

HW12-Ind: UX at MSFT and Amazon

Instructions/Template

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Part 1: UX at MSFT Teams. Write 5 or more interesting things you learned from this video (as detailed as you can): <https://youtu.be/ghu5ITnHtiw>

Top Things Learned:

1. Everything Starts with customer needs; Major decisions should solve customer needs.
2. On junior level roles, from the task's delivery, less difference one can see between UX and PM roles since they both have same goals, but they have difference roles to play
3. For each feature, one does not need to have compulsorily think about wireframes or persons
4. Small User research tests/experiment can work best for small features to test if it makes sense or flow makes senses to the team and then proceed.
5. Product manager role is not only complicated but also exciting, diplomatic; taking into consideration the roleplay PM plays.
6. Product managers work and report to stakeholders; thus, Stakeholder management is important for PM. PM can ask questions to Stakeholders, PM are respected by a lot of team members
8. For Microsoft, Offices are located internationally, ratio of designer to developers, PM : one designer gets 3 developers' teams and 3 Product managers or sometimes 11 Product manager
9. Factors deciding UX to PM ratio: Resourcing leadership, stage of roadmap/development
10. Focus while initial development is more Interaction, more dependency is on PM
11. UX designers' major role: To define Delightful User Experience for customers
12. Merger ways: Initial Corporation with wider markets, smaller markets are important for PM
13. Product thinking needed for competitive features development & can take 11 PM for it.
14. Things to take into Account (what not to do with UX) :Not to be Extremely pushing and working as per delivery, it's important to focus on right thing, UX at times needs time, and thus take time by UX team into consideration for decisions
15. Junior PM are more specific towards only particular feature, whereas Senior PM focuses on Entire product, needs to understand, and doesn't harm to other Features.
16. How to best build product is best learnt with experience you can as much as you grow
17. One should Investigate and not focus on PM delivery, one should focus on Product & other bigger picture perspective from other team members point of view
17. Prioritization should be made to ensure that conflicts don't arise, thus product manager should carry communication between teams and Stakeholders
18. Trade off: As per features, PM should be well capable of Trade offs for features & launch
19. Technology niche: PM should be Tech Savvy, should be well versed with advances in Technology and other competitive landscapes.
20. Presentation Skills/ Language: PM should know to sell himself and know right choice of words along with Right context, eg. "Everything is fine" can mean different perspectives.
21. PM should possess high Creativity, high agility and high adaptability.

22. Feature ownership: One feature is handled by one designer , one feature at times can tend to change the entire design , Product manager should take care of such problems and solve them
22. Ideation (mockups) : UX should not be totally carried out by PM , it should be handled by UX designer, even if PM does create mockup, UX should improvise and discuss on it and should speak up or express concerns, which a PM would address.
23. PM & UX interaction flow: First - First Specs, Second - User stories, third - constraints, fourth - localization, fifth : UX discipline, sixth: To make sure APIs and data access is secure. Result : Brainstorming on complaints from customer, PM becomes advocates since customer can't formulate.
25. Agile Approach: Hybrid approaches at MSFT, Multiple agile approach, 2 week sprint, different projects , if help needed from other teams, weekly checking depends on demand of feature and nature of PM
26. Most important skills for PM : Being informed (latest Technology trends) , People's skills (multiple discipline like legal teams, engineering, design, copy writers), Communication (who is working on what discipline)
27. One Sr. PM per feature is most of the case, or if 2 (Senior PM + Junior PM for a feature)
28. Fluent is design system that Microsoft uses to build UX & developer use cases.
29. Design sprints way: Different solutions but one final; where each comes up with a solution approach in same design sprints, Informal meetings on UX is called Sigma discussion
30. Aesthetical skills & Business Skills for needed for transitioning into UX from software development, network, portfolios helps recruiter understand one bring more skills to table

Part 2: UX at Amazon Global. Write 5 or more interesting things you learned from this video (as detailed as you can): <https://youtu.be/HUWcgX2Q-nw>

Top Things Learned:

1. UX team supports Global Operation Teams functions, Footprint is term used by amazon to define country where amazon exists and is growing.
2. Multiple Language support is taken care by UX team to make sure language change doesn't change user experience, Strategy support , Country launch (footprint), Product Launch Plan, are major functions for UX manager
3. Metrics for Deciding Target launch : Composite metrics, ecommerce market, share of wallet, Indicators for market investment. Global competitive analysis, Legal Matters decides the decision for investment
4. Prioritization Roadmap: Amazon leaders (PMs) & UX managers are okay to disrupt roadmaps and change, while achieving goals and following leadership principles
5. Trade offs between UX and Developers should be task for PM at amazon
6. Current UX designers in Amazon: 2000+ UX designers in leadership and non-leadership
7. PM difference than other companies: Number of Product Managers in Amazon than other company ratios, majorly because of culture (business driven culture)
8. Direct user impact through UX, cascading effect where Product CEOs built a level of authorization over collaborations, PM drives collaborations, rallying UX team
9. Amazon invented A/B testing and still uses it on large scale to validate UX design

10. Solving Complex Concepts is important task for PM, For example explaining 'Mycloud' as term of usb - private cloud to lay man for better understanding & marketing product use case
11. Framework for rapid decisions : Disagree and commit is a leadership principle by amazon and all decisions are being made, even if unexpected results one disagrees and commits, for example Amazon prime video wasn't expected to do great and it is doing great in terms of business, CEO Jeff admitted he was wrong and committed to marketing it further.
12. Amazon vs Apple: Business Driven culture thrives in Amazon and PMs are driven by same core principles , whereas Design Driven Business is Apple's major success mantra for PM.
13. Demand is huge for Product Managers; ML and AI are important for PM roles at Amazon, PM should know the concepts and use case to push the product success through Tech advancement
14. Product successful metrics: Amazon buys small companies before starting and grows into target with various usability testing methods so that it could understand customers well
15. Difficulties in Launch: Currently Amazon is facing challenges in achieving Local Retail increasing engagement unlike it's competitors like Alibaba, etc.
16. Covid 19 did impact on Amazon: Stocks ensured to public, avoiding out of stock scenarios to meet public demands. Major focus on fulfilling demands via Amazon logistics ways, if a way of transportation fails. Enforcing User limits on each customer. Avoiding Price gauging.
17. Machine Learning Implementation: ML is implemented for Price Gauging in Amazon
15. User Requirements : Data metrics < Anecdotes, Anecdotes should be important against data metrics, since they play major role in determining decisions.
16. Post Covid Impact : Remote work is being carried at Amazon, Productivity has increased for workforce, but offices will open up end of Pandemic outbreak, Usage of Remote tools will increase, WFH is more acceptable and is new way for Amazon workforce
17. Clear Responsibilities definition : its important for PM to define doer and influencer i.e who executes what results in strong ownership, clear definition of tasks to avoid conflicts
18. PM should have collective decision to decide on features, which and what features should be launched based on roadmap
19. Accessibility is important in design UX, emphasis on clarity for designs and features, Amazon has entire team, e.g. Blind can shop on amazon too.
20. Career path to UX: no formula! One can start from Interaction design engineer, High fidelity mockups, User flow, human factor engineering. One should start with Individual contribution.
21. Being Clear with Time Box: its important to define timelines to handle important tasks
22. Break into UX : one can showcase projects & portfolio that can define creativity & skills
23. Talking about failures: Never Hesitate to talk about actual facts and challenges even if one has failed, Initiatives talk louder than failures.
24. Model framework for UX & PM : Define Requirements, customer impact , opportunity, test and deliver targeted Features – all should be communicated well by PM to UX
25. Product Requirements Document : PRD should be exciting, 6 pages with Depth and nuances
26. UX managers look for factors: Right skill sets, under selling vs over selling your skills
- 27 .Learning curve is important to demonstrate during interview to AMAZON Hiring Recruiter