

# INTRODUCTION TO PRODUCT MANAGEMENT

*Andy Acs & David Miller*

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**INTRODUCTION TO PRODUCT MANAGEMENT**

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# INTRODUCTION TO CLASSMATES

## INSTRUCTOR INTRODUCTION

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**ANDY ACS**



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**INSTRUCTOR: PDM 1-3, 5, 7**

Product Manager, WeddingWire

Previous: Treater, LivingSocial,  
Hirestrategy

**INSTRUCTOR: PDM 4 & 7**

Alumnus: PDM 1

TRANSFORMATION OFFICER, DOJ  
Previous: Solstice Benefits

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## **INTRODUCTION TO CLASSMATES**

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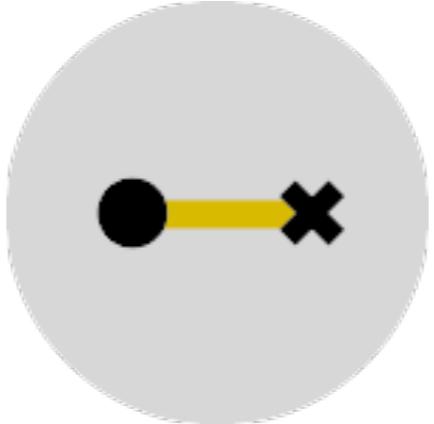
- Name
- What are you most looking to take away from the class?
- What is your current favorite tech product?

# LEARNING GOALS

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Understand your users and analyze the market to build a product that is both desirable and viable



Create a roadmap and effectively manage communication with all stakeholders



Develop metrics to measure your success and make tough decisions

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## **INTRODUCTION TO CLASSMATES**

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**YOU SET THE  
GROUND RULES.**

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## INTRODUCTION TO PRODUCT MANAGEMENT

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## LEARNING OBJECTIVES

- › Define the multiple roles & responsibilities of a Product Manager
- › Identify customers' needs and understand how to translate those needs into features that benefit the customer
- › Identify the underlying assumptions and risks associated with new features and understand how to prioritize features based on the risks and assumptions that need to be tested

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## INTRODUCTION TO PRODUCT MANAGEMENT

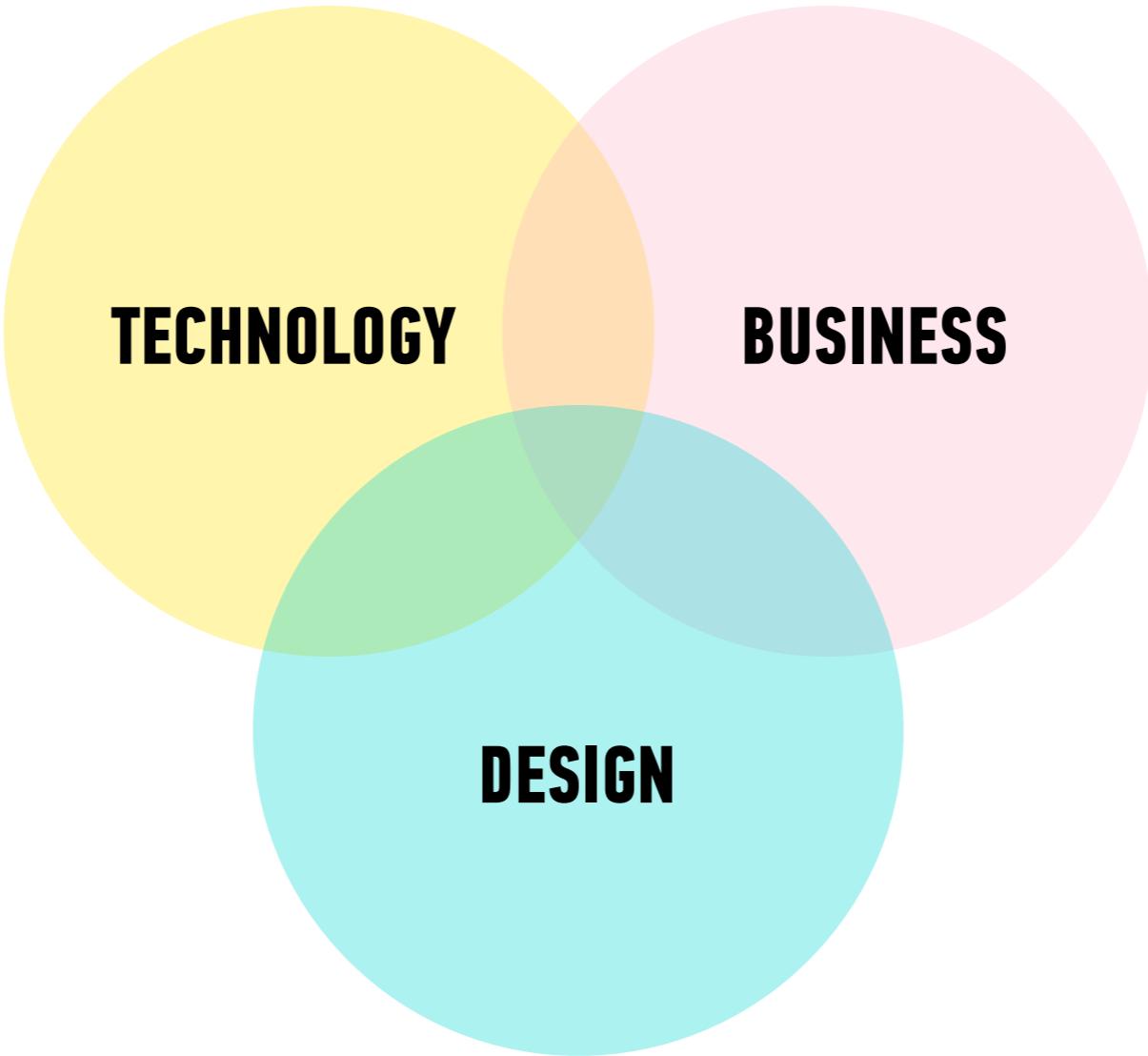
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# WHAT IS A PRODUCT MANAGER?

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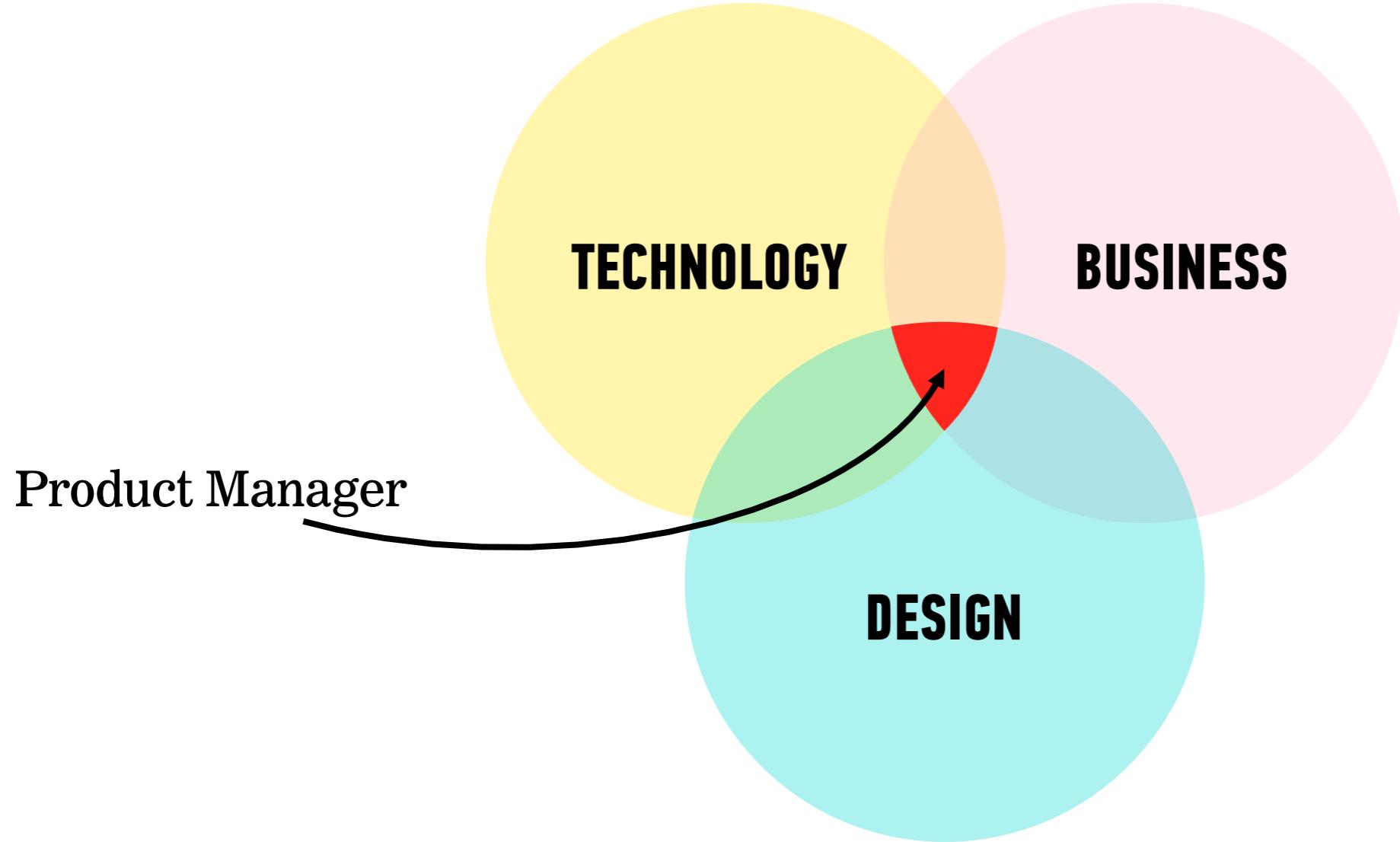
# WHAT IS A PRODUCT MANAGER?

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# WHAT IS A PRODUCT MANAGER?

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## **WHAT IS A PRODUCT MANAGER?**

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**PRODUCT MANAGEMENT IS A  
BUSINESS STRATEGY ROLE**

## **WHAT IS A PRODUCT MANAGER?**

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### **A PRODUCT MANAGER IS**

The mini CEO

Big picture thinker

Technical

Expert on market

Voice of customers

### **A PRODUCT MANAGER IS NOT**

A project manager

A developer

A gopher

Customer support

Scapegoat

The boss

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## **WHAT IS A PRODUCT MANAGER?**

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## **WHAT DO YOU DO ALL DAY?**

- |         |   |
|---------|---|
| 10:00am | Coffee & email, put out any fires   |
| 11:00am | Dev team standup to review progress on feature in development                           |
| 12:00pm | Lunch at desk, acceptance testing new features in staging                               |
| 1:00pm  | Meeting with merchandising stakeholders to review requirements for new sales tools      |
| 2:00pm  | Writing user stories for sales tools  |
| 3:00pm  | Meeting with CEO, CMO, Head of Product to review KPIs for the week on launched projects |
| 4:00pm  | Read through support emails and contact users for further questions                     |
| 5:00pm  | Meet with UX Designer to explain requirements for sales tools                           |
| 6:00pm  | Start creating specs for new sales tools, drafting experiments                          |

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**INTRODUCTION TO PRODUCT MANAGEMENT**

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# **THE CUSTOMER**

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## THE CUSTOMER

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# THE VOICE OF THE CUSTOMER

## THE CUSTOMER

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**NEEDS**

**FEATURES**

**BENEFITS**

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## THE CUSTOMER

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### NEEDS

- a void or gap in what the customer would like to be able to do, and what they are able to do

### FEATURES

### BENEFITS

## THE CUSTOMER

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### NEEDS

- a void or gap in what the customer would like to be able to do, and what they are able to do

### FEATURES

- a product specification or specific function that allows a user to accomplish a task. The "what"

### BENEFITS

- the value proposition or outcome that results from the feature being used

## THE CUSTOMER

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### NEEDS

- a void or gap in what the customer would like to be able to do, and what they are able to do

### FEATURES

- a product specification or specific function that allows a user to accomplish a task. The "what"

### BENEFITS

- what a feature allows you to do. the missing piece that completes a customer need. The "so what"

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## THE CUSTOMER

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What do they want to do? **Need**

Why do they want to do it? **MOTIVATION**

What can we build to do this? **FEATURE**

# ACTIVITY

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## KEY OBJECTIVE(S)

Identify the needs, features, and benefits for users of a photo sharing app.

## TIMING

*10 min*    1. Imagine an app that allows for parents to share pictures of their newborns with their family and friends.

*5 min*    2. Read and analyze 3 customer testimonials: the parent, the grandparent, and the best friend.

*15 min*    3. Create a table with 3 columns: Need, Feature, and Benefit. Write at least two needs, features and benefits for each customer.

## DELIVERABLE

Needs, Features, and Benefits for each customer.

# ACTIVITY

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## THE PARENT

- Really excited to share pictures and big moments with family and friends
- Very tech-savvy
- Wants to keep track of their child's progress & life moments
- Currently keeps a scrapbook with photos and artifacts. Enjoys going back and reliving those moments.



## THE GRANDPARENT

- Looking forward to being involved and keeping in constant touch
- Difficulty with technology
- Excited to share photos and moments with friends
- Currently gets photos via email or printed photo albums once a year.



## THE BEST FRIEND

- Looking forward to seeing pictures, but is concerned about being flooded with updates
- Very tech-savvy
- More interested in big moments (first steps, first words, etc.)
- Sees photos and gets updates from Facebook and Twitter

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**INTRODUCTION TO PRODUCT MANAGEMENT**

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# **THE PRODUCT (RISKS)**

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## **THE PRODUCT (RISKS)**

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# **RISKS & ASSUMPTIONS**

# ACTIVITY

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## KEY OBJECTIVE(S)

Analyze the risks and assumptions for the features you outlined in the previous activity.

## TIMING

*10 min*

1. Write a list of the risks and assumptions associated with the features listed in the previous activity.

*10 min*

2. Number the features in order to prioritize which ones you need to de-risk first by testing/validating the associated risks and assumptions.

## DELIVERABLE

Prioritized list of features with risks and assumptions.

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## **WHAT IS A PRODUCT MANAGER?**

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**DEFENDER OF THE CUSTOMER**

**THE TENSION**

**(BETWEEN FEATURES & RISKS)**

**ASKING “WHY?”**

**(OF YOUR STAKEHOLDERS, TEAM, & CUSTOMERS)**

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**INTRODUCTION TO PRODUCT MANAGEMENT**

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# **HOMEWORK**

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## **HOMEWORK**

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See Github for articles.

Be prepared to give a 15-30 pitch on what problem you plan on focusing on during the class.

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## **INTRODUCTION TO PRODUCT MANAGEMENT**

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# **Q&A**

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## INTRODUCTION TO PRODUCT MANAGEMENT

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# EXIT TICKETS

[\*\*HTTP://GA.CO/PDMTICKET\*\*](http://ga.co/pdmticket)

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