

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

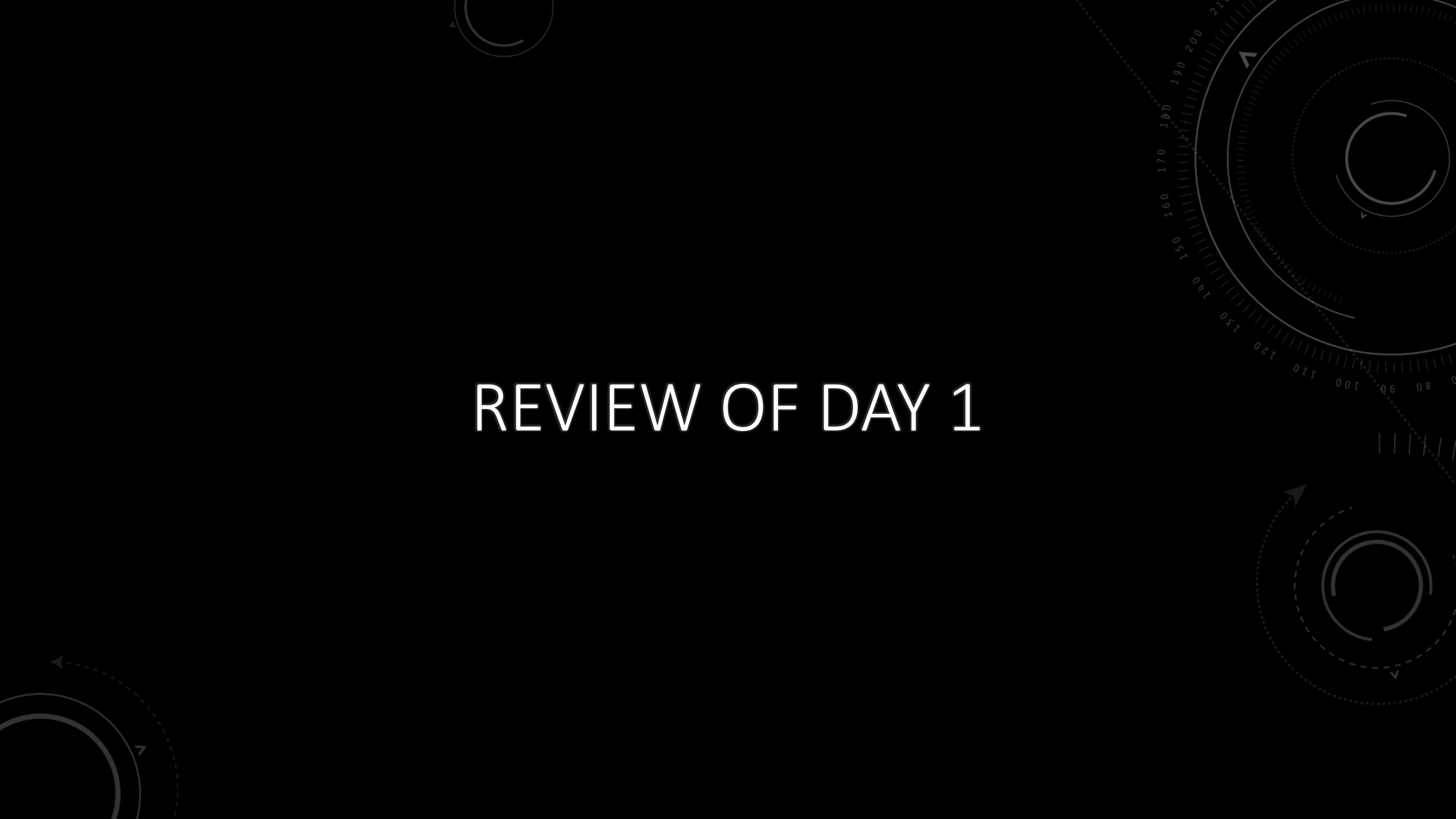
WEEK 5 DAY 3

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FOR

OAKLAND UNIVERSITY

REVIEW OF DAY 1



QUESTIONS FROM DAY 2?



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, multi-colored dots (green, purple, black) that traverses the image from left to right. The text 'WHEN IS RESEARCH DONE?' is centered in the lower half 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 complex, abstract composition. It features a repeating pattern of interlocking triangles in various shades of purple and blue, creating a 3D effect. Overlaid on this are several circular elements: some are solid white outlines, others are dashed, and one is a semi-circle. A prominent circular scale is visible on the left side, with numerical markings from 40 to 260 in increments of 10. The overall aesthetic is technical and futuristic.

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

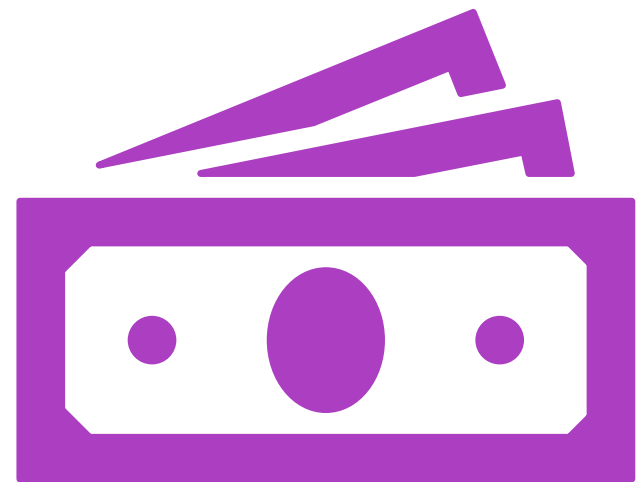
MANAGING TASK WORKFLOW

- Types of tasks:
 - Routine
 - Simple
 - Complex

An aerial photograph of a snowy landscape with several large, rounded snow piles. A semi-transparent circular inset on the right side of the image provides a closer view of one of these snow piles, showing its smooth, undulating surface and deep shadows. The background image is overlaid with faint, light-blue geometric patterns, including concentric circles and radial lines, suggesting a technical or scientific theme.

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 beige or tan 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 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

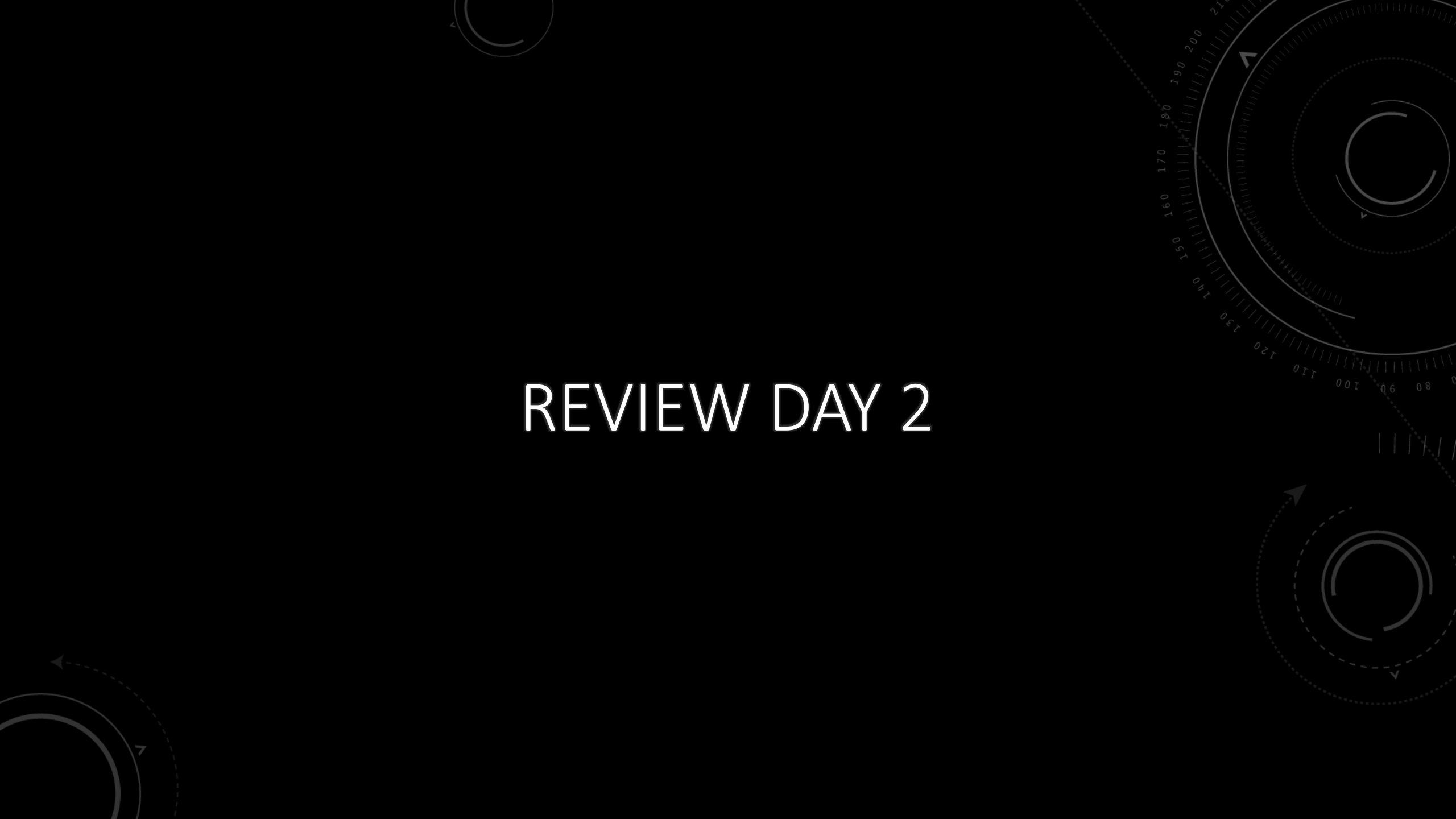
Vos Creditis, als eine fabel,
quod scribitur vom Doctor schnabel,
der fugit die Contagion
et antwort seinen Lohn darnon

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

A conceptual image illustrating the concept of 'Sunk Cost'. It features a clear plastic bag floating in dark, rippling water. Overlaid on the left side is a large, semi-circular scale with numerical markings from 140 to 260 in increments of 10. Several concentric circles and dashed lines with arrows are also present, suggesting a circular process or a cycle. The overall color palette is dark blue and teal, with a semi-transparent overlay.

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 right, there is a large circular scale with degree markings from 0 to 210 and concentric circles. In the bottom right, there are dashed circular lines with arrows indicating a clockwise direction. In the bottom left, there are solid and dashed circular arcs with arrows. In the top left, there is a small circular arc with an arrow.

SEE YOU NEXT TIME!

