



ukgovcamp

Session: 4

Room: Committee Room 6

**Session title: Good Bad and Ugly of Product Management,
Product Teams in a Vibe Coded World**

Session leader: Lambert & Ben

Volunteer to continue conversation after :

Notes taken by: Raam Chauhan-Train (Softwire)

Notes

Org: As a product manager, had lots of fun recently taking ideas and vibe coding proper solutions. Was able to build something in 2 days that was demo ready. What does that mean for the future of product teams.

Org 2: As a PO, in an organisation that is still growing product, looking to understand what product looks like in other places.

Att: Vibe coding changes the way we need to speak to developers. Prompting to humans was our old job. Now, talking to AI instead, there's less feedback on "have you thought about this risk or constraint", so you have to think more in the new world.

Att: Common that SMEs become product owners. But actually, they need different mindsets, and there's a shift that has to happen in organisations to separate those two.

Platform product managers and citizen-facing product managers.

Att: When building services to be consumed by other internal teams it's more of a tech arch role rather than product. In civil service, product is often seen as the voice of the user.

Att: Product isn't one defined thing. It's helping the organisation do what they need to do, but keeping the user in mind.

Att: Product managers for platforms. It is valuable to be the team that empowers other teams to serve their users.

Att: Other perspective. On NHS App, it's a platform with lots of services on it. They have a birds-eye view. As the platform product team, this is how a user interacts with health in a digital way.

Att: Junior product owners can look at the service manual and get disheartened that they're not doing that. It's about how product is defined. The value of product is often about the product mindset, we are problem solvers. How could we leverage this mindset in policy development too?

The assumption about what a product manager is when hiring. POs brought in once the solution is already decided on.

Att: Another definition is "Outcome Owner"

Att: It often depends on the organisation. People can use the language, but actually have a strong delivery focus. Or being focused more on outcomes.

Att: Product people often fall into the capability.

Att: Don't really see product owner as the voice of the user. And do others think policy talks down to product and tech?

Att: I see product as balancing user needs against business needs and tech feasibility.

Att: Product owner owns a product but that might just be the figurehead, not the decision maker. There is no right answer on what a product is. That might be portfolio or a platform, it's what works for us.

Att: Product is the most shareable of the disciplines. DDAT frameworks reinforce the divide with policy. Worth trying out Amazon Kiro. We want digital organisations and for everyone on the team to think about the problem solving.

Att: How do you prevent building bad products. Does vibe coding make this better or worse?

Good product managers with vibe coding stop terrible products. But the opposite is that the prototype lands well and people think it's done. It has an extreme effect. Which means Product owners have a great responsibility to think about what they vibe code and share.

Att: Vibe coding could enable stakeholders to reaffirm confirmation bias and evidence-based development, moving away from a hypothesis-driven process.

Att: Solution design in policy is a problem. There is a hierarchy of prestige across different disciplines.