Info 6215: Summer 2-2020

**W1-Individual: The Product Manager Note**

Instructions/Template

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Read the note, write the concise but detailed answers to these questions and upload on Canvas. Using parts from *The Note* is plagiarism, you have to write the answers in your own words.

2-page max for the entire assignment. Formatting: TNR 12, single space, 1 inch margins. Grading: each question is 20% of total. 10% penalty if over 2 pages and/or not following the formatting.

1. What are the PM responsibilities?

There are several responsibilities of Product managers out of which some essentials are;

a. The product manager is supposed to be transparent about his road map process and the prioritization so that the product can have seamless development.

b. In general products, PM has a limited budget so he has a responsibility to prioritize the demands between stakeholders and customers. Such that neither side is given to much priority as product can become unprofitable if too much priority is given to customers. On the other hand, a product may become useless to customer if too much priority is given to stakeholders

c. makes his plan practical and able to explain why certain features cannot be added to the given product.

d. Product manager should work closely with engineers, sales, and marketing so that customer satisfaction is met, and profit is made.

e. product manager plays an important part in market needs document where it is shown which problems are being solved along with justification for it.

1. Describe the product team and organization structure

Product team is a group of developers, with product manager and product owner who together did the development of for example I have been part of product team of Optsy development. Where our model was linear with branch where our head was product manager who directly communicate btw product owner, team leads and QA

Organization structure is a way on how a team is organized is it in lead by product manager which is generally hierarchical.

Our team structure was.

Product owner 🡪product manager🡪Team Leads1,2 and QA.

Then

Team Leads 1,2🡪Senior Software Engineer🡪Software engineer🡪associate software engineer and intern(me).

1. How PM role and product organizations differ based on company size, product focus and other differences?

In small companies, Product Manager has more responsibility as compare to big company a product manager at small company could be working at no. of products at the same time he has to do research himself product manager would also supposed to schedule meetings and make schedule for the same. And like attending daily development meeting with developers and communicating with client on daily basis.

In large company product manager have more specialized roles and generally they are only responsible for one product. In Big companies many product managers work for single product while developing different aspects of it.

The role of Product manager changes if the company is product focus or customer focus. In customer focused customer is given priority where several feedbacks is taken from customer to improve there services and constantly evolve based on it such as oyo rooms here product manager of oyo rooms check feedback from customers and analyze surveys. On the other hand Product focus organization focuses more on product access rather than customer like for example apple is product driven company so here the product manager have more liberty in development of product even if its become expensive for the customer.

1. What are the attributes of strong PMs?

Several attributes of strong PM are

a. communication from my internship I have experienced that most important job of product manager is to communicate btw the needs of product owner to the development team. The owner can change his design plan on a whim and its product manager job to tell UI/UX developers on how to improve said design.

b. Leadership The Strong Product Manger should have good leadership spirit to lead the team even if the goals looks impractical for the near future. As example of Netflix is given by professor that how initially their tech was impractical

c. Problem Solving The good product manager should be able to solve problem that comes with the development of a product.

d. empathy the product manager should show empathy towards developers, users, company, QA etc.

e. Team Spirit the good PM should have team spirit as several people try to do work alone and team required several different qualities to make the the product successfully such as engineering, sales, design etc.

1. What are the key principles of agile development?

Some key principle of Agile development are:-

a. Satisfying Customer Needs

b. Adaptability to Changing market

c. sustainable development of project that developer and sponsor can maintain pace

c. giving attention to good design and technical excellence

d. simplicity if the given work can be done in a simple way it should be given priority

e. regular meeting with team to discuss project and how efficiency of team can be improved.