

Startup Management Product Management

FRI 63749B

The problem

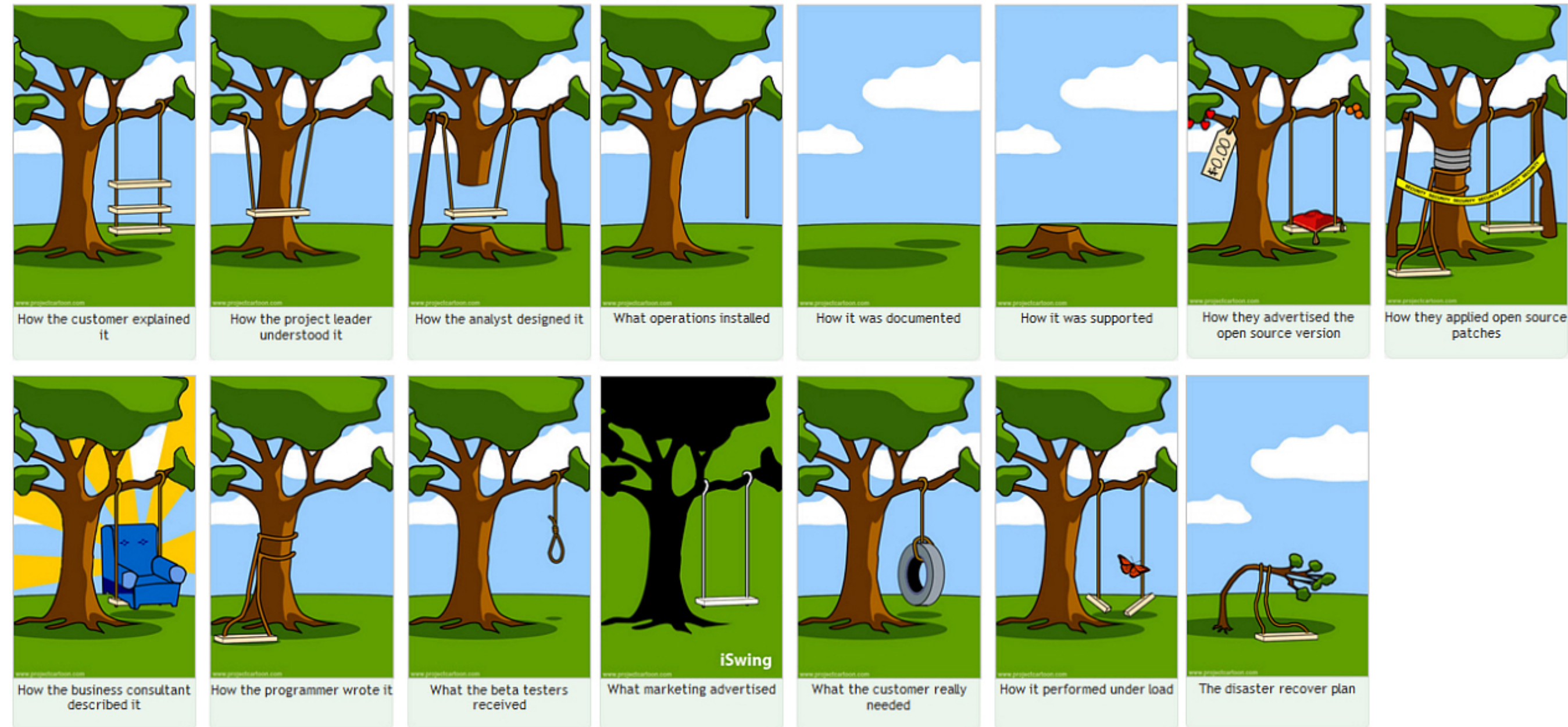
- Can you describe it in one sentence?
- Do you have personal experience with the problem?
- Is it a real problem?
- How frequent is the problem?

The customer

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

real life!

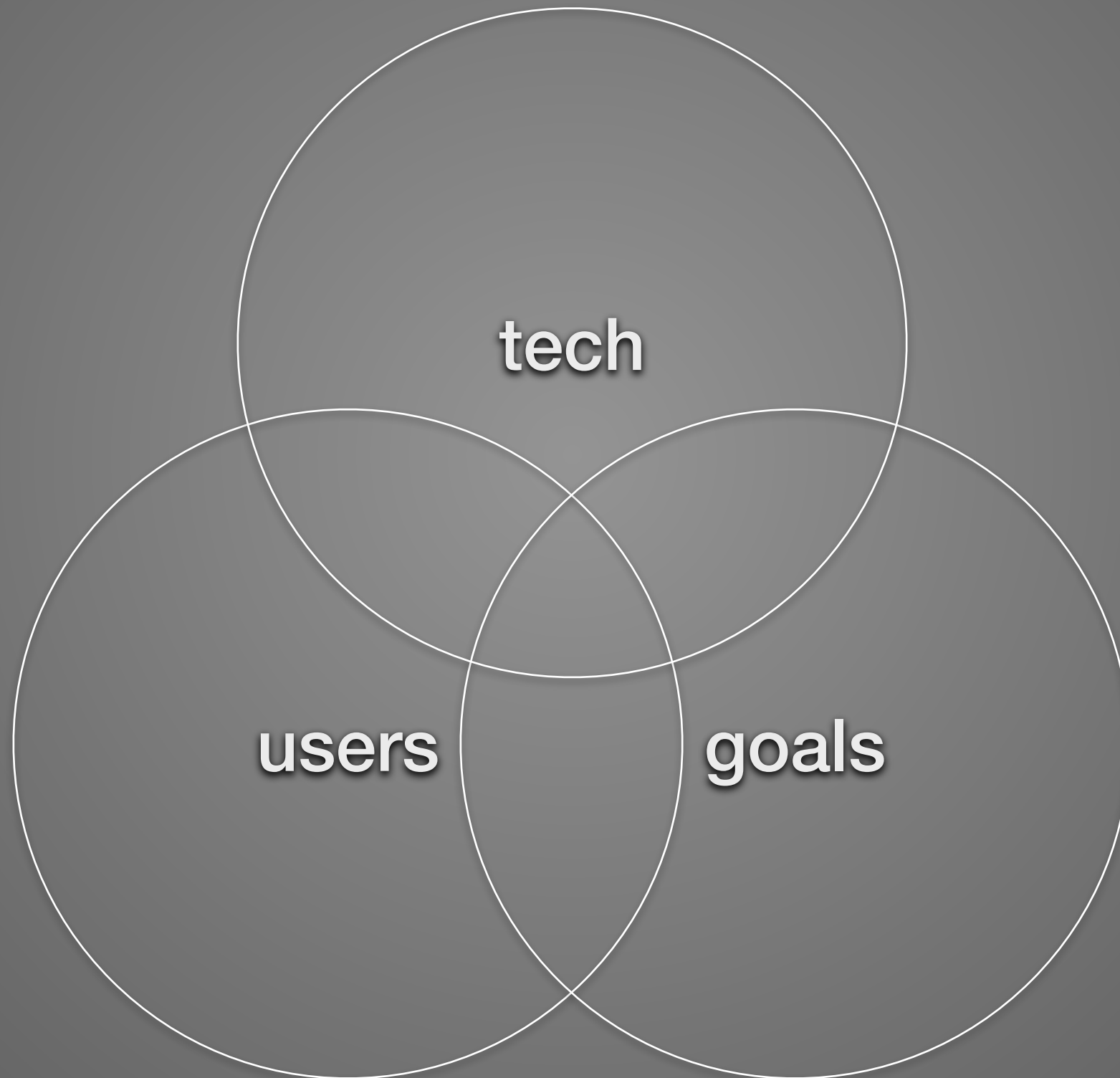
Product development from an IT failures perspective



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

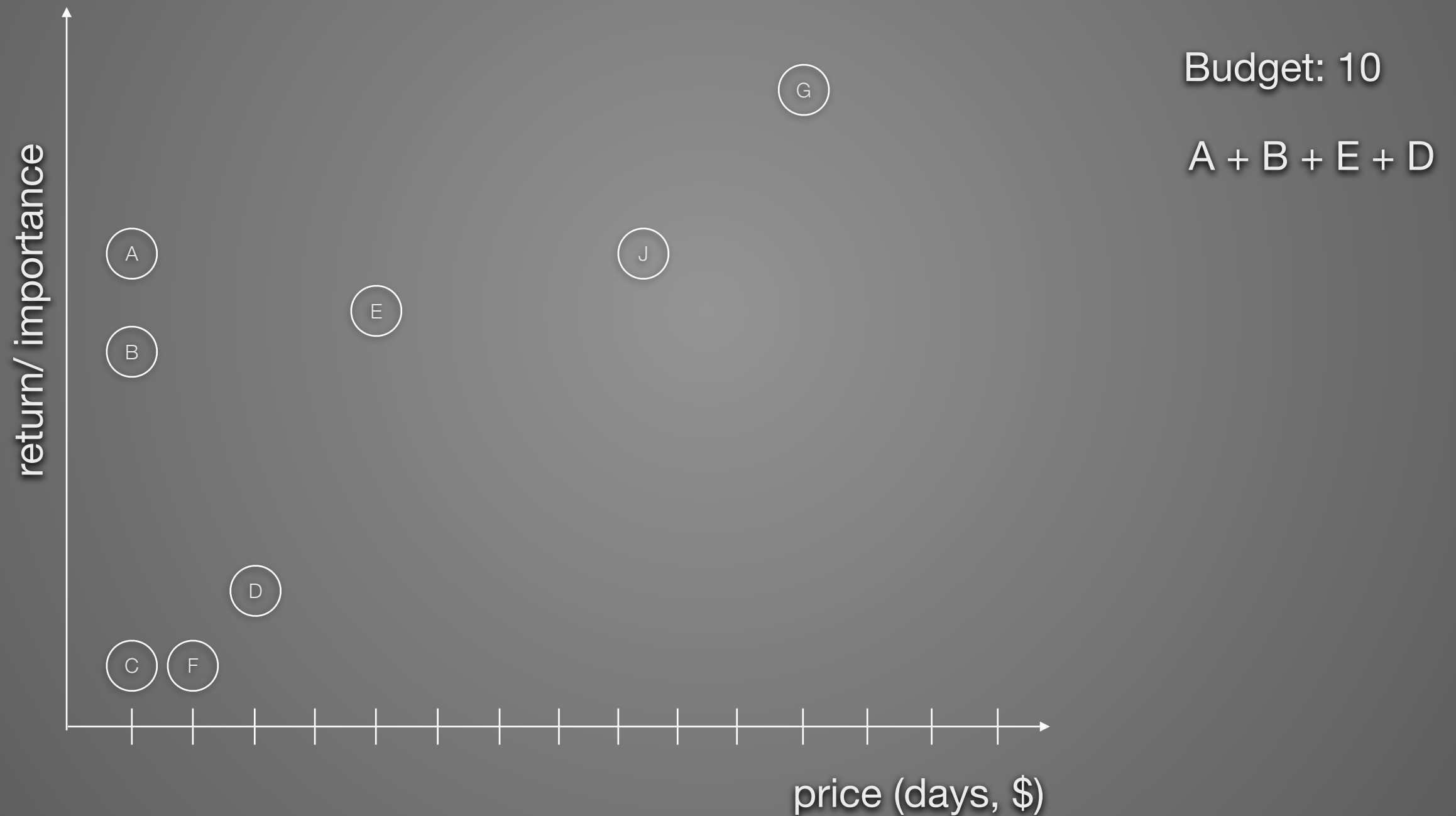
New feature?

- 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



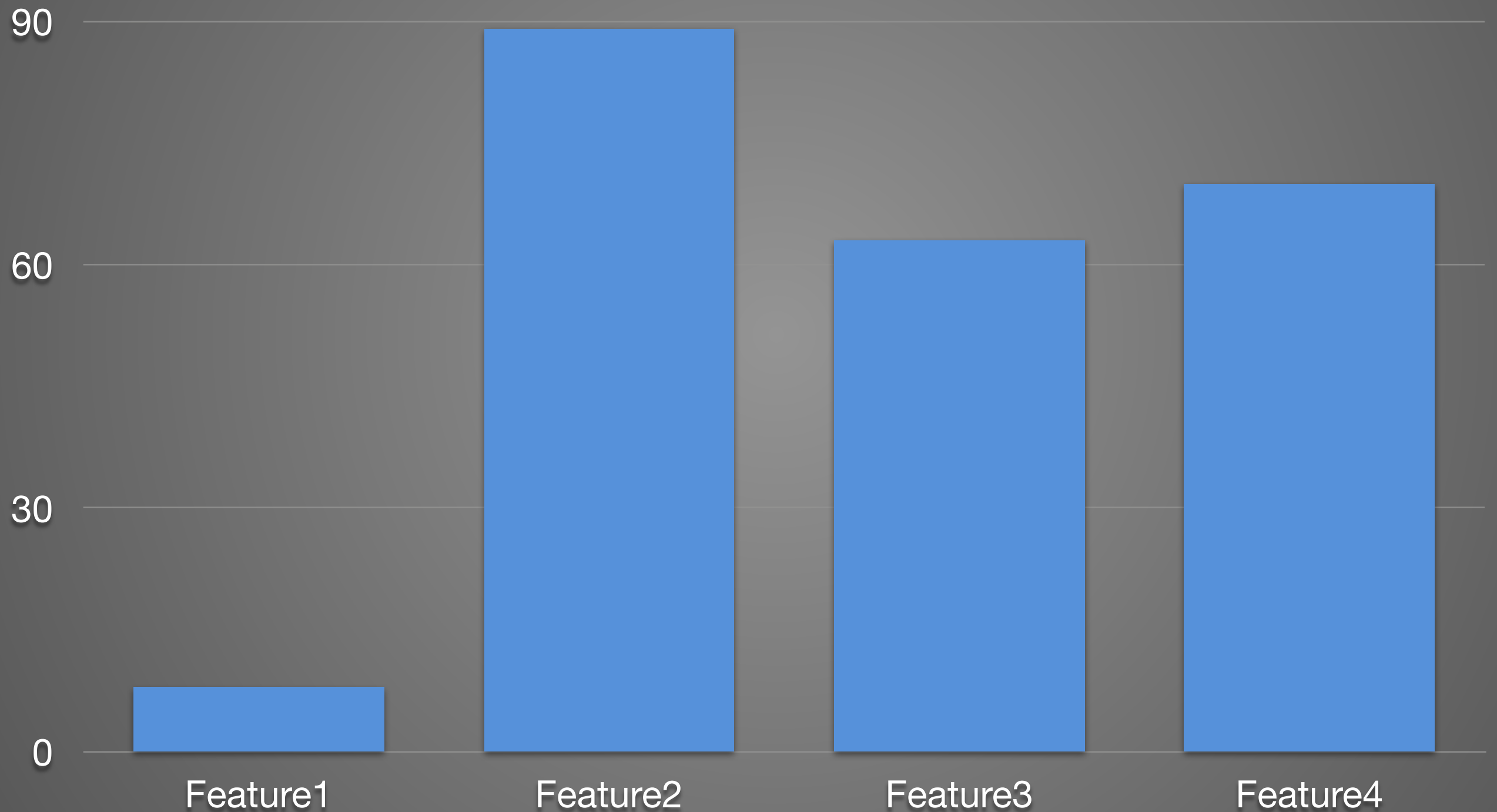
Saying NO

- 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