


The image shows a stage with red curtains pulled back to reveal a blue background. The text "Product Development & Improv" is centered on the stage. The stage floor is lit with yellow light, and there are four black circular objects on the floor.


# Product Development & Improv

A Zactice Talk

# WHAT TO LEAVE WITH



Discover something new- make a connection you have never made before



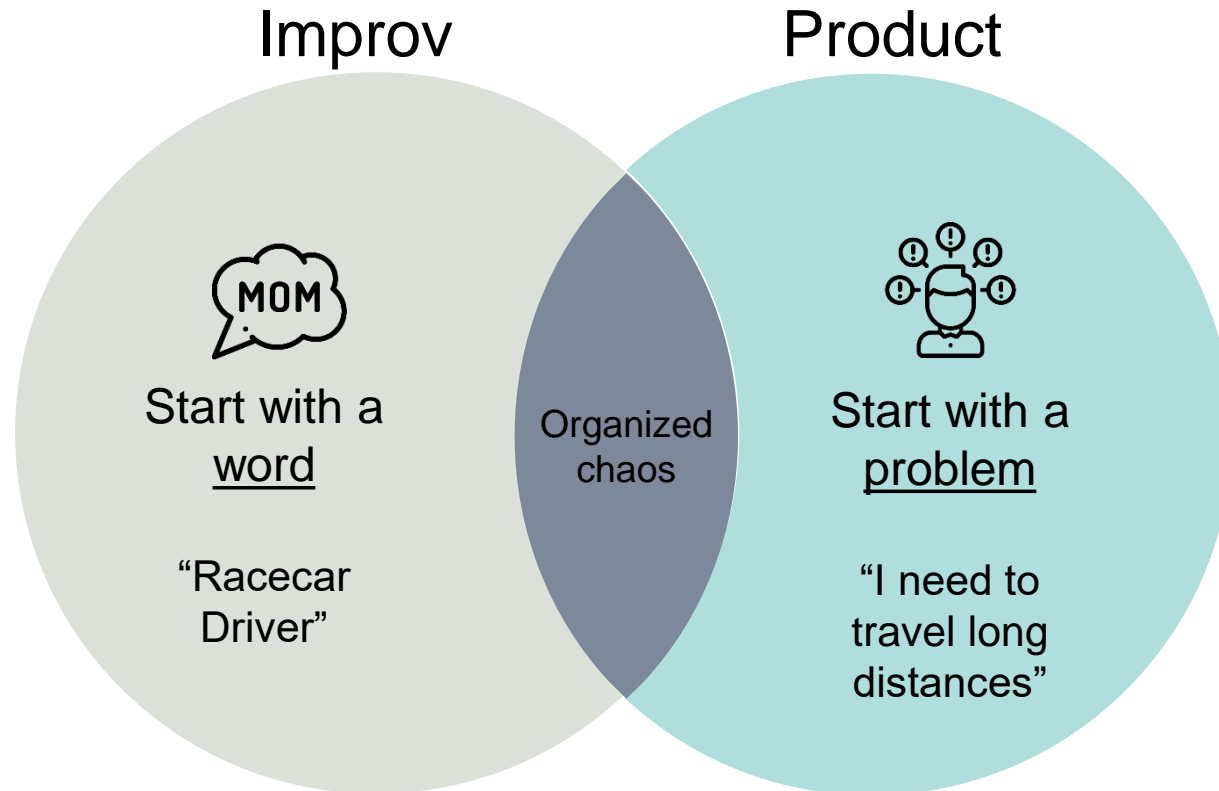
The motivation to individually or as a team experiment with improv classes as a means to work better



Be entertained



# THE BEGINNING



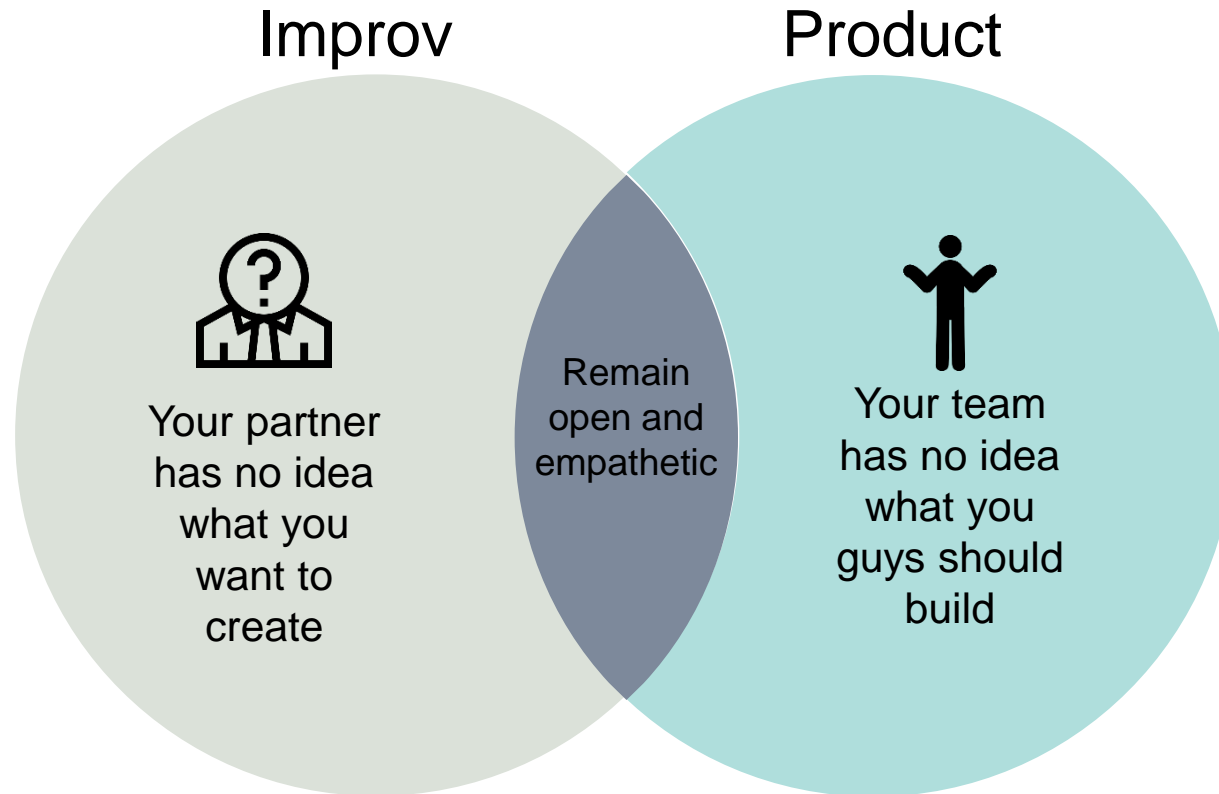
An empty canvas.... And there is no script

Methodology

Things start to reveal themselves



# EMPATHY



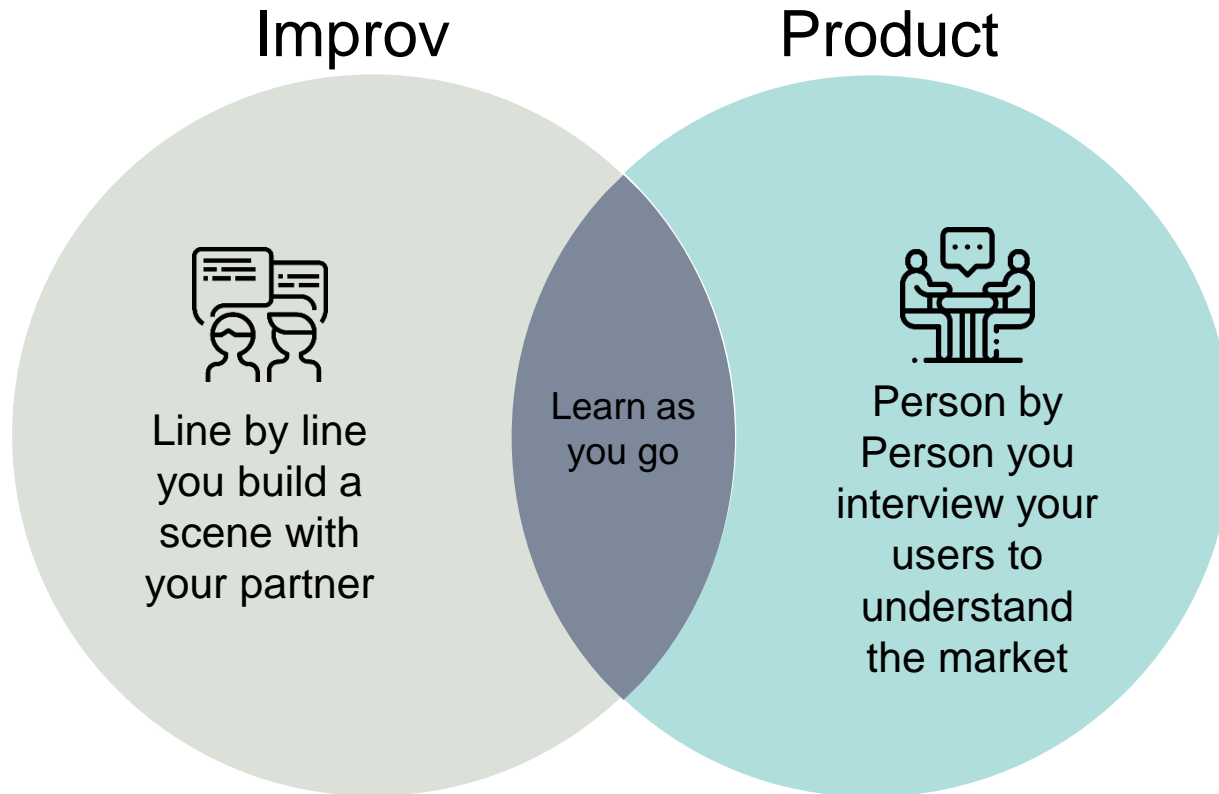
Who are you to me?

What do these people *think* they want?

How can I find the implied meaning?



# DISCOVERY



Time here pays dividends

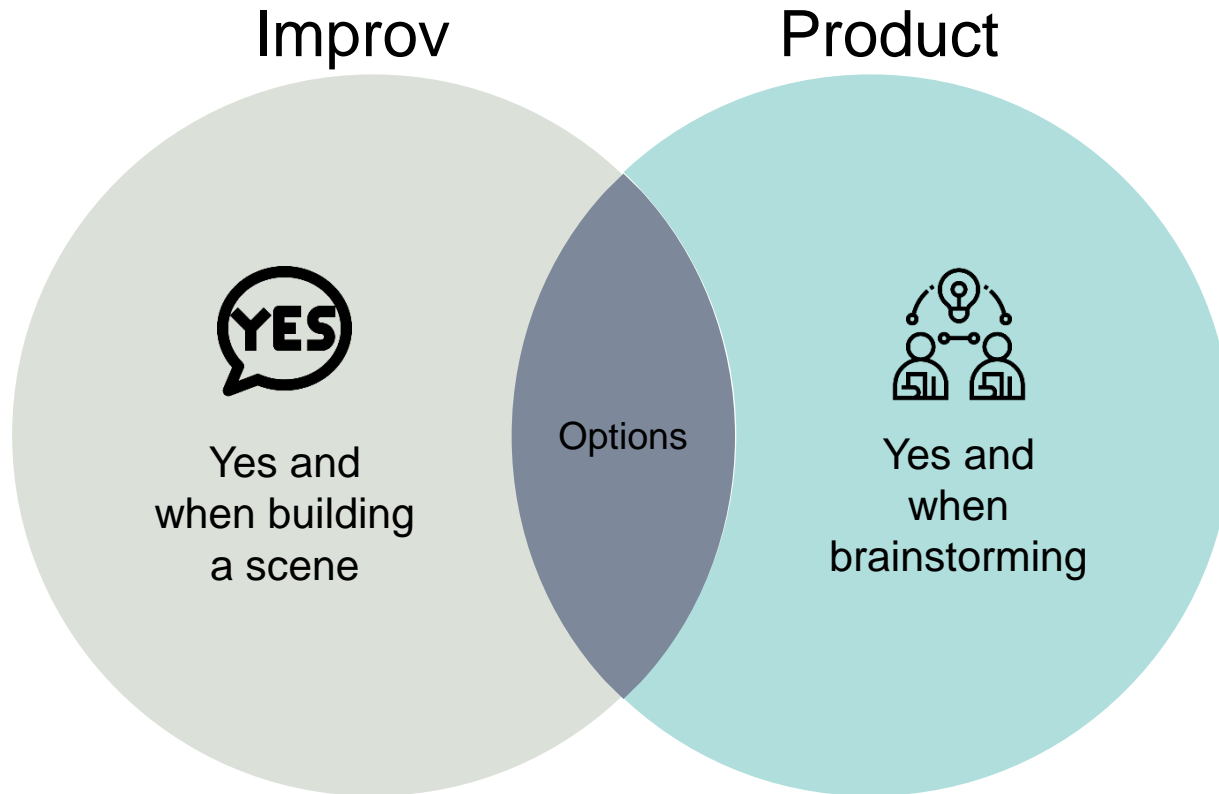
Focus on what you are trying to accomplish

Don't be scared of something you don't expect





# YES.... AND



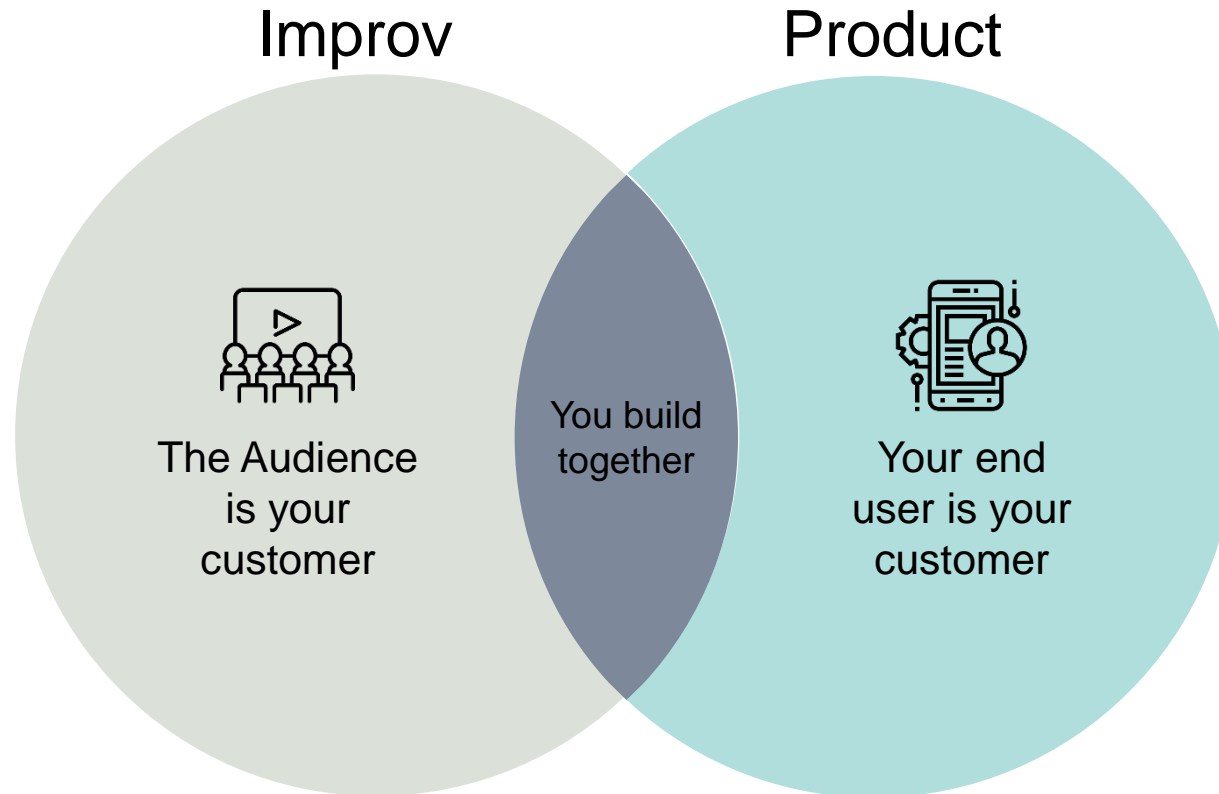
Not “no....but”

“Hey I think we should add golden toilets to our airplanes”

“Yes and it will add a lot of cost and weight to our airplanes which could have negative effects but it will be luxurious”



# CO-CREATION



They participate in form of giving suggestions for scenes

They participate in the form of focus groups and interviews

By participating, you care more about the outcome

Products for Schmuck

the  
party,  
man!

who decided  
to show up today...

BROWN NOSE

PEOPLE  
SER



**THE PRODUCT  
MANAGER HOST**



You should have  
had me plan this party!  
Back in my day I planned  
my office party!

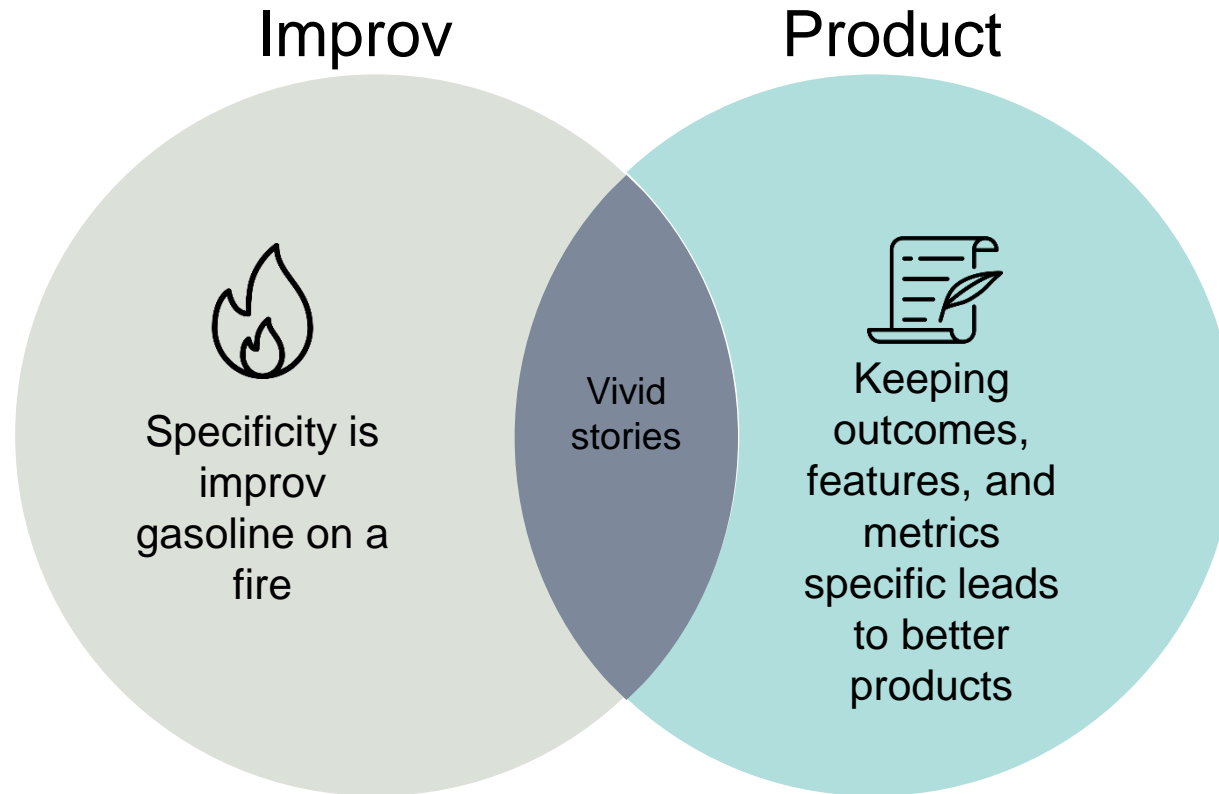
This party  
is so fun!

I'm planning another  
to talk about how fun

**RIGHT NOW**

SCHEDULE  
INSTEAD

# BE SPECIFIC



“I’m having dinner at a restaurant”

“We are sitting at Benihana and I’m scared I cant catch the shrimp in my mouth and there's a flaming volcano”

Clear user stories help convey clear value



# Products for Schmucks!



RONIC PEOPLE  
PLEASER

etzels?  
if  
retzels!  
d  
s!



THE PRODUCT  
MANAGER HOST



You should have  
had me plan this party!  
Back in my day I planned  
every office party!

HASN'T PLANNED A  
PARTY IN 15 YEARS

Guys, who  
the caviar?



BROWN NOSER

Janet's  
Or Bill  
Or Dave's

HAS

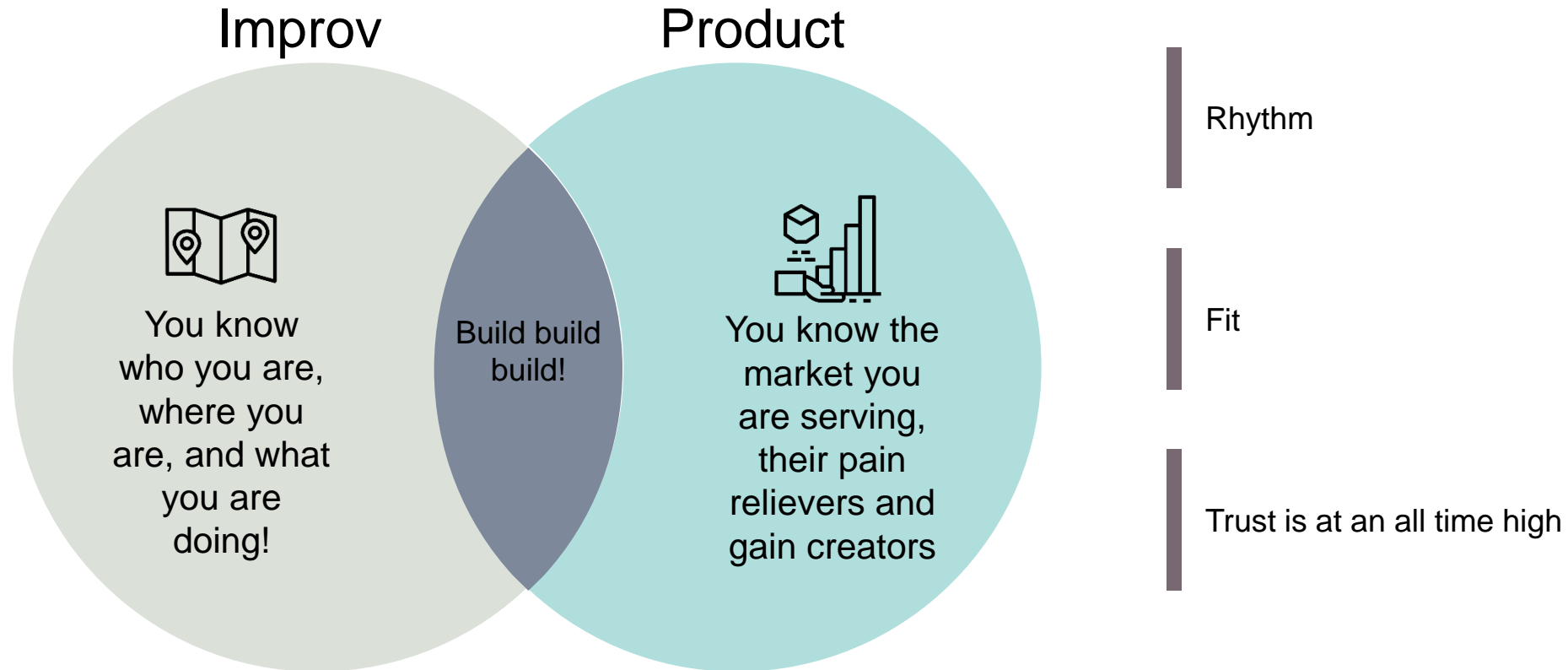


This party  
is so fun!  
I'm planning another one  
to talk about how fun it is

**RIGHT NOW!**

SCHEDULES PART  
INSTEAD OF DOING  
ACTUAL WORK

# FLOW





# Products for Schmucks



TO  
HOME

CHRONIC PEOPLE  
PLEASER

s the pretzels?  
t staying if  
it have pretzels!  
stick kind  
al pretzels!

OPY,  
D



THE PRODUCT  
MANAGER HOST



You should have  
had me plan this party!  
Back in my day I planned  
every office party!

HASN'T PLANNED A  
PARTY IN 15 YEARS



BROWN NOSER

Wait, is this  
Janet's birthday?  
Or Bill's retirement  
or Dave's engagement

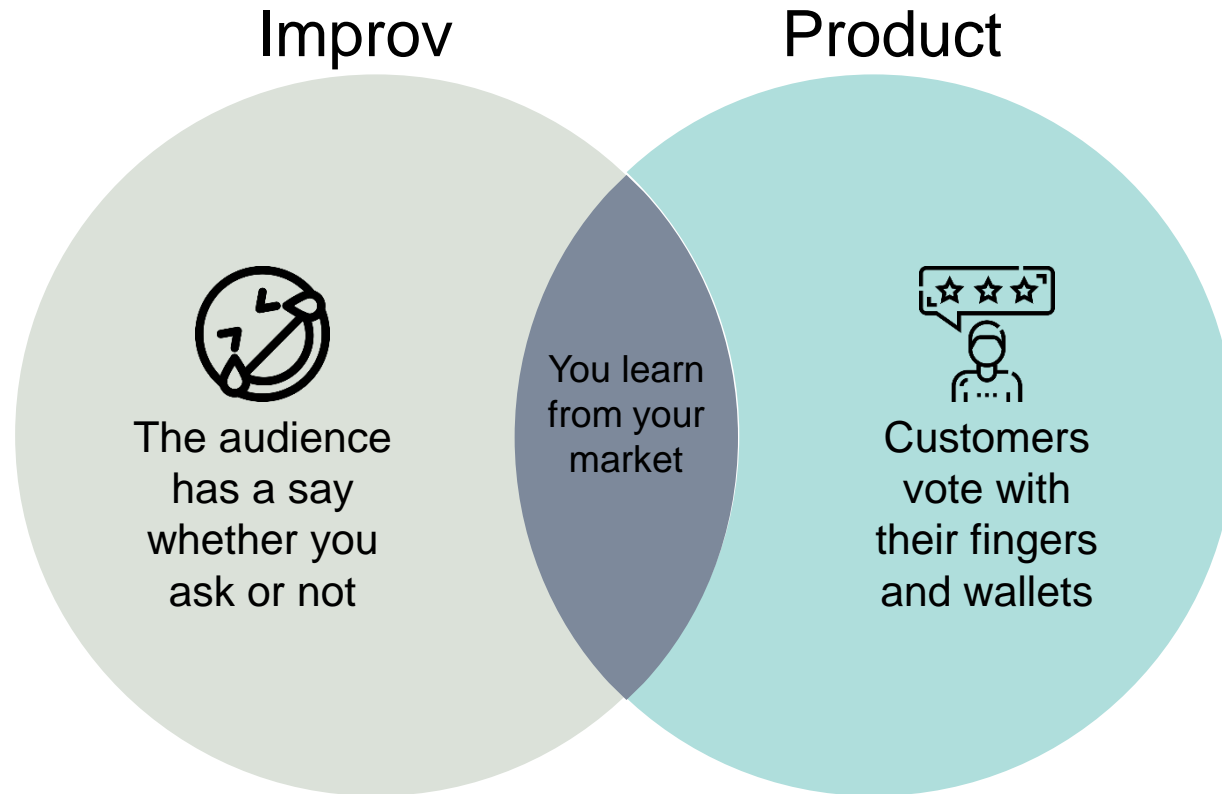
HAS FIVE PA  
GO TO T



SCHEDULES PARTIES  
INSTEAD OF DOING ANY  
ACTUAL WORK

Oh, a  
Don't  
if

# FEEDBACK



They give you feedback in laughter... or silence

They give you feedback in suggestions or reviews

If you aren't getting downloads, customers, or dollars you should probably re-evaluate your product



# Products for Schmucks

Guy, where's the caviar?



The landlord said we have to have caviar!

BROWN NOSER

Wait, is this Janet's birthday? Or Bill's retirement? or Dave's engagement??

HAS FIVE PARTIES TO GO TO TODAY

This party is so fun!  
I'm planning another one to talk about how fun it is.  
**RIGHT NOW!**

SCHEDULES PARTIES INSTEAD OF DOING ANY ACTUAL WORK

YOUR LANDLORD IS INVITING THEM TO YOUR PARTY

who decided to show up today...



THE PRODUCT MANAGER HOST

You should have had me plan this party!  
Back in my day I planned every office party!

HASN'T PLANNED A PARTY IN 15 YEARS

Everybody just relax and enjoy the party, man!

CHRONIC PEOPLE PLEASER

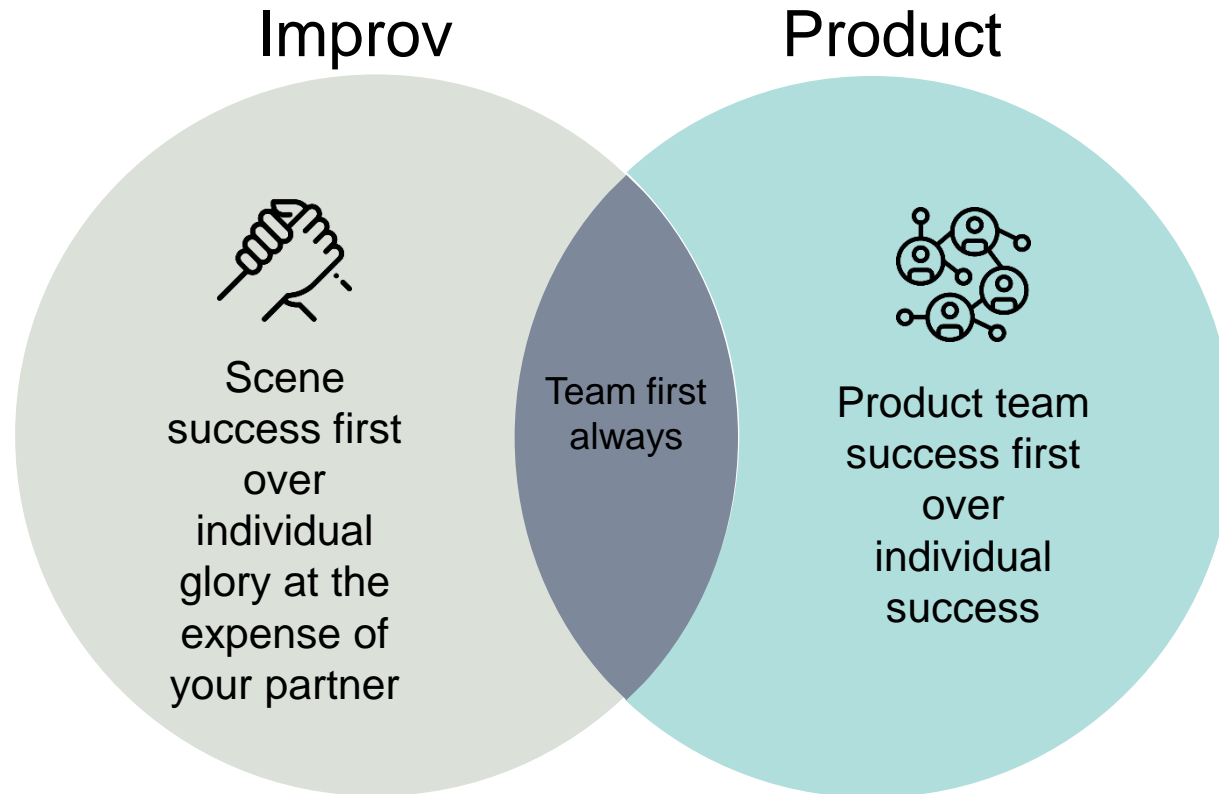
CALLS IN TO FROM HOME

Where's the pretzels?  
I'm not staying if we don't have pretzels!  
Not the stick kind either, real pretzels!  
And...

TRY, GRUMPY, OR SATISFIED



# PRIORITIZE THE WHOLE



When your customer wins you win

I've got your back

Time for the next adventure!





ONLY CALLS IN TO PARTIES FROM HOME



CHRONIC PEOPLE PLEASER



NECESSARY, GRUMPY, AND NEVER SATISFIED



You should have had me plan this party!  
Back in my day I planned every office party!

HASN'T PLANNED A PARTY IN 15 YEARS

# Products for Schmucks



THE PRODUCT MANAGER HOST

Guys, where's the caviar?



BROWN NOSER



HAS FIVE PARTIES TO GO TO TODAY



I'm planning another one to talk about how fun it is

**RIGHT NOW!**

SCHEDULES PARTIES INSTEAD OF DOING ANY ACTUAL WORK



YOUR LANDLORD INVITING THEMSELVES TO YOUR PARTY

# SUMMARY

## ATTRIBUTES

The Beginning

Empathy

Discovery

Yes...And

Co-Creation

Be Specific

Flow

Feedback

Prioritize the Whole



## INTERSECTIONS

Organized Chaos

Remain Open and Empathetic

Learn as you Go

Options

You Build Together

Vivid Stories

Build Build Build!


You Learn From Your Market

Team First Always


# TAKEAWAYS



Building products is really just an improv exercise



The second it's not about you, the better things go



I no longer have a design handicap

Drawing by Caroline Cash  
Icons by Freepik

# A GIFT

5 Improv games you can do with your team

The second its not about you, the better things go







