Product Power Up! | In-Person Toolkit

Power up your product skills!

The information contained within will help you to unlock your full Product Owner superhero potential!

Agenda

- 12:30 - 12:45 pm - Headquarters

- 12:45 - 1:00 pm - Hero Training

- 1:00 - 2:00 pm - Backlog Battle

Slido and Slack

- Join the Slack Channel **# product-guild**

- Join at slido.com **#950 415** or through →

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Super Villain Product Example

Product powers can be used for good or evil. How we wield them is what's important. Let's learn from our competition.

The Problem

As a super villain, I need an easy way to overcome my opponents and archnemeses, so that I can rule the world.

The Product Solution

Product: Giant Freeze Ray
The League of Mildly Bad People (they're really just misunderstood) have decided that a GIANT FREEZE RAY is the product that will solve the problem.

MVP: Handheld Freeze Ray
To determine whether the Freeze Ray will really help us take over the world and overcome our archnemeses, we've decided to create a handheld Freeze Ray.

Backlog - Prioritized

1. Invent super cooled freon
2. Invent or find an energy source to power Freeze Ray (do we build or buy?)
3. Create a Quantum Computer chip to calculate how much energy we need to freeze superheroes and sidekicks without destroying their atoms (they need to be alive to hear about our plans and see us twirl our mustaches, mu ah ah!)
4. Design and Develop Sure Grip for Freeze Ray (when you get punched in the face it will help make sure you hold on to the ray)
5. Create Crosshair sight for aiming Freeze Ray (you can't freeze what you can't hit)
6. Safety for Freeze Ray (as villains, this isn't too important)
7. Design an awesome look for the Freeze Ray (cooling things has to look cool)
8. Spin up Site to sell Freeze Ray to other supervillains
9. Create Process and team to service Freeze Rays purchased by other supervillains
10. Develop a way to unfreeze our victims
11. Develop tool so superheroes can get their sidekicks unfrozen for a small monetary fee
12. Customer Research - Are we lukewarm, cool or Ice Cold!
13. Find super cool, ominous site for the Giant Greeze Ray
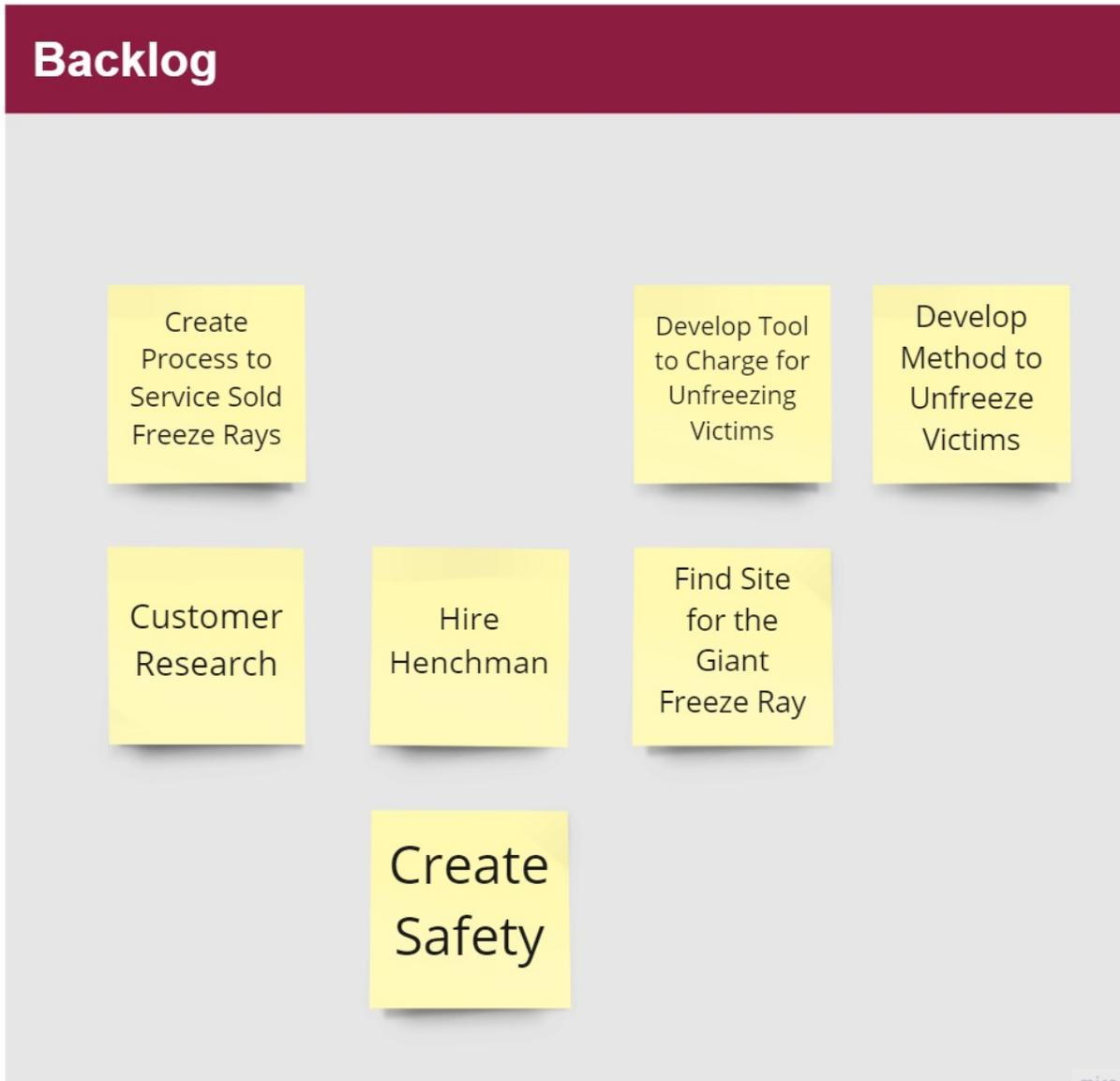14. Hire Henchmen or goons to keep superheroes occupied while the Giant Freeze Ray charges

Roadmap Example

Roadmap

Q1	Q2	Q3	Q4
Invent Super Cooled Freon	Design an Awesome "Look"	Create Crosshair Sight	Spin Up Site to Sell Freeze Ray
Invent or Find Energy Source		Design and Develop Sure Grip	
Create Quantum Computer			

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Backlog Example

Backlog

Create Process to Service Sold Freeze Rays

Develop Tool to Charge for Unfreezing Victims

Develop Method to Unfreeze Victims

Customer Research

Hire Henchman

Find Site for the Giant Freeze Ray

Create Safety

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Problem Statements
Pick a Problem to Brainstorm a Product Solution

1. Increase student retention by increasing engagement via student activities

2. Bolster enrollment through more timely and personalized communications

3. Create more student academic success by just-in-time interventions with ASU's tutoring services

4. Improve employee morale by understanding personal job satisfaction in real-time

5. Provide ASU alumni with more meaningful communication and engagement with the university based off of personal preferences

6. Allow more personalized ownership, transparency and control of an individual's data and how it is used at ASU

7. Connect students with meaningful skill and career building experiences (internships, externships, etc) in the community, so they can develop their skills and gain job experience

8. Remote work is here to stay. Simplify and streamline the onboarding process and make employee information easier to access and transparent no matter where an employee is.

9. Knowledge and expertise live in a variety of tools and repositories, both digital and in person, and can be difficult to find, access, and even know it exists. Simplify and make more transparent organizational knowledge through a centralized repository that can connect with current tools.

10. We value digital equity, where "individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy". We need to promote the concept of digital equity and find ways to provide that IT capacity.

11. We value sustainability and ASU has a variety of green initiatives and sustainability programs. We need to increase awareness and participation in these opportunities for students, staff, faculty, and the broader community.

12. Faculty want access to archival course information (for example, syllabi) to make it easier for them to share faculty knowledge, improve transparency, and make it easier to improve and create new courses.

Resources

Product

Any physical or virtual thing or service that solves a market problem or addresses a customer's need or desire. In other words, it brings value by solving problems. Products can be inputs of other Products. A car is a product but so are the wheels and the computer chips in it. It depends on the context of whose need or desire it's fulfilling.

Minimum Viable Product (MVP)

Generally speaking, an MVP is the smallest amount of functionality that can be delivered that is sufficient to to learn about the feasibility of the product. It is a working version of a product which allows a team to collect the maximum amount of validated learning about customers with least effort. It allows you to learn fast, avoid waste, and continuously improve or retire the product based on customer feedback.

Backlog

A list of features, changes, or tasks that are prioritized in order of highest to lowest value, so the most important items are done first. It's dynamic and constantly changing as new priorities arise. This means not everything may get done and certain items may get dropped. It may contain items that don't bring direct value, but are crucial to perform (e.g. maintenance).

Roadmap

A Product roadmap is a plan of action for how a product will evolve over time. It outlines future product functionality and when new features will be released. It is a shared source of truth that aligns product vision, directions, priorities and progress and is often customized for the audience.

References

- https://www.productplan.com/glossary/what-is-a-product/
- https://scrumguides.org/scrum-guide.html#product-backlog
- https://www.agilealliance.org/glossary/backlog/#q=~(infinite~false~filters~(postType~(~'page~'post~'aa_book~'aa_event_session~'aa_experience_report~'aa_glossary~'aa_research_paper~'aa_video)~tags~(~'backlog))~searchTerm~'~sort~false~sortDirection~'asc~page~1)
- https://www.atlassian.com/agile/product-management/product-roadmaps
- https://www.agilealliance.org/glossary/mvp/#q=~(infinite~false~filters~(tags~(~'mvp))~searchTerm~'~sort~false~sortDirection~'asc~page~1)
- https://www.productplan.com/glossary/minimum-viable-product/