INTRODUCTION TO PRODUCT MANAGEMENT

Andy Acs & Sherika Wynter
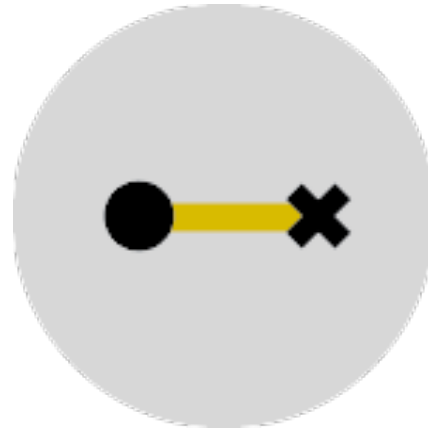*PDM8*

LEARNING GOALS

Understand your users and analyze the market to build a product that is both desirable and viable

Create a roadmap and effectively manage communication with all stakeholders

Develop metrics to measure your success and make tough decisions

INTRODUCTION TO THE CLASS

- GROUND RULES
- GITHUB/SLACK
- MIDTERM/FINAL PRESENTATION
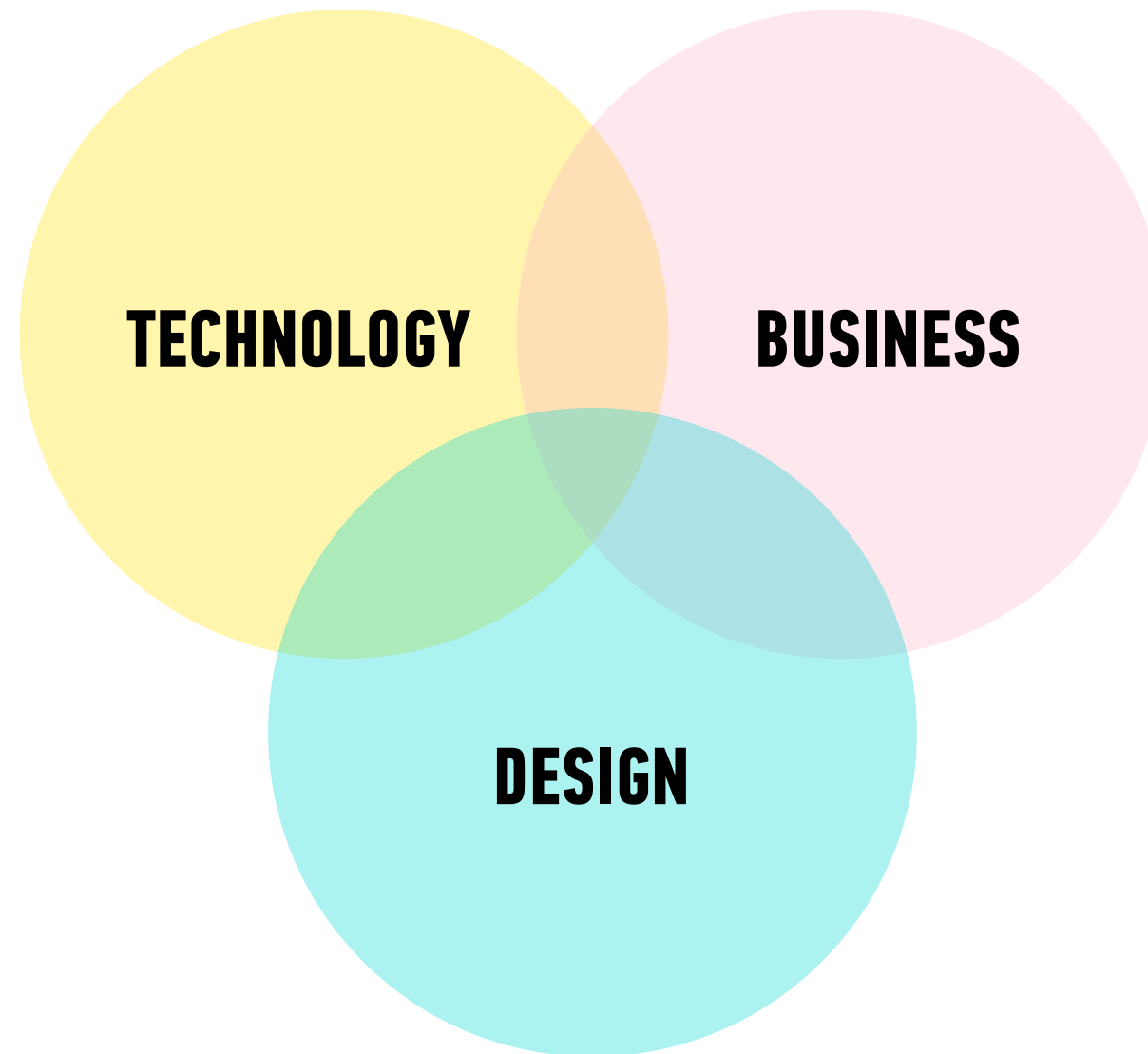- HOMEWORK
- OFFICE HOURS
- FEEDBACK

LEARNING OBJECTIVES

‣ Define the multiple roles & responsibilities of a Product Manager

‣ Identify customers' needs and understand how to translate those needs into features that benefit the customer

‣ Identify the underlying assumptions and risks associated with new features and understand how to prioritize features based on the risks and assumptions that need to be tested
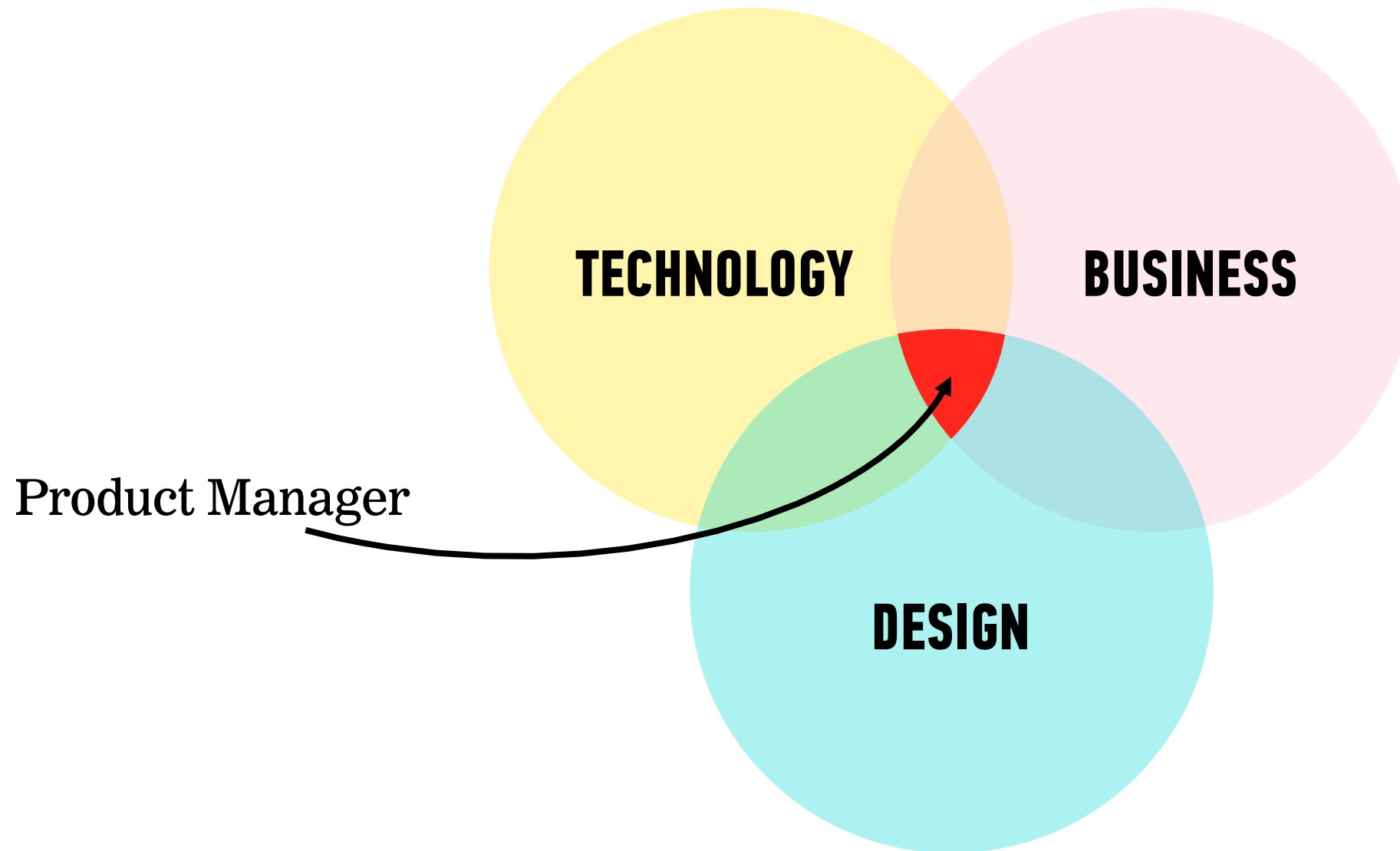
WHAT IS A PRODUCT MANAGER?

WHAT IS A PRODUCT MANAGER?

TECHNOLOGY

BUSINESS

DESIGN

WHAT IS A PRODUCT MANAGER?

PRODUCT MANAGEMENT IS A BUSINESS STRATEGY ROLE

WHAT IS A PRODUCT MANAGER?

A PRODUCT MANAGER IS

The mini CEO

Big picture thinker

Technical

Expert on market

Voice of customers

A PRODUCT MANAGER IS NOT

A project manager

A developer

A gopher

Customer support

Scapegoat

The boss

WHAT DO YOU DO ALL DAY?

10:00am	Coffee & email, put out any fires
11:00am	Dev team standup to review progress on feature in development
12:00pm	Lunch at desk, acceptance testing new features in staging
1:00pm	Meeting with merchandising stakeholders to review requirements for new sales tools
2:00pm	Writing user stories for sales tools
3:00pm	Meeting with CEO, CMO, Head of Product to review KPIs for the week on launched projects
4:00pm	Read through support emails and contact users for further questions
5:00pm	Meet with UX Designer to explain requirements for sales tools
6:00pm	Start creating specs for new sales tools, drafting experiments

THE CUSTOMER

THE VOICE OF THE CUSTOMER

NEEDS	FEATURES	BENEFITS

NEEDS	FEATURES	BENEFITS
‣ a void or gap in what the customer would like to be able to do, and what they are able to do		

NEEDS	FEATURES	BENEFITS
‣ a void or gap in what the customer would like to be able to do, and what they are able to do	‣ a product specification or specific function that allows a user to accomplish a task. The "what"	

NEEDS	FEATURES	BENEFITS
‣ a void or gap in what the customer would like to be able to do, and what they are able to do	‣ a product specification or specific function that allows a user to accomplish a task. The "what"	‣ what a feature allows you to do. the missing piece that completes a customer need. The "so what"

THE CUSTOMER

What do they want to do? Need

Why do they want to do it? **MOTIVATION**

What can we build to do this? **FEATURE**

ACTIVITY

EXERCISE

KEY OBJECTIVE(S)

Identify the needs, features, and benefits for users of a photo sharing app.

TIMING

10 min   1. Imagine an app that allows for parents to share pictures of their newborns with their family and friends.

5 min   2. Read and analyze 3 customer testimonials: the parent, the grandparent, and the best friend.

15 min   3. Create a table with 3 columns: Need, Feature, and Benefit. Write at least two needs, features and benefits for each customer.

DELIVERABLE

Needs, Features, and Benefits for each customer.

ACTIVITY

THE PARENT

‣ Really excited to share pictures and big moments with family and friends

‣ Very tech-savvy

‣ Wants to keep track of their child's progress & life moments

‣ Currently keeps a scrapbook with photos and artifacts. Enjoys going back and reliving those moments.

THE GRANDPARENT

‣ Looking forward to being involved and keeping in constant touch

‣ Difficulty with technology

‣ Excited to share photos and moments with friends

‣ Currently gets photos via email or printed photo albums once a year.

THE BEST FRIEND

‣ Looking forward to seeing pictures, but is concerned about being flooded with updates

‣ Very tech-savvy

‣ More interested in big moments (first steps, first words, etc.)

‣ Sees photos and gets updates from Facebook and Twitter

HOMEWORK

SHOW AND TELL:
What problem are you trying to solve?

Q&A