

PROJECT TO PRODUCT PRINCIPLES

BY MATTHEW PHILIP

IN MOVING TOWARD PRODUCT-ORIENTATION, WE PREFER :



SOLVING PROBLEMS

55' THINKING ABOUT THE PROBLEM
5' ABOUT THE SOLUTIONS...

OVER



BUILDING SOLUTIONS

OUTCOMES



OVER



OUTPUTS

HYPOTHESES

We believe <this capability> will result in <this outcome> we will have confidence when <we see a measurable signal>



OVER



REQUIREMENTS



BACKLOGS



FEATURES

CUSTOMER-VALIDATED LEARNING

BUILD

MEASURE

LEARN


M.V.P / EXPERIMENTS
GATHER SUBJECTIVE / OBJECTIVE DATA
BETTER IDEAS

OVER




PRODUCT OWNER ASSUMPTIONS

FLOW

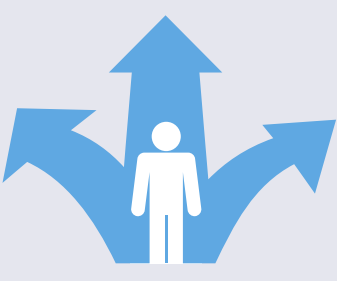


OVER

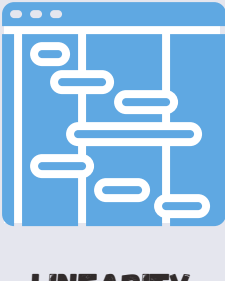


UTILIZATION

OPTIONALITY



OVER

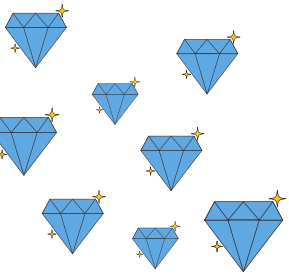


LINEARITY

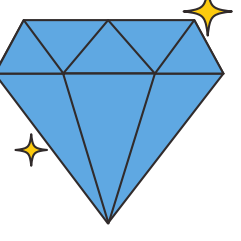
"BUSY IS THE NEW STUPID." – BILL GATES / WARREN BUFFET

SURVIVE / THRIVE IN A VOLATILE WORLD

SMALL BATCH DELIVERY




OVER




BIG BATCH DELIVERY

ENGINEERS SOLVING PROBLEMS




OVER




PO DICTATING REQUIREMENTS


VISION




PERSONAS




PRODUCT




PRINCIPLES



STRATEGY




OVER




PRODUCT ROADMAPS

OPTIMIZE FOR




OVER




BEING RIGHT

MEASURE VALUE



OVER




COST


"THE ONLY REAL RISK IS THINKING YOU HAVE A WINNING STRATEGY WHEN YOU HAVE A LOSING ONE." – DAN VACANTI

"HOW MUCH IT COSTS DOESN'T MATTER IF PEOPLE DON'T SEND YOU MONEY." – JEZ HUMBLE


BUSINESS DRIVEN



OVER




IT DRIVEN




PMO DRIVEN

TEAMS OF MISSIONARIES



OVER




TEAMS OF MERCENARIES

PROJECT CONCERNS

SCOPE
Features, Functionalities

COST
Resources, Budget

TIME
Schedule, arbitrary deadlines



PROJECT

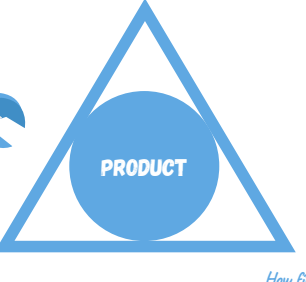
OPTIMIZE FOR THESE

CUSTOMER CONCERNS

RETURN ON INVESTMENT
Is this worth my investment ?

SENTIMENT
Do I love this ?

FITNESS
How fit for my purpose is this ?



PRODUCT

TECH AT CORE

13RD INDUSTRIAL REVOLUTION
INFORMATION AS A RESOURCE

4TH INDUSTRIAL REVOLUTION
TECHNOLOGY AT THE HEART OF VALUE

