Lab: Resolve Issues through Effective Communication

Estimated duration: 30 minutes

Objectives

In this hands-on lab, you will:

- Read the scenario

- Complete the Communication Issues and Solutions worksheet

Prerequisites

1. Review communication and collaboration tools highlighted in this module.

2. You must have Microsoft Word installed on your computer or a Microsoft Office 365 account online. If you want to sign up for Microsoft Office 365 online and need help with the steps, view the [Sign-up for Microsoft 365 lab.](#)

Introduction

As you read through the scenario, highlight the issues you find. Be able to explain the problem in your own words and strive to document at least four issues.

Scenario: Navigating the Product Management Landscape

Priya has recently stepped into the role of Product Manager for a new beauty product concept that has gained approval. Her team is currently navigating the Plan phase of the Product Management Lifecycle, with the challenge of potentially developing multiple versions of this product.

Defining the Product

Priya's initial task is to establish a clear product definition to facilitate effective development. She embarks on a journey to collaborate with various stakeholders, including customer representatives, User Experience experts, and the product team, aiming to align the product's design with the target market's needs and ensure it delivers value.

Addressing Team Concerns

However, Priya encounters a hurdle within her team. Team members voice concerns about clarity regarding each other's roles and responsibilities. They observe duplicated efforts during the Conceive phase of the project and identify specific roles that have been omitted.

Stakeholder Engagement

In the early stages of product definition meetings, Priya noticed that many stakeholders needed to prepare or analyze the meeting objectives adequately. This results in unprepared attendees and limited meaningful input, often diverging from the meeting's objectives.

Prioritizing Product Versions

The customer focus group desires multiple versions of the new product. Unfortunately, the current launch milestones do not allow for the production of all these versions before the launch date. Priya and her team are now prioritizing these versions, a step that was overlooked during the product's conception.

Setting and Clarifying Goals

During the Conceive phase, several goals were established. These goals promised to enhance customer satisfaction, increase onboarding and customer adoption rates, and improve customer engagement with the company. However, differences in opinions persist regarding the specifics of these goals and how success will be measured. Additionally, there needs to be more resources to achieve these goals.

Crafting a Product Vision

In response to these challenges, the CEO requests that Priya and her team create a concise product overview that serves as a product vision and conveys the product story. Initially, Priya submitted a two-page product overview, but the CEO emphasized the need for a more concise version to better engage potential partners and buyers.

Document Management Woes

Lastly, Priya and her team grapple with document management issues raised by many stakeholders. Locating documents has proven challenging, as distinguishing similar documents has taken time and effort. The process of document identification often feels like a hit-or-miss proposition.

In summary, Priya's journey as a new Product Manager involves overcoming these hurdles and ensuring a smooth transition from the Plan phase to the subsequent stages of the Product Management Lifecycle.

Exercise 1:

Step 1: Keeping the CTRL key pressed, click **here** to download the **Communication Issue and Solutions worksheet**.

Step 2: Document issues from the scenario in the Issue column of the table in the Communication Issue and Solutions worksheet.

Step 3: Suggest communication and collaboration tools and methods covered in this module's readings and videos to address and mitigate the issues. Place your solutions in the Solution column of the table on the Communication Issue and Solutions worksheet.

Step 4: Share this document with your peers. Compare your answers to the potential solution table provided.

Potential Solution

After completing the exercise, refer to the Communication Issue and Solutions Potential Solution document to compare it with your solution. Keeping the CTRL key pressed, click **here** to view or download the **Communication Issue and Solutions Potential Solution** document.

Note: On Mac systems, keep the Command (CMD) key pressed instead of the CTRL key.