



Product Management: 20 years in 20 minutes

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Agenda

Part 1: Planning

1. **Defining your destination:**
 - a) Who is your core consumer?
 - b) What is your total addressable market?

2. **What is your value prop?**
 - a) Core tenets
 - b) How is it differentiated from the competition?

3. **Making your brand the glue**
 - a) Establish brand values and ethos
 - b) It's all in a name
 - c) How your brand comes to life

Part 2: Execution

5. **Building your product:**
 - a) Make sure everyone at the company understands the objective
 - b) Product requirements:
 - i. Build with the customer in mind
 - ii. Build with the future in mind
 - c) Build marketability into your product
 - d) Product superiority claims
 - e) Building in engagement
 - f) Get to 80%, let the consumer decide the rest
 - g) Reporting hooks and A/B testing

6. **Marketing your product:**
 - a) Owned, earned, paid search
 - i. Paid search
 - ii. CRM
 - iii. Social

7. **Make sure it all comes together**



Phase 1: Planning



Defining Your Destination

A red pushpin is pinned to a map, symbolizing a destination or goal. The map shows various lines and shapes, representing geographical features or a route. The pushpin is positioned on the right side of the map, with its head pointing towards the top right. The map is a light gray color with various lines and shapes in shades of blue, yellow, and red. The pushpin is a bright red color with a black metal stem.

Who is your core consumer?

- What problem(s) are you solving for a consumer?
- What are their psychographics?
- Create the personas (who, what, why, where)
- Do everything in service of your core consumer

What is your total addressable market?

- Market context as baseline for future growth
- Helps identify who your competition and customers are, but most importantly not
- The innovators dilemma is the entrants dream



What is your value prop?

Core tenets

- Based on consumer insights:
 - Use indirect questioning in research and surveys
 - Use free online tools:
 - Facebook Actionable Insights
 - Google search trends
 - Reddit
 - Generative AI
- Keep it simple

How is your product differentiated?

- Find white spaces (run your competitors roadmaps forward)
- Innovation is found at the intersection of disparate disciplines
- Run the consumer insights and identify unmet needs. Use case of one is good for hypothesis testing, not basis for product

The background of the image is a deep blue color with a pattern of light-colored, wavy lines that resemble ripples on water. The ripples are more prominent on the right side of the image and fade towards the left. The text is centered in the middle of the image.

**Making your branding the
glue**

Establish brand values and ethos

- Use your brand mission and vision statements to audit HOW you do things (differentiation is not just about new products)
- It starts with a name. Make sure you validate through search and ensure it translate well (into other languages) – costly to change brand later

It's all in a name

- Make sure you validate through search that it's unique
- Ensure it translates well (into other languages)
- So consumers can find you:
 - Is it “googlable”?
 - Did you urban dictionary it?
 - Is it easy to spell if you hear it?
- Make sure it has a connection to your value prop and conjures the right images in a consumers mind

How your brand comes to life

- Your brand comes to life in every single touchpoint. Make sure it's present and on point everywhere:
 - Develop language and tone
 - Develop visual imagery including fonts
 - Develop a color palette

Building your product



Make sure everyone at the company understands the vision and objective

- It's not just the purview of the founders, even a junior engineer should be empowered

- Don't just brief product specs
- Bring out the why we are doing this
- The problems we are solving
- All of your thinking, put it in their head

...enables them to navigate the day to day

- Review with the team quarterly, improves your thought process as well

Product requirements: the customer in mind

- All features should help solve customers needs, anything else gets in their way and muddy your value prop
- Walk through a day in the life of your product through your customers persona
- Every feature should be anchored in some insight, guiding light that customer want this

Product requirements: the future in mind

- There are the features you want to build in this release, and there are the features that you want to build next year
- Define the 18 month feature roadmap (prioritize)
- Make sure the design you have adopted can flex (microsystems):
 - International expansion (language translation)
 - Advanced network speeds
 - Ability to transact on the platform

Build marketability into your product

- Marketing is a multi-sensory discipline – that's what creates a brand image
- A strong value proposition is tangible in the product
- Consideration:
 - Screen transitions
 - What it shows when it can't get to the network
 - Feature naming should come through in the experience
- Don't ever bog the product down adding any layers in the name of marketability

Product Superiority Claims

- Product claims add dimension to your value prop
- What does your product do with an “st”
 - First
 - Best
 - Fast
- Get legal advice

Building in engagement

- What is the reason for your customer to visit your app/site/store regularly?
- What defines regularly? Strive for an always on, relevant to consumer conversation
- Is there a push and pull of bringing customers in?
- Are you providing value every time the consumer comes in or pushing your agenda?

Reporting hooks and a/b testing

- To get the right insights to help you refine the product you have to have a solid and scalable reporting architecture
- Build the hooks for a/b testing into your product – so that you can test what type of content or whether a particular feature helps drive engagement
- To be able to test you should have understanding of your customer and be able to segment into test and control groups

Marketing your product

- Marketing is about having a consistent relationship with your customer
- Paid search: a majority of customers start their research or search for a product online
- CRM: establish a healthy base of e-mail subscribers:
 - Give them a reason to subscribe, but more importantly give them a reason to stay
 - High ROI marketing tactic if done well
 - Carry that brand voice
- Social: syndicate your content across the web, CRM and social – repetition is key to building presence

Make it all come together