

Intro to Product Management

Agenda

- 1) Updates to Program
- 2) Introductions
- 3) How to Interview Users / Collect User Data
- 4) User Personas
- 5) Use Cases & Prioritization
- 6) Next Time

Restructuring Program

- We have picked < 10 projects that are going to be worked on this semester based on your submitted ideas
-
- Projects will be up within the next 2 days
- Deadline is next week (Sept 26th) but there are overlapping themes
- Larger teams, higher impact projects, multiple roles per each team
- *If you think you have a strong idea, email vc393@scarletmail.rutgers.edu

Create with Code Sign up Sheet

Choose a project and role you want to work on throughout the semester!

[Sign up Sheet](#)

About Me

Rithika Korrapolu

Senior

Computer Science & Business Administration

PM@Microsoft, PM@AMC Networks, SWE@Google

Favorite Product: Spotify



About Me

Varna Chandar

Sophomore

Computer Science

Favorite Product: Spotify



Spotify Analysis

Why my favorite product?

Seamless cross platform integration (spotify connect)

Music Discovery, Personalization & Curation

Social Aspect & Brand

How would I improve it?

- Friends Feature that allows you to make a group of friends, and automatically curates a playlist for group

Mutual Introductions!

What is your **favorite product**? **Why**?
Now, how would you **improve** it?

Understanding the Problem/Data Collection



Validate the Problem

How do you **convince your team**, company (Rutgers) that this is a problem worth pursuing?

What are the **hypotheses that you want to test** to validate spending resources on this feature/product?

What **data do you / your data scientist need** in order to test these hypothesis?

Understanding your Users

What are the **common demographics** of your users?

What are their **major pain points**?

Are there **differences in experience** for your different types of users? (male vs female)

GET AS MUCH DATA AS YOU CAN! I recommend both interviewing and surveying users with forms

Best Interview Questions

How do you do that today?

How do you know when you feel like it was a successful use of the product?

How do you feel about your current solution?

What is the most frustrating thing about your current solution?

How would your day/job/task be different if you had this?

Can you give me an example?

TASK: Collect user data

- Come up with a list of interview questions to ask
- Send a survey to as many people as you can as well as interview a few users in person

*Take Notes

Analyzing your users

Defining Users/Personas

Customer personas are fictional characters that product managers **create to represent the different, common users of a specific product**

Personas matter because they represent a **product's core customer demographics.**

Often **created based on data from customer interviews.** This data should include insights such as **patterns, goals, needs, and attributes amongst these specific groups.**

Core goal of personas is to help product managers **empathize with their customers.**

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized

Practical

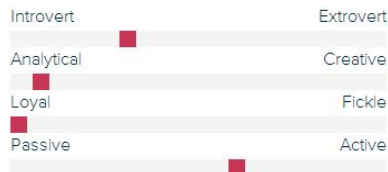
Protective

Hardworking

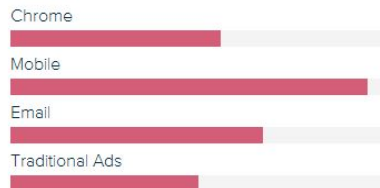
Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Preferred Channels



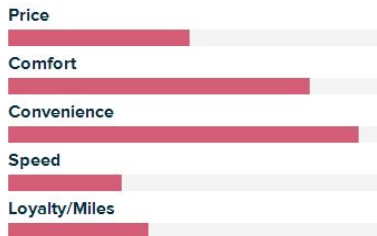
Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Motivations



Brands



Jack Rowland

Age: 45

Work: Operations/Support

Family: Married

Location: Seattle, WA

Character: The Authentic

Bio

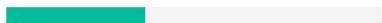
Jack as been working in customer support for the past fifteen years and loves it. He is very tech savvy and enjoys helping others. On a daily basis, he provides customer service and audits accounts focusing on KPI. When there's a problem, he always prefers to deal with clients personally. He wants the system to be easy and intuitive so he can find solutions easily.

Preferred Channels

Traditional Ads



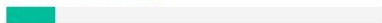
Social Media



Referral

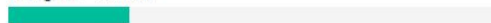


Guerrilla Efforts & PR



Motivations

Designer Products



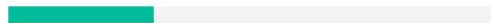
Eco-Friendly



Personalization



Low Prices



Convenience



Social



Goals

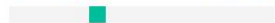
- To reduce churn
- To help educate advertisers
- To transition toward email / automated customer service

Frustrations

- Confusing UX for advertisers leading to increased tickets
- Logging the calls manually
- Multiple steps to completing a ticket

Personality

Introvert Extrovert



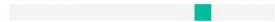
Analytical Creative



Loyal Fickle



Passive Active



Agreeable

Accessible

Dependable



Intercom



"I want to optimize how the support ticketing system works to capture product feedback better."

TASK: Create a User Persona

- Based on your responses to your survey / notes collected from a few interviews, create a main user persona
- Template - <https://form.compose.ly/free-user-persona-template>

Defining & Prioritizing Use Cases

Use Cases: As a ____, I want to ____, so that I can ____ .

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.

TASK: Create a Use Case document

- Based on your understanding of your users, create a document of use cases that are important to consider and prioritize them

Next time:

MVP Requirements, Feature Prioritization, PM Spec

Due By Next Week:

Collection of User Data (Survey Results, Interview Notes)

Creation of User Persona (s)

Prioritized Use Case Document