

Product Management

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CSC301

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Canada Comeback challenge

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Announcements

- Software engineering panel on **March 1st at 6pm**
 - Invite your other friends outside CSC301 as well
- AWS intros and office hours
 - Microsoft Azure may happen as well. Interested?

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- “Customers care about **their problems**, not your solutions.”

- Dave McClure

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- “Life is too short to build something nobody wants.”

- Ash Maurya

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Think about your projects throughout the lecture
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How would you apply these concepts to the product
you'll be making?

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(part of Deliverable 1!)



How the customer explained it



How the Project Leader understood it



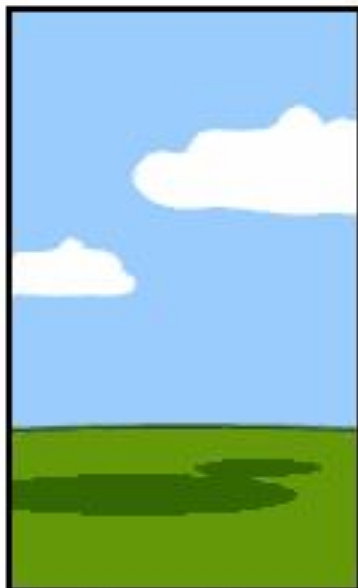
How the Analyst designed it



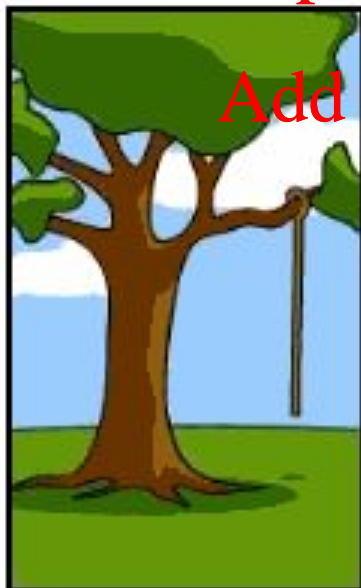
How the Programmer wrote it



How the Business Consultant described it



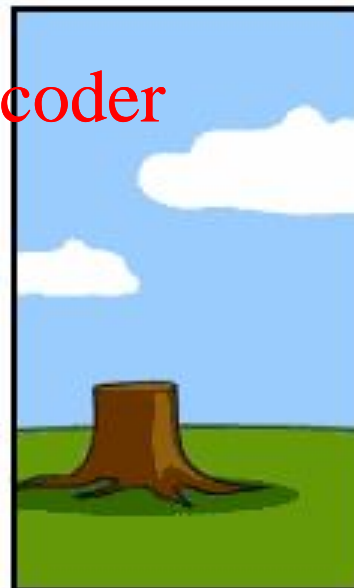
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

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Product Definition

- How do we get from an initial idea to a product?
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- Start with <https://powecoder.com> high-level ideas
- Gradually create more detailed plans
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Product Definition - 3 Steps

1. Goals

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2. Requirements

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3. Design

Step 1 - **Defining the Product Goals**

- High-level, concise **English description**
 - **Use customer language!**
 - Ignore technical details
- **What** is the objective,
Who are your users,
Why would they use the product?

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The **focus** is the **problem and users**, not the product.

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Does your doctor prescribe medicine before diagnosing your problem?

Defining the Product: **Objectives**

We only talk about the **problem** we want to solve.

We *don't* say what the product is:

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“This should be an Android app that stores my profile details and credit card information.”

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Objectives Activity: **your project**

Let's think about objectives of **your project**

- Do you know what problem your partner wants to solve?
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- Has your partner prescribed a solution?
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 - Who prescribes medicine? Doctor or patient?

Remember: We only talk about the **problem** we want to solve. We *don't* say what the product is.

What do you do when your partner says:

- “I want an Android app...”
- “I want to build in React...”
- “Use AWS for...”
- “Of course users will...”

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Customers vs Users

- Users use the product
- Customers pay for it
- Customers (partners) have ***an idea of*** what users want
 - Based on assumptions
 - Following their bias (that they are not aware of)
 - More of a problem in early-stage startups/social ventures

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Challenge your partners' assumptions

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Personas: Identifying users

- Develop a representative **character** (name, picture, background story, etc.) to simplify communication and **empathize** with user groups

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Personas

- A nice [video tutorial](#) on developing personas
- Here are some examples (let's apply them to the <https://powcoder.com> food-sharing app)
 - Jenny the teacher
 - Paul the restaurant owner
 - Anya the driver

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Take a few minutes to develop your
project's personas (at least two)

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Step 2 - Defining Requirements

- What is **needed** in order to achieve our goals?

- High-level description of the main functionalities of **our system** and the interaction between them

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User Stories

- Requirements from the user's perspective, using everyday language

- Follow a basic pattern:

As <role>, I want <action/desire>, so that <benefit> <https://powcoder.com>

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- For example:

- As a driver, I want to be able to search available food pickup opportunities around me, so that I can pick up and deliver to the schools that need it.

User Stories Activity: **your project**

With your team, write down a user story for your first persona.

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And then, another user story of your choosing.

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As <role>, I want <action/desire>, so that <benefit>

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What are some of the questions you came up with during the exercise?

Acceptance Criteria

- Acceptance Criteria

- Conditions that a product ***must*** satisfy to be accepted by the user in the user story

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- Writing acceptance criteria

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- Focus on the problem, not the solution
- Think about how a user will test the user story
 - Implementation-independent and high-level
 - Be specific!
- Remember GIVEN_WHEN_THEN? You can use here

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Acceptance Criteria Examples

- *User story:* As a **restaurant owner**, I want to be able to **put food for pickup**, so that I can **donate my extra food to those who need it**.

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- Example acceptance criteria:
 - **New food and details are added to the list**
 - Food details are correct and accurate
 - Location
 - Amount
 - Expiry
 - ...

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Acceptance Criteria Activity: **your project**

With your team, write down the
acceptance criteria for your first user
story.

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And then, write it for another user story.

Prototype

- Build absolute minimal
 - Doesn't have to be coded
 - Can “look” like what you intend to build
 - No functionality is needed
 - Make assumptions and test them very fast
 - Get on the same page with all stakeholders
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Step 3 - Product Design

- **Artifacts** (non-code product items):
 - Mockups & Wireframes - There are many cool tools
 - Figma
 - Invision
 - Moqups

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 - CRC cards (Class Responsibility Collaborator Cards)
 - Class Diagrams - More detailed than CRC

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Let's look at Figma as an example

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Lean Product Management

- Build your Minimum Viable Product (MVP)
- Lean Startup
 - No time to build everything
 - Optimistic timelines
 - Focus on early/fast rollout
- Build to learn

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You shape the course!

Ignoring the project, the course was way too loose-ended. I felt no direction in the lectures and assignments. Instead of _telling us_ what things in powerpoint slides are how about _making us_ perform or _make us learn_ whatever you're talking about? If you're talking about CICD maybe have us _do_ something that is typical of a CICD workload or making us learn a deployment tool as an assignment?

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Also the assignments are god awful, neither of them to me felt like they had any clear purpose to them. A1 is the most painful assignment I have ever written and almost certainly the most painful I will ever write. I expect assignments to make me think, not to make me want to defenestrate myself. A2 has too much overlap with A1. Both of them also have a far too vague assignment description. Maybe the assignments are supposed to reflect the material in the lectures, but however much mental gymnastics I do I cannot see the connection.

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Let's look at a little surprise together

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Adam El-Masri 24 hours ago

Really, we live in a society where folks feel
okay sharing feedback and opinions
constructively.

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This is your opportunity!