

# **Startup Management Product Management**

FRI 63749B

# The problem

- Can you describe it in one sentence?
- Do you have personal experience with the problem?
- Is it a real problem?
- How frequent is the problem?

# The customer

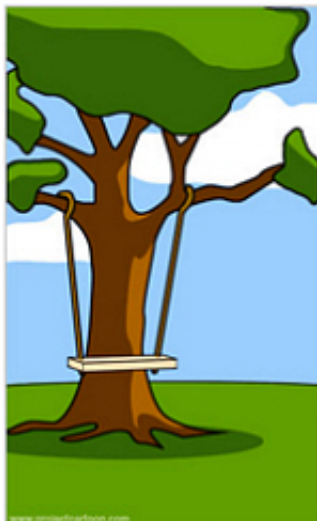
- Who is your customer? (not everyone)
- How frequent is the problem?
- How intense is the problem?
- Would customers pay?

# real life!

## Product development from an IT failures perspective



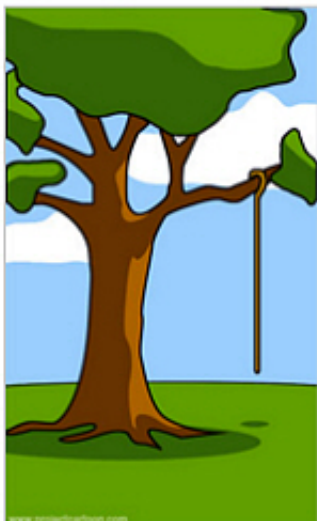
How the customer explained it



How the project leader understood it



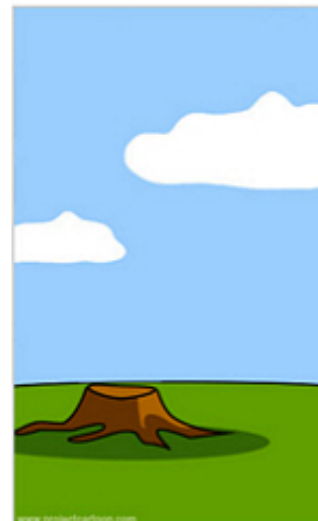
How the analyst designed it



What operations installed



How it was documented



How it was supported



How they advertised the open source version



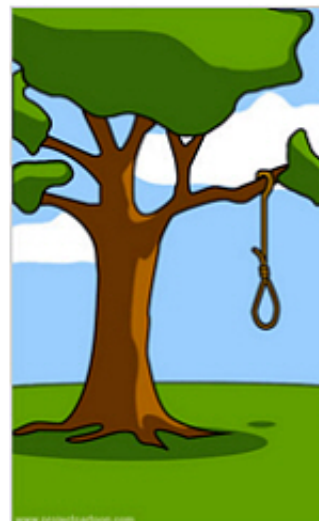
How they applied open source patches



How the business consultant described it



How the programmer wrote it



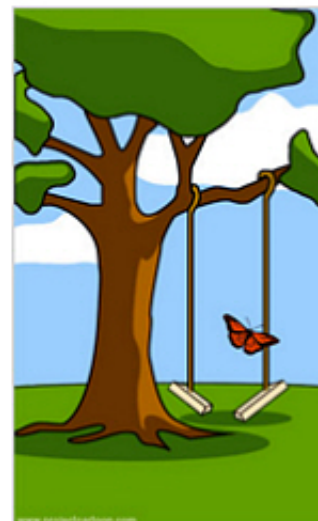
What the beta testers received



What marketing advertised



What the customer really needed



How it performed under load

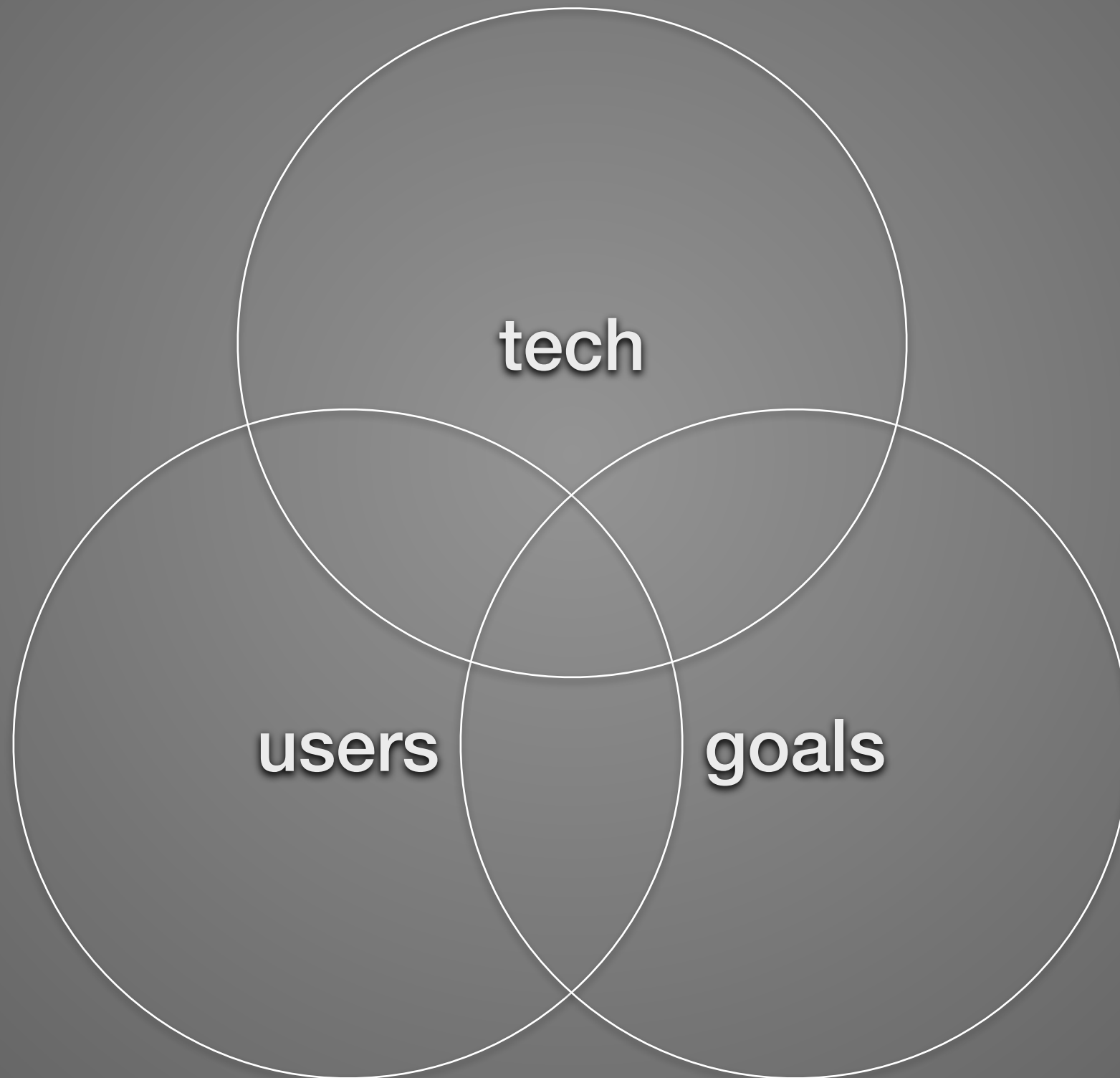


The disaster recover plan

# MVP

- What should your product do?
- What are minimal features that it needs?
- How would you know?

# Successful product





# Product market fit

- feasible to develop
- loved by users
- makes money (or any other goal)

# vitamin vs. pill



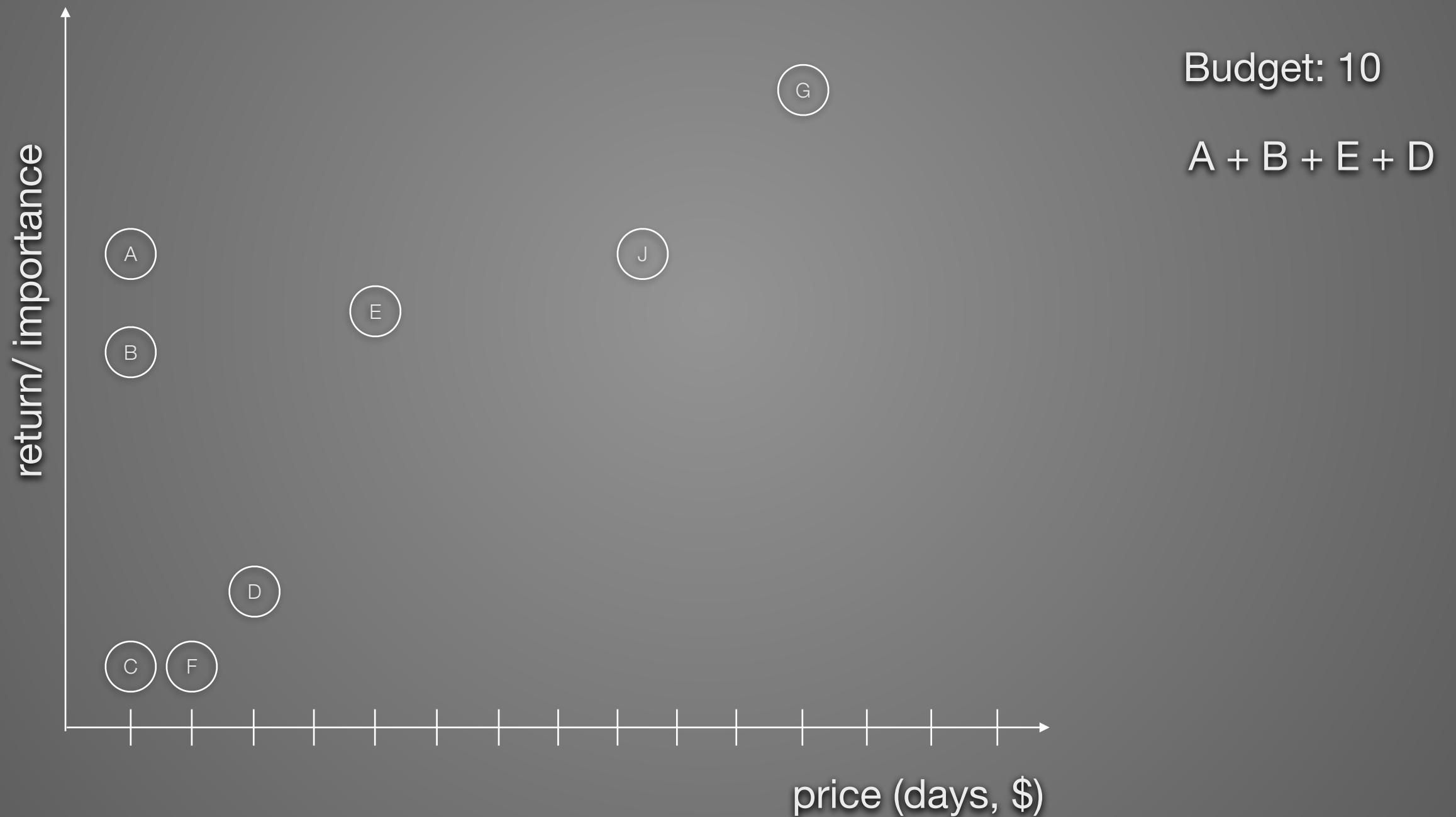
# New feature?

- Does it fit your vision?
- Long term?
- For everyone?
- Does it grow the business?
- Can we support it?
- Can we do it well?

# Feature audit

	FEW	SOME	MOST	ALL
ALWAYS	!	★	★	★
OFTEN	!	?	★	★
RARELY	!	?	?	★
NEVER	!	!	!	?

# Return on investment



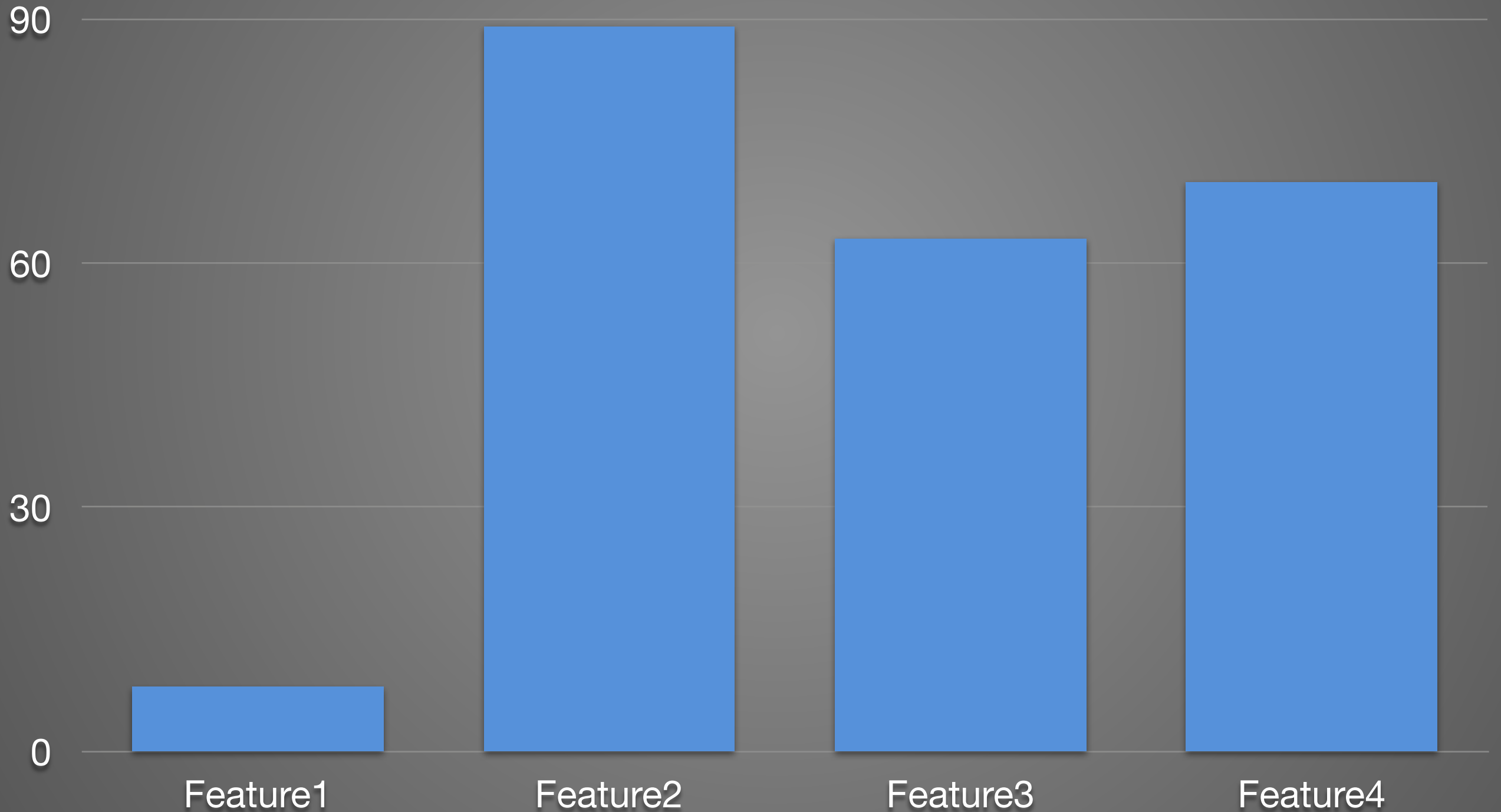
# Saying NO

- But the data looks good!
- It will only take few minutes!
- A customer is about to quit!
- We can just make it optional!
- We have time to do this!
- Our competitor have it!

# Rolling out new features

- Team testing
- Company testing - alpha
- Restricted beta
- Beta

# Feature usage



# Feature improvements

- Deliberate improvements - to advance competitive advantage
- Frequency improvements - to promote usage of features that fulfil our strategic vision
- Adoption improvement - exposing users to features that they don't use frequently



# Adoption improvements

- Users don't see the value?
- Users can't find it?
- Users can't make use of it (confusing UI, process)?
- Buggy?

# Usability feedback

- interview
- user testing
- AB testing
- stats

# Homework

- Define product, feature set, product scope
- Identify strategic opportunities
- Plan feature roadmap, and justify it