

## **ACTIVITY: Communicate product learnings**

### **DESCRIPTION**

#### **What it involves (What is it?)**

- Gathering and synthesizing information from various sources: user feedback, analytics, market research, A/B testing, and internal team discussions.
- Creating clear and concise reports, presentations, and documentation that effectively communicate key findings and learnings to team members and stakeholders.
- Regularly communicate product learnings to the development team, designers, marketing, and other relevant stakeholders.
- Creating a central repository for product learnings, ensuring that knowledge is captured and accessible for future reference.
- Establishing mechanisms for gathering feedback on product learnings and incorporating it into future product development decisions.

#### **Benefits of Implementing it (What is it for?)**

- Communicating product learnings ensures that decisions are based on data and insights, rather than assumptions.
- Sharing user feedback and insights allows the team to iterate quickly and build a product that meets user needs.
- Communicating product learnings fosters a shared understanding of the product and its goals, leading to better team collaboration.
- Quick dissemination of learning allows faster product iteration, and adaptation to the market needs.
- By rapidly learning from users and the market, the startup can accelerate its journey to product-market fit.
- Demonstrating a learning-focused approach, and the ability to adapt based on data, increases investor confidence.

ISPM framework: Product Planning (Product requirements engineering)

## SKILLS NEEDED

- **Communication:** Product learnings need to be shared clearly and concisely with various stakeholders (developers, designers, founders, investors). Effective communication ensures everyone understands the insights and their implications.
- **Data Visualization:** Raw data can be overwhelming. The ability to present data in a visually appealing and understandable format (graphs, charts, dashboards) is crucial for conveying key findings.
- **Storytelling:** Data alone doesn't always resonate. Storytelling helps to create a narrative around the data, making it more engaging and memorable. This helps stakeholders understand the "why" behind the numbers.
- **Active Listening:** Before communicating learnings, you need to actively listen to feedback from users and customers, and understand their perspectives. This ensures that your communication is relevant and addresses their concerns.
- **Presentation Skills:** You'll often need to present product learnings to groups of people. Strong presentation skills help you deliver your message effectively and keep your audience engaged.
- **Clarity and Conciseness:** In a fast-paced startup environment, time is precious. You need to be able to communicate complex information in a clear and concise manner.
- **Organization:** Product learnings can come from many sources. Organizing and documenting these learnings efficiently is vital to ensure that they are accessible and usable.

## TO LEARN MORE

M. Cagan, *Inspired: How to Create Tech Products Customers Love*, 2nd ed. Hoboken, New Jersey: John Wiley & Sons, Inc., 2018.

H-B. Kittlaus, *Software Product Management. The ISPM Compliant Study Guide and Handbook*, Berlin, Springer, 2<sup>nd</sup>. ed, 2022.