Lab: Review a Product Development Scenario

Estimated time needed: 30 minutes

Overview

In this lab, you will review a scenario with the goal of defining the role of a product manager and creating a list of skills required for the product manager working in the given scenario. You are also given a comprehensive list of skills in the attached Word document, from which you can select the skills that you think the product manager will require.

Objectives

After completing this lab, you will be able to:

- Define the role of a product manager in Heavy Auto Manufacturer, Inc.
- Build a list of skills essential to product owner's success

Prerequisites

1. For this lab, you have been provided with a Template/Answer sheet. The documents are in Microsoft Word format. It is suggested that you have either Word installed on your computer or have a Microsoft 365 online account. You may also use other word processing software like Google Docs that allow you to open Word documents.
   If you want to sign up for Microsoft Office 365 online and need help with the steps to sign up, click **here**.
2. If you are new to Microsoft Word, click **here**.

Scenario

You are a product manager at Heavy Auto Manufacturer, Inc., working on a new AI feature for semi-trucks. Your company specializes in developing trucks that have automatic controls. For example, some of the vehicles have automatic braking systems that intervene when a vehicle gets too close to the truck and adjusts speed based on distance and weight.

The CEO asks the VP of product development to develop a product that will help the company stand out from the competition. He is friends with some professors at the state college, and they have been working on AI technology that enables automated controls. The first area they want to target is the fuel system. The idea is to reduce fuel consumption and regulate the amount of fuel the truck needs based on current conditions rather than a constant supply of fuel. The AI system would inform the driver how to steer the vehicle based on conditions and have a feature where the system takes more control. They have discussed the possibility of testing the system on their trucks and possibly integrating it into their systems, depending on how the testing goes. If it is a success, Heavy Auto Manufacturer, Inc. has a chance to lead the market for AI and trucks.

You are the product manager, and before you get to work, you need to figure out what is needed to get the project off the ground. You will be responsible for the product level and have the opportunity to work with another senior product manager who thinks more at a strategic level.

Exercise

Define the role of a product manager and create a list of skills required for the product manager working in the given scenario.

1. Keeping the CTRL key pressed, click **here** to download the **Answer sheet** to record your answers.
   Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.

2. Open the **Answer Sheet** that you downloaded.

3. Review the given scenario and think about the risks you will face, rewards you will get, challenges you will face, people with whom you will need to collaborate, and the scope of your work.

4. Identify the skills for a product manager that you think would be most applicable for this project. You can select skills from the list given in the answer sheet. (Feel free to add your own skills too.)

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