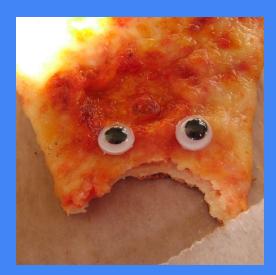
# Intro to Product Management Class #2

# Formal Apology

We want to sincerely apologize for lying to you over and over again.



# Agenda

- 1) Team Meetup
- 2) Recap of Last Week
- 3) Mapping Use Cases to Features
- 4) Defining MVP
- 5) Prioritization of Features
- 6) PM Spec
- 7) Final Presentation

Good News / Tech Updates Excited By / Feature Ideas you want to talk about...

# Meet with your teams!

\*If your name is not on the excel sheet, come up to us and we can discuss options for you





# Recap From Last Week

- 1) Best Practices to Survey/Interview Users
- User Persona
- 3) Use Cases

#### Link to Last Weeks Slide:

https://docs.google.com/presentation/d/1btabjwrACCvLc6jHlNKrM4GYChZ1f7y3vy4aiFD\_i9Q/edit?usp=sharing

## Use Cases

Priority Level	Use Case
P0	As a listener, I want to be able to listen to songs uploaded by artists.
P1	As a listener, I want to be able to create playlists based on song I like so that I can organize my liked music better.
P2	As a listener, I want to be able to shuffle songs on the playlist so that I don't have to listen to my playlist in the same order everytime.
P0	An an artist, I want to be able to upload my songs and albums.

## User Personas

#### **Clark Andrews** Friendly Clever Motivations Personality Go-Getter Introvert Extrovert Fear Analytical Creative Age: 32 Power Work: Software Developer Fickle Loyal Family: Single Social Location: San Jose, CA Passive Active Character: The Computer Nerd Goals Preferred Channels · To cut down on unhealthy eating and drinking habits . To measure multiple aspects of life more scientifically Social Media . To set goals and see and make positive impacts on his life Mobile Frustrations · Unfamiliar with wearable technology · Saturated tracking market Traditional Ads · Manual tracking is too time consuming Bio Brands "I feel like there's a smarter way for me to transition into a healthier Clark is a systems software developer, a "data junkle" and for the lifestyle." past couple years, has been very interested in tracking aspects of his health and performance. Clark wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol

## Team Discussions

Work on tasks from previous presentation together \*Reference first presentation deck

- Discuss the problem you are solving
- Discuss who your users are
- Come up with questions to interview / survey your users with

# Product Requirements

#### Mapping Use Cases to Feature Requirements

Priority Level	Use Case	Feature / Product requirement
P1	As a listener, I want to be able to search for songs.	Our product should support a  - Search bar in navigation bar  - Voice command search on the home screen
P1	As a listener, I want to be able to own playlists based on songs I like so that I can organize my liked music better.	Users should be able to create playlists on the home screen, click the details of a song and add it to the playlist and remove songs from the playlist details page

#### **Defining MVP**

- Minimum Viable Product
  - Satisfy early adopters, proof of concept
  - Features consistently prioritized and added after getting feedback and continuous data from users
- Good News: Lowkey You already defined your MVP by looking at P0 priority use cases / features

#### Tasks: PM Spec / Final Presentation

- PMs: Clean up and finalize all the tasks you have completed
- PM Tasks
  - Understanding your Users/Problem
    - User interview/ survey questions and notes
  - Create your user persona(s)
  - Prioritized Use Cases → Feature Requirements Table (Slide 11 Format)