

The background is a dark, textured surface featuring several concentric circles and dashed lines, some of which are accompanied by small arrows indicating a clockwise direction. These elements are rendered in a light gray or white color, creating a technical or architectural feel.

INTRODUCTION TO SOFTWARE BUSINESS PRODUCT MANAGEMENT

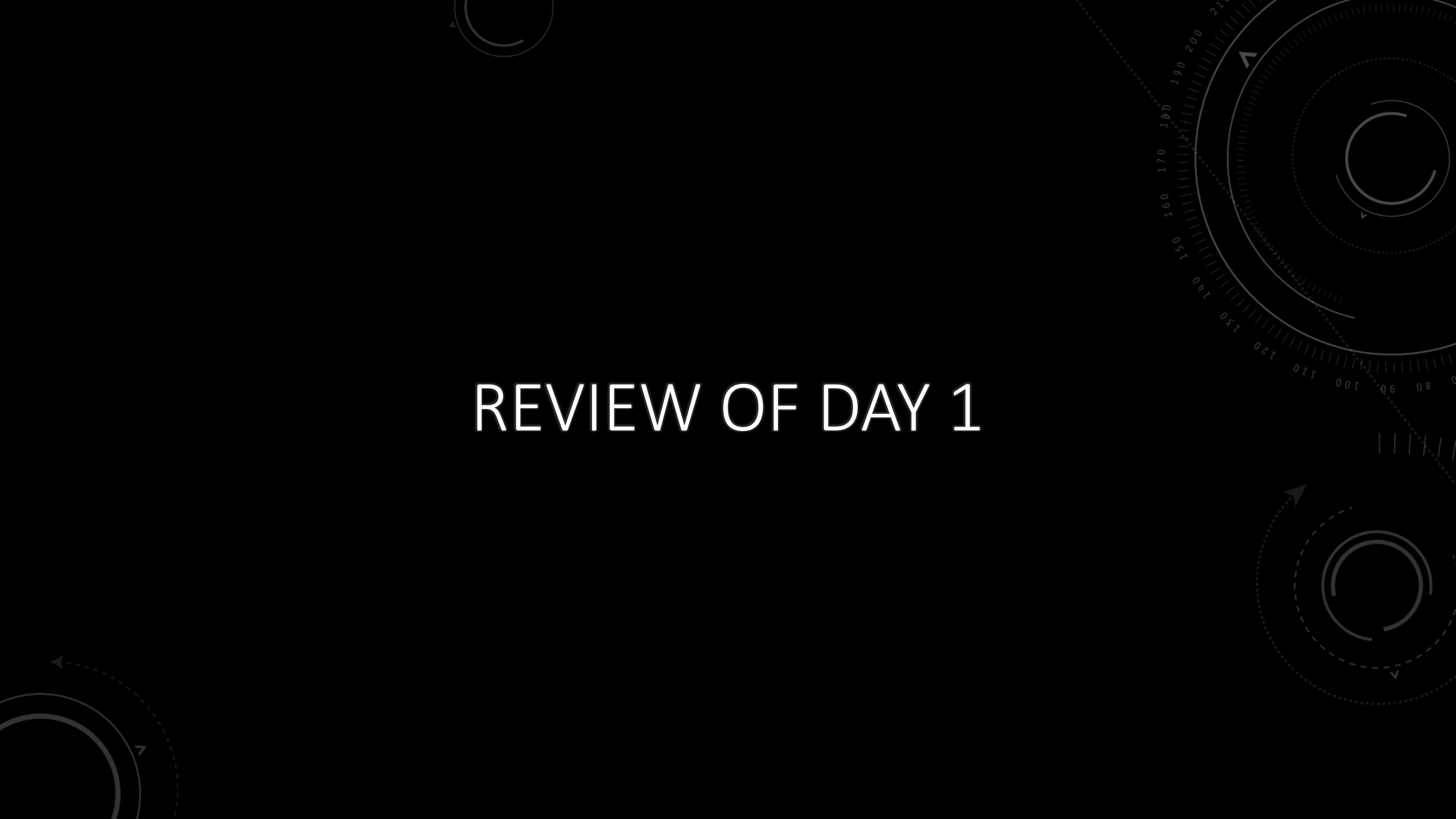
WEEK 5 DAY 2

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FOR

OAKLAND UNIVERSITY

REVIEW OF DAY 1



TERMS TO LISTEN FOR

Scoping

- Determining tasks relevant to the goals of the project

Scope Creep

- Slow, unexpected widening of the initial scope

FUD

- Fear, Uncertainty and Doubt



GETTING
STARTED

RESEARCH PHASE

- Current State
- Business Need
- Possible Solutions

CURRENT STATE

- Why are we having a problem now?
 - Foreseeable or unforeseeable?
 - Lessons learned?
- What about our current technology is lacking?
- What technology do we have in this space now, and how is it working?
 - Complementary solution?
 - Complete rebuild of the space?

REFLECTING ON OUR ORGANIZATION

- Is this the first time we're adopting the SDLC?
- Is our org healthy?
- Do we need to make any changes before starting?
- How well is our documentation and organization of existing and legacy projects?

RESEARCHING OUR TECHNOLOGY

- Are we happy with the technology choices we've made so far?
- Can we fold in any lessons learned from our past decisions?
- What's the state of our integrations?

BUSINESS NEED

- What business problems is this app going to solve?
- How will this software solve that problem exactly?
 - Will any business or revenue needs impact the design the application's operation?
 - If so, how?
- Do we need to integrate with other companies?

POSSIBLE SOLUTIONS

- You don't need to do this alone!
 - Technology consultants
- Do complete research!

COMPARE CHART

Criteria	Product 1	Product 2	Product 3
Cost to license	xxx	x	xx
Cost to implement	x	xxx	xx
Ease of use	x	xx	xxx
Features	xx	x	xxx
Ongoing Costs	xxx	xx	xx

The background is a dark gray with several faint, light gray circular patterns. Some of these circles have arrows indicating a clockwise direction. A prominent feature is a wavy line composed of many small, colored dots in shades of green, purple, and black, which meanders across the middle of the image.

WHEN IS RESEARCH DONE?

SCOPING

- Scope should be:
 - Clear
 - Narrow/focused
 - Somewhat flexible

CREATING THE INITIAL SCOPE

- Research
 - Business need + possible solutions = scope

SCOPE DOCUMENTATION

- What we need in this document:
 - Project summary
 - Project deliverables
 - Out of scope
 - Constraints
 - Assumptions
 - Risks
 - Timeline
 - Budget
 - Criteria for success



MAINTAINING CONSISTENCY OF SCOPE

The background is a dark purple to blue gradient. It features a repeating geometric pattern of interlocking triangles or diamonds. Overlaid on this are several faint, light-colored circular elements. Some are solid circles, while others are dashed or have partial segments. There are also some curved lines and small dots scattered across the background, giving it a technical or scientific feel.

DEFENDING AGAINST SCOPE CREEP



WHAT IS
SCOPE
CREEP?



RECOGNIZING SCOPE CREEP

VARIETIES OF SCOPE CREEP

- Squeaking wheels
- Misunderstandings
- “shiny stickers”





10 MINUTE BREAK

WIDENING SCOPE RESPONSIBLY

VANILLA ICE SAYS:



WIDENING SCOPE RESPONSIBLY CONT'

- Be specific about what the new tasks aim to achieve
- Ensure everyone knows an exception has been made
- Document!



MANAGING ROUTINE WORK

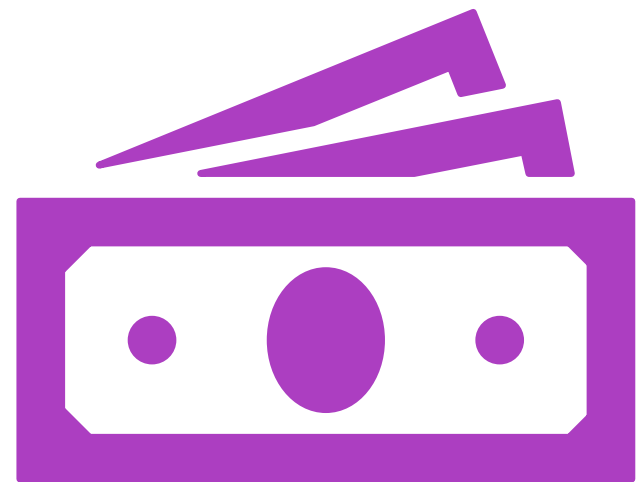
MANAGING TASK WORKFLOW

- Types of tasks:
 - Routine
 - Simple
 - Complex

An aerial photograph of a snowy, mountainous landscape. A large, semi-transparent circular inset on the right side of the image provides a magnified view of a snow pile, showing its layered structure and shadows. The background image shows a wide expanse of snow-covered terrain with various ridges and depressions. Faint, light blue circular lines and numerical markings are overlaid on the left side of the image, suggesting a technical or scientific context.

SNOW PILES

“TECH DEBT”



MITSCKE

THE IKEA DESK





HEART SURGERY



LAUNCH & PILOTING





PHASED LAUNCH APPROACH



PHASED LAUNCH APPROACH CONT'

- Accurate Planning
- Simplified prioritization
- Clearer team responsibilities
- Transparent Progress tracking w/feature flags
- Reduced scope creep



10 MINUTE BREAK

PHASED ROLLOUT STAKEHOLDER ORGANIZATIONS



PHASED ROLLOUT



PILOTING





HOW DOES A PRODUCT PILOT WORK?

- What is a pilot?
 - Launching a smaller version of the end-product
 - Launched to a small group of users
- We do this to learn things we didn't know

MANAGING HUMAN BIASES



WHAT IS FUD?

- Fear
- Uncertainty
- Doubt



ON FUD AND ITS EFFECTS

The background is a dark, textured surface. It features several large, stylized question marks in a light gray or beige color. Overlaid on these are various circular elements: some are solid white or light gray, while others are dashed or dotted. Some of these circles have small arrows indicating a clockwise or counter-clockwise direction. There are also some faint, curved lines and small tick marks scattered across the background, giving it a technical or scientific feel.

MANAGING FEAR UNCERTAINTY AND DOUBT



THE FUD PLAGUE

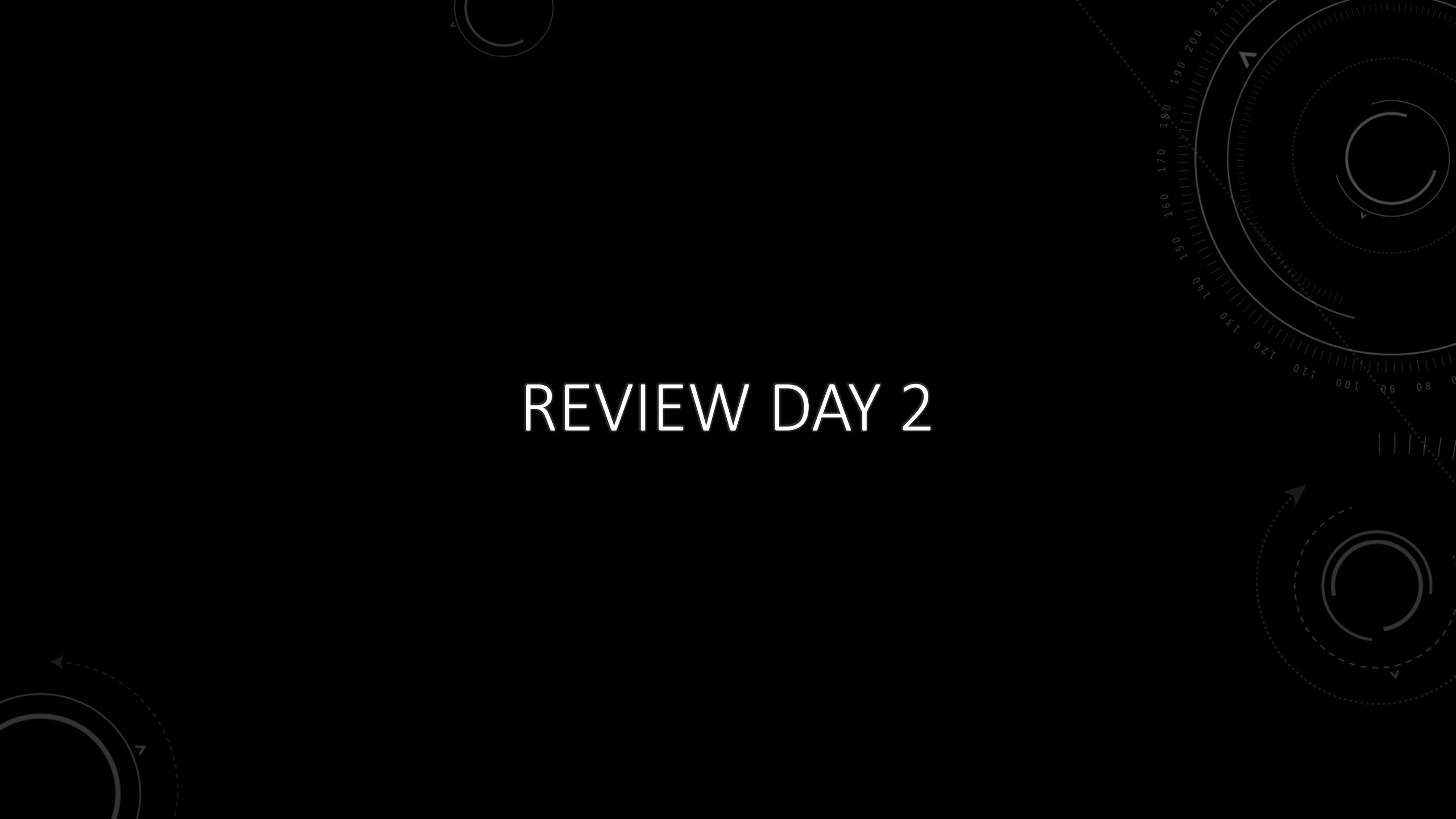
*Vos Creditis, als eine fabel,
quod scribitur vom Doctor schnabel,
der fugit die Contagion
et antwort seinen Lohn darnon*

*Quis non deberet sehr erschreck
für seiner Virgul oder stecken,
qua loquitur, als wär er stumm
und deutet sein consilium.*



SUNK COST

REVIEW DAY 2



QUESTION OR
CLARIFICATIONS?



PREVIEW DAY 3

The background is a dark gray with several faint, light gray geometric patterns. In the top left, there is a small circle with a dashed line and an arrow. In the top right, there is a large circular pattern with concentric circles and radial lines, resembling a compass or a clock face. In the bottom left, there is a circular pattern with a dashed line and an arrow. In the bottom right, there is a circular pattern with concentric circles and radial lines, resembling a compass or a clock face.

SEE YOU NEXT TIME!

