

# Product Management

---

Components of a Product Vision/Strategy

# Components of a Product Vision/Strategy

---

**Business Goals**

**End-User Needs**

**Analytic Data**

**Product Roadmap**

**Prioritization of Features**

**Cost Benefit  
Analysis**

**Product Management**

**Product Management** involves driving product strategy and vision through the creation of feature/function roadmaps that are coupled with user and business drivers, technology capability, cost benefit analysis based on factual data, key performance indicators, goals and objectives definition.

**Liaison between The business, The end users and IT**

# Business Goals

---

## **Understand the business**

- How do they (we) make money
- What are their (our) pain points

## **Understand the industry**

- Market trends
- What are competitors doing

## **Understand the current state**

- What are your Analytic trends
- What are your targets – (Where do you want to be)
- Ask the right questions

**Vision – What do we want to be in the future?**

**Strategy – How do we intend to accomplish our vision?**

**Objectives – What must be complete to move forward?**

**Critical Success Factors – What areas must we focus on to achieve our vision?**

**Key Performance Indicators – What are our metric indicators of success?**

**Key Action Initiatives – What action programs will achieve our performance goals?**

# End-user Needs

---

- **How do they (Client) make money**
- **What are their pain points**
- **How do they use the product in their daily tasks**
  
- **User Centered Design Methodologies**
  - **Contextual Inquiry**
  - **Listening labs**
  - **Focus Groups**
  - **Prototype testing**

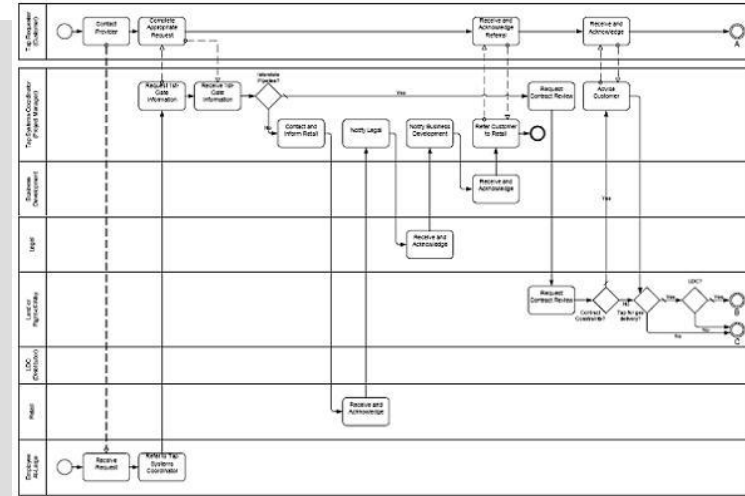
## **Requirements Engineering**

Requirement Elicitation, Modeling, Analyzing and Validating through User Centered Design, Prototyping, Business/System Process Modeling, Essential Use Case Development and Functional Analysis.

# Requirements Engineering – Process Modeling and Prototyping

## Process Modeling

- Graphical representation of the step by step tasks performed to achieve a particular objective
  - Primary tools - IBM Websphere Business Modeler
    - “As Is” model – what really happens
    - “Should Be” model – what must/should/could be done
  - Appended to Functional Specifications

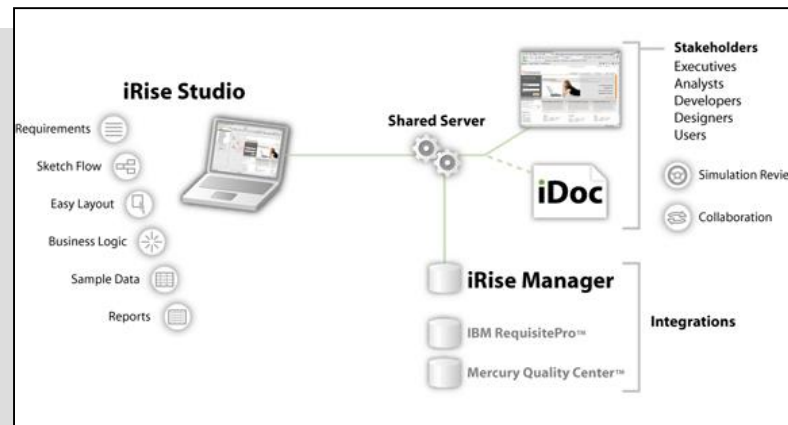


## Prototyping/Simulation

- Simulation of screen design, application flow, information architecture, graphical elements and interface

### “Reduction of Uncertainty”

- Primary tool - iRise
  - Ideation > Prototype > Simulation testing > UI Design Specifications appended to Functional Specifications



# •Requirements Engineering – User Centered Design •

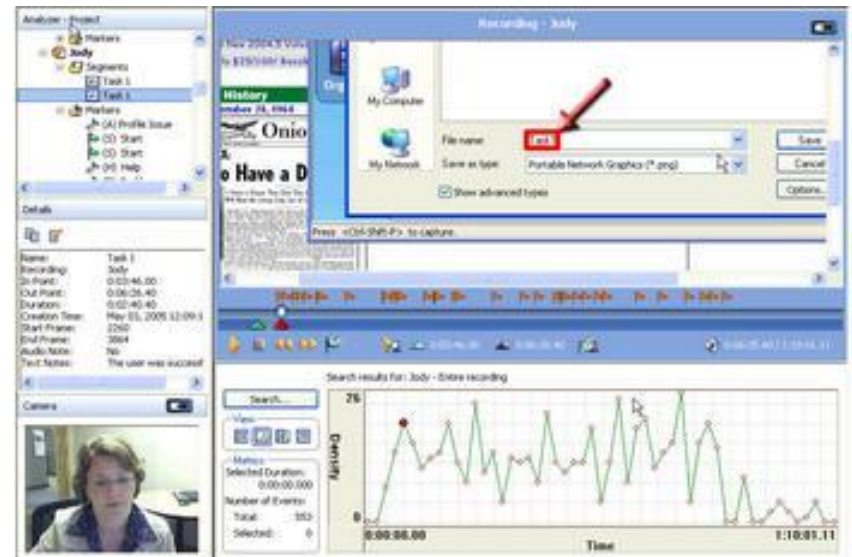


## High Tech – Scalable and Portable Labs

- Field Studies and Benchmarking
- Usability Testing, Focus Groups, Listening Labs and Contextual Inquiry
- End-users (B2E) and customers (B2C/B2B) are brought in to test the applications (*production application or an iRise simulation*)

## Morae

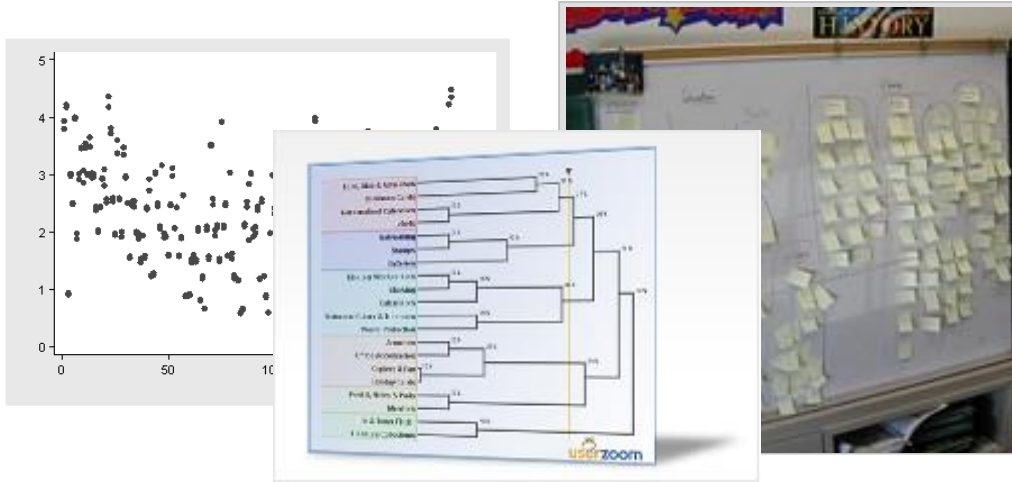
- Allows capture the live user interactions with an application during testing
- Returns a Picture in Picture (PIP) video and audio feed from the testing room to the analysis lab
- Allows us to analyze the results



# Requirements Engineering – User Centered Design

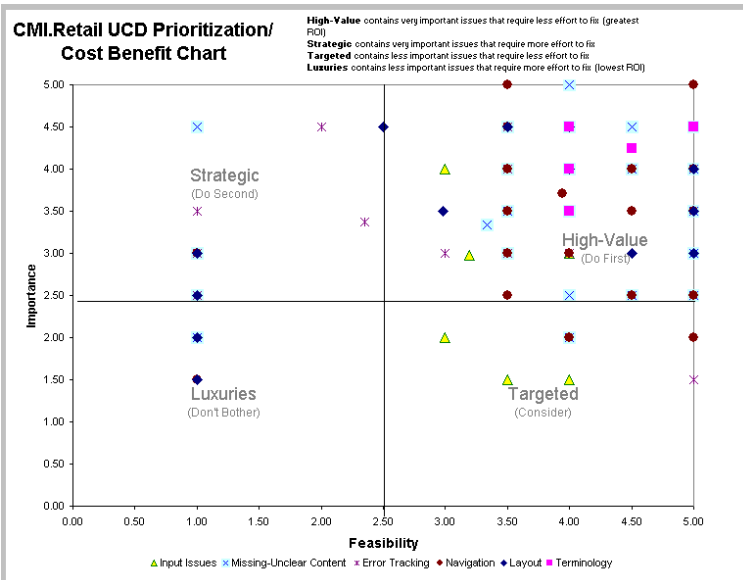
## Data Analysis Methods Used

- Scatter Plots, Affinity Diagramming, Cluster Sorts, etc.
- Used to organize and present large amounts of data (ideas, issues, solutions, problems, and navigational structures) into logical categories based on user perceived relationships and conceptual frameworking



## 4 Quadrant Scorecards

- Feasibility vs Importance
- Business Importance, Importance to the User, Technology Feasibility and Legal/Compliance
- Used to “Scorecard”
- Feasibility to fix issues discovered during UCD testing
- Content Priority
- Feature/Function Point Priority
- ROI



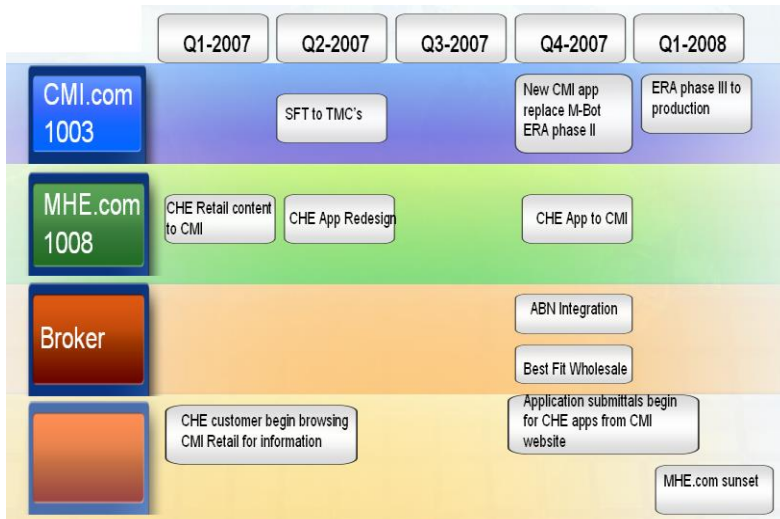
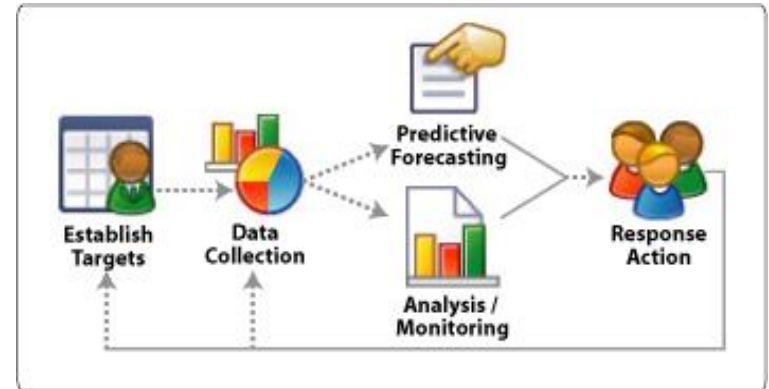
# KPI's and Product Roadmaps

## Key Performance Indicators (KPI's)

Financial and non-financial metrics used to quantify objectives to reflect strategic performance of an organization.

These numbers are reported thru quarterly and dashboard reports and help to define:

- Objectives-what strategy we are trying to achieve
- KPI's-how performance of objectives will be tracked
- Targets-what performance level is required

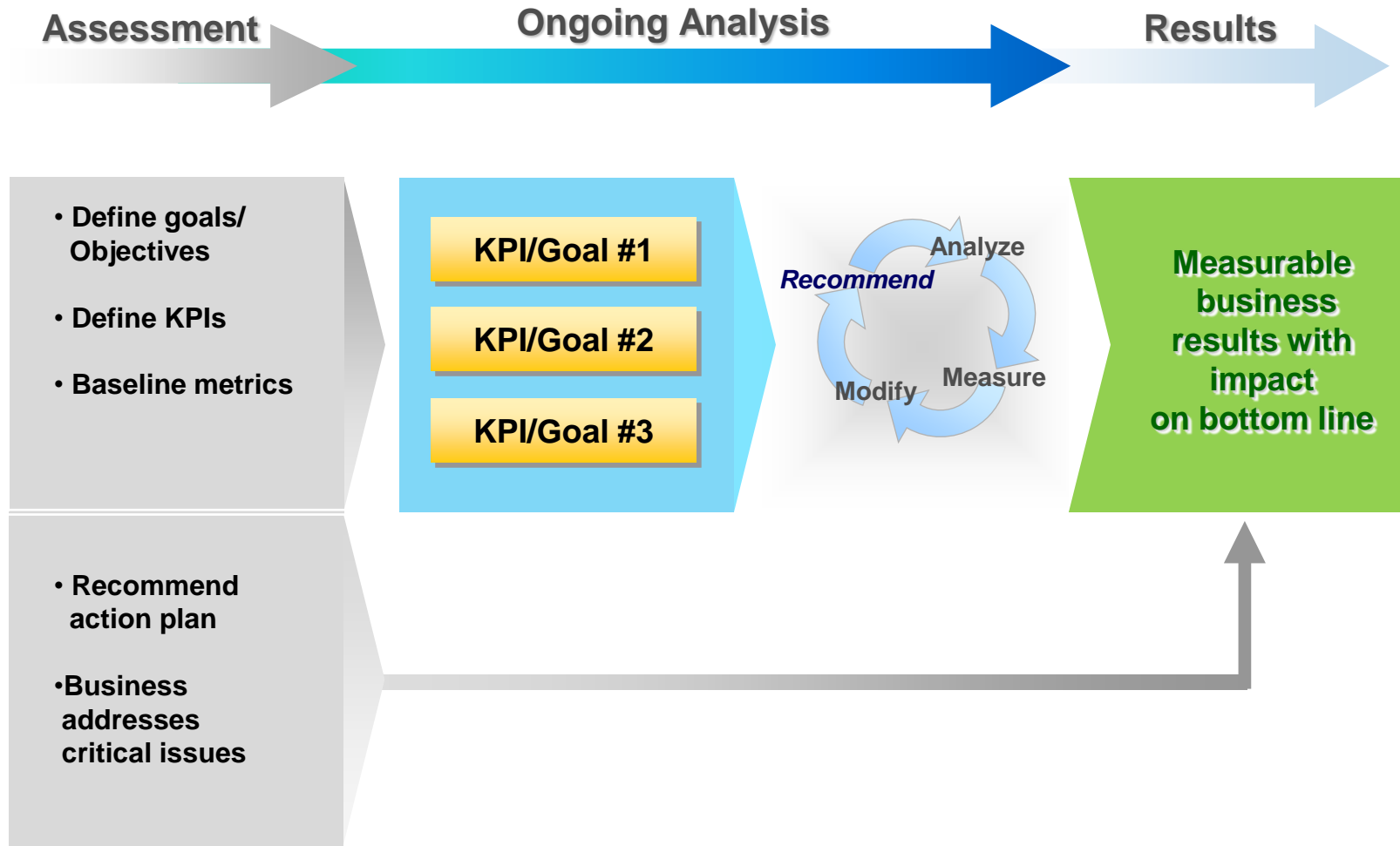


## Product Roadmap

The Product Roadmap describes a future environment, objectives to be achieved within that environment (**product drivers/targets**), and plans for how those objectives will be achieved over time (**feature evolution plan**). The product roadmap answers a common set of “why-what-how-when” questions along with an action plan for each objective.



# Web/User Analytics



# Product Roadmap

## Process

Introduce a product roadmap prior to a project initiation form, ensuring focus on *what should be worked, what requirements should be sought out/defined, and a strategic map* of a product's life tied to the customer/user need, business drivers and technology capability.

## Roles

Component	Role
User Data	UXA
KPIs	Product Manager
Scorecards	Product Manager
Market Research Business Intell	Client Services
Feature/ Function Plan	Product Manager
Cost Benefit Analysis	KPI – Client Services/Product Mgr.  Cost – PMO/Client Services/Finance

## Objectives/Impacts

- Support app simplification
- Drive product enhancement
- Analyze and plan across projects to support the product vision and enhancement lifecycle
- Plan feature/function evolution
- Reduction in number of low ROI projects in queue

## Outputs

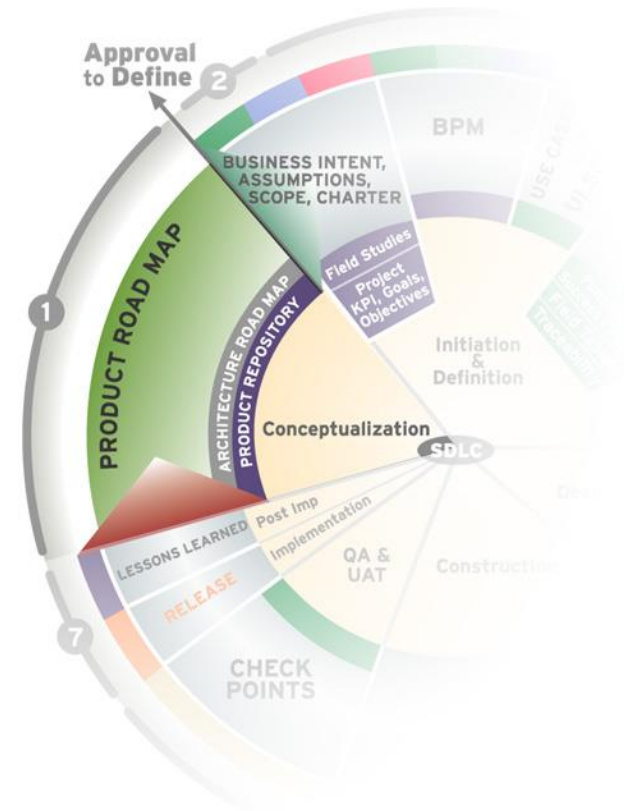
- Feature/Function Roadmaps

## Inputs

- Product Prioritization/Business Initiatives
- Architecture Technical Roadmap
- Feature/Function Feasibility/Importance Scorecards
- Key Performance Indicator Identification and Measurement
- Cost Benefit Analysis
- Product Repository
- Business/User Needs
- IT/Business Financials
- Requirements Engineering Outputs
- Competitive Analysis
- Market Input (BI)

## Tools

- Cost Benefit Analysis template
- Product Repository
- Web Analytics
- Usability Study Results



# Product Repository

---

## Challenge

### Protect & Share IP

The intellectual property (IP), which includes vital information about customer requirements and responses to IT solutions is not centrally stored for actionable use; diminishing the reliability and accessibility of such data

## Benefits

### Know Your Customer

Know your customer/business by collecting, analyzing, storing and applying the information provided through vital customer responses to our products

### Simplification & Production Assurance

Support Simplification and Production Assurance by providing product data necessary to identify redundancies within the application portfolio

### Training

Support the education of applications for new and existing employees

## Solution

### Product Repository

A centralized knowledge store designed to support the development, maintenance and enhancement of products

Supports overall product portfolio management giving insight into market trends, product drivers, scorecards, user data, feature/function plans, cost benefit analysis and more

# Maintenance Lifecycle



1. Product managers perform user related studies, some competitive research and monitor product performance
2. Product managers gathers competitive, financial and market data from sources outside of Enterprise Services
3. Resources analysis of all research data ; Product Managers develop product vision/goals
4. Product managers review and signoff on the product analysis
5. Resources publish product information to the repository to be accessed by CLG users

# Product Management

---

Know Your Customer & Business