

Why Software Product Management?

For a software project, which of the following is true?

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- B. The client sees a software product only after the development is fully finished.
- C. Once a project management plan is decided, it should be followed without further changes.
- D. Agile software development is like hacking, and does not require planning.

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[Video] Why we need software product management? A negative example

- How to take control of projects from the very beginning?
- How to manage projects efficiently and collaboratively?

What are the problems in this example?

Problems

- To figure out what the client needs
 - > schedule a face to face meeting.
- You ask them what they would like to see in the final product.
- The client gives you a quick list of really interesting ideas
- Your developers begin to buzz about how they'll tackle the problem.
- They each choose a few features to develop, and
- everyone goes off to do their own thing.
 - > The project seems to be off to a really productive start!

Problems

- Approach your development team for updates
 - > they excitedly tell you what they're working on.
- One of our developers hasn't been at work for two weeks, and
 - > their code has become a bottleneck for your entire system.
- You try to assign another team member to work on it,
 - > he can barely understand the original code work.
- You've thrown all the best coding practices out the window
 - > just to save time
- ...

Software development is more an art than a science