

DASH HUDSON

PRODUCT

How + Why We Build What We Build



I'm Lainie



3 years at Dash Hudson, 2 in Product



Many roles aided in transition to
product



Handwritten “to-do list” lover



Honorary East Coaster by way of QC
+ ON



PRODUCT AT DASH HUDSON

1. What is Dash Hudson?
2. Product 'Then'
3. Product 'Now'
4. Key Learnings
5. Questions



WHAT IS DASH HUDSON?

The world's most important companies
use Dash Hudson to create and share
photos and videos that people care about.

DASH HUDSON

INSTAGRAM SCHEDULER LIBRARY

Find Media Galleries

Search Media

All Sources All Time More Filters Most Recent Upload

DASH HUDSON dashhudson NEW FOLLOWERS Weekly total: 232,546 SEE MORE >

Dashboard Insights Stories UGC Visual IQ Relationship IQ Boards Community Likeshop User Search

TOP POSTS THIS WEEK TOTAL AVG. 0.65% SEE MORE >

May 11, 2018 7:46 AM 199 0 1.32%
May 13, 2018 10:56 AM 181 1 1.21%
Yesterday 8:46 AM 122 0 0.81%
May 9, 2018 10:00 AM 100 2 0.68%
May 10, 2018 8:29 AM 75 1 0.50%
May 8, 2018 8:37 AM 62 0 0.41%

TOP USERS WHO FEATURED YOU THIS WEEK

rachelnyder soralee mitchellphelpstylerdelgado cynthiolychn

ORGANIC REACH Weekly total: 12,243,139 SEE MORE >

LIKESHOP PERFORMANCE SEE MORE >

158,098 VIEWS 112,695 CLICKS 71.28% CTR

Find Media Galleries

Search Media

All Sources All Time More Filters Most Recent Upload

DASH HUDSON dashhudson NEW FOLLOWERS Weekly total: 232,546 SEE MORE >

Dashboard Insights Stories UGC Visual IQ Relationship IQ Boards Community Likeshop User Search

TOP POSTS THIS WEEK TOTAL AVG. 0.65% SEE MORE >

May 11, 2018 7:46 AM 199 0 1.32%
May 13, 2018 10:56 AM 181 1 1.21%
Yesterday 8:46 AM 122 0 0.81%
May 9, 2018 10:00 AM 100 2 0.68%
May 10, 2018 8:29 AM 75 1 0.50%
May 8, 2018 8:37 AM 62 0 0.41%

TOP USERS WHO FEATURED YOU THIS WEEK

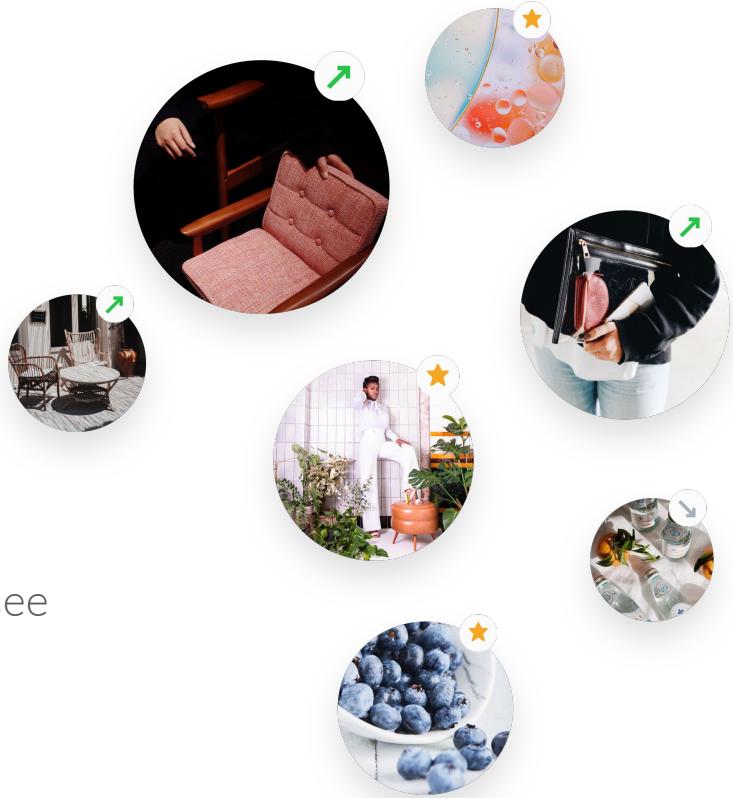
rachelnyder soralee mitchellphelpstylerdelgado cynthiolychn

ORGANIC REACH Weekly total: 12,243,139 SEE MORE >

LIKESHOP PERFORMANCE SEE MORE >

158,098 VIEWS 112,695 CLICKS 71.28% CTR

Our visual marketing software provides a one-stop solution to create, measure, and predict performance, see trends, enhance engagement, and distribute it all—wherever a brand's content lives.



H E A R S T



STUART WEITZMAN

CLIQUE

ESTĒE LAUDER

NORDSTROM

COLOURPOP



P O P S U G A R .

DAVID YURMAN



HOURGLASS

amazon.com®



vevo

wework®



PRODUCT PROCESS THEN



STATE OF THE UNION

Then...

- One room schoolhouse
- Smaller customer base, more one-on-one interactions
- Building and planning around the “what”
- Basic responsibilities mapped out
- Sprints + hard release dates
- Plan and adapt as you go!



DECISION MAKING

1. Who asked for it?
2. Were we already planning on building it?
3. Does a competitor offer this?
4. Is it a main reason we may be losing deals?

PROCESS

1. Roadmap
- 2a. Specifications (maybe)
- 2b. Design.
- 2c. Review
3. Build + Launch

come
H
A
N
G
O
U
T



PRODUCT PROCESS
NOW

STATE OF THE UNION

Now...

- Product-focused team has grown
- 3-floor college vs 1 room schoolhouse
- Building and planning around the problem and the ‘Why’
- Altered Dev process
- Still iterating as we go (in a more organized and methodical manner)



01 | DECISION MAKING

FEATURE BUCKETS

01. Bugs + Custom Requests

02. Legacy Work

03. New Ideas + Improvements

04. Innovation

INFLUENCING FACTORS

Who?

Timelines?

Blocker?

Team Readiness?



VALIDATION

1. Aligned with Product Vision + Strategy
2. Stakeholder Acceptance
3. Customer Validation



02 | EXECUTION

“

Move at speed + keep things simple. Identify problems and solve them quickly.

RECAP

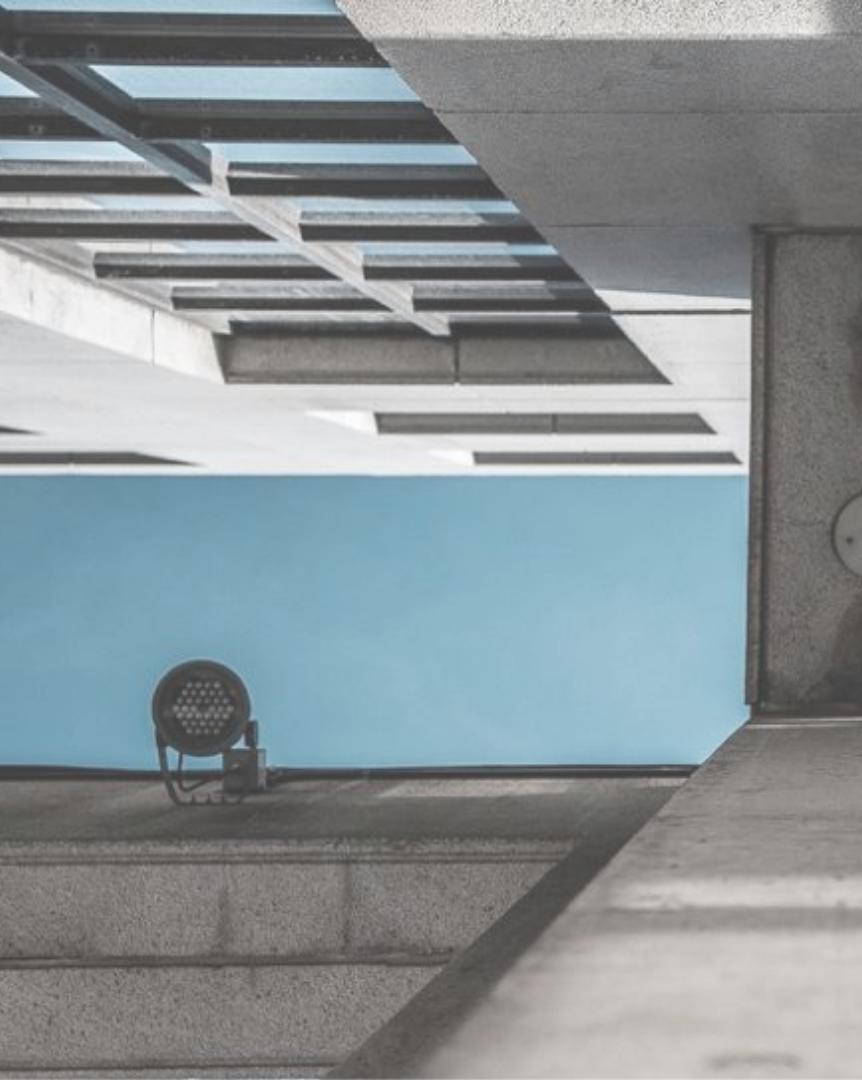
PROCESS

1. Roadmap
- 2a. Specifications (maybe)
- 2b. Design.
- 2c. Review
3. Build + Launch



PRODUCT PROCESS

1. Roadmap Planning + Review
2. Decision Making
3. Specifications
4. Design
5. Kickoff + Product Checklist
6. Build (dev) + Plan (marketing)
7. Testing
8. Launch
9. Monitor



03 | SCALING



TAKING IT FROM PAST TO PRESENT

- Instill (and follow) processes
 - Product checklist
 - Ownership + responsibility outline
 - Regular meetings with agenda
 - ... following the meeting agenda
- Re-evaluate + Realign
 - Review as team grows
 - Review post product launch
 - Adjust accordingly
- Educate and empower teams
 - Growing teams, promote product mindset
 - Encourage product education + ownership
 - Communication with the right people, at the right time
 - Meet with all stakeholders at the appropriate time

Embrace change.

KEY LEARNINGS



KEY LEARNINGS

1. Over communicate
2. ASK QUESTIONS
3. Meeting agendas = must
4. Only constant in product is change
5. Follow your processes but be prepared
to course-correct
6. Work on self-awareness
7. Recognize and celebrate your wins 



Thanks so much!