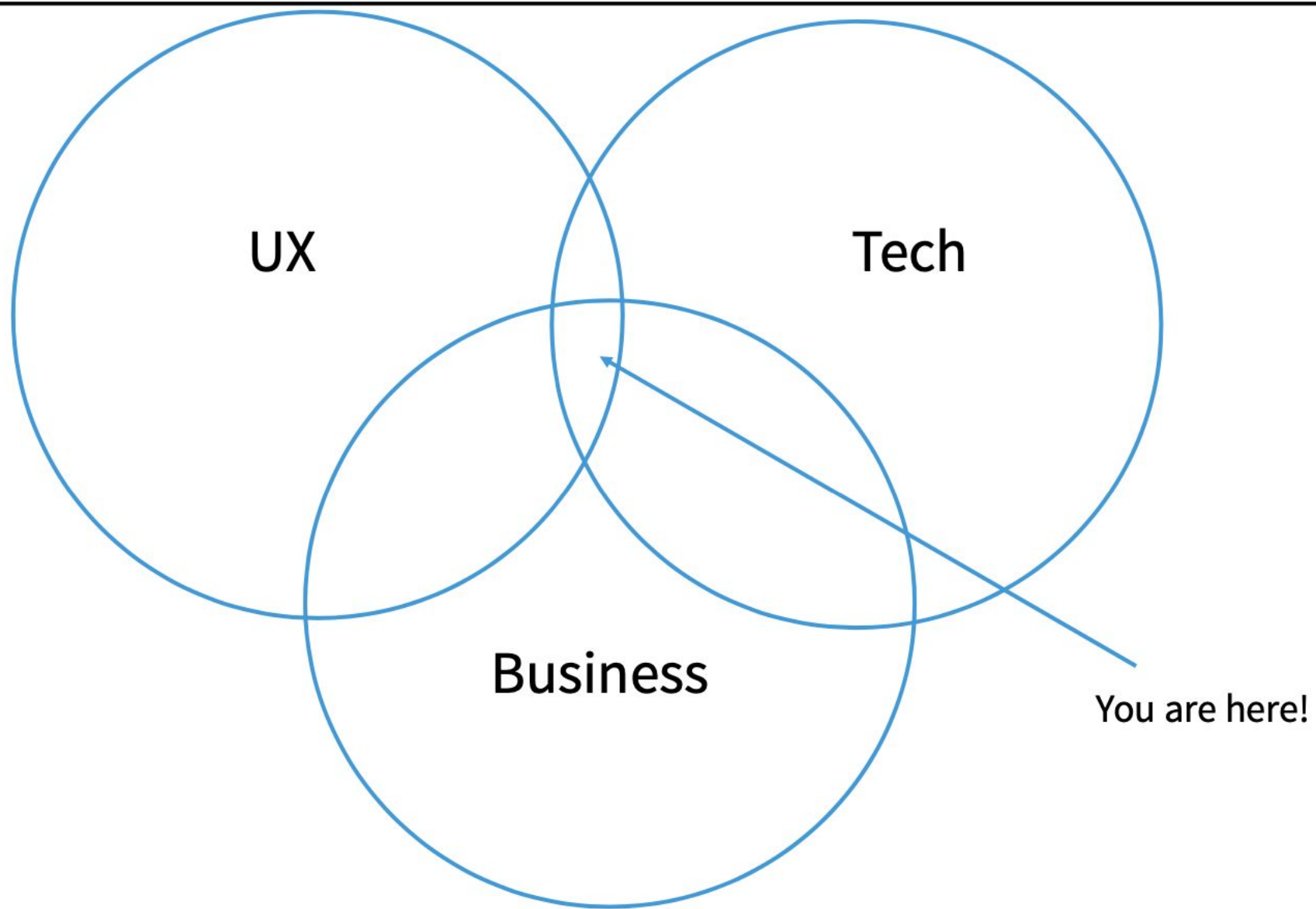
Who is product manager

Product Manager Role

- How do you understand it?
- What is the difference
 - Product Manager / Business Owner
 - Deliver Manager / Project Manager
 - Business Analyst / Product Owner
- Tech people
 - Architect
 - Tech lead
 - Team lead

More to discuss

- Take idea from start to finish



SAFe 6.0

Select SAFe configuration

OVERVIEW

ESSENTIAL

LARGE SOLUTION

PORTFOLIO

FULL

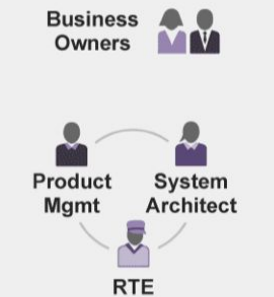
Organizational
Agility



Lean
Portfolio
Management



Agile
Product
Delivery

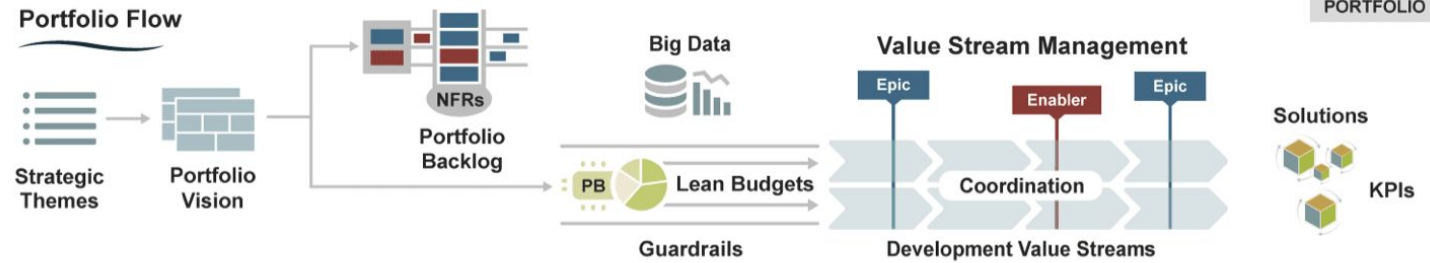


Team and
Technical
Agility



BUSINESS AGILITY

Portfolio Flow



PORTFOLIO

ART Flow

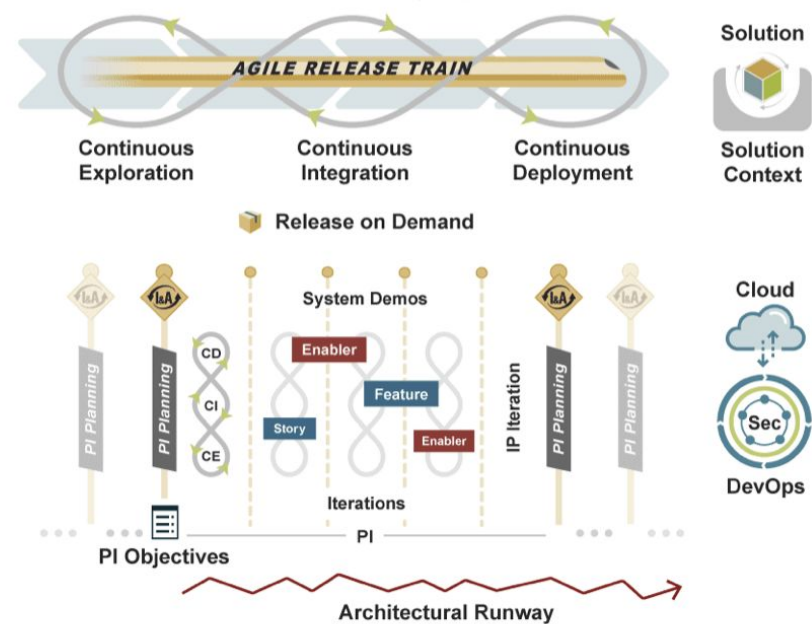
Customer Centricity



Team Flow



Continuous Delivery Pipeline



ESSENTIAL

Vision

OKRs

Roadmap

AI

Shared
Services

CoP

System
Team

Measure
& Grow

Lean-Agile
Leadership



Lean-Agile
Mindset



Core
Values



SAFe
Principles



Implementation
Roadmap



SPC



Continuous
Learning
Culture

Key principles of this job

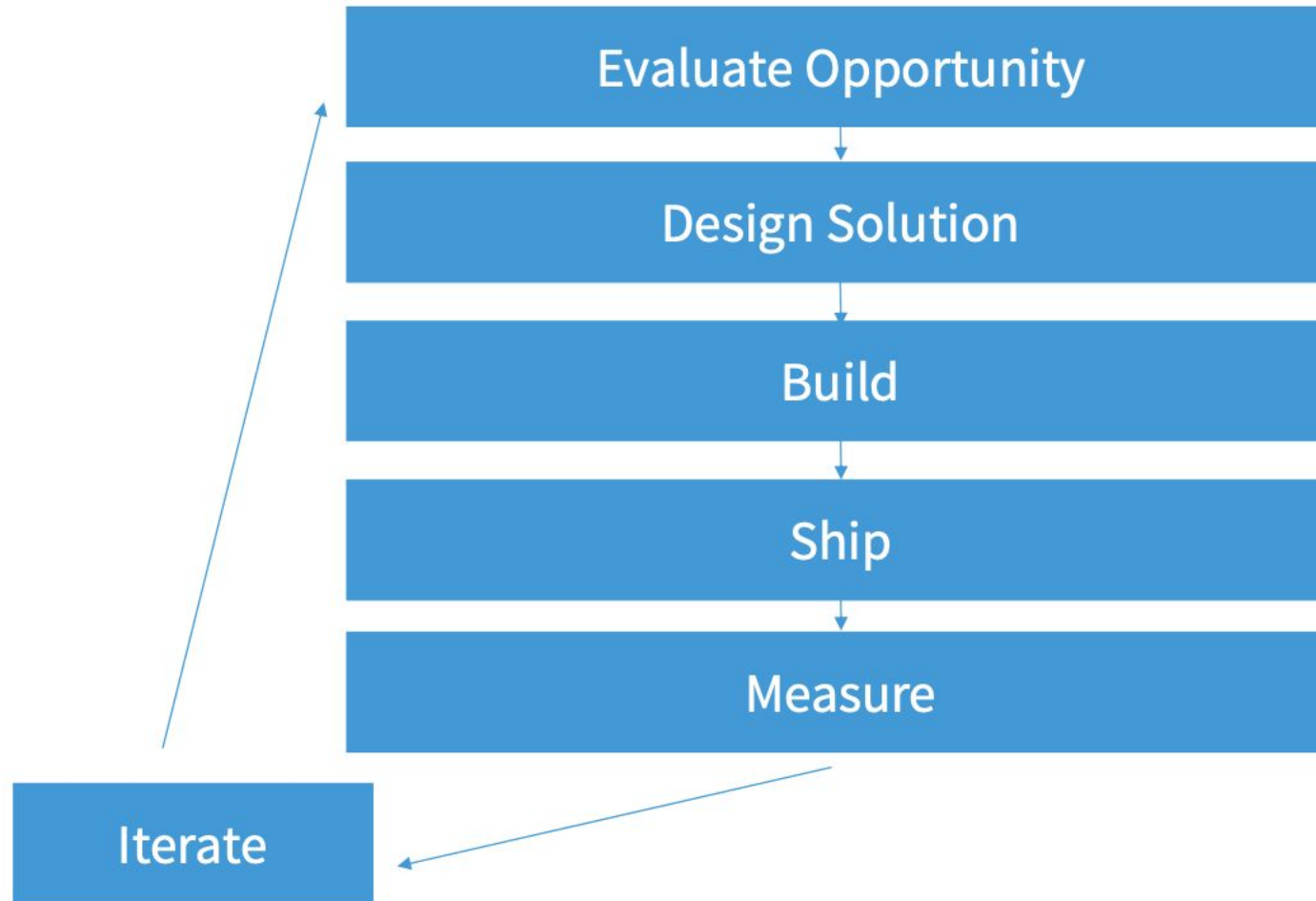
Each company has slightly different job description but core principles will be the same

1. CEO of a product vs Janitor (outcome, vision, strategy)
2. Zoom in and out, big picture to bugs
3. Intra and inter team communication
4. Influencing without authority (PM does not manage anyone directly)
5. Know your user
6. Bring the donuts

Product Lifecycle

- Your ideas

The Product Lifecycle



Understanding problem space

Problem Definition

- Unmet need, want, or desire of your target customer

- Problem space vs solution space

How to find problem

- Personal experience
- Experience of other companies
- Improve existing solution from competitor and create own
- “Jobs to be done” book
- ...

Finding a Problem Worth Solving

Defining Success

Choosing a Customer

Problems vs. Opportunities

Problem Space vs. Solution Space

Market Sizing

User Research Tips and Tricks

What is Success?

- If we achieved X outcome with Y input
- Success tip: Write down your success definition

Customer Identification

- B2B- Selling to another business
- B2C- Selling directly to the end user
- Success Tip: Choose a customer you have a deep understanding for

Customer identification

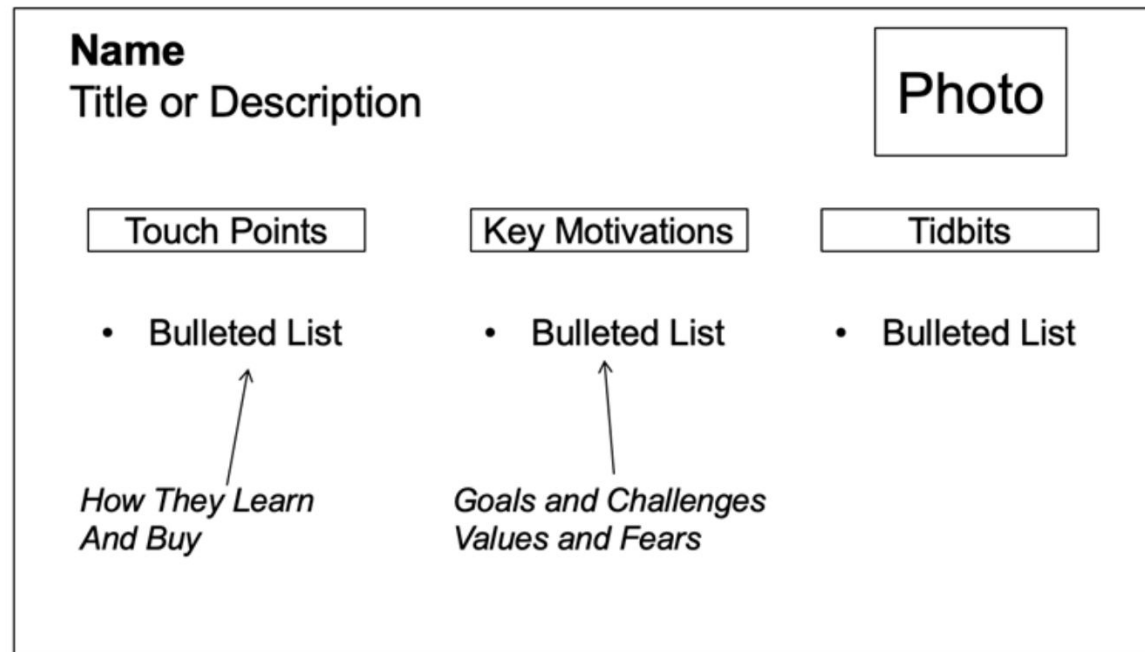
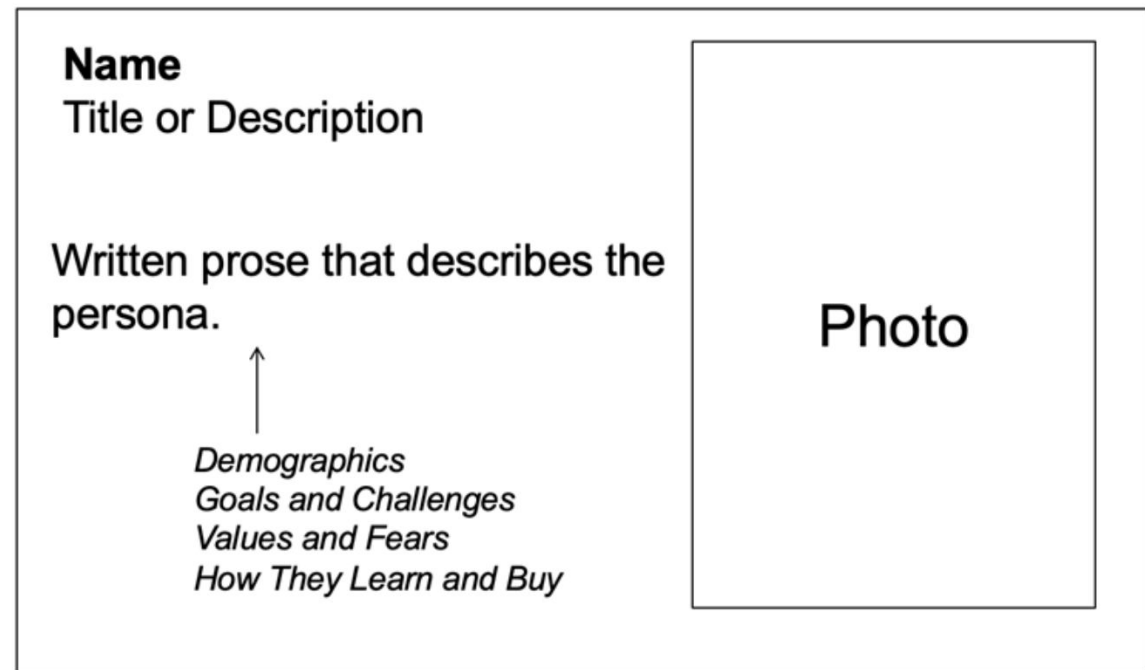
- Target market vs target audience
- **The target market** is a group of customers who a business has decided to aim its marketing efforts and ultimately its products.
- **The target audience** defines the individual within the market who will buy (buyer persona) and/or use (user persona) what you are offering.

Finding Your Target Market

What is the problem?	
Where do you see this problem (the market)?	
On a scale of 1 (low) to 10 (high), how big of a problem is it?	
Would your offering be compelling (yes, no)?	
Is there evidence people will and can pay (yes, no)?	
Is it a big market segment aka lots of opportunity to sell?	

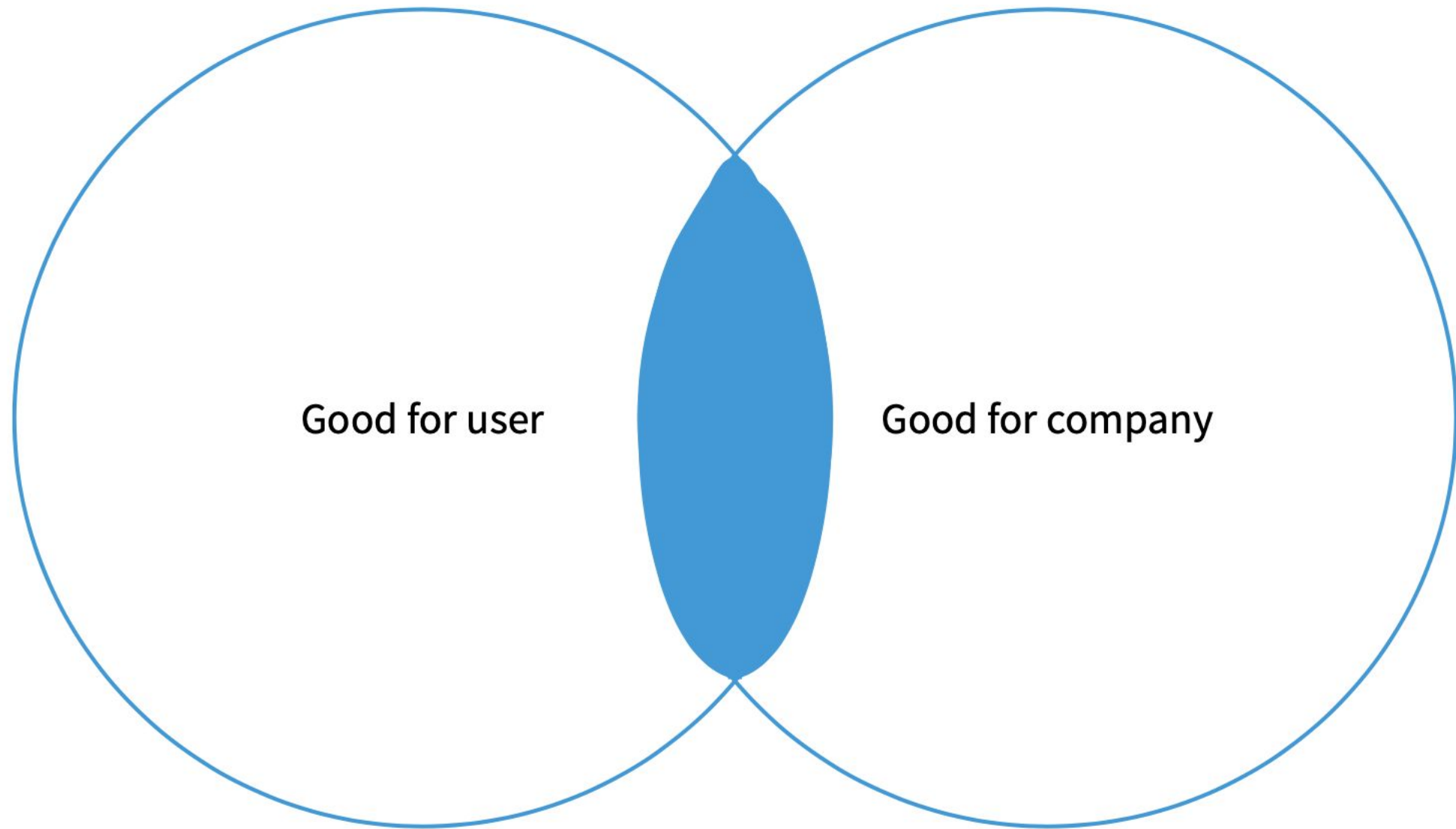
Target audience

- Personas as a tool
 - Demographics
 - Goals and challenges
 - Values and fears
 - How they learn and buy



When problem is an opportunity for you?

- Your thoughts?



Problem is an opportunity

- Good for user
 - People love your product
- Good for company
 - Provide economic value in solving problems

Problem space vs Solution space

Problem Space Overview

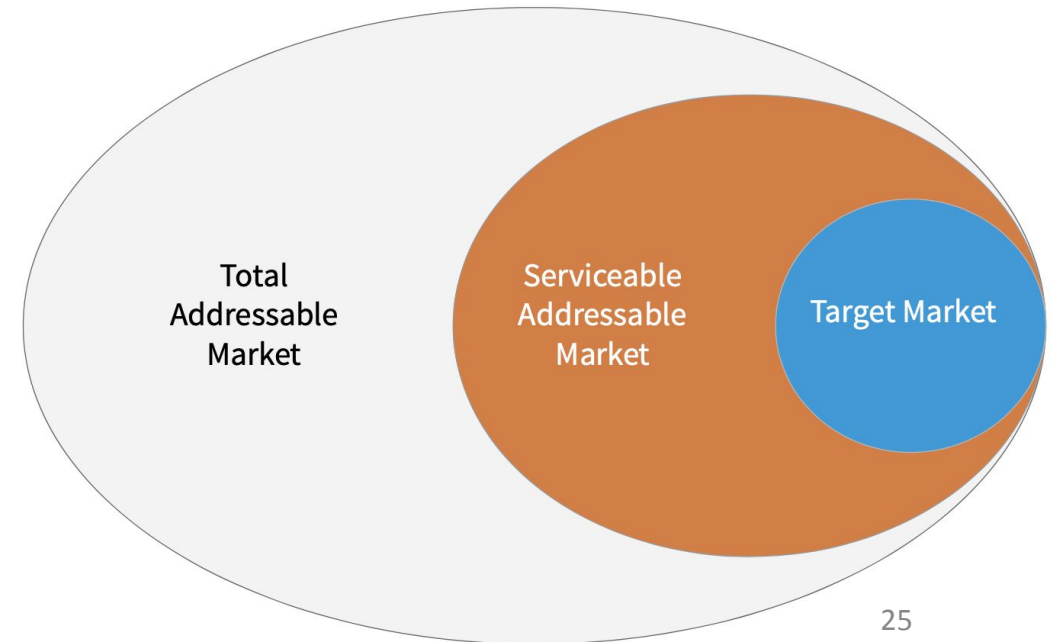
- Customers do not know how to translate their problems into solutions
- No solutions allowed
- Understand your customers' reality
- How does it make customers feel?
- Extract information from customer

Solution Space

- Requires clear problem statement
- Focus on how to solve

Market sizing

- You need a market that is capable of achieving your success objectives
- Total Addressable Market (TAM)
 - Total revenue opportunity available for your category
- Serviceable Addressable Market (SAM)
 - Portion of the total market you can actually reach
- Target Market (TM)
 - The people you are actually trying to reach



Exercise

- Uklon market sizing
- Assume no direct competition
- Your idea market sizing

Talking to the customer

Customer Interview Tips

- Write your script ahead of time
- Start with easy background questions
- Move to targeted questions about potential problems
- Conclude with open-ended questions

Running a Session

- Customer Session Do's
 - Reach out to people you don't know
 - Be human and build a rapport
 - Have a dedicated notetaker
 - Be curious
 - Schedule interviews in a consecutive block
 - Write down your hypotheses
 - Be respectful of time
- Customer Session Don'ts
 - Don't try and get the answers you want
 - Don't be disorganized
 - Don't debate the customer

Task

- Provide for your idea full understanding of problem space

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