



# Working With Developers





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# *Building Credibility*

- Be prepared with qualitative and quantitative data
- Qualitative: data from convos with customers
- Quantitative: data on product/feature usage
- Quantitative data works best
- Be dependable and reliable

# *Motivate*

- Clear communication to developers
- Clear communication to rest of company and clients/users
- Be the voice of the market
- Share positive and negative feedback
- Get developers to take ownership

## *Know the Boundaries*

- PM's job is to explain the what and the why
- Developer's job is technical implementation
- Have empathy and trust developer's timeline estimates
- Recognize extensive sandbagging

# *Clarity and Focus*

- Detailed mockups with annotations
- Descriptive use cases
- Prepare QA engineer
- Prioritize features and bugs
- Follow the Pareto principle (80/20 rule)



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