

**Blackblot® - Product Management Expertise™**



# **Blackblot Official Curriculum™**

**Blackblot® - Product Management Expertise™**



# **Product Management Myths – Debunked!**

*Delivered by Gabriel Steinhardt*

(16-17) 18-19 September 2013, Zurich, Switzerland

# **PRODUCT MANAGEMENT FESTIVAL**

★ *Defining the future of product management* ★

# Agenda

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- Introduction
- Product Management
- CEO of the Product
- PM reports to Marketing
- PM is Inbound – PMrktg is Outbound
- Product Manager's Expertise
- Agile Product Management
- UX Product Management
- Summary





# Confusion!



# Quest to Understand

## Related Top Google Search Questions

Each month there are nearly 670,000 combined Google searches for:

- *"What is a product manager?"*
- *"What is product management?"*



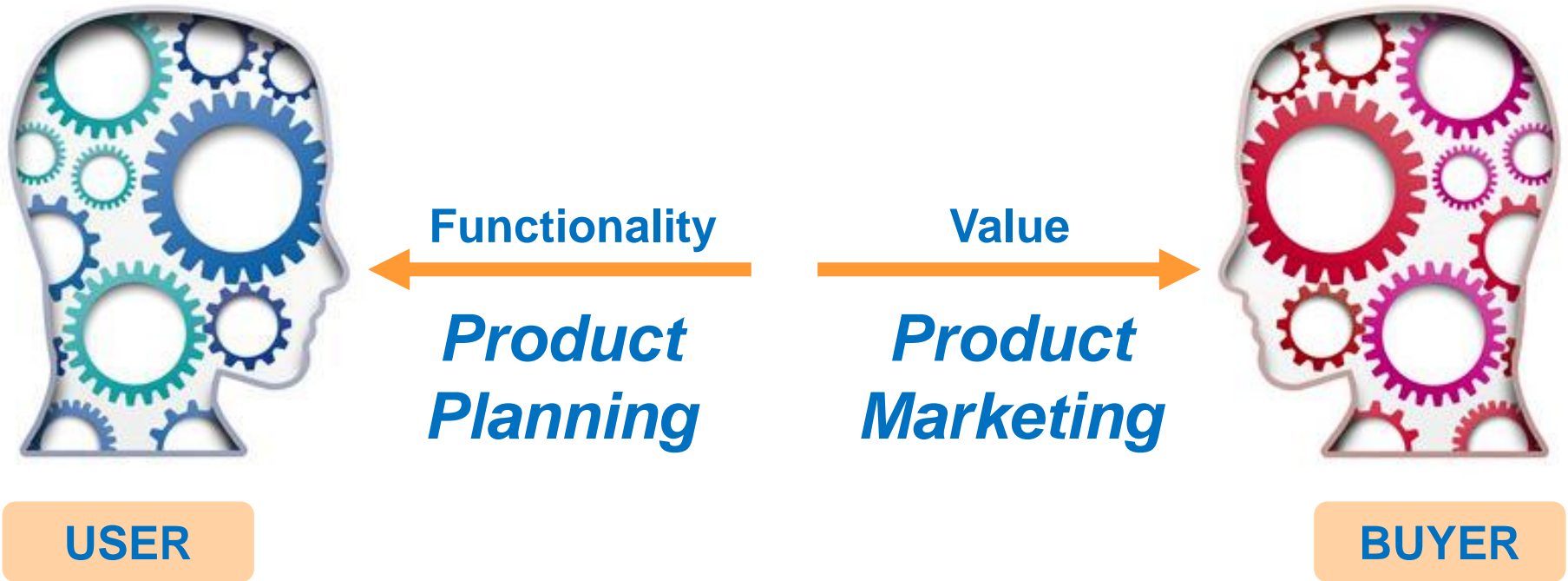


# **What is Product Management?**

# Product Management Domain



# Product Management Domain





# Discipline Overlap



# "Problem Space" vs. "Solution Space"

USER

BUYER



## Problem Space

Product  
Management

PRODUCT

TECHNOLOGY



## Solution Space

Engineering

# PMTK Foundation Rules

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## **PMTK Foundation Rule #1**

- Product management is comprised of product planning and product marketing.

## **PMTK Foundation Rule #2**

- Product management resides solely in the problem space.





# **CEO of the Product**

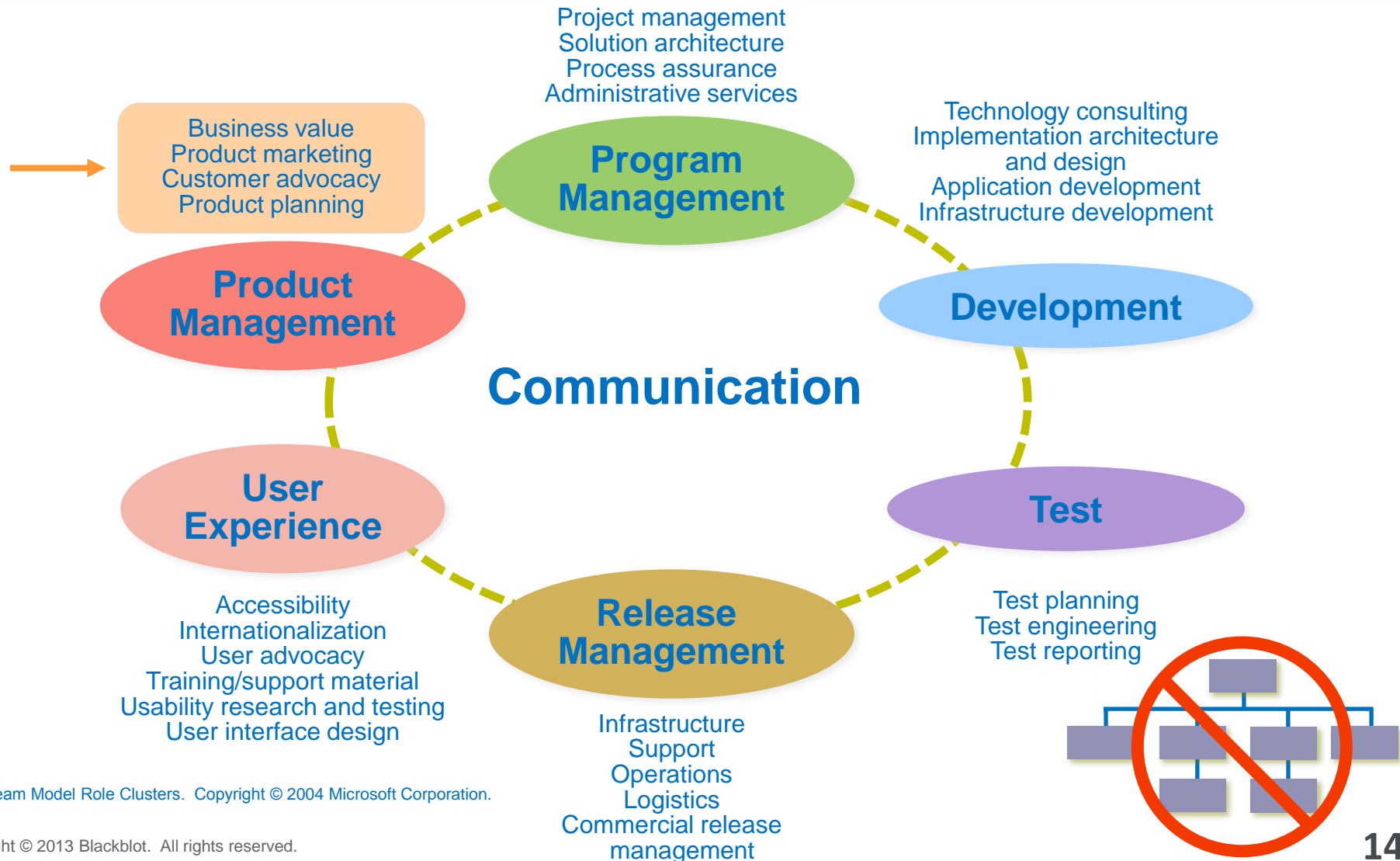
# "Zero-defects Code" Memo (1989)

- *"The point of enumerating our problems is to realize that our **current methods**, not our people, cause their own failure."*
- *"Our scheduling methods and Microsoft's culture encourage doing the **minimum work** necessary on a feature."*
- *"The reason that complexity breeds bugs is that we don't understand how the pieces will **work together**."*

**Microsoft**<sup>®</sup>



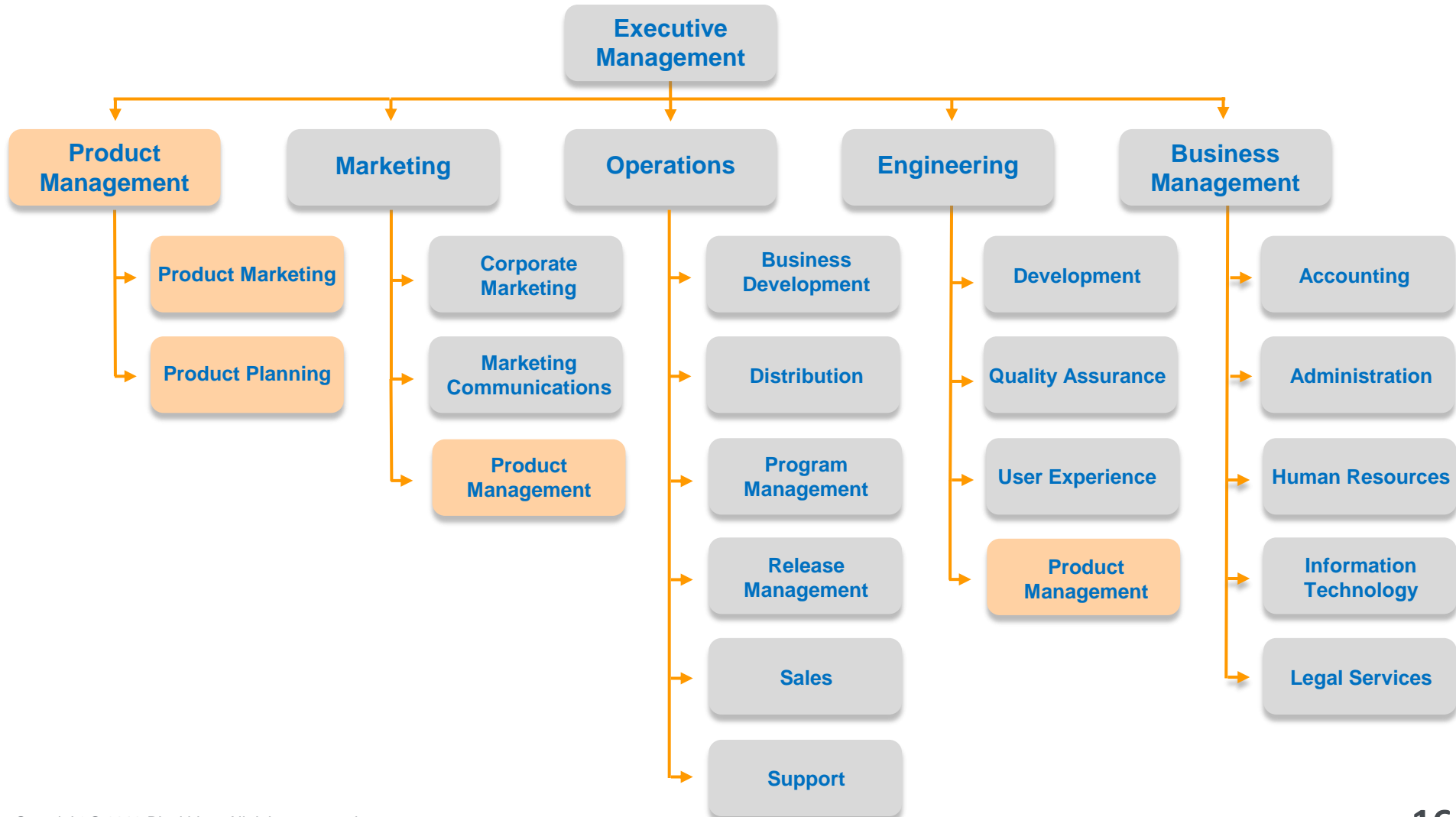
# "Product Delivery Program" Functions





**Product  
Management  
reports to  
Marketing**

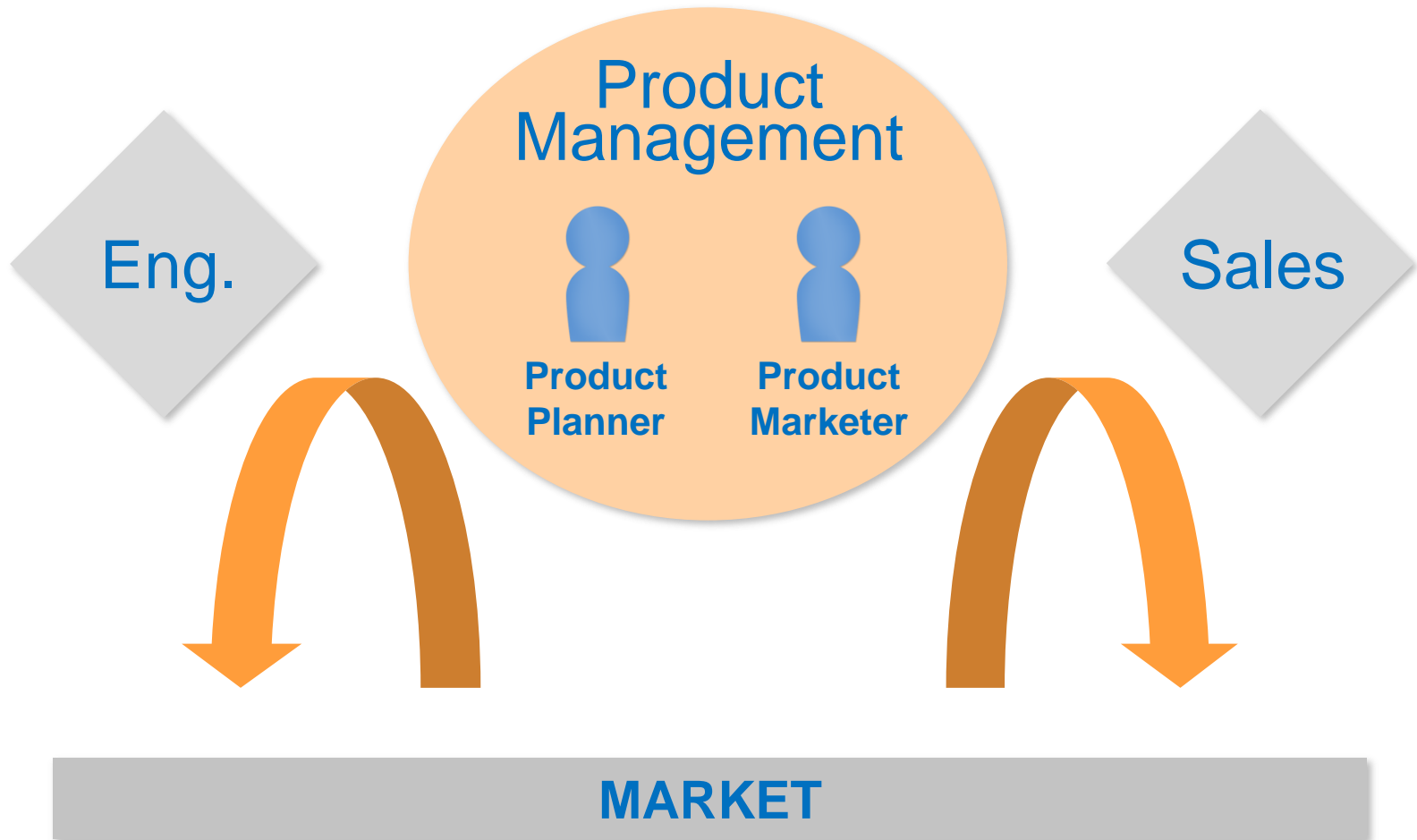
# Blackblot Corporate Organizational Structure





**Product  
Management is  
Inbound – Product  
Marketing is  
Outbound**

# Functional Relationship







**Product Manager  
is a Product  
Expert**

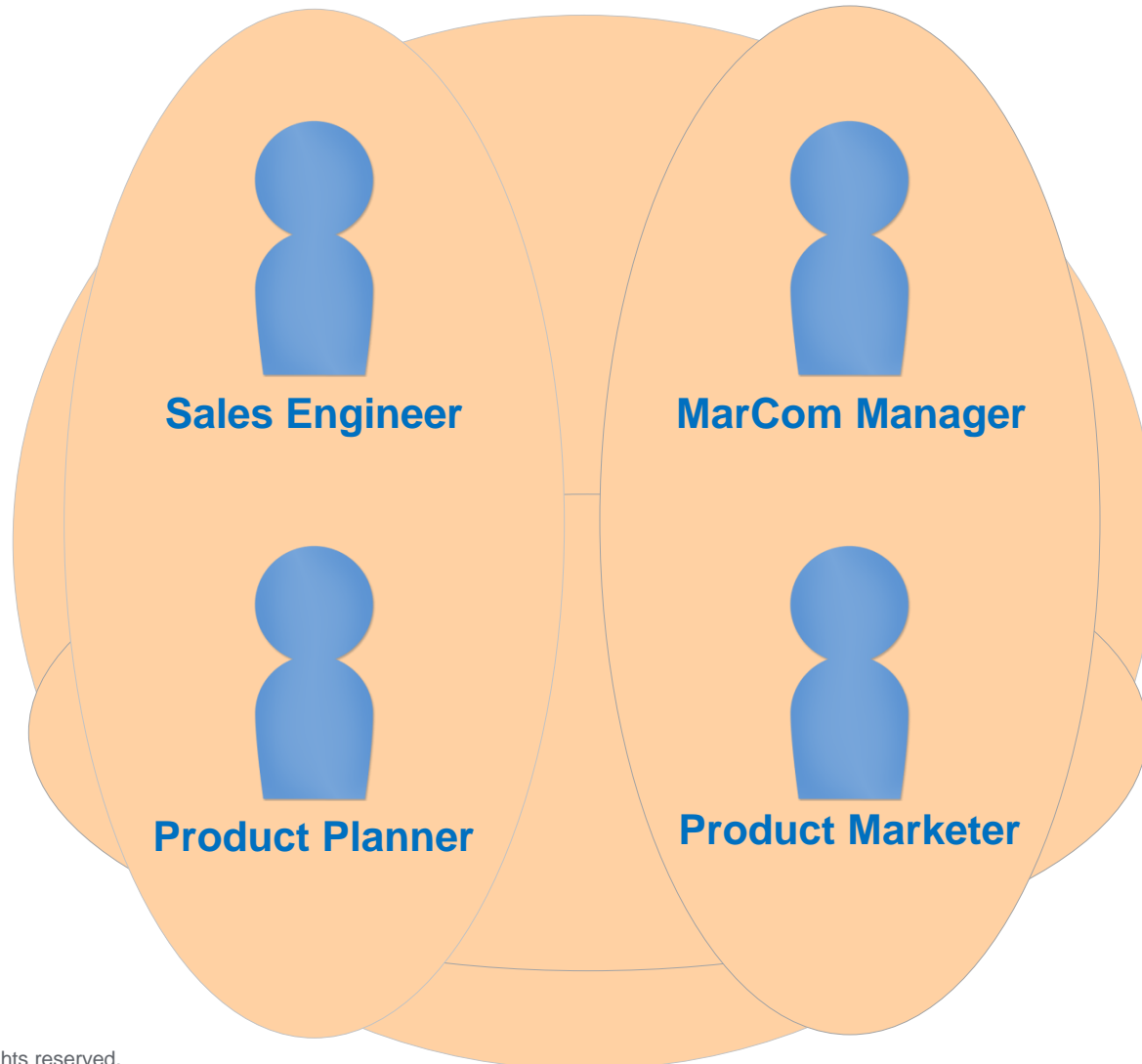


**Product Manager  
writes PRD and  
Specs**



**Technical Skills  
are most  
important to a  
Product Manager**

# Blackblot Product Management Team Model



# Blackblot Product Management Team Model

## Sales Engineer

Advocacy  
Expert

## Product Planner

Market  
Expert



## MarCom Manager

Media  
Expert

## Product Marketer

Marketing  
Expert



# Blackblot Product Definition Team Model

## Product Planner

Market Expert

## Product Architect

Product Expert



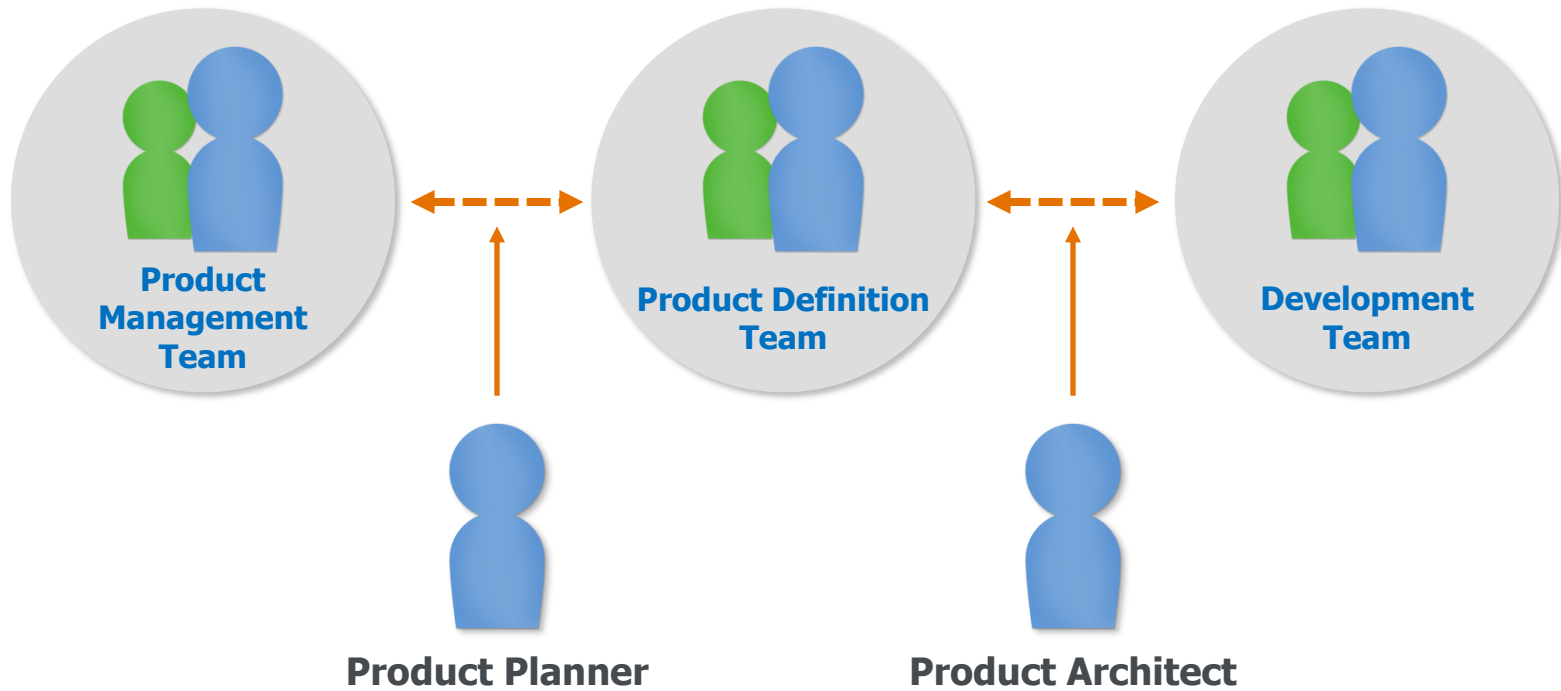
## Lead Developer

Technology Expert

## Product Developer

Development Expert

# Blackblot Team Linkages





# **Agile Product Management**

# Agile Development

## Definition of Agile

Agile is a collective term for a group of product development methods, such as SCRUM, DSDM, Crystal, FDD, and XP, which all reside in the solution space (designing and building a product).



# Agile and Product Management

## Agile and Solution Space

Agile development methods are not product management methodologies since the product management domain resides in the problem space (identifying and articulating market problems, from a product planning perspective).



# Blackblot PMTK

<b>Problem Space</b>	<b>Solution Space</b>	
Product Planner	Product Architect	Lead Developer
Identify and articulate market requirements	Devise functional solution	Design product implementation
MRD, Use Cases	PRD, Use Cases	Technical Spec.

The Lead Developer always manages the development team and creates any required technical documents and specifications.

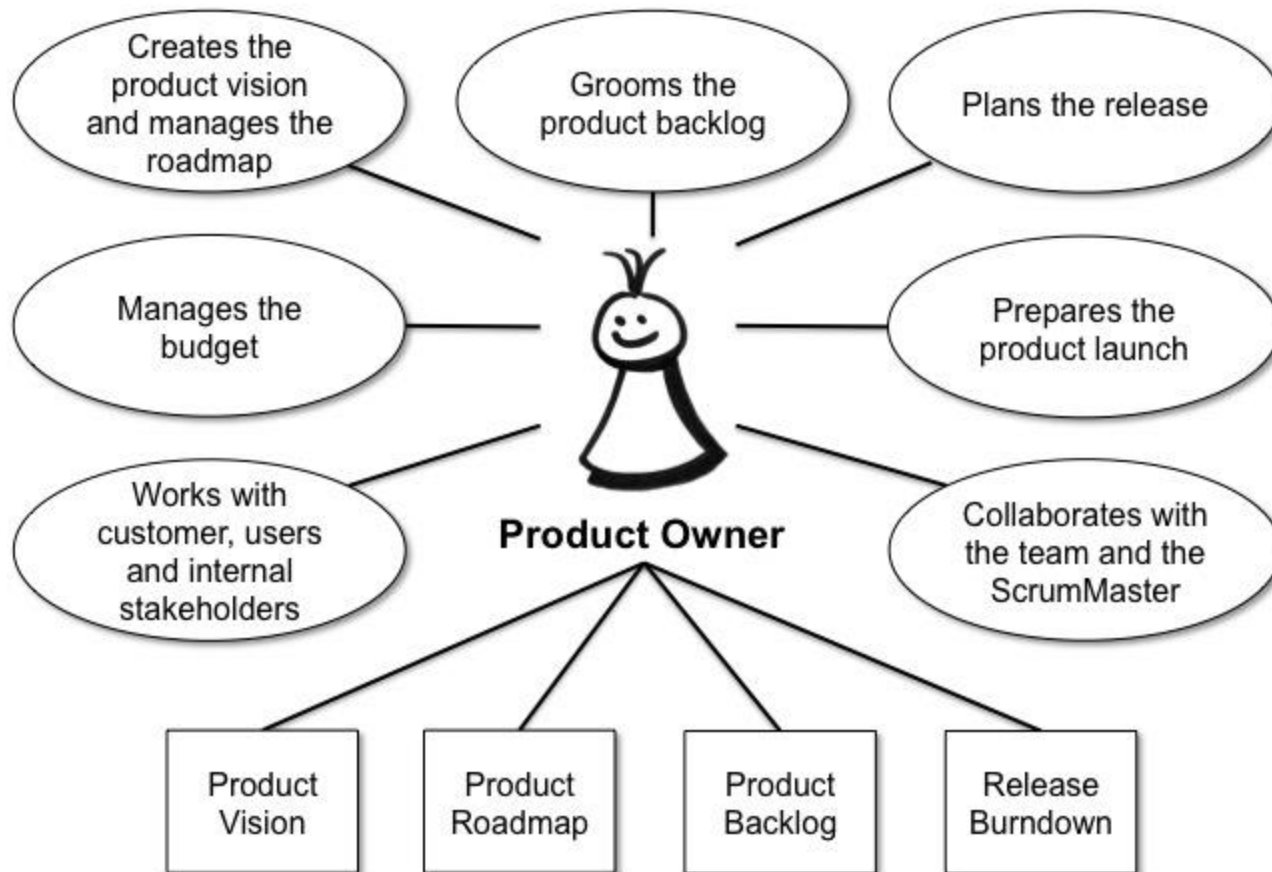
# Blackblot PMTK and Agile

<b>Problem Space</b>	<b>Solution Space</b>	
Product Planner	Product Architect	Product Owner
Identify and articulate market requirements	Devise functional solution	Scope for Sprint, Manage a release
MRD	Product Backlog, User Stories	Release

Product Architect now writes the product backlog and user stories (instead of PRD and use cases), with a Product Owner role inserted between the Product Architect and the Lead Developer.

# Agile Product Owner

The product owner is responsible for the success of the product.



Constraints: One (overall) product owner per product; must be respected.



# Agile Development

## Successful Agile Implementation Rules

1. Product Owner resides in the solution space.
2. Product Owner only manages scope and sprint.
3. Product Architect builds and maintains backlog.





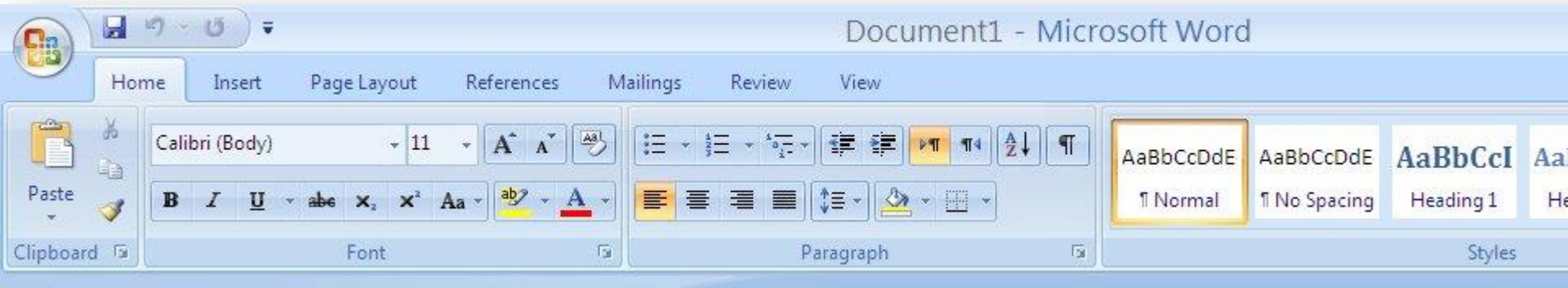
# **UX Product Management**

**Functionality**  
**Colors/Shapes**  
**Structure/Process**



# User Experience

## Definition of User Experience



- Functionality
- Colors/Shapes
- Structure/Process

**User  
Experience**



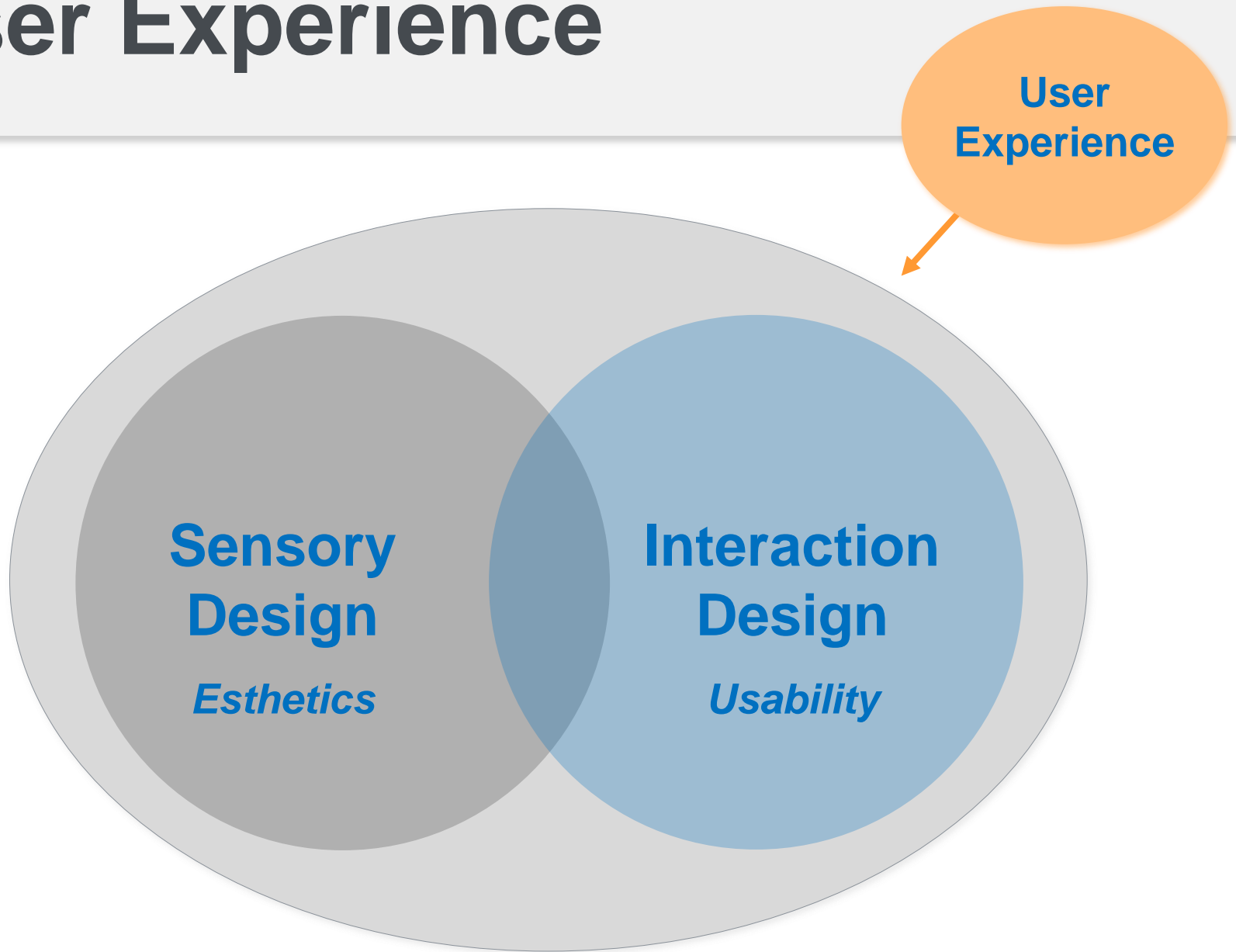
# User Experience

## Definition of User Experience

User Experience (UX) is an occupational domain that is broadly responsible to shape the sensory, behavioral and emotional aspects of a user's interaction with the product.



# User Experience



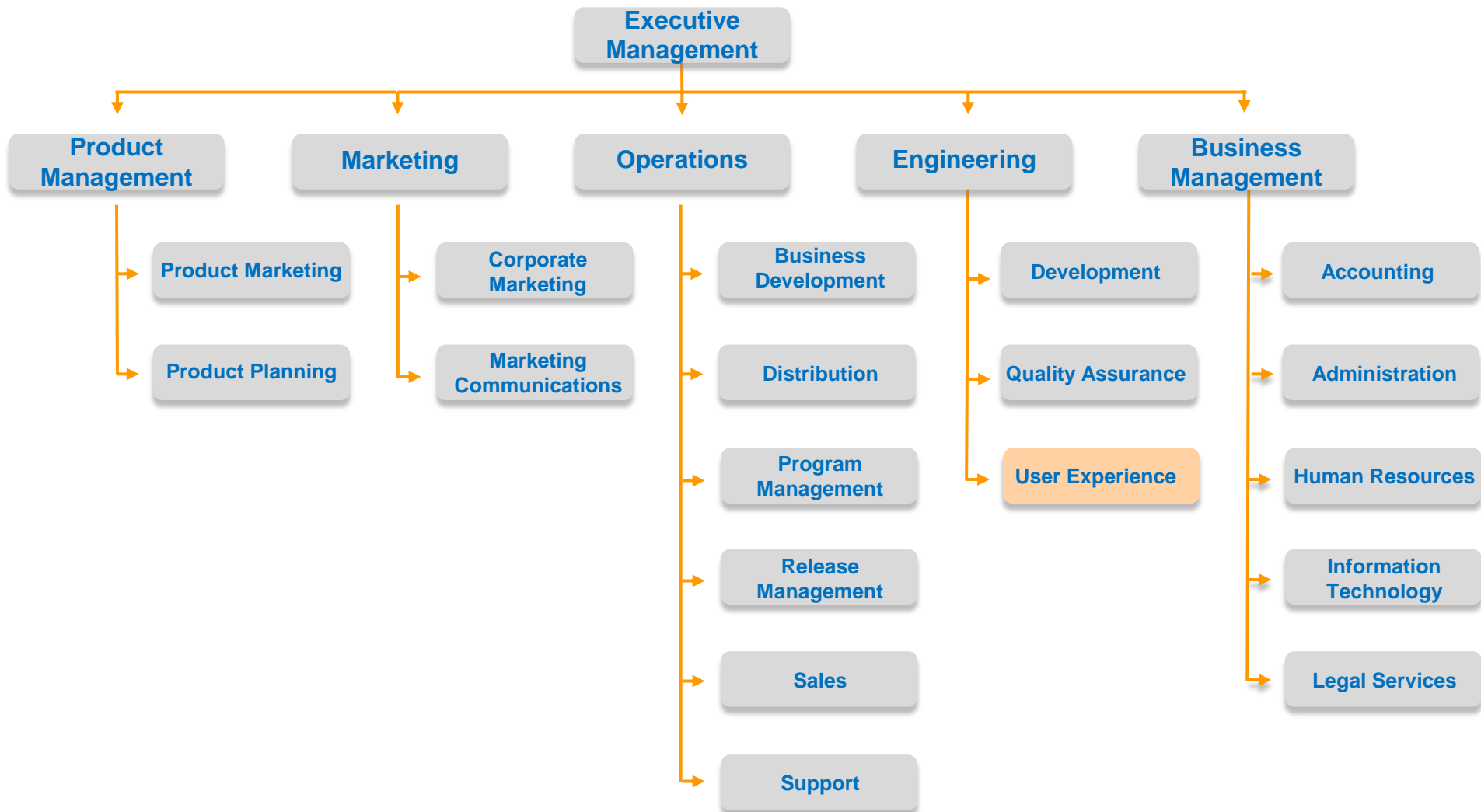
# User Experience

## User Experience Placement

- UX resides in the solution space.
- UX is integrated into product development.
- UX is organizationally located under the Engineering unit, with Development and Quality Assurance.



# Blackblot Corporate Organizational Structure





# User Experience

## Successful UX Integration Rules

1. User Experience is in the solution space and comprised of sensory design & interaction design.
2. The UX Expert is responsible for the product's Externals ("Dashboard" – sensory and interaction).
3. The Lead Developer is responsible for the product's Internals ("Engine" – technology).

**The product's Externals and Internals are joined to create a functional, usable and esthetic product.**

# Q&A





# Summary

# Key Lesson

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**Product Management has immense potential and a very bright future, but only if it is consistently and correctly understood.**

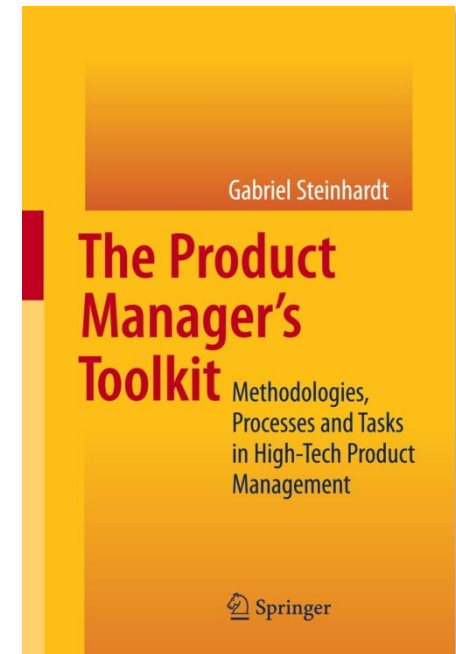


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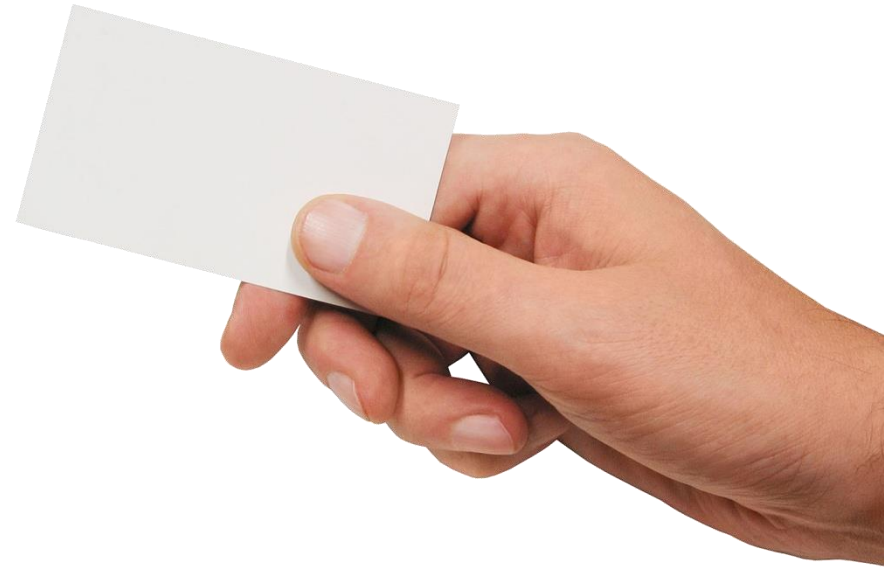
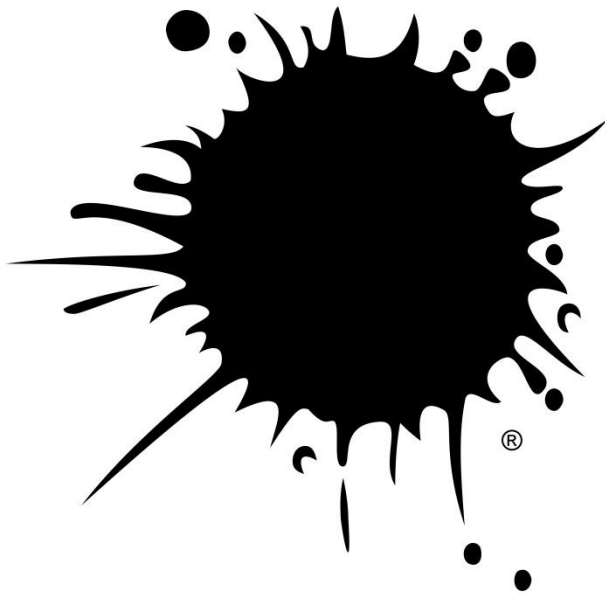
# Blackblot Products and Services



# Blackblot - Product Management Expertise™

Please contact us with questions and comments!

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**Thank You**





**END**

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