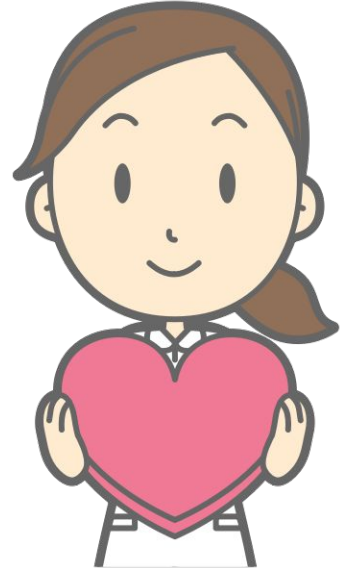


The Human side of Product Development

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My journey



What does a Product Manager do?

A product manager is the person who identifies the customer need and the larger business objectives that a product or feature will fulfill, articulates what success looks like for a product, and rallies a team to turn that vision into a reality.

The Basics

Product development itself involves Product Discovery and Product Delivery

1. Value Risk – Will people buy/use it?
2. Usability Risk – Can people figure out how to use it?
3. Feasibility Risk – Can we build what we need with the time, skills, and technology we have?
4. Business Viability Risk – Does the solution create business value?

The hard (but important) bits about product development

1. Knowing what to build
2. Building something customers will accept and pay for
3. Communication
 - a. Battle of the Egos : Engineers vs everyone else
 - b. Conversations with Customers

Sometimes the customer is not who you think it is...



Who buys Display ads from Google?

1. Knowing what to build



What stops you from hiring someone part-time?

2. Building something customers will love and pay for



How might doctors accept negative reviews?

3. Communication

Battle of the Egos : Engineers vs everyone else.



Who do we listen to?

Conversations with Customers



What was challenging about using our product?

In summary

Know what your assumptions are, then test them by talking to your customers

Learn how to have open conversations with customers often

Include your technical team in decision making