

 blueprint

Product Management Workshop



Guest Speaker



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- Stevens '24 - Business & Technology
- Innovation Development Analyst @ JPMC
- Explored Eastern Europe with Christian
- Recently picked up playing tennis

An illustration of a person standing at a whiteboard. The whiteboard has a grid with four columns and two rows. There are several sticky notes on the board: a blue square in the top-left, a white rectangle in the top-right, and a blue square in the bottom-left. The person is holding a white sheet of paper and a blue folder. A large blue arrow points from the left towards the text.

Design Thinking as a Product Manager

▶ Forming Your Team

- ▶ Although the process I describe might seem specifically suited to PMs, consider involving designers and developers too!
- ▶ A wide variety of experiences helps you ideate from different perspectives.

▶ Problem Statement

- ▶ Although students often set their alarms for when they want to wake up, they often wake up and click the snooze button or turn off the alarm and fall back asleep.
- ▶ How might we help students to wake up and stay up in the mornings with a digital solution?

Discover

Although students often set their alarms for when they want to wake up, they often wake up and click the snooze button or turn off the alarm and fall back asleep. How might we help students to wake up and stay up in the mornings with a digital solution?

What does our user actually need? What is going to bring value to them? This is what we need to answer.

- ▶ What does their process look like today?
- ▶ What would they like to spend less time doing?
- ▶ What would they like to spend more time doing?
- ▶ What do they struggle with?

Pair up. Ask partner (the stakeholder/end-user) 3 questions about their experience and needs. (4 Mins)



Ideate

Although students often set their alarms for when they want to wake up, they often wake up and click the snooze button or turn off the alarm and fall back asleep. How might we help students to wake up and stay up in the mornings with a digital solution?

Now we know what the key problem is. How are we going to address this problem?

- ▶ Lets ideate solutions. What can we build to fix this need for the client?

Brainstorm a solution and shout it out! (2 Mins)





Prototype

Although students often set their alarms for when they want to wake up, they often wake up and click the snooze button or turn off the alarm and fall back asleep. How might we help students to wake up and stay up in the mornings with a digital solution?

We know what we need to build, but how is it going to look?

- ▶ Draw out screens! What does the workflow of using this feature/product look like?

Use paper, phones, or laptops to draw quick idea of the tool or product you would create (2 Mins)





Test

Although students often set their alarms for when they want to wake up, they often wake up and click the snooze button or turn off the alarm and fall back asleep. How might we help students to wake up and stay up in the mornings with a digital solution?

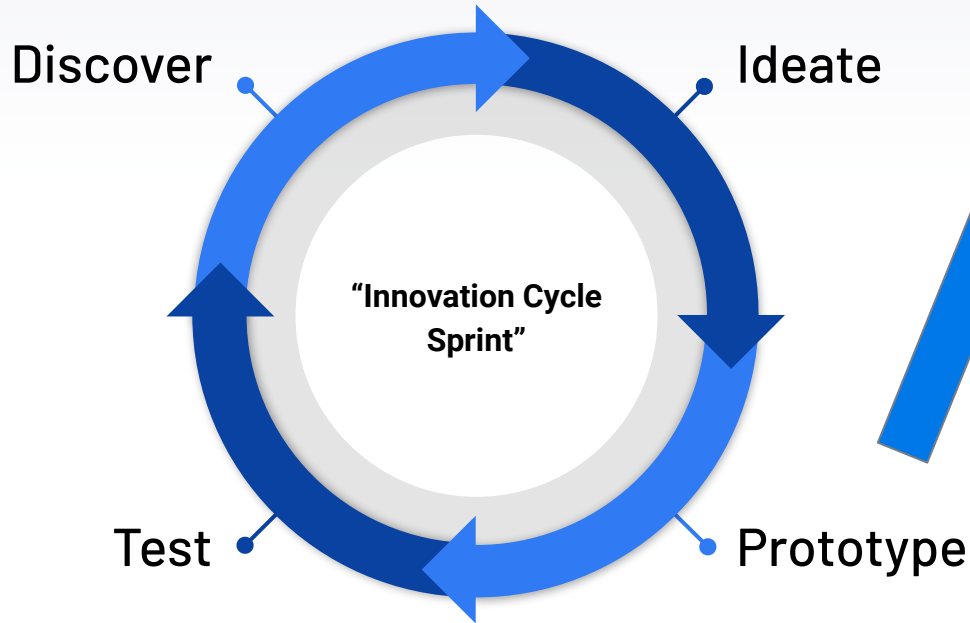
Ok now we have something to show, but does it actually meet the client's need?

- ▶ Ask them! This is a key point to be able to learn, pivot, and iterate on features.

Go back to partner, explain your product/feature and ask for feedback (4 Mins)



Trying to Draw out this Process



1 Create Feature Backlog

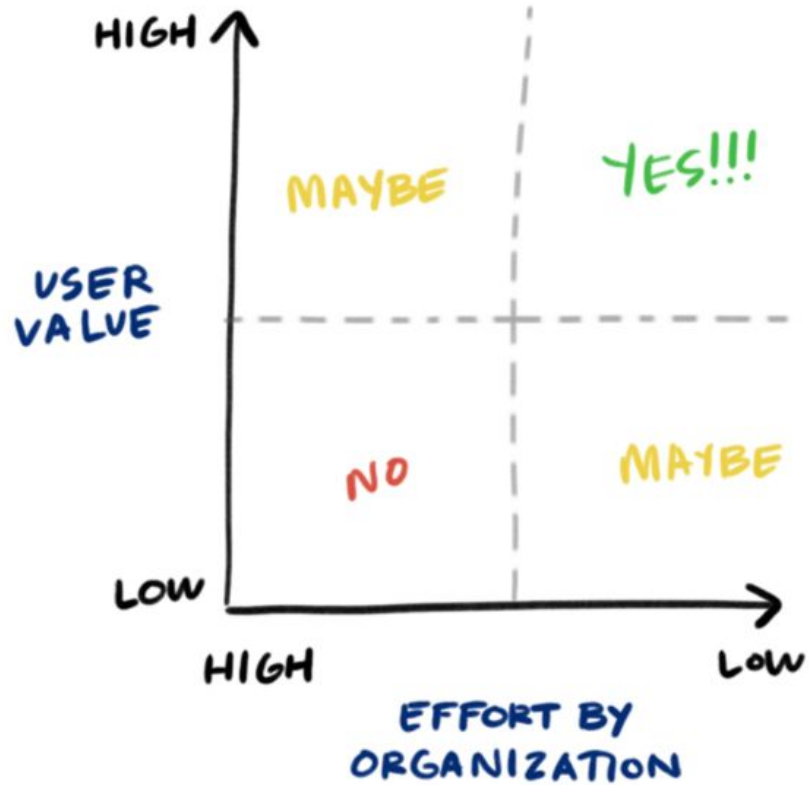
List out the features that need to be developed, pages that need to be designed.

2 Prioritize Features

Make sure to focus on the features that are most valuable and easiest to create.

3 Sprint Planning

Write stories, assign story points, and divide work.



Feature Prioritization Matrix

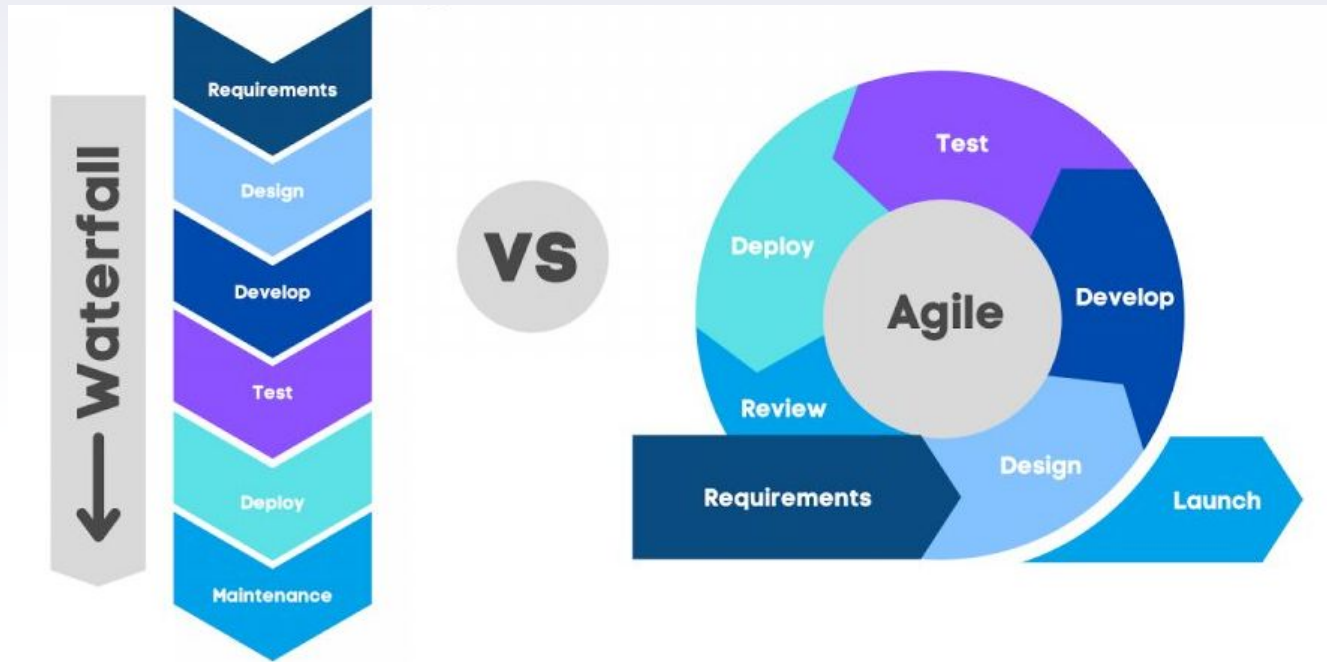


Questions for AB?



Project Methodologies

Agile Development



Agile: A philosophy or framework that takes an iterative approach toward the completion of a project.

Waterfall: A linear, step-by-step approach best for projects with fixed requirements.

Aspect	Agile	Waterfall
Approach	Iterative, flexible	Linear, sequential
Project Phases	Continuous cycles (sprints)	Defined, completed one at a time
Changes	Adaptable to changing requirements	Difficult to accommodate changes
Client Involvement	Ongoing, throughout the project	Minimal after initial requirements
Best For	Evolving, uncertain projects	Well-defined, stable projects
Delivery	Frequent, small releases	One final delivery at the end

Scrum

Scrum is an Agile framework that organizes work into iterative sprints, enabling teams to deliver value incrementally through continuous collaboration and feedback.

- **Product Owner:** Manages backlog and prioritizes task to maximize value
- **Scrum Master:** Facilitates meetings and removes obstacles to help team adhere to Scrum
- **Development Team:** Builds, tests, and delivers the product in increments

Scrum Ceremonies (Meetings)

Sprint Planning

- ▶ Every 2 weeks (sprint beginning)
- ▶ Define sprint goals and decide which tasks to complete

Daily Standup

- ▶ 15 minutes or less
- ▶ Team members share updates, plans and blockers

Sprint Review

- ▶ Every 2 weeks (sprint end)
- ▶ Demonstrate completed work and gather feedback from team & clients

Sprint Retrospective

- ▶ Every 2 weeks (sprint end)
- ▶ A reflection on what went well, what could be improved to enhance future sprints

User Stories

- An informal, general explanation of a software feature written from the perspective of the end user
- Tells team why they are building, what they're building, and what value it creates
- They are and end goal NOT a feature

Example

As a student,

I want to receive email notifications for assignment deadlines,

so that I can stay on top of my coursework and submit assignments on time.

Breaking Down Stories

Definition of Done

- ▶ The system sends an email notification 48 hours before the assignment deadline.
- ▶ Notifications include the assignment title, due date, and link to submission portal.
- ▶ Notifications are sent only for assignments with active deadlines.
- ▶ Emails are successfully delivered and confirmed through testing.
- ▶ UI allows students to opt-in/out of notifications.

Tasks

Back-end Development:

- ▶ Implement function to track assignment deadlines.
- ▶ Set up email service to trigger notifications.

Front-end Development:

- ▶ Add notification opt-in/out toggle in user profile settings.
- ▶ Display notification settings in the user dashboard.

Testing - All developers should test

Story Pointing

- ▶ Points are used to measure how long a story will take to complete
- ▶ Typically Fibonacci Scale: 1, 2, 3, 5, 8
- ▶ 1 Point \approx 1 Day (this varies by team)

Kanban Boards

The screenshot displays a Kanban board for the project 'Stevens Blueprint Website'. The board is organized into four columns representing different stages of task completion:

- Todo (5 items):** This column contains five tasks, all in a 'Draft' state. The tasks are: 'Everyone - Run Website Locally' (Task, Dev), 'BW-2' (Bug, Dev), 'BW-7' (Task, Dev), 'BW-8' (Task, Dev), and 'BW-9' (Task, Dev).
- In Progress (3 items):** This column contains three tasks, all in a 'Draft' state. The tasks are: 'BW-3' (Task, Leads), 'BW-4' (Task, Design), and 'BW-5' (Task, Design).
- In Review (1 item):** This column contains one task in a 'Draft' state: 'BW-6' (Bug, Dev).
- Done (3 items):** This column contains three completed tasks. The first is 'BW-1' (Task, Dev). The second is 'blueprint_website #12' (Add linter to deno.json). The third is 'blueprint_website #15' (Add https://sitblueprint.com to location in _config file).

The interface includes a search bar at the top right, navigation tabs for 'Tickets', 'Calendar', and 'Sprints', and a filter option 'Filter by keyword or by field'. Each column has an 'Add Item' button at the bottom.

Mock Sprint Planning Activity

Instructions: You will be conducting a mock sprint planning.

- Split into groups of 4+
- Write 1-3 user stories based on the **prompt** including:
 - Definition of Done
 - Tasks/Sub-Tasks
 - Points
- 8-10 minutes

Prompt: *Imagine you're part of a team building a platform for a non-profit organization that connects volunteers with community service projects. The platform needs to help volunteers find opportunities, communicate with project leaders, and track their volunteer hours. It should also support the nonprofit's mission by making it easy for donors to contribute and for project leaders to manage volunteers.*



Any Questions?

**THANKS FOR
COMING!**



