

Product Management

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Agenda

- Brainstorming
- Product Development Process
- Product Idea
- Find your market
- Understand your audience
- Testing the idea
- Wireframing
- User Stories
- Product Management

Brainstorming [1]



Brainstorming [2]

- Set a time limit
- Begin with a target problem/brief
- Refrain from judgment/criticism
- Encourage weird and wacky ideas
- Aim for quantity
- Build on others' ideas
- Stay visual
- Allow one conversation at a time

Brainstorming [3]

- **Mindset of a Millionaire**
 - Think like a rich person
- **Mindset of a Beggar**
 - You have limited Resources
- **Mindset of a Monk**
 - Only certain things are important

Brainstorming [4]

Let's work together

1. Choose an industry (Travel, Food, Education etc.)
2. Brainstorm for problems
3. Brainstorm for solutions

Brainstorming/ Brainwriting [5]

Brainwriting Worksheet: The Local Bus Co.

Date: August 18 **Focus:** How can we get more people to use our app and increase its value to passengers.

	Idea 1	Idea 2	Idea 3
Round 1	Redesign the icon to make it easier to find.	Include simple games for people to play during journeys.	Link the app to traffic news, to offer real time travel advice.
Round 2	Make the new icon look like a bus!	Could some of these games relate to local information?	Could we link the app to our bus-tracking system to let people see exactly where their bus is?
Round 3	Ensure that some parts or all of the app can work without internet.	Connect the app to GPS, to give personalized information and to track journeys.	Maybe also link to in-bus cameras, to show how busy a particular bus is?
Round 4	For the new icon, use the letter O from our company name as one of the bus wheels!	Use data to find out what the most popular journeys are – then use this to give more personalized suggestions and advice.	Could passengers use the app to report any issues during their journey?
Round 5	Allow users to read the content on our app in different languages.	Give people the options to store data about the number of journeys taken, distance traveled, etc.	Convert journey data into environmental information, e.g. amount of carbon saved.
Round 6	Use text-to-speech to help people with sight difficulties, too.	Allow users to buy and send travel vouchers as gifts via the app.	Gamify journeys and app usage. Award "green points" to users, which accumulate to earn rewards.

Please feel free to copy this sheet for your own use and to share with friends, co-workers or team members, just as long as you do not change it in any way.

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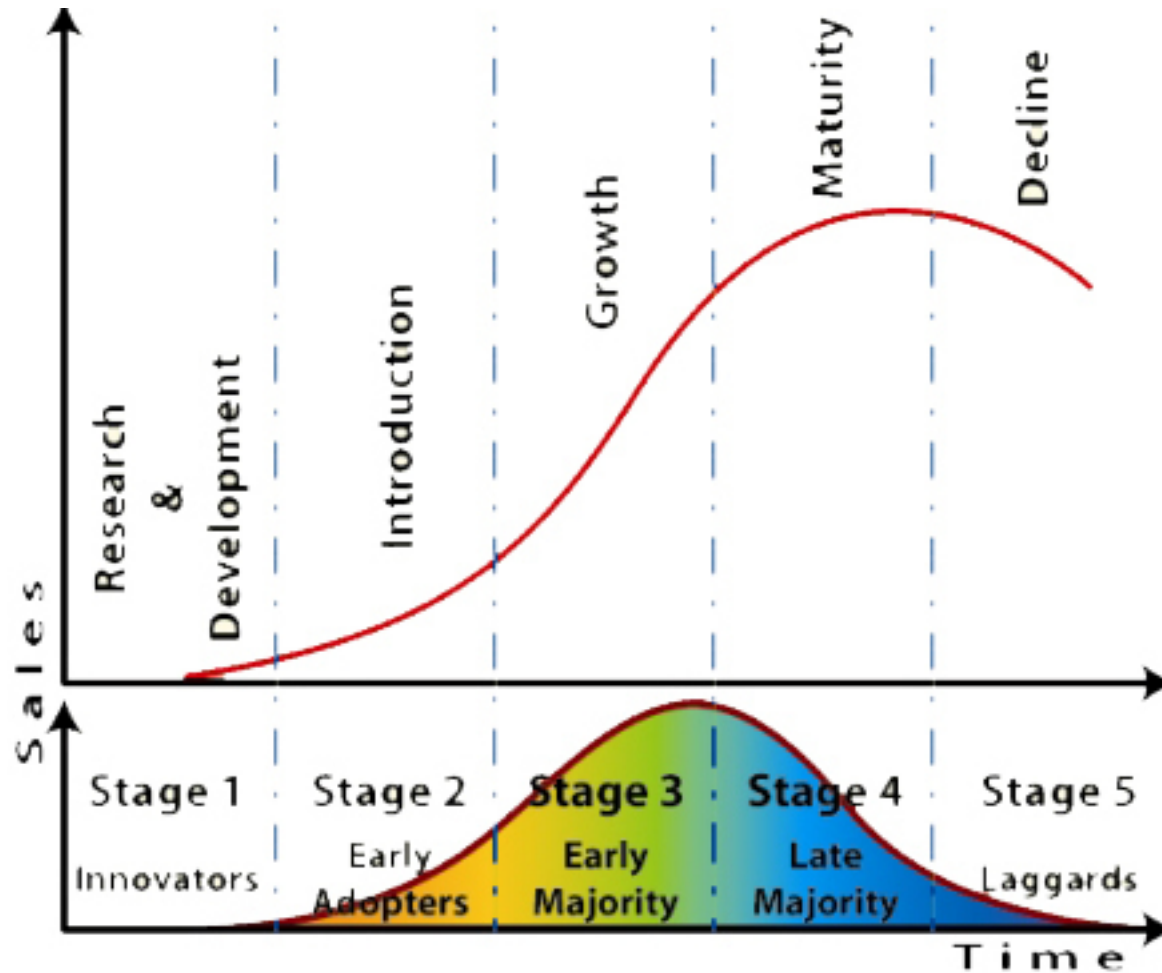
Brainstorming/Mindmapping [6]



Brainstorming [7]

- <https://www.interaction-design.org/literature/topics/brainstorming>
- <https://www.smashingmagazine.com/2016/06/a-framework-for-brainstorming-products/>
- <https://lucidspark.com/landing/solutions/brainstorm-software>
- <https://www.mindtools.com/brainstm.html>
- <https://workflowy.com/>
- <https://www.ayoa.com/previously-imindmap/>

Product Development Process/ PLC [1]



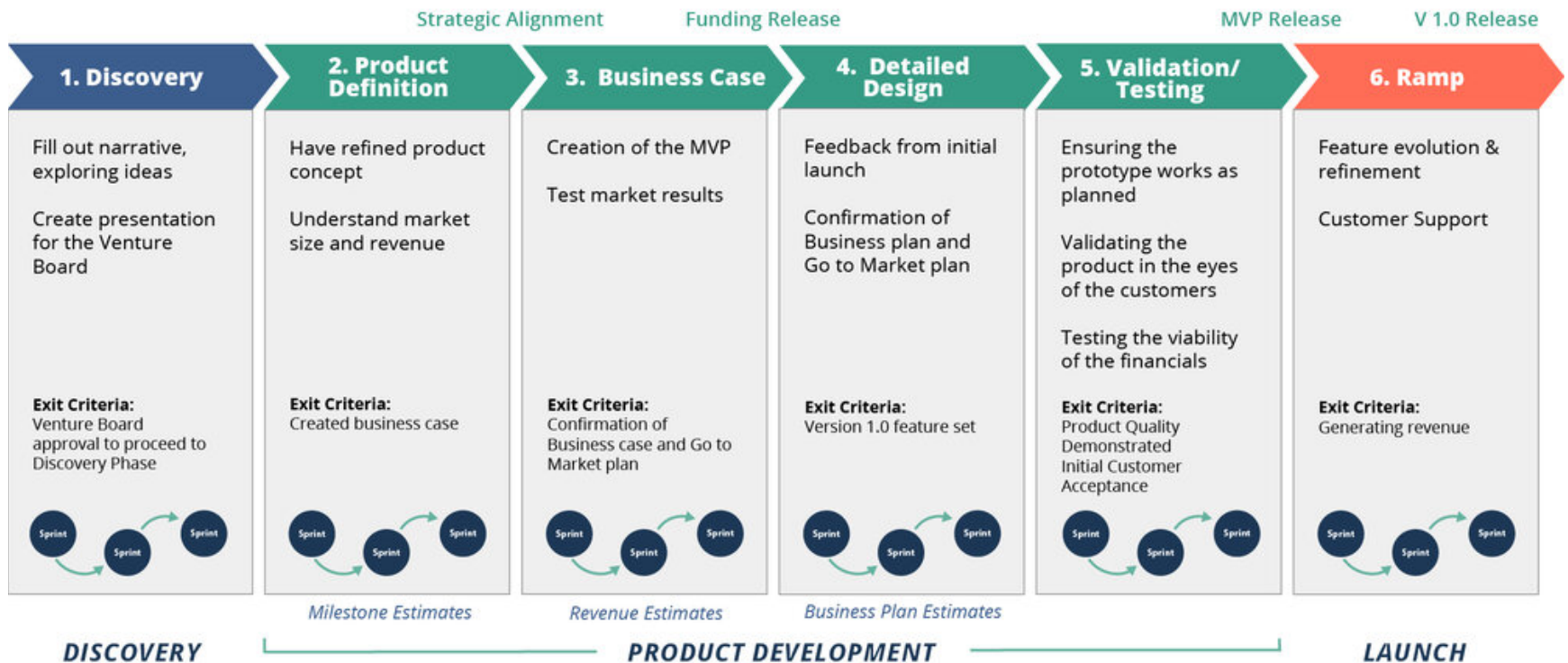
Product Development Process / PLC [2]

Individual work:

- Give examples of activities for every stage of Product Life Cycle.

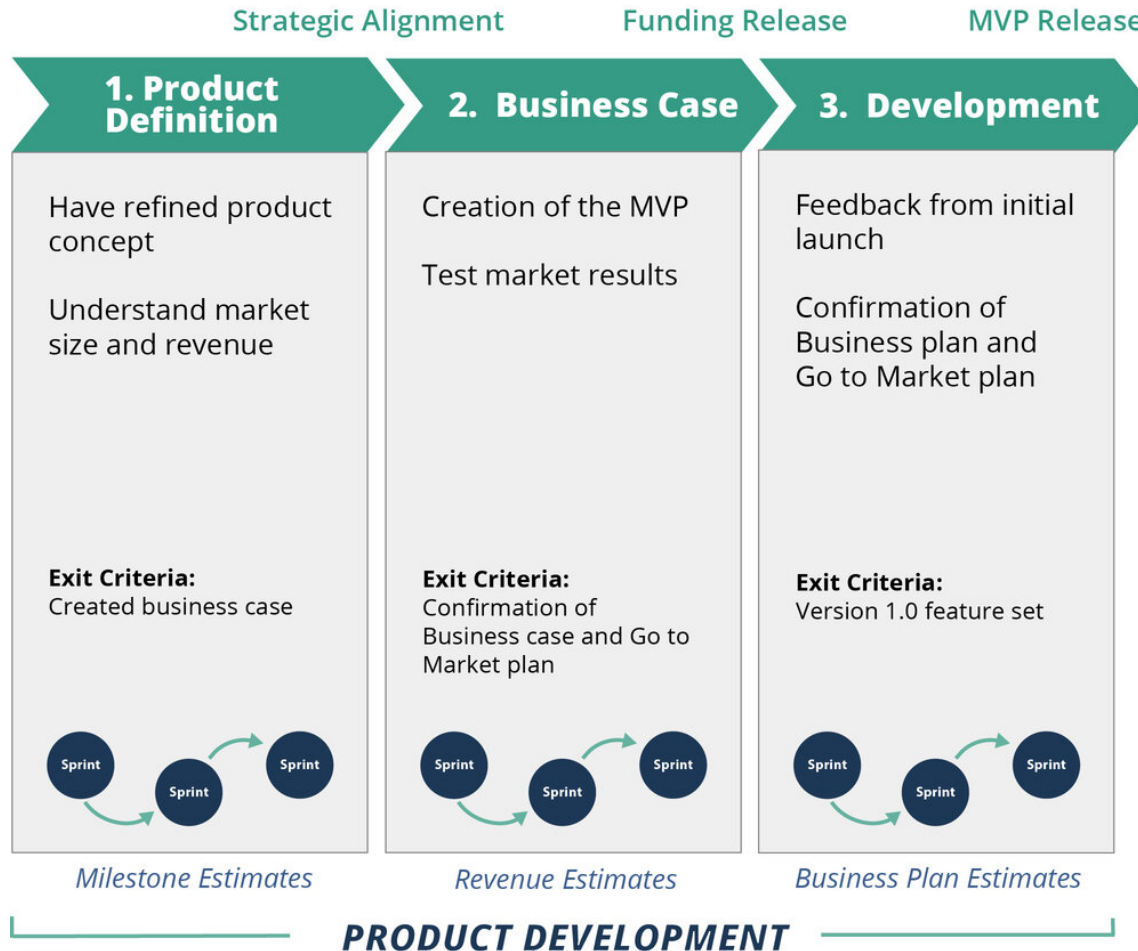
Product Development Process [3]

Product development process steps (Traditional)

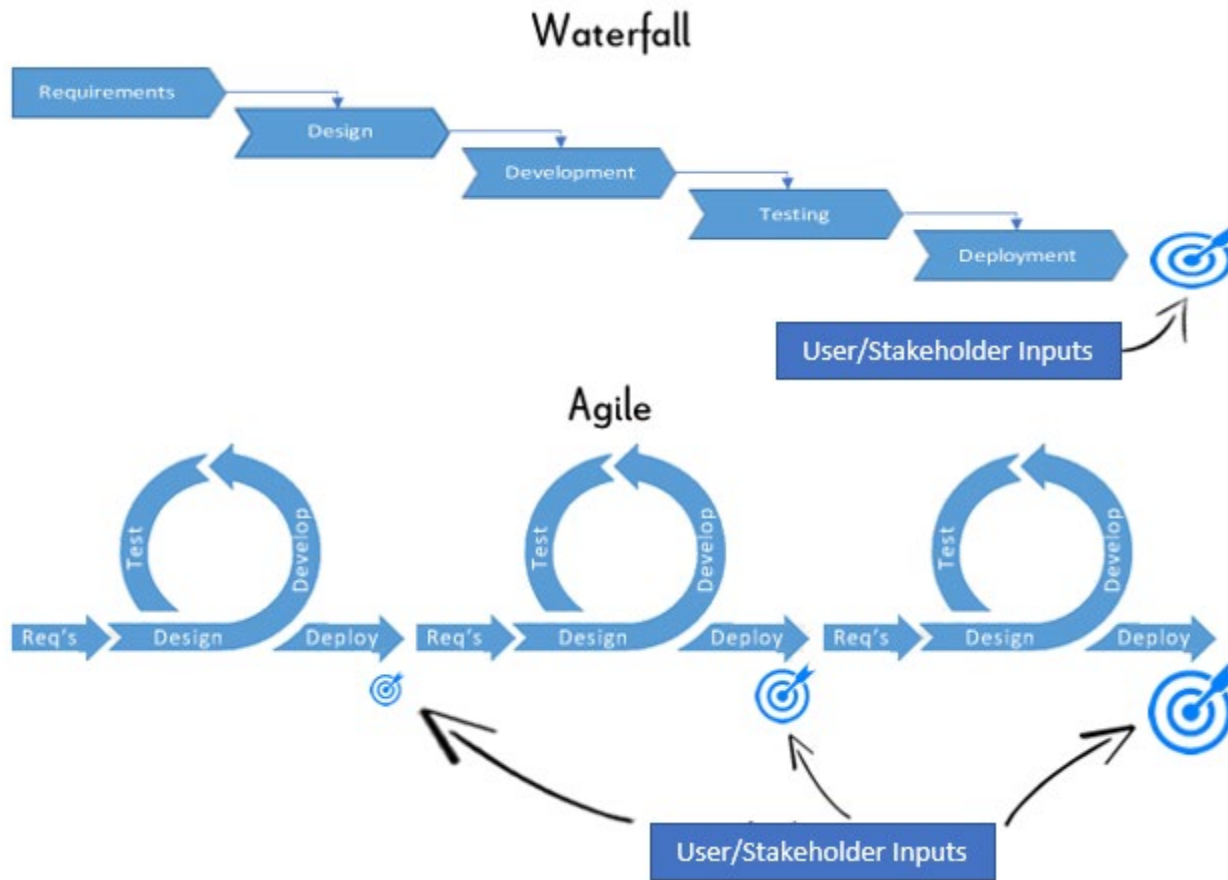


Product Development Process [4]

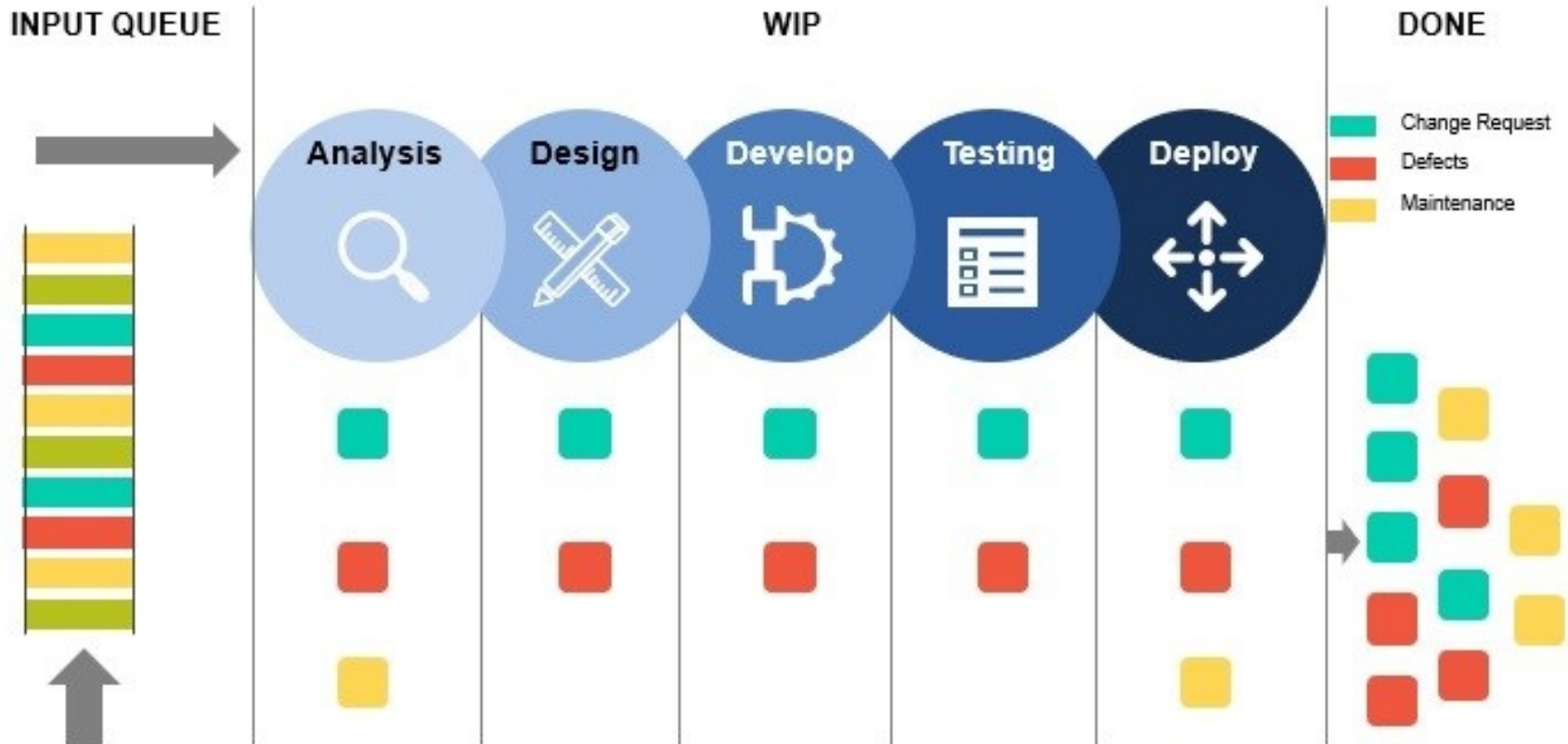
Product development process steps (Minimum Viable Process)



Product Development Process [5]



Product Development Process [6]



Product Development Process [7]

- <https://kanbanflow.com/>
- <https://www.atlassian.com/software/jira>

Product Idea/ Why Product Launches fail? [1]

- **Flaw 1: The company can't support fast growth**
 - **The Lesson:** Have a plan to ramp up quickly if the product takes off.
 - Example: **Mosquito Magnet**
- **Flaw 2: The product falls short of claims and gets bashed**
 - **The Lesson:** Delay your launch until the product is really ready.
 - Example: **Microsoft Windows Vista**
- **Flaw 3: The new item exists in “product limbo.”**
 - **The Lesson:** Test the product to make sure its differences will sway buyers.
 - Example: **Coca-Cola C2**

Product Idea/ Why Product Launches fail? [2]

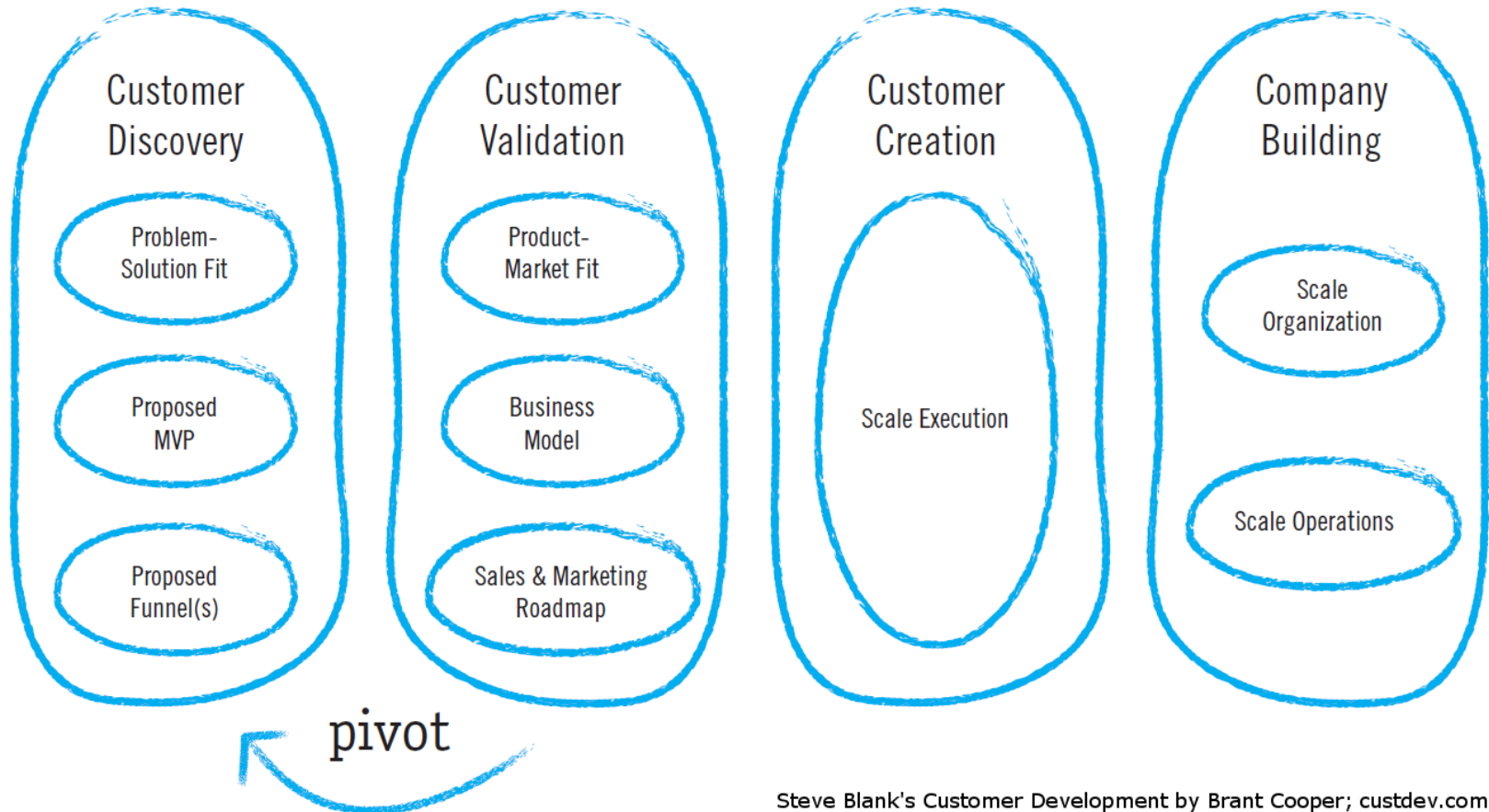
- **Flaw 4: The product defines a new category and requires substantial consumer education—but doesn't get it.**
 - **The Lesson:** If consumers can't quickly grasp how to use your product, it's toast.
 - Example: **Febreze Scentstories**
- **Flaw 5: The product is revolutionary, but there's no market for it.**
 - **The Lesson:** Don't gloss over the basic questions "Who will buy this and at what price?"
 - Example: **Segway**

Product Idea [3]

- Your product must solve a problem
- Don't find clients for your products, build products for your clients
- Give examples of failed products, and explain why do you think they've failed.

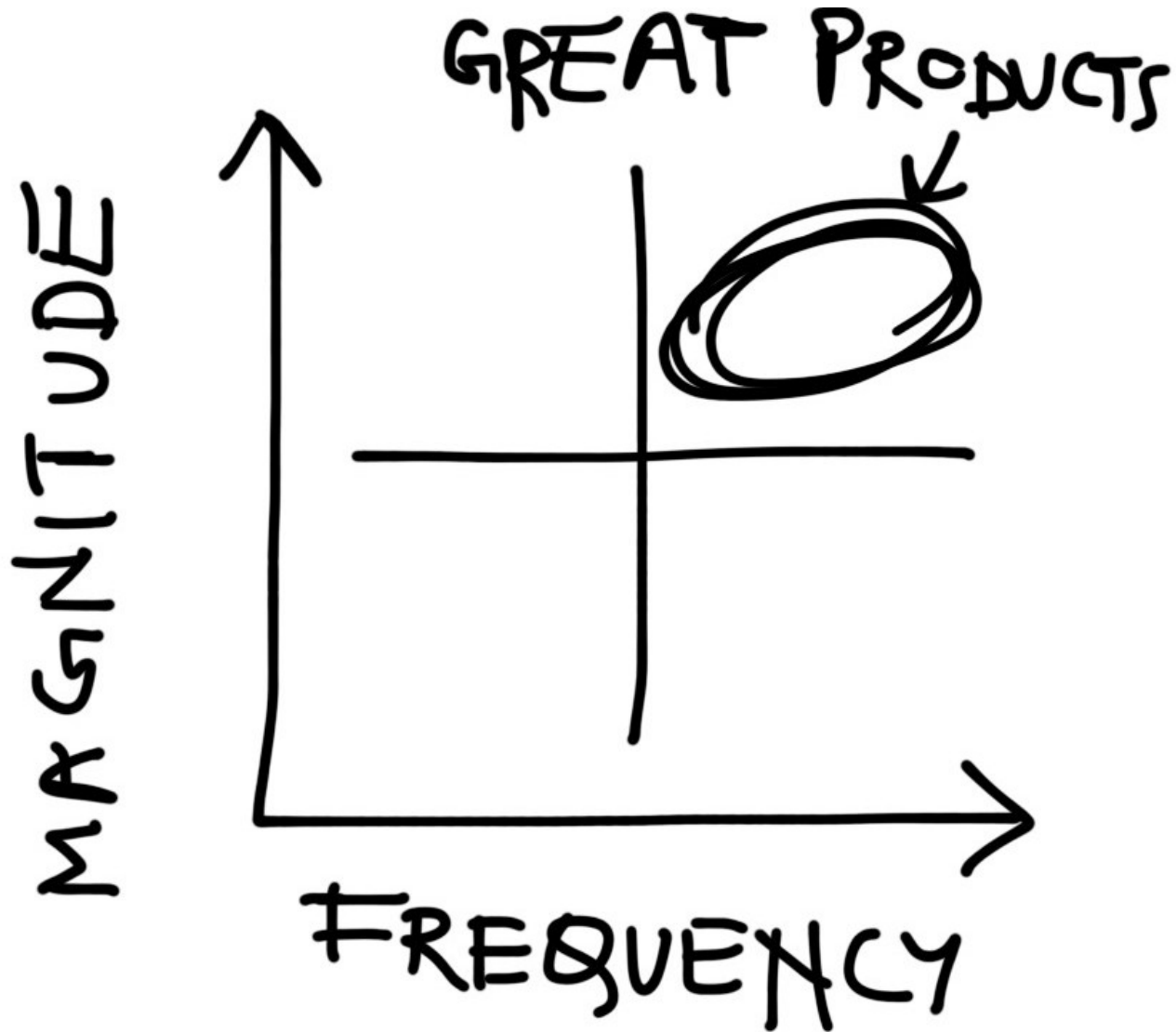
Product Idea [4]

Customer Development



Steve Blank's Customer Development by Brant Cooper; custdev.com

Product Idea/ Pain: Magnitude & Frequency



Product Idea [6]

Needs	Features	Benefits
The "void"	The "what"	The "so what"

- Idea #1

Needs	Features	Benefits

- Idea #2

Needs	Features	Benefits

- Idea #3

Needs	Features	Benefits

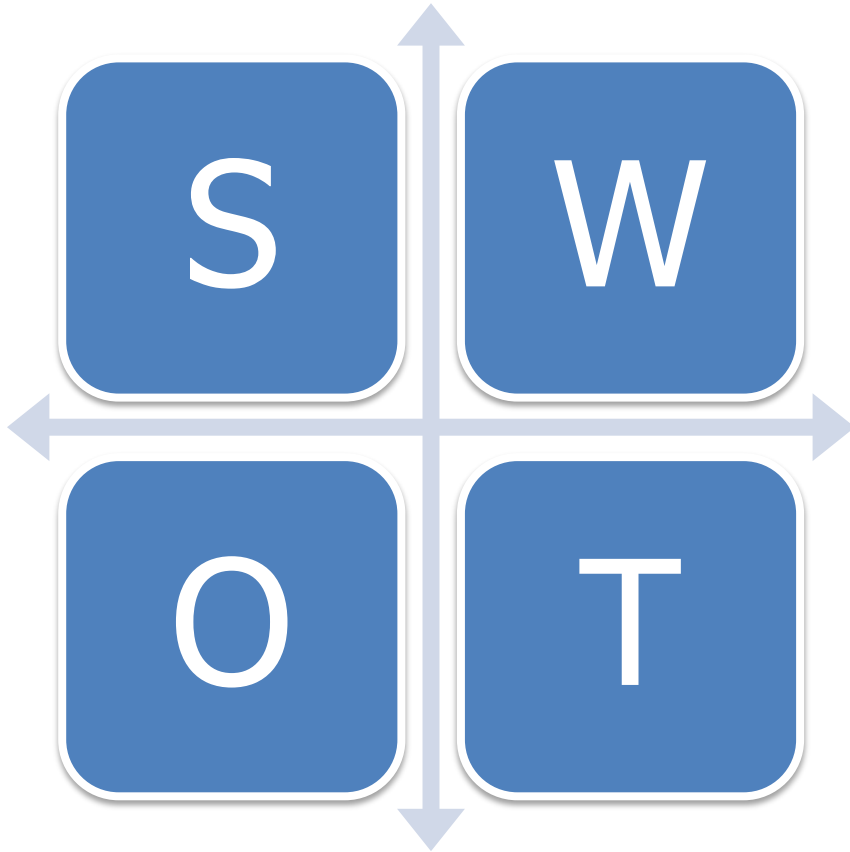
Product Idea/ Interview Users

- Build a list of interview questions
- Interview your users (3 users/ idea)
- Update needs, features, benefits table

Find your market/ SWOT [1]

Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> ✓ Your specialist marketing expertise. ✓ A new, innovative product or service. ✓ Location of your business. ✓ Quality processes and procedures. ✓ Any other aspect of your business that adds value to your product or service. 	<ul style="list-style-type: none"> ✓ Lack of marketing expertise. ✓ Undifferentiated products or services (i.e. in relation to your competitors). ✓ Location of your business. ✓ Poor quality goods or services. ✓ Damaged reputation.
External	Opportunities	Threats
	<ul style="list-style-type: none"> ✓ A developing market such as the Internet. ✓ Mergers, joint ventures or strategic alliances. ✓ Moving into new market segments that offer improved profits. ✓ A new international market. ✓ A market vacated by an ineffective competitor. 	<ul style="list-style-type: none"> ✓ A new competitor in your home market. ✓ Price wars with competitors. ✓ A competitor has a new, innovative product or service. ✓ Competitors have superior access to channels of distribution. ✓ Taxation is introduced on your product or service.

Find your market/ SWOT [2]



- Build a SWOT Analysis for a product of your choice.

Find your market/ Competition [3]

Competitive Analysis Template



	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
YOUR COMPETITORS				
Number of Employees				
Annual Revenue				
Location				
# of Years In Business				
Other				
COMPETITOR AUDIENCE				
COMPETITOR MESSAGING				
Words/Phrases Used				
Tone of Voice				
Easy to Understand (Y/N?)				
USER EXPERIENCE				
Easy to Find Info?				
Easy to Get Help?				
Clear CTAs?				

Understand your audience/ Persona [1]

The image displays a 'Persona Template' layout. On the left is a vertical teal bar containing a large circle for a profile picture, followed by a box for 'Name', 'Age', and 'Profession', and a larger box for a 'Customer quote' with quotation marks. To the right are two columns of six light blue boxes each. The first column boxes are: 'Needs, wants & expectations' (with a head and gear icon), 'Motivations & attitudes' (with a head and brain icon), and 'Frustrations' (with a head and gear icon). The second column boxes are: 'Bio' (with an open book icon), 'Relevant jobs to be done' (with a briefcase icon), and 'Channel or product preference' (with a hand holding a smartphone icon).

Understand your audience/ Persona [2]

Daivd Miller

- 28
- New-York
- Product Designer
- Living with his girlfriend

Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

Tech

- Internet: 5/5
- Social Media: 4/5
- Online Shopping: 4/5
- Gatgets: 4/5
- Early Adopter: 5/5

Favorite Brands

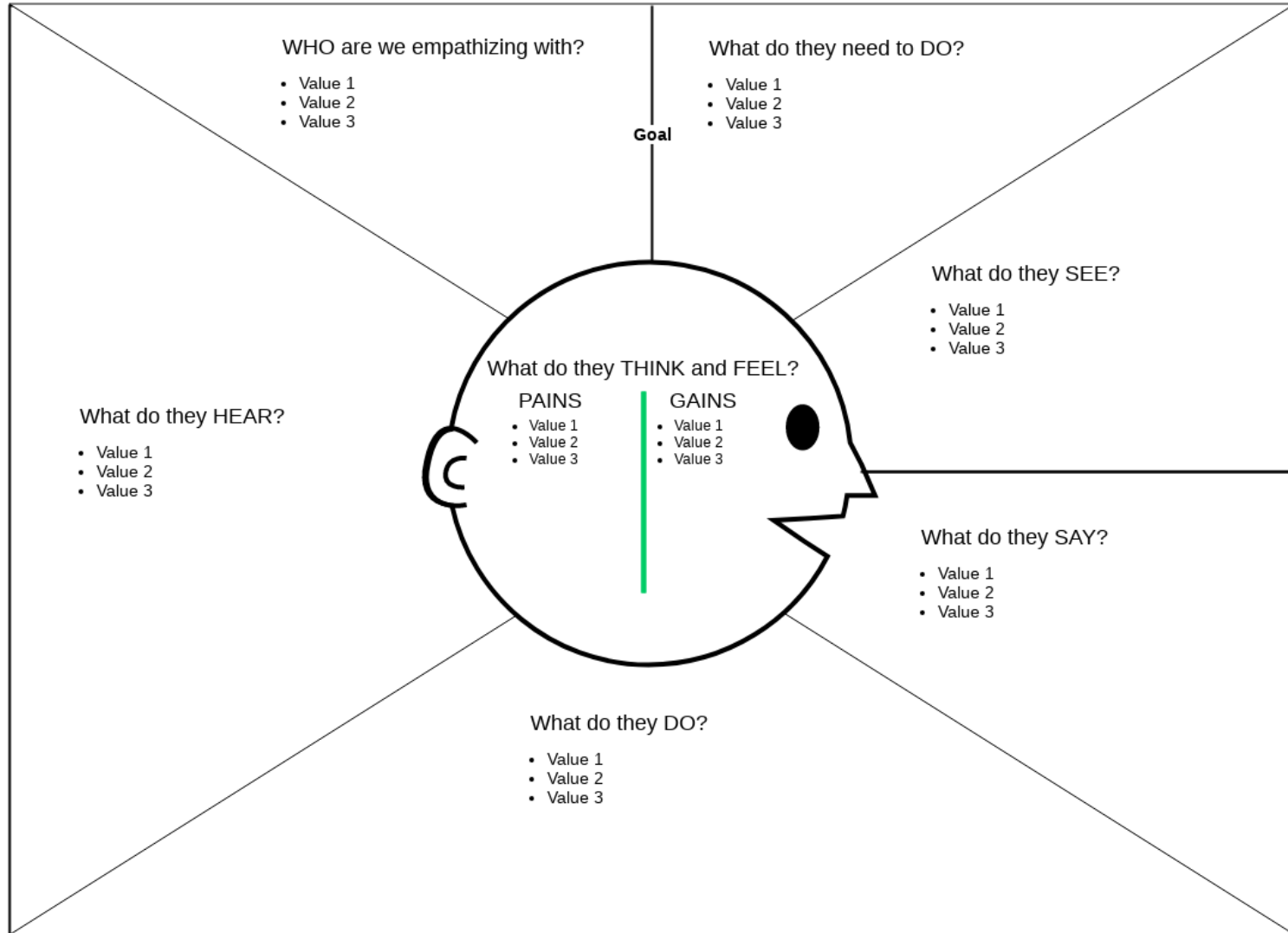
Apple, Google, Microsoft, Adobe, VANS

Frustrations

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

Quote: "I really want to create a lovely home, with my existing furniture..."

Understand your audience/ Empathy map



Understand your audience

- <https://www.interaction-design.org/literature/article/empathy-map-why-and-how-to-use-it>
- <https://miro.com/templates/empathy-map/>
- <https://online.visual-paradigm.com/diagrams/features/empathy-map-template/>

Testing the idea [[1](#)]

- **Get Feedback from Friends and Family**
- **Try Raising Money via Crowdfunding**
- **Start an Email List to Gauge Interest**
- **Run a Consumer Survey**
- **Test the Waters With Social Media and PPC Advertising**
- **Launch Lean With a Simple Store**

Testing the idea [2]

You're holding a field guide for rapid experimentation.
Use the 44 experiments inside to find your path to scale.
Systematically win big with small bets by...

Testing Business Ideas

strategyzer.com/test

WRITTEN BY

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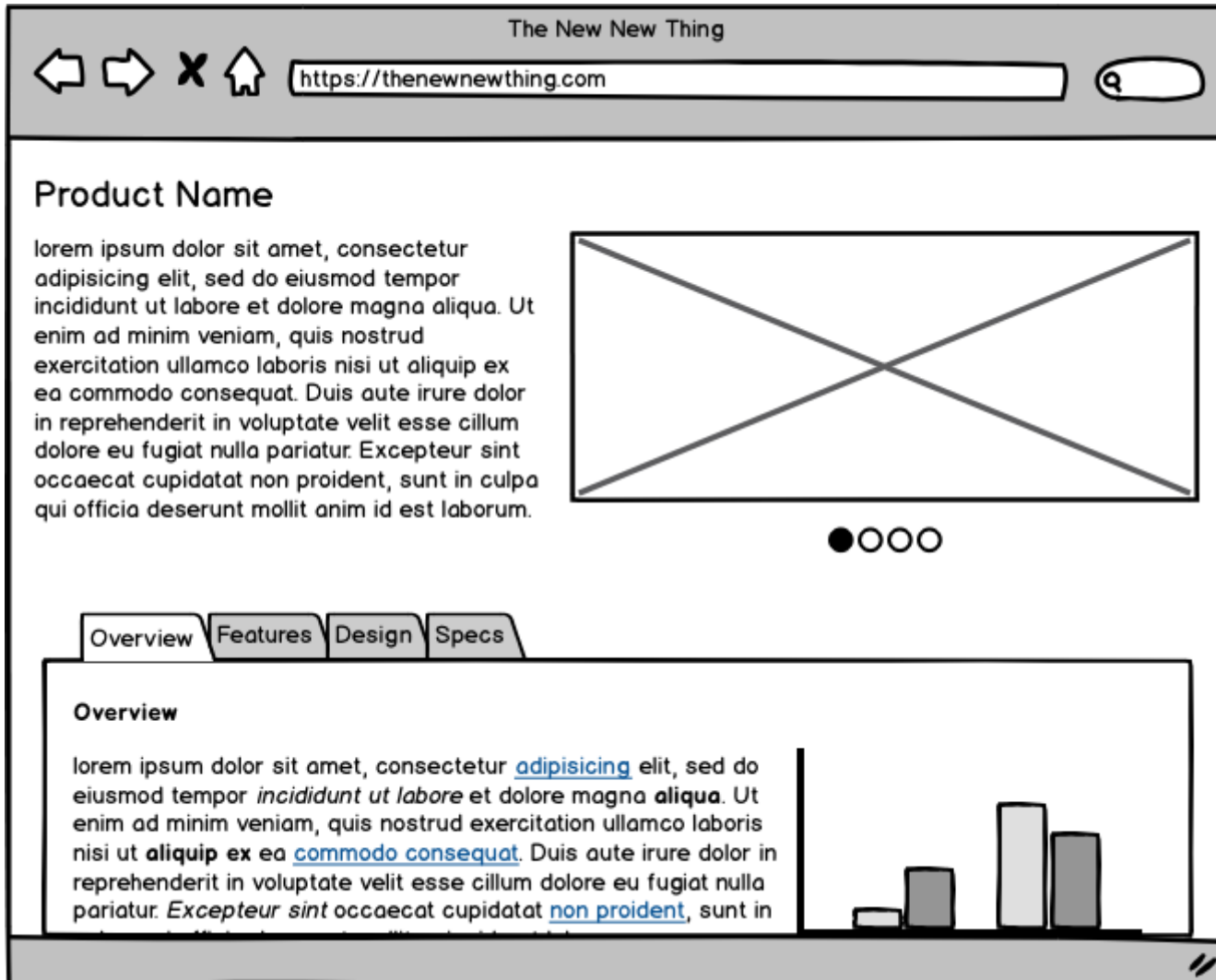
WILEY



Wireframing/ Benefits [1]

- A Centralized Vision
- Better Development
- Saving Money
- Easier Handoff
- Improved User Experience

Wireframing using Balsamiq [2]



Wireframing [3]

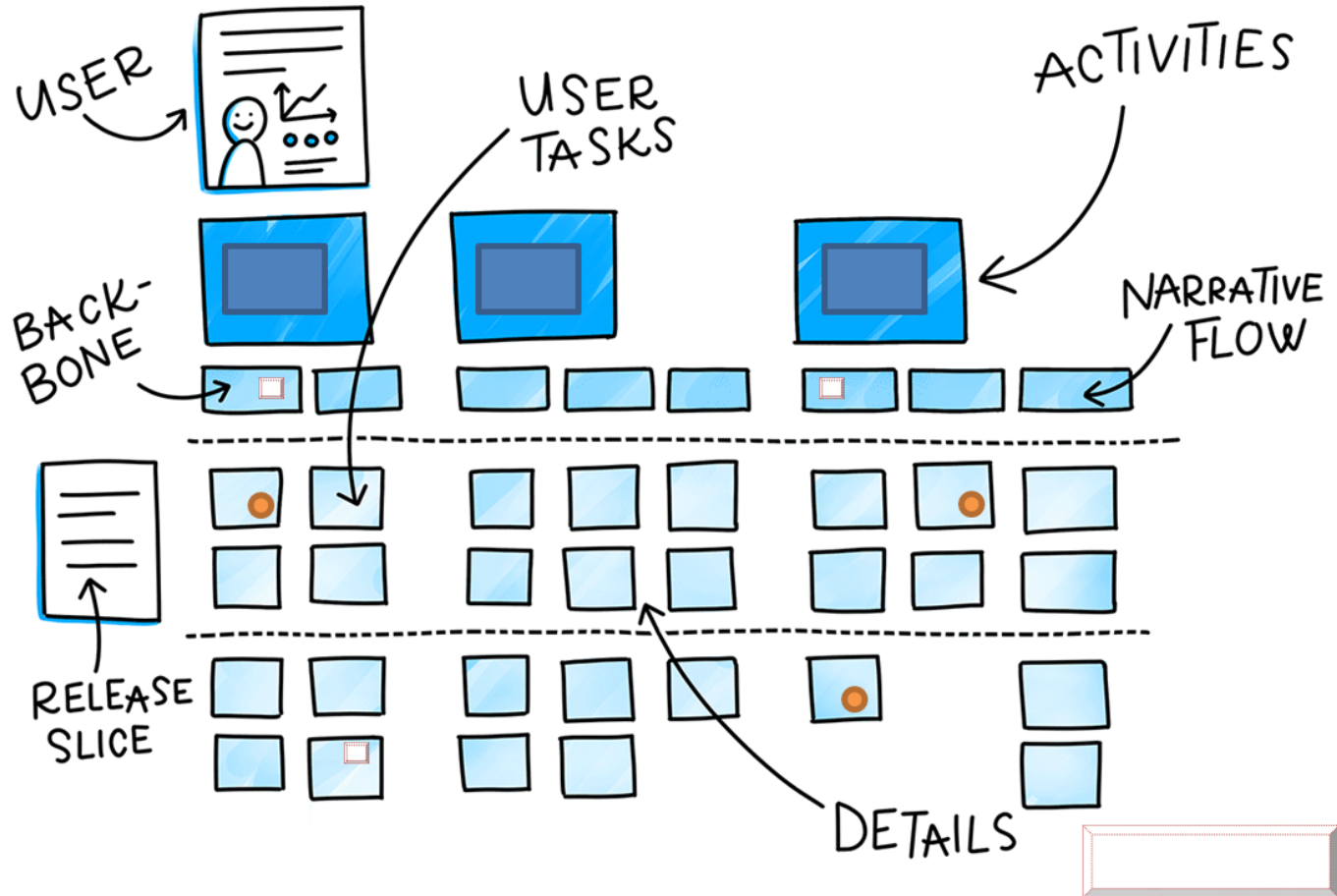
- <https://balsamiq.com/>
- <https://www.youtube.com/watch?v=6ec8YIrfbhk>

User Stories / How to write US [1]

- Definition of “Done”
 - Outline subtasks or tasks
 - User personas
 - Ordered Steps
 - Listen to feedback
 - Time
-
- Example: “As a [persona], I [want to], [so that].”

User Stories [2]

USER STORY MAPPING



User Stories [3]

- <https://www.pivotaltracker.com/>
- <https://www.visual-paradigm.com/guide/agile-software-development/what-is-user-story/>
- <https://www.romanpichler.com/blog/10-tips-writing-good-user-stories/>
- <https://www.atlassian.com/agile/project-management/user-stories>

Product Manager

Product Management: The Buck Stops Here

- Central point of communication
- Whole product
- Define product strategy
- Define go-to-market strategy
- Gather requirements
- Guide engineering
- Guide sales and marketing



Product Management

Thank you for your attention!