


A stage with red curtains and a blue background. The curtains are pulled back, revealing a dark blue backdrop. The stage floor is lit with a warm yellow light. The text "Product Development & Improv" is centered on the stage.


Product Development & Improv

A Zactice Talk

WHAT TO LEAVE WITH



Discover something new- make a connection you have never made before

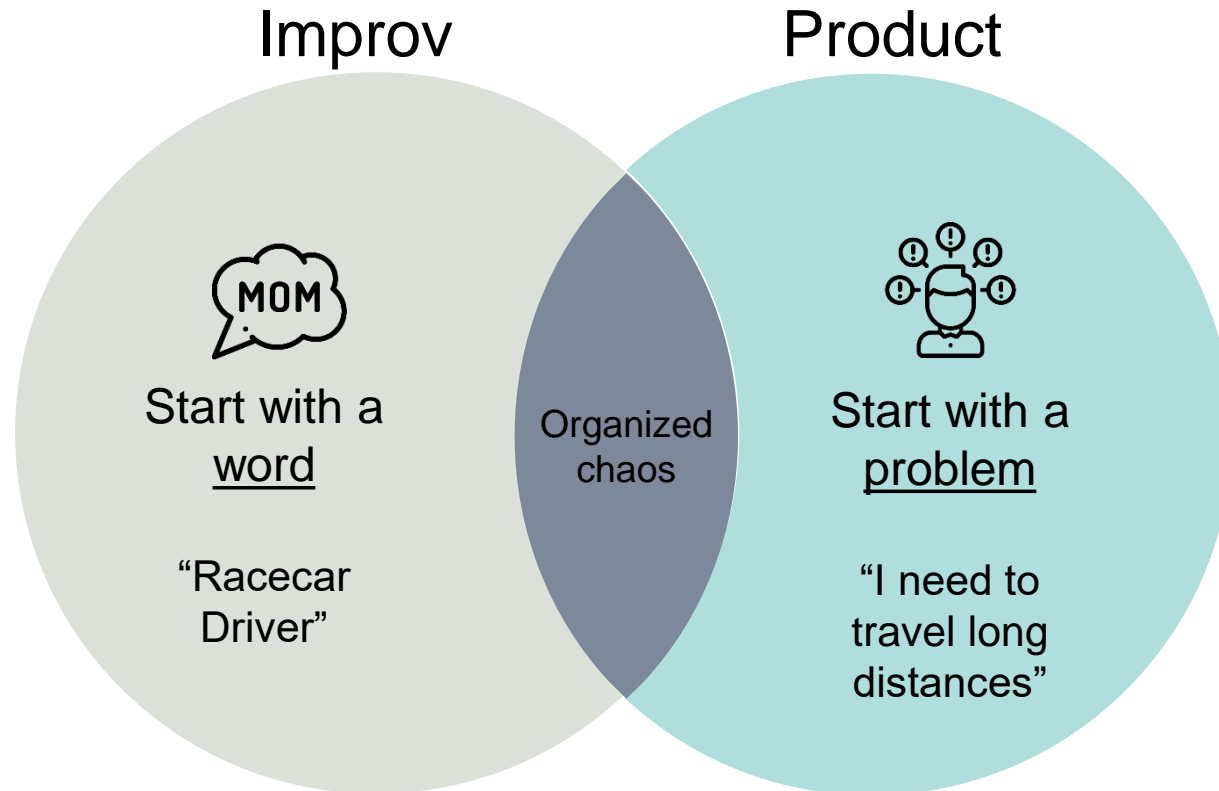


The motivation to individually or as a team experiment with improv classes as a means to work better



Be entertained

THE BEGINNING



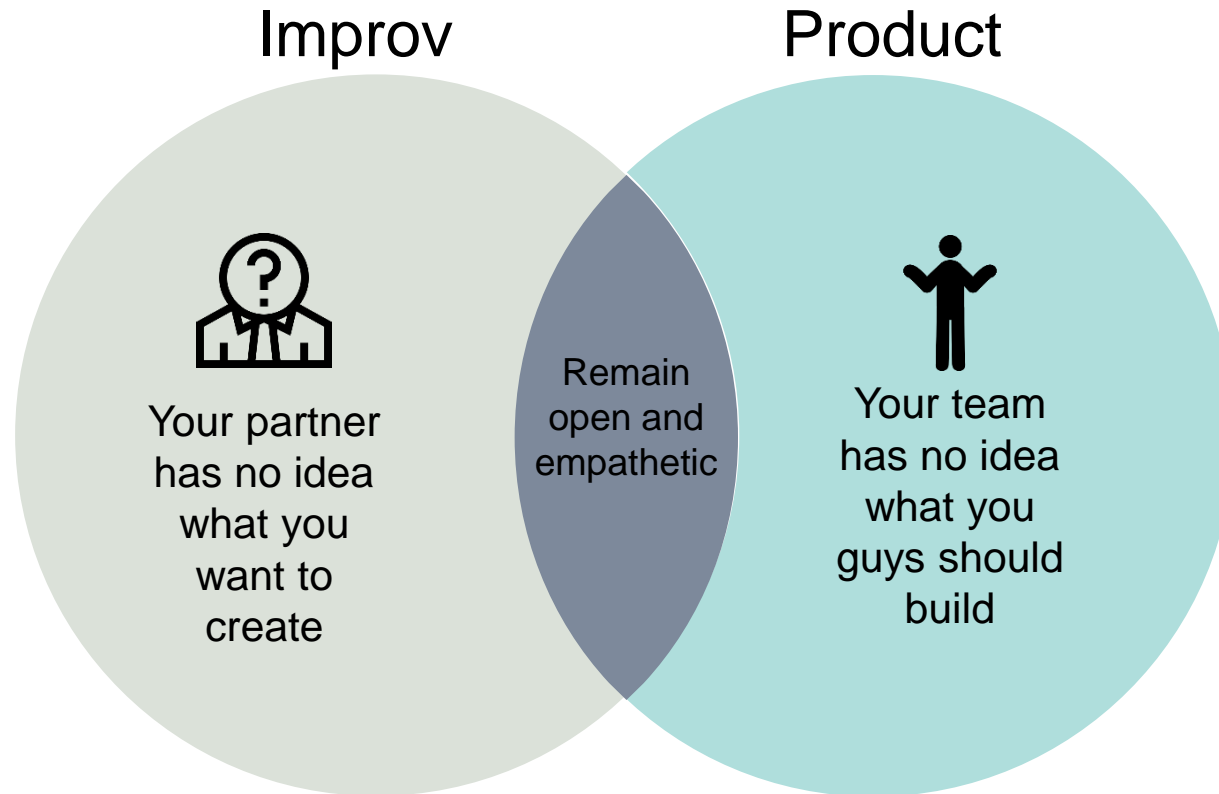
An empty canvas.... And there is no script

Methodology

Things start to reveal themselves



EMPATHY



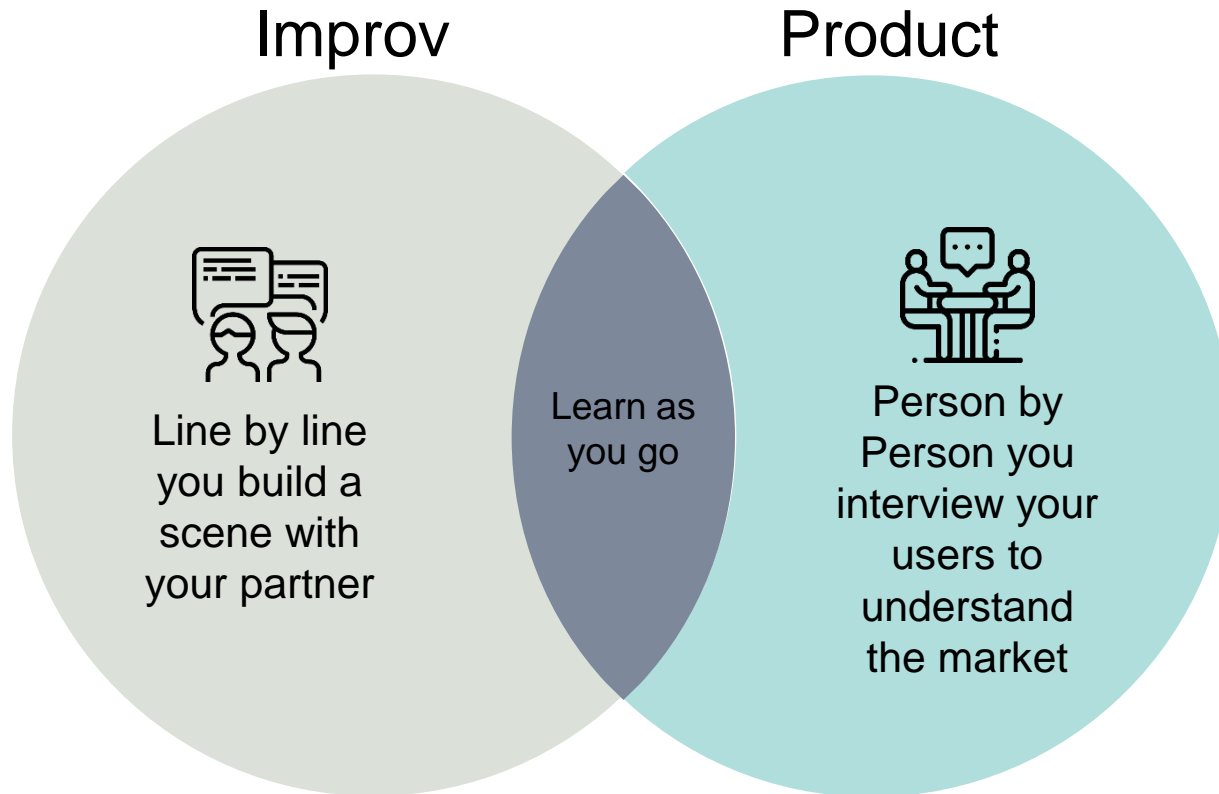
Who are you to me?

What do these people *think* they want?

How can I find the implied meaning?



DISCOVERY



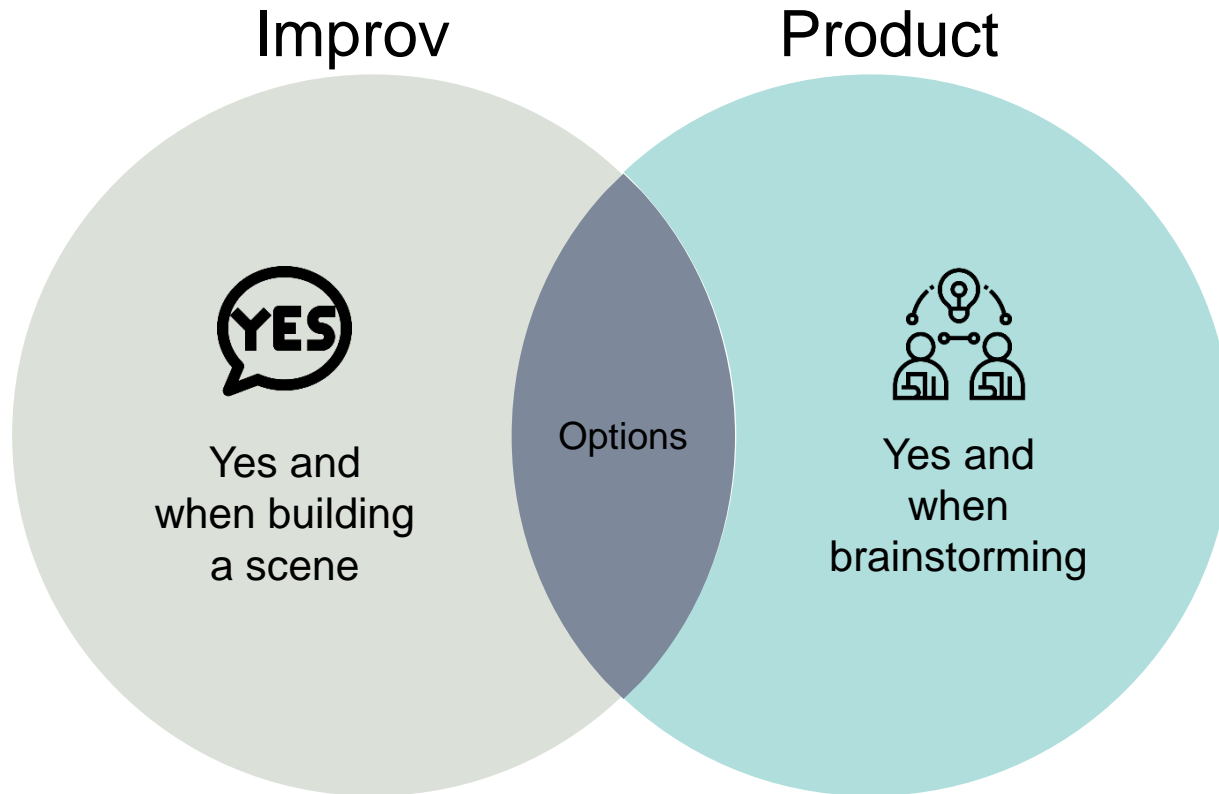
Time here pays dividends

Focus on what you are trying to accomplish

Don't be scared of something you don't expect



YES.... AND



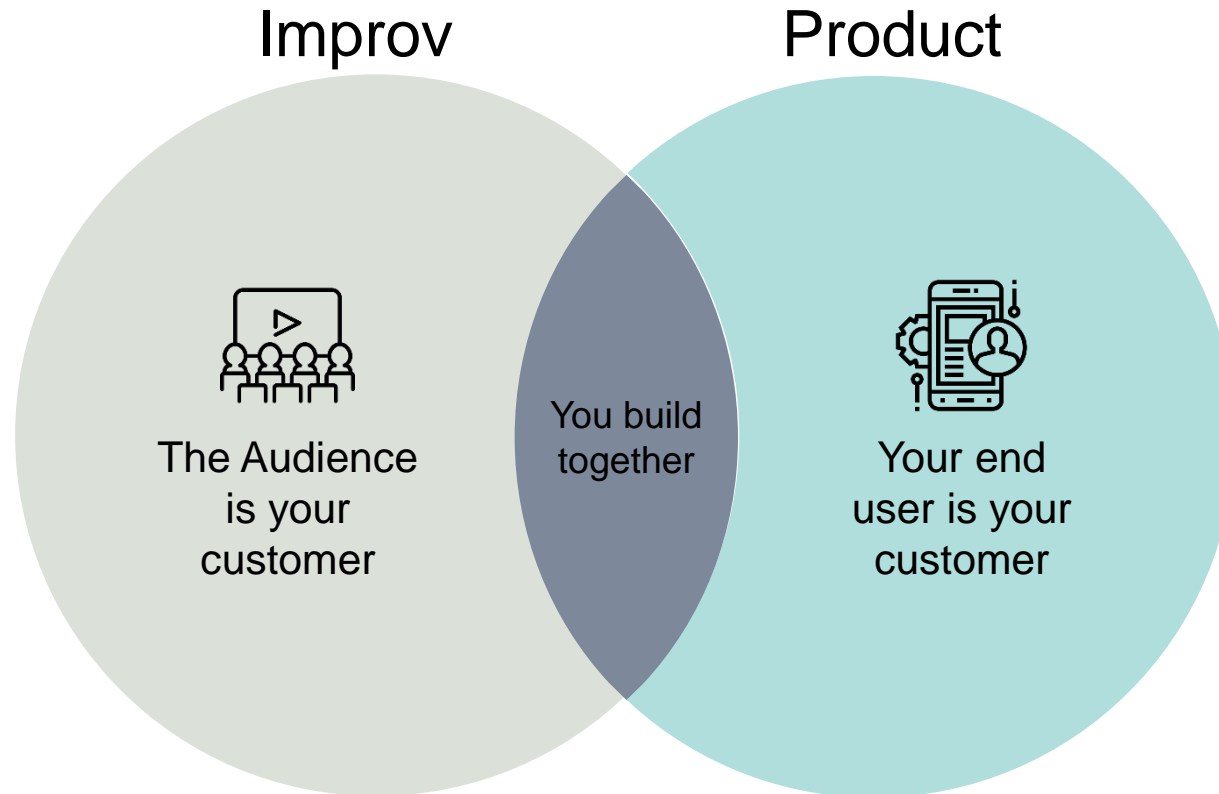
Not “no....but”

“Hey I think we should add golden toilets to our airplanes”

“Yes and it will add a lot of cost and weight to our airplanes which could have negative effects but it will be luxurious”



CO-CREATION



They participate in form of giving suggestions for scenes

They participate in the form of focus groups and interviews

By participating, you care more about the outcome

Products for Schmuck

the
party,
man!

who decided
to show up today...

BROWN NOSE

PEOPLE
SER



THE PRODUCT
MANAGER HOST



You should have
had me plan this party!
Back in my day I planned
my office party!

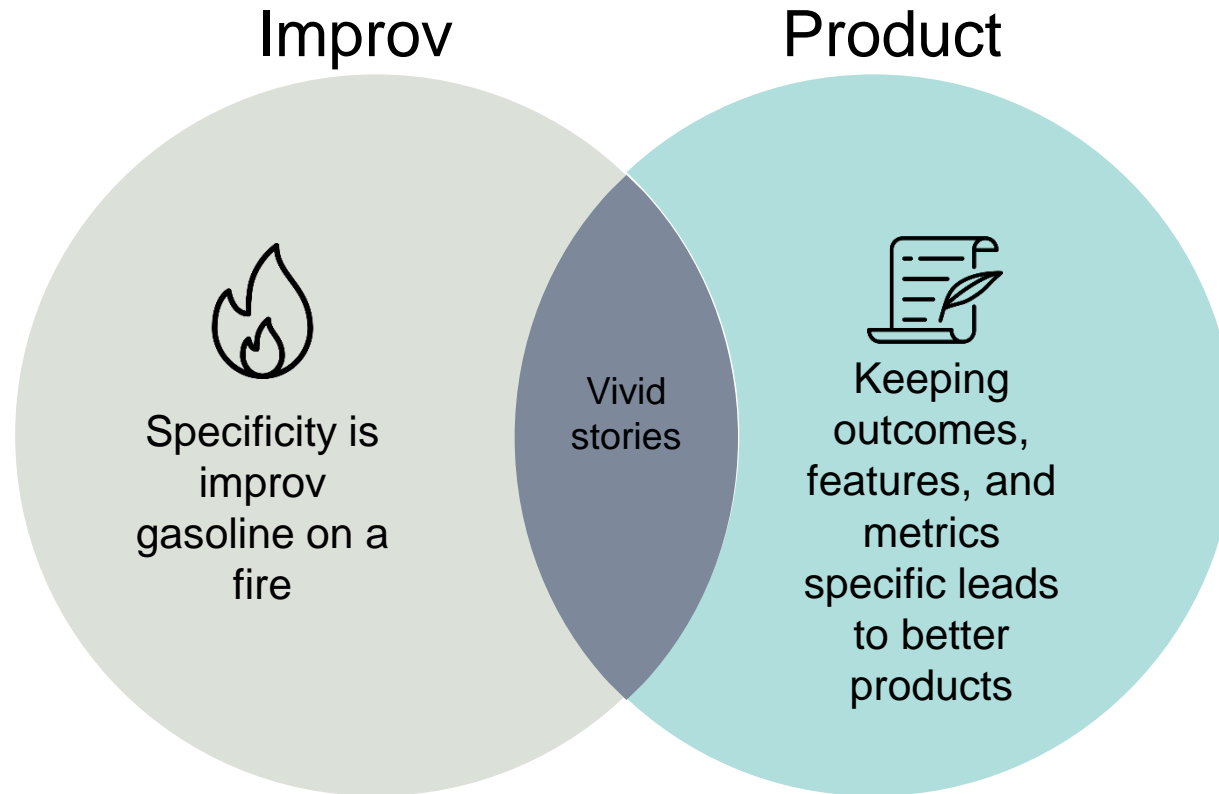
This party
is so fun!

I'm planning another
to talk about how fun

RIGHT NOW

SCHEDULE
INSTEAD

BE SPECIFIC



“I’m having dinner at a restaurant”

“We are sitting at Benihana and I’m scared I cant catch the shrimp in my mouth and there's a flaming volcano”

Clear user stories help convey clear value

Products for Schmucks!



IRONIC PEOPLE
PLEASER

pretzels?
if
pretzels!
d
s!



THE PRODUCT
MANAGER HOST



You should have
had me plan this party!
Back in my day I planned
every office party!

HASN'T PLANNED A
PARTY IN 15 YEARS

Guys, who
the caviar?



BROWN NOSER

Janet's
Or Bill
Or Dave's

HAS

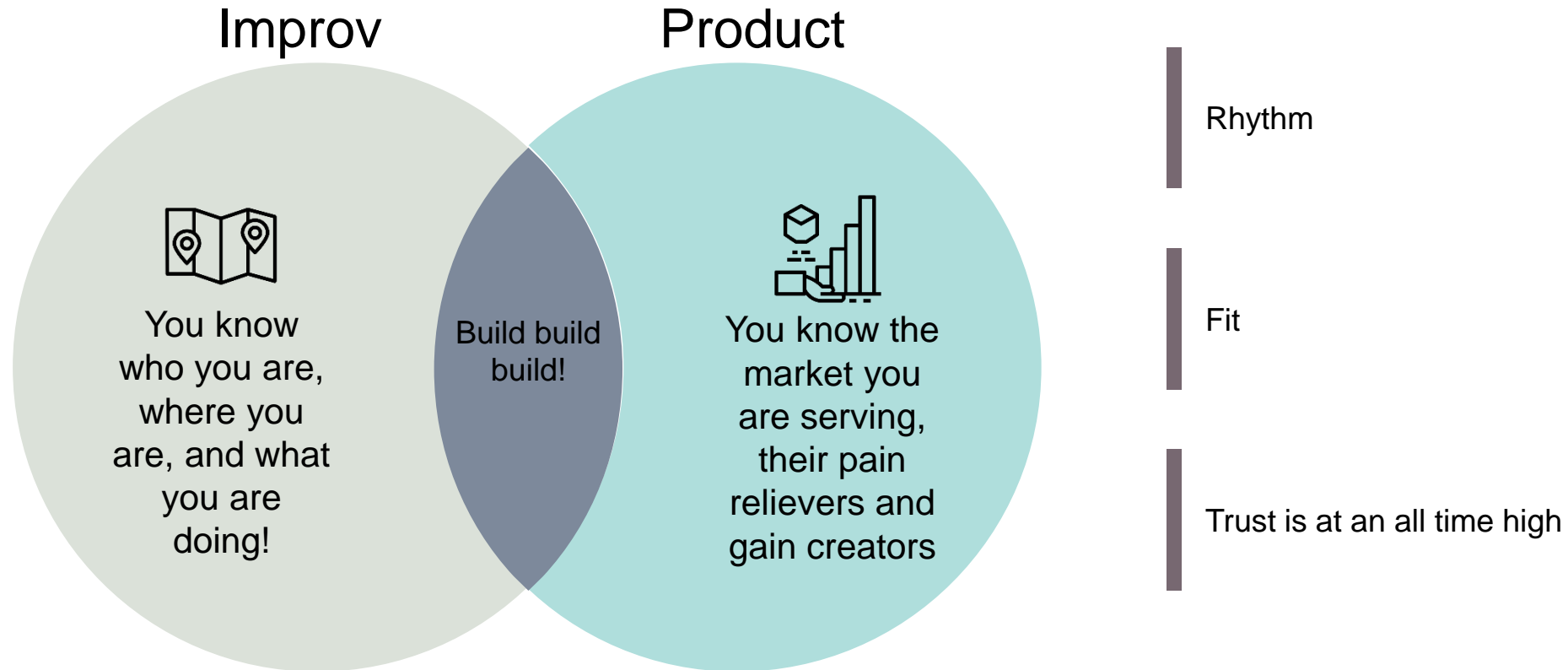


This party
is so fun!
I'm planning another one
to talk about how fun it is

RIGHT NOW!

SCHEDULES PART
INSTEAD OF DOING
ACTUAL WORK

FLOW



Products for Schmucks



TO
HOME

CHRONIC PEOPLE
PLEASER

s the pretzels?
t staying if
t have pretzels!
stick kind
al pretzels!

OPY,
D



THE PRODUCT
MANAGER HOST



You should have
had me plan this party!
Back in my day I planned
every office party!

HASN'T PLANNED A
PARTY IN 15 YEARS



BROWN NOSER

Wait, is this
Janet's birthday?
Or Bill's retirement
or Dave's engagement

HAS FIVE PA
GO TO T



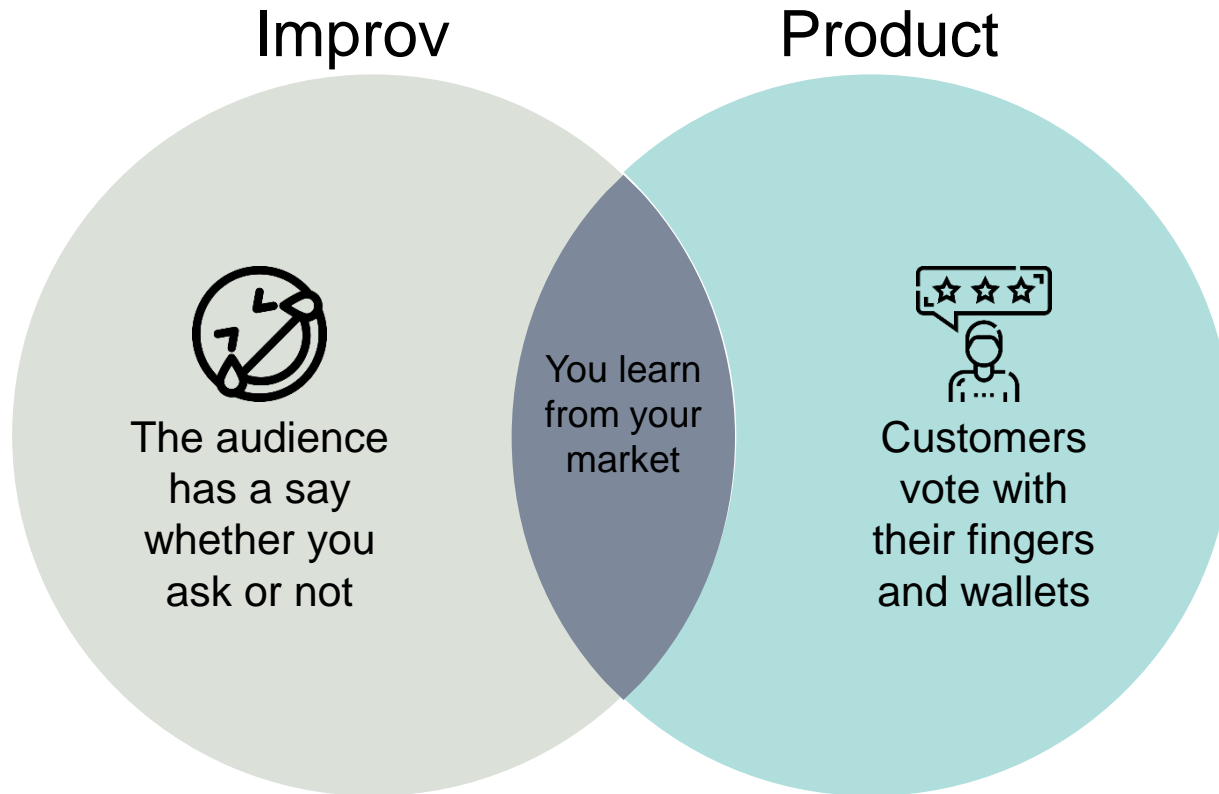
I'm planning another one
to talk about how fun it is

RIGHT NOW!

SCHEDULES PARTIES
INSTEAD OF DOING ANY
ACTUAL WORK

Oh, a
Don't
if

FEEDBACK



They give you feedback in laughter... or silence

They give you feedback in suggestions or reviews

If you aren't getting downloads, customers, or dollars you should probably re-evaluate your product

Products for Schmucks

Guy's, where's the caviar?



The landlord said we have to have caviar!

BROWN NOSER

Wait, is this Janet's birthday? Or Bill's retirement? or Dave's engagement??

HAS FIVE PARTIES TO GO TO TODAY

This party is so fun!
I'm planning another one to talk about how fun it is
RIGHT NOW!

SCHEDULES PARTIES INSTEAD OF DOING ANY ACTUAL WORK

YOUR LANDLORD IS INVITING THEM TO YOUR PARTY

who decided to show up today...



THE PRODUCT MANAGER HOST

You should have had me plan this party!
Back in my day I planned every office party!

HASN'T PLANNED A PARTY IN 15 YEARS

Everybody just relax and enjoy the party, man!



CHRONIC PEOPLE PLEASER

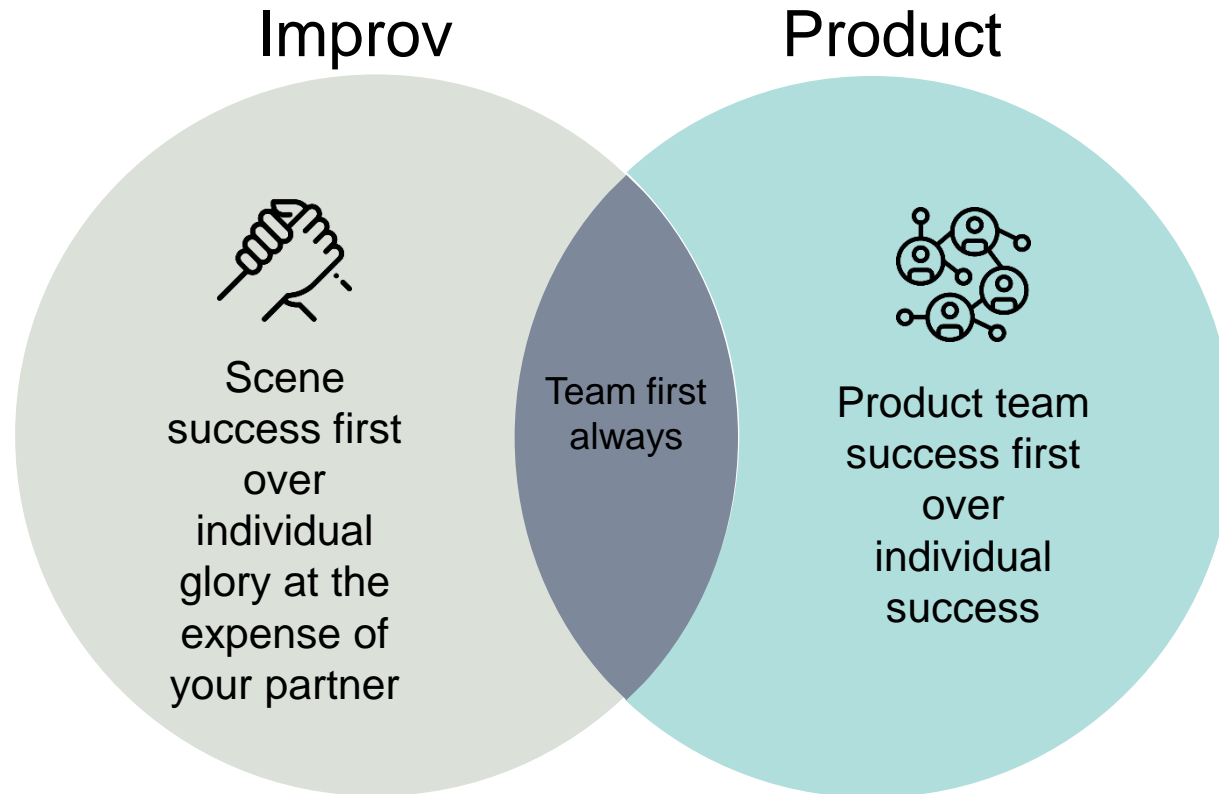
CALLS IN TO FROM HOME

Where's the pretzels?
I'm not staying if we don't have pretzels!
Not the stick kind either, real pretzels!
And...

TRY, GRUMPY, OR SATISFIED



PRIORITIZE THE WHOLE



When your customer wins you win

I've got your back

Time for the next adventure!



ONLY CALLS IN TO PARTIES FROM HOME



CHRONIC PEOPLE PLEASER



NECESSARY, GRUMPY, AND NEVER SATISFIED



You should have had me plan this party!
Back in my day I planned every office party!

HASN'T PLANNED A PARTY IN 15 YEARS

Products for Schmucks



THE PRODUCT MANAGER HOST

Guys, where's the caviar?



BROWN NOSER



HAS FIVE PARTIES TO GO TO TODAY



I'm planning another one to talk about how fun it is

RIGHT NOW!

SCHEDULES PARTIES INSTEAD OF DOING ANY ACTUAL WORK



YOUR LANDLORD INVITING THEMSELVES TO YOUR PARTY

SUMMARY

ATTRIBUTES

The Beginning

Empathy

Discovery

Yes...And

Co-Creation

Be Specific

Flow

Feedback

Prioritize the Whole



INTERSECTIONS

Organized Chaos

Remain Open and Empathetic

Learn as you Go

Options

You Build Together

Vivid Stories

Build Build Build!


You Learn From Your Market

Team First Always


TAKEAWAYS



Building products is really just an improv exercise



The second it's not about you, the better things go



I no longer have a design handicap

Drawing by Caroline Cash
Icons by Freepik



