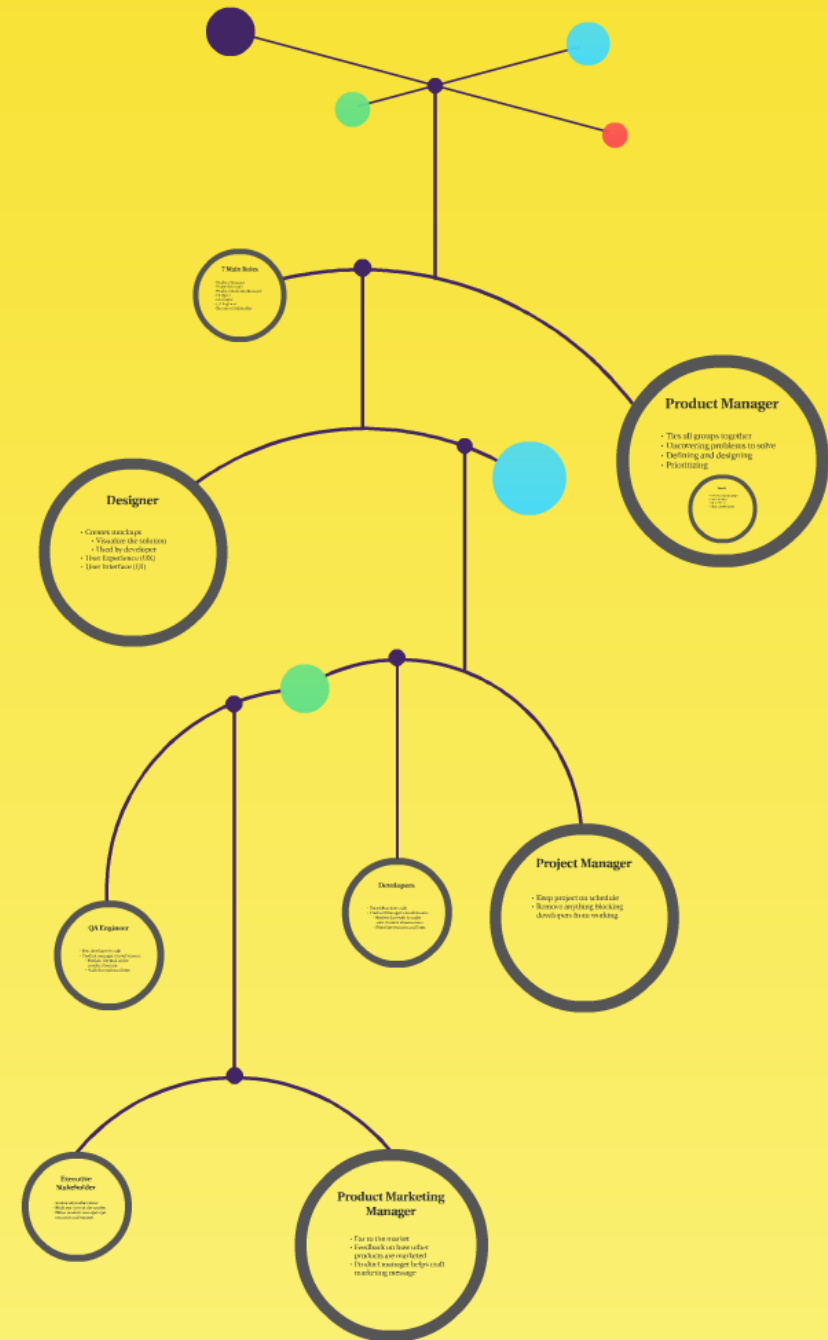
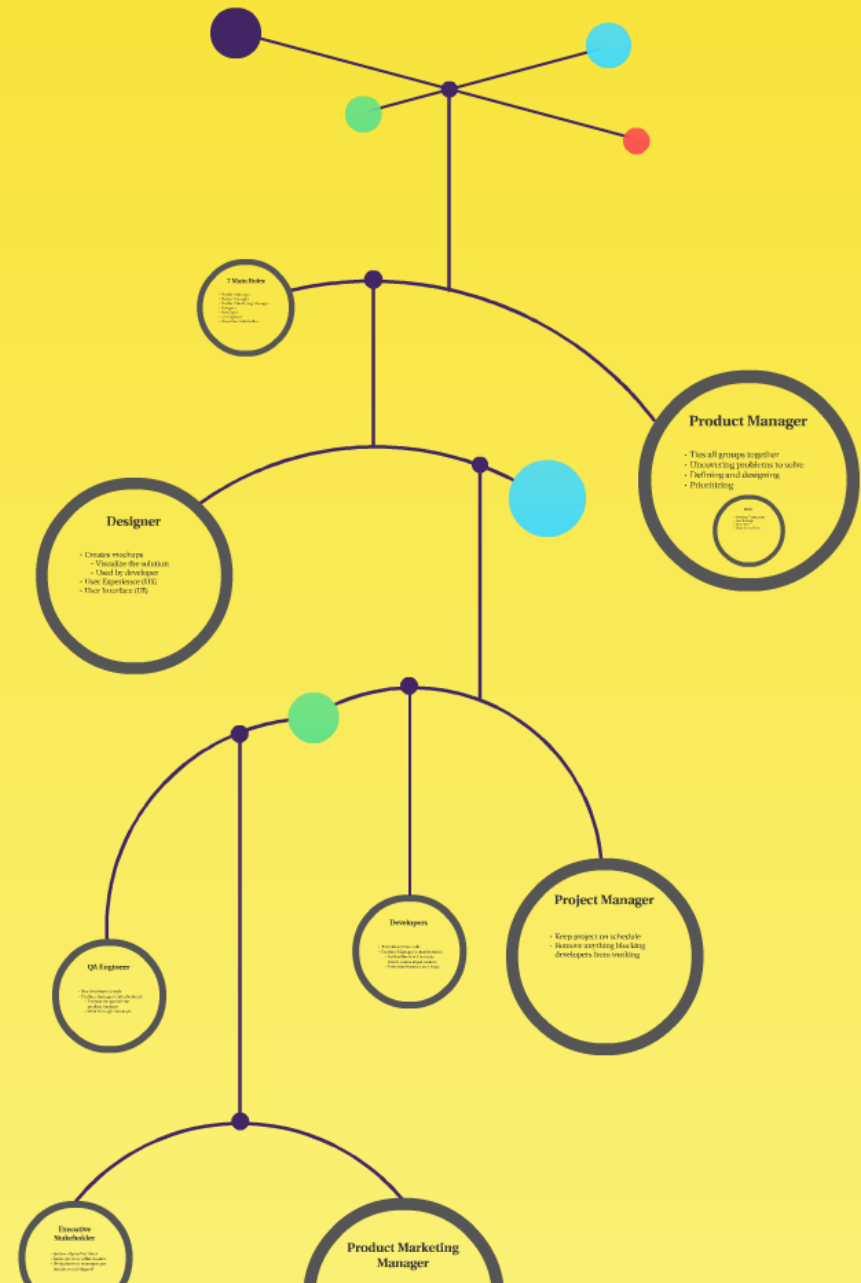


Who's on the Team and How do I Work With Them?



Who's on the Team and How do I Work With Them?



7 Main Roles

- Product Manager
- Project Manager
- Product Marketing Manager
- Designer
- Developer
- QA Engineer
- Executive Stakeholder



Product Manager

- Ties all groups together
- Uncovering problems to solve
- Defining and designing
- Prioritizing

Goals

- Revenue Generation
- Cost Savings
- More Users
- More Active Users

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- Revenue Generation
- Cost Savings
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Designer

- Creates mockups
 - Visualize the solution
 - Used by developer
- User Experience (UX)
- User Interface (UI)



Project Manager

- Keep project on schedule
- Remove anything blocking developers from working

Developers

- Turn ideas into code
- Product Manager's involvement:
 - Review the work to make sure it meets expectations
 - Prioritize features and bugs

QA Engineer

- Test developer's code
- Product manager's involvement:
 - Explain the goal of the product/feature
 - Walk through mockups

Executive Stakeholder

- Source of product ideas
- Birds eye view of the market
- Helps product managers get resource and support

Product Marketing Manager

- Ear to the market
- Feedback on how other products are marketed
- Product manager helps craft marketing message

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