

Navigating the Product Journey: Lessons for Enterprise Teams

A bunch of clichés, quotes, movie and popular culture references for Product Management.



About Me



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Vishal Shanbhag

Full Stack Programmer

2

3

Solution Architect

Entrepreneur

4

5

Blogger



Jumping off The Cliff

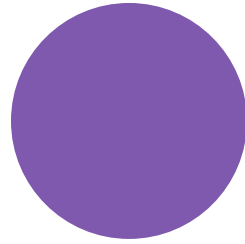
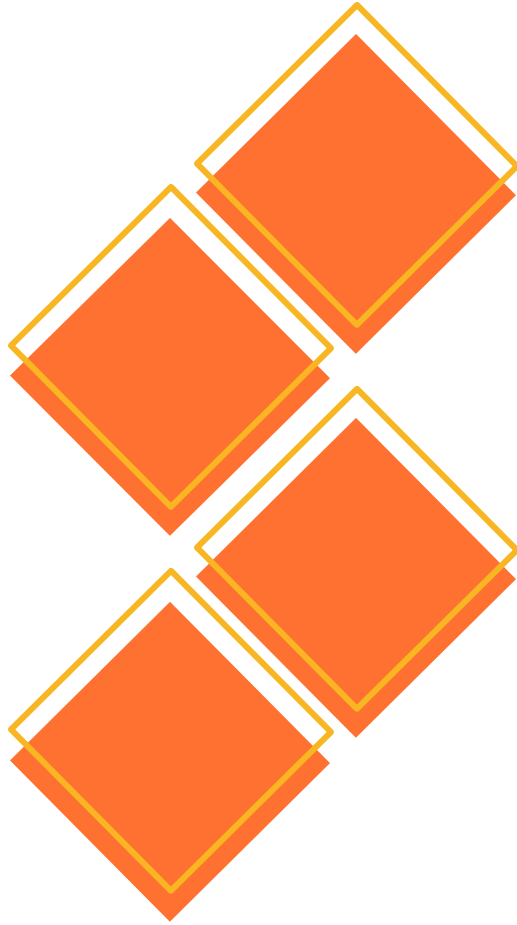
“An entrepreneur is someone who jumps off a cliff and builds a plane on the way down”
- Reid Hoffman, LinkedIn Co Founder

- Started as a Programmer in 2002
- Survived Lehman Brothers - 2008
- Took the leap of Faith in 2011
- Built some amazing Software and sold it to some of the world's largest banks.
- Made lot of mistakes and learned from them.



Definitions

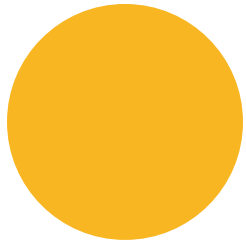
Project vs Product



Project

.A project in business and science is usually defined as a collaborative venture, often involving research or design, that is carefully designed to achieve a particular **goal**.

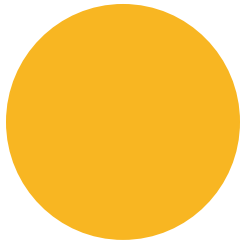




Product

The term product is defined as “something produced by work or effort” or as “the result of an act or process” and has its origin in the Latin verb produce(re), **‘make exist’**.



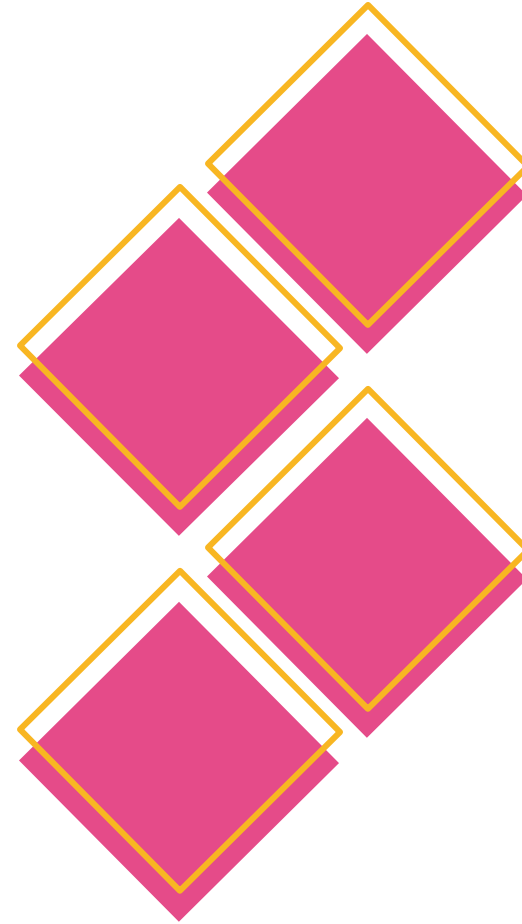


Difference ?

.While products are designed to meet the needs and desires of customers, projects are established to achieve specific goals or objectives.

.The primary focus of a **product** is to **generate value and revenue**.

.A **project** is focused on **achieving a desired outcome or solving a particular problem**.





Team

It all Starts with a
Team



Grit Spit and a Whole lot of Duct tape

- .Ideas
 - .Leadership
 - .Research & Development
 - .Tools
 - .Team work, Hard work & Smart work
- 



Lets start Coding?

Great! Now we have a
team let's start coding.

OR

Is there something
else first?





Existential Questions aka Requirements

- Why are we doing this ?
- What is the problem we are solving ?
- Why does it matter ?
- Why is this important ?
- Who is doing this already ?
- Can we do it better ?
- Buy vs Build

1

Features Driven by Purpose

Move from

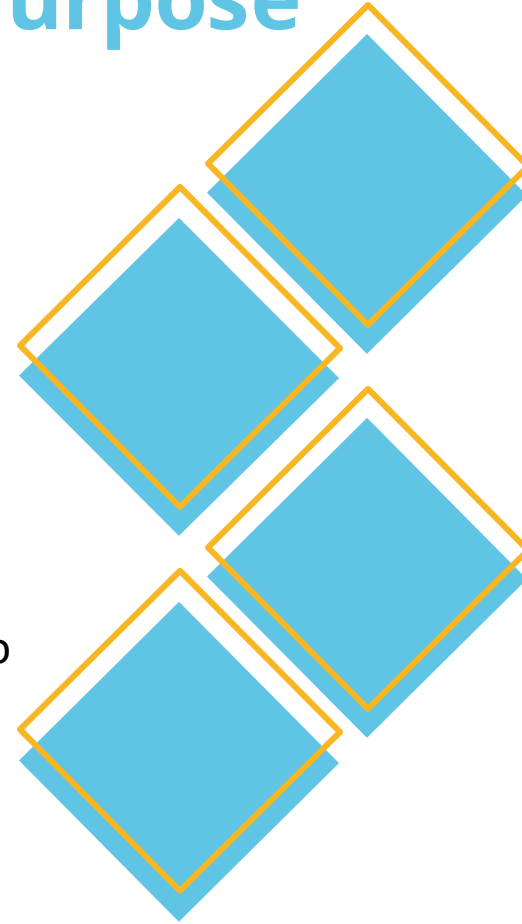
I want a **Feature** to do **Action**

To

Given **User** with **Persona** Provide **Ability** to perform **Action** so
that **Outcome** can be achieved.

OR

Given (**Persona**) when (**Action**) then (**Outcome**)





OK Requirements Done Now can we Code ?

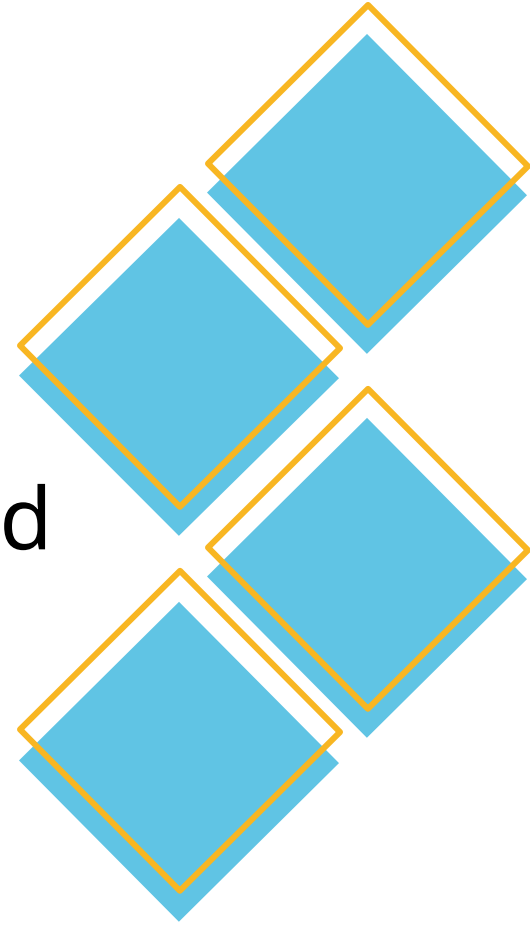
Remember SDLC?
Did you do Design and
Architecture ?



2

KISS

.Keep It Simple and Stupid



Altavista – in year 2000

alta vista: Search Limit Shopping Radio Mail Free Internet Access Email

Hyper Savings! FurnitureFind.com Beauty Needs Shop Here Now!

Search Advanced Search Images MP3 Audio Video

Find this: Search any language

Internet Archive http://www.altavista.com/ 111,117,000,000 (2 Oct 1998 - 17 Oct 2001)

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Health & Fitness
Conditions, Medicine, Alternative

Home & Family
Habit, Houses, Computers

Internet
Chat, Email, Usenet

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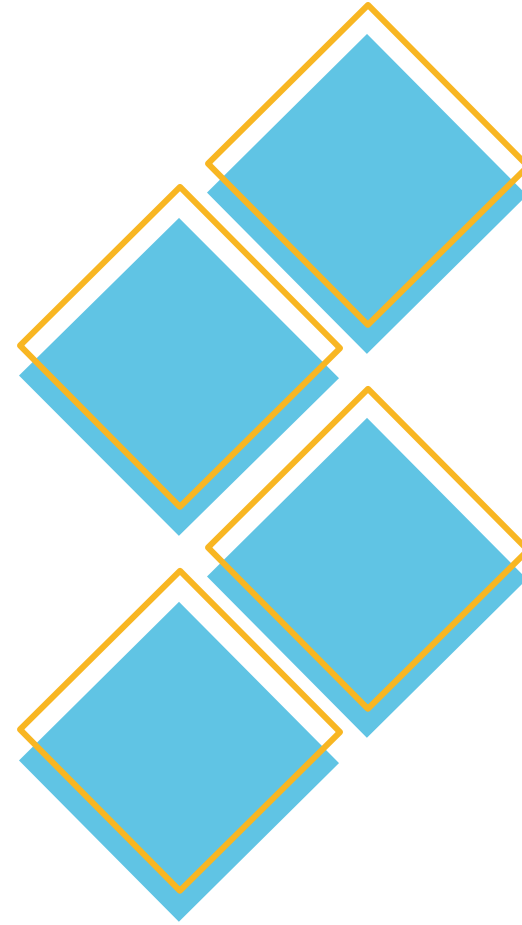
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Design Principles & Design System

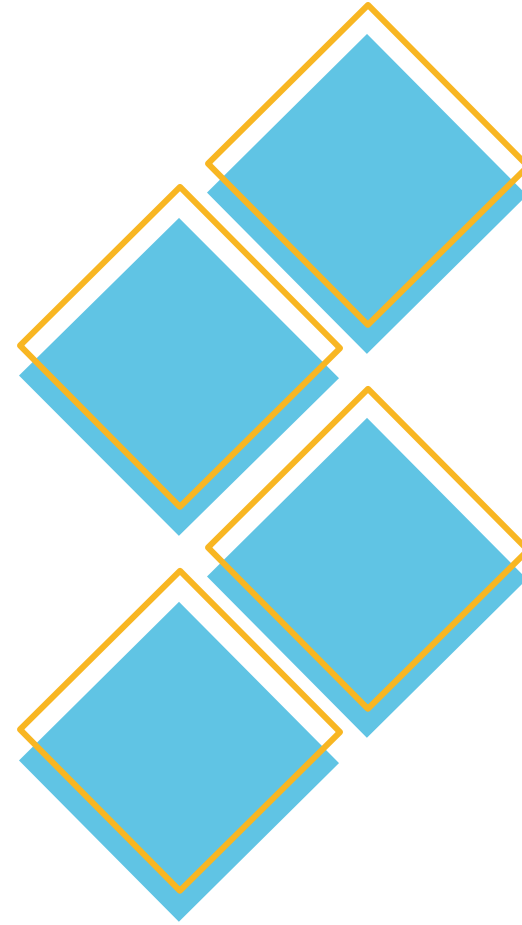
- How does one pick the ideas most relevant to the Product ?
- The **Purpose Driven design principles** act as a “sieve” in a funnel to **filter ideas and requirements** for the product.
- **Value vs Noise**
- [Material Design by Google](#)
- [Apple Design](#)
- [Fluent UI by Microsoft](#)



5


Smoke screen and mirrors

OR The Art of the Possible



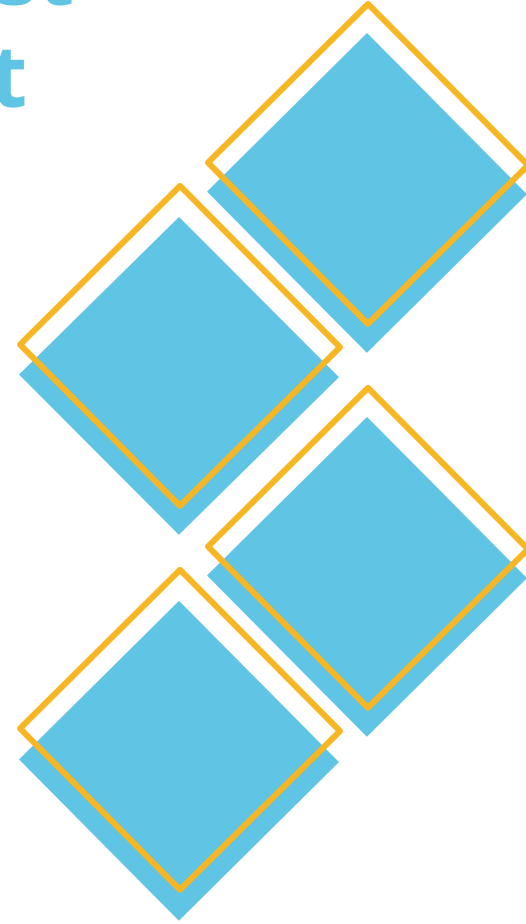
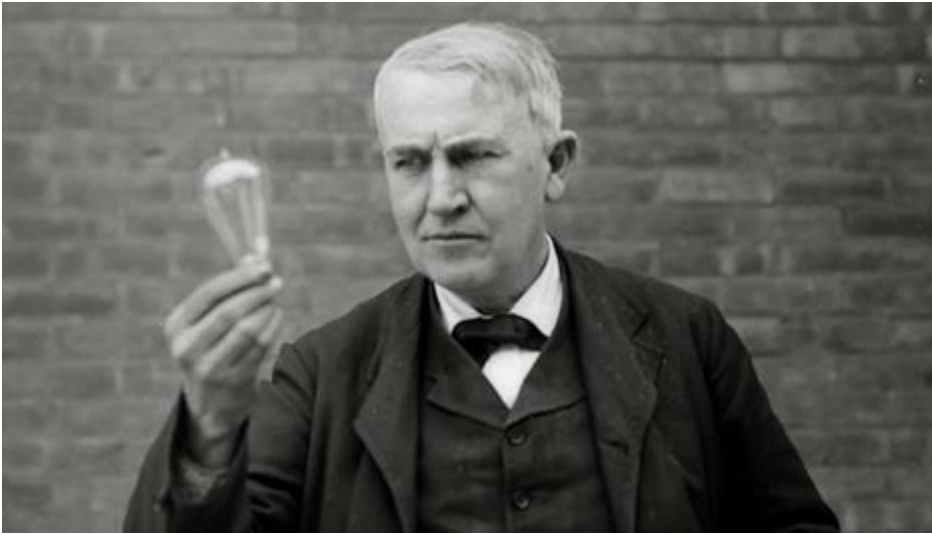


The Art of the possible

- .Research before development
 - .UI Design – Use Rapid Prototyping / Design tools
 - e.g. Figma, InVision
 - .Quick and Dirty Proof of Concepts (More like Quick and Neat)
 - .Use No Code / Low Code platforms or frameworks like Streamlit
 - .Developer Demos
- 

6

I haven't failed - I've just
found 10,000 ways that
won't work.





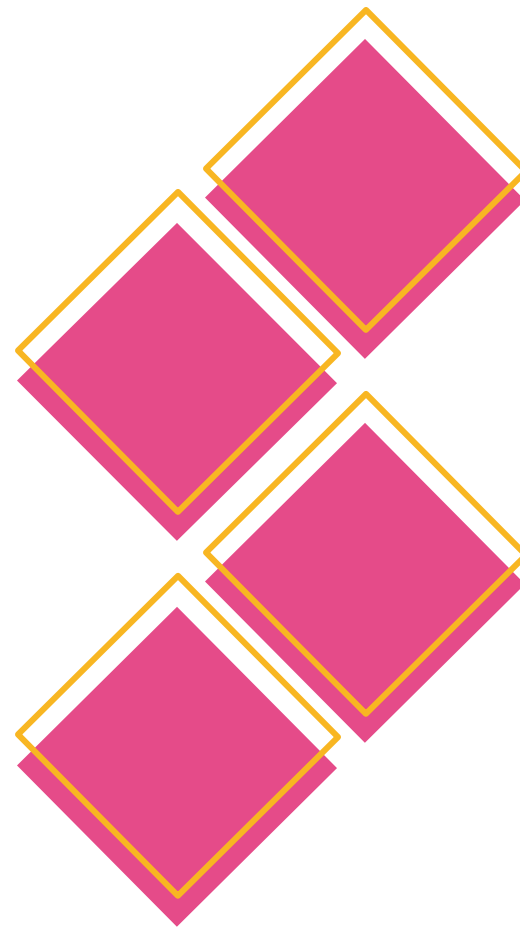
Requirements and Design Done!!

Let's start Development
Sprints ?



4


**But “It’s a Marathon
not a Sprint ?”**





Marathon as several Sprints

Breakdown a Large Development into logical chunks that can be covered in 2-3 week sprints

- UI Design – Break down into screens
 - Data Model
 - High Level Architecture
 - Proof of Concept for Integrations
 - Feature Development
- 




Monoliths to Microservices

- Monoliths end up as “If it works don’t touch it”
- Microservices are like Lego blocks



Monolith to Microservices

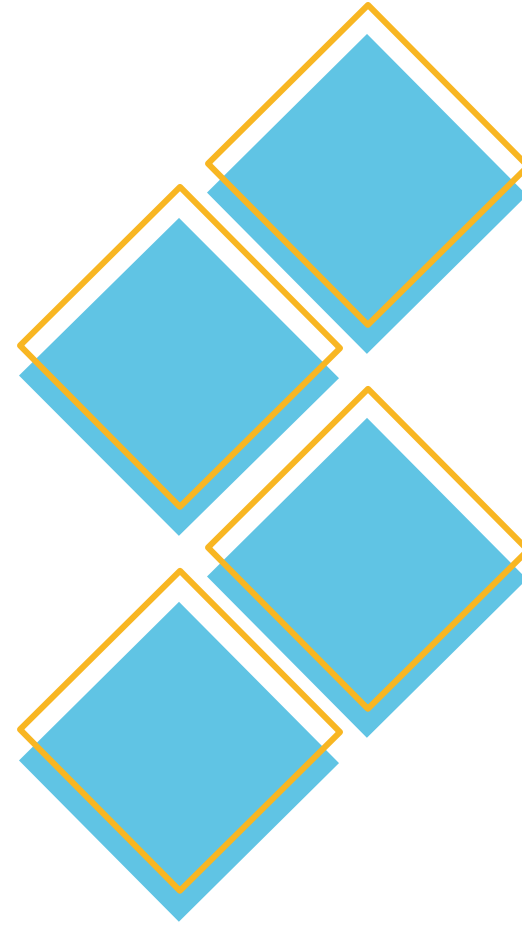
- .Standards based integration (HTTP, SMTP, MQTT)
 - .Loose Coupling (Message Queues, RESTful services)
 - .Infrastructure as Code (e.g. CloudFormation, Docker, Kubernetes)
 - .Automated Testing
 - .Deployment Pipelines
 - .Documentation
 - .Dependency Management
- 

7

Done is better than Perfect

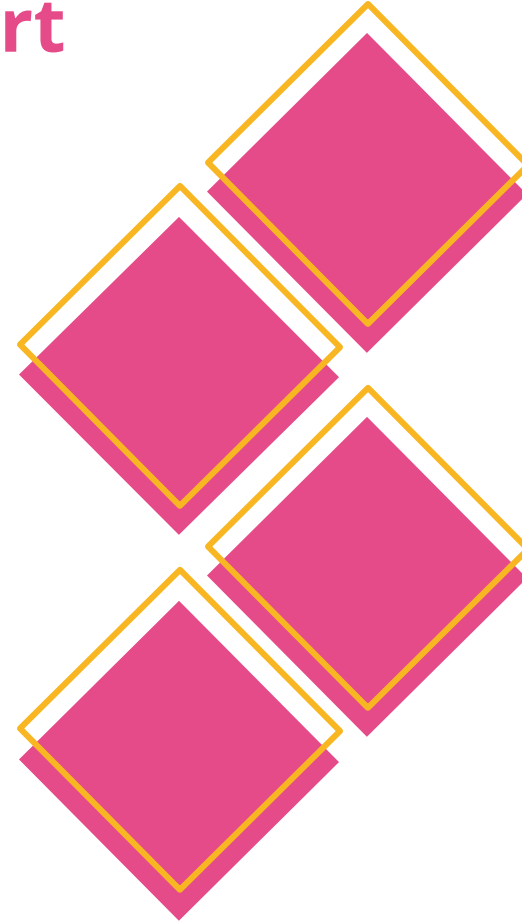


Apple I in 1976



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Main course before Dessert





Main Course before Dessert

Therefore

- Requirements and Requirements before Development
- Testing before Production Deployment
- Usage before Analytics
- Real Data before AI Insights
- Documents / Data before Retrieval Augmented Generation



Product

Summary

Grit Spit and a whole lot of Duct tape

- .Team and Team Work

Design Principles

- .Define Principles
- .Use Design Systems

Keep it Simple and Stupid

- .Focus on User experience early on.

Art of the Possible

- .Use Wireframes or Prototypes to gather feedback early

Existential Questions

- .Why, Who and What before How?

Its a Marathon not a Sprint

- .Learn from Mistakes and previous work
- .Larger work to small chunks

Main course before Dessert

- .Data before AI
- .Usage before Analytics

Done is better than Perfect



Thank You
Questions ?





References

[.https://adaptmethodology.com/blog/product-vs-project-understanding-the-differences/](https://adaptmethodology.com/blog/product-vs-project-understanding-the-differences/)

[.https://martinfowler.com/bliki/GivenWhenThen.html](https://martinfowler.com/bliki/GivenWhenThen.html)

