

A top-down view of a wooden table with a white cup of coffee, a croissant, and a notebook. A hand is writing in the notebook.

Intro to Product Management

MY GOALS

We must be the change we wish to see in the world.

TODAY'S TARGETS

1
2
3

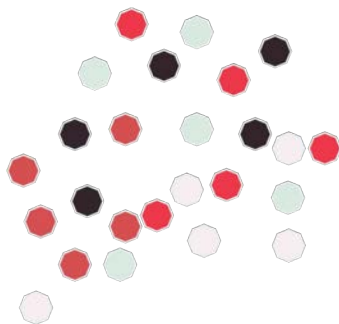
WINS:

PROJECT BACKGROUND

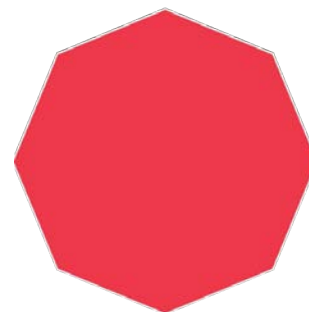
You've been making your way through the steps below over Chapters 1-3. In the next few pages, we're going to take a look at the example of TacoCrawl, a website that I created, and walk through how to pull together your work so far and use that to prototype your business. Throughout the example, you're going to think about your own startup and summarize main ideas for each of the steps.

Let's assume we did an expansive study of the taco space.

ALL YOUR RESEARCH



A PROBLEM STATEMENT



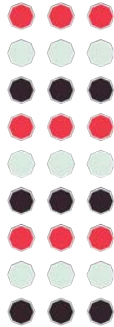
- Taco sales are down even though enthusiasm for tacos has increased in the popular media.
- The general public can't agree on a good taco and there's a division between taco purists and taco generalists.

For your own startup - summarize your research and problem statement.

This is all of our research thrown out there put into a statement.

THE PROBLEM

AN ORDERLY LIST OF CUSTOMER NEEDS YOU CAN SOLVE



MOST VALUABLE PROBLEM

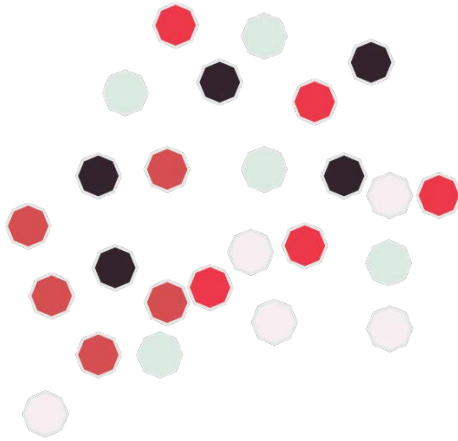


- Ordinary people don't know how to choose a great taqueria so they end up accepting the garbage at Taco Bell.
- The US Corn industry over produced corn in anticipation of a surge in corn shells because of the gluten free trend. Now we have too much corn.
- When we analyzed all the problems we found that the biggest problem we could address is "There are too many great taquerias."
- People don't end up going to get tacos very frequently because of analysis paralysis. Their goal is to eat more delicious tacos and their need is to decide on which taqueria to go to.

For your own startup - summarize your customer needs and MVP.

HOW WILL WE GET YOU THERE?

ALL OF YOUR IDEAS



FILTERED THROUGH

COMPETITION

EARLY-EVANGELIST

TARGET MARKET

DIY SOLUTIONS

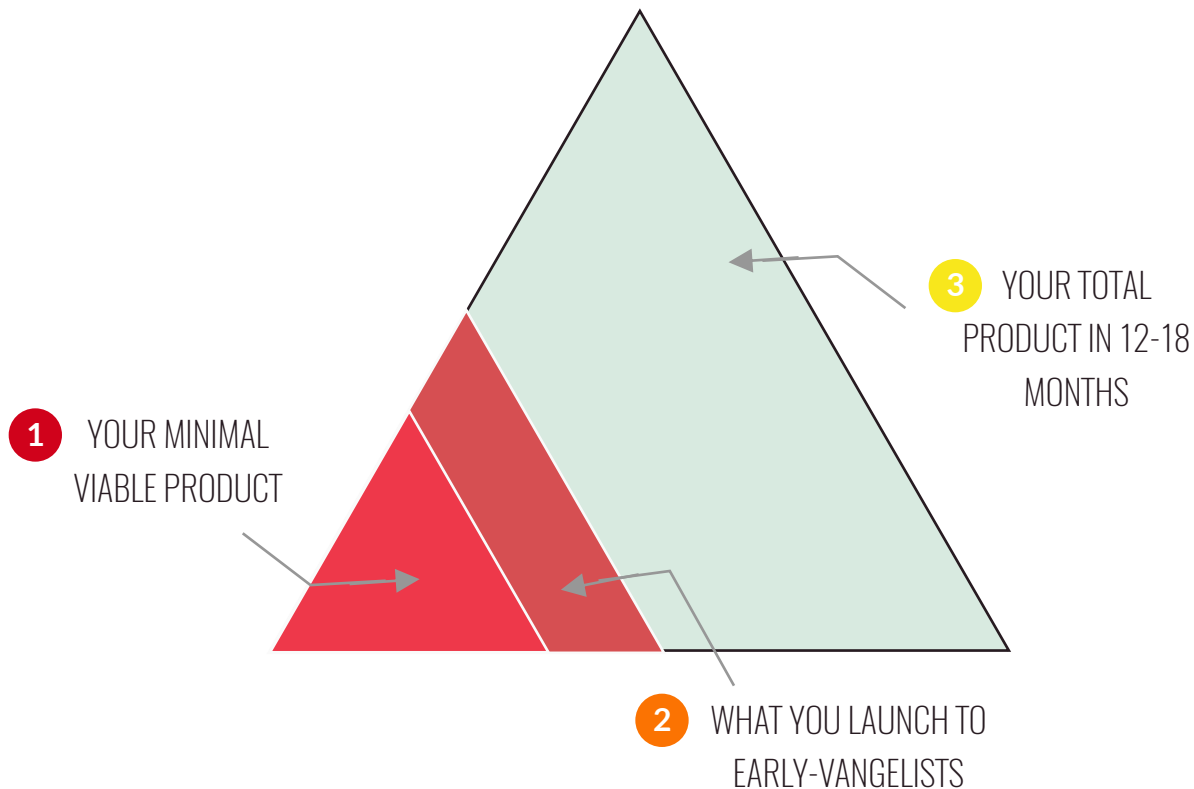
DIFFERENTIATORS

- We looked at many, many solutions like Yelp and takeout/delivery websites.
- We filtered through many different considerations to discover what is important and worth exploring.

For your own startup - summarize your ideas and conclusions.

YOUR MINIMUM VIABLE PRODUCT

During our research we recognized a phenomenon by which hardcore taco enthusiasts solved their analysis paralysis by inventing the Taco Crawl whereby they pick 3 to 4 taquerias and get 1 taco and 1 beer at each taqueria, then moving on to the next one.



- 1 The Minimal Viable Product is a simple random taco crawl generator for the Mission Neighborhood in San Francisco. It has 60+ taquerias in a 2 mile square radius.
- 2 What we launch to early-evangelists will probably include all neighborhoods in the city with some type of map interface.
- 3 The dream solution is a taco crawl generator where users can select a number of taquerias, a neighborhood and be served up a suggested route optimized for personal taco preferences, walking distances, cost, reviews and promotions. *Of course we can't do all of that for our first version.*

OUR CUSTOMERS

This is who we found are our customers.



Mark Wilke

"I love eating tacos and planning Friday nights out for my friends."

Mark organizes taco crawls. He is more of a purist.



Jason Denton

"I love exploring new cities through food and am visiting my friend Mark."

Jason is a friend that likes to explore cities through food.



Brianna Mane

"I love eating vegan tacos."

Brianna is a tertiary character because she specifically wants to eat only vegan tacos. She is more of a generalist.

YOUR CUSTOMERS

Now that we've seen three different types of TacoCrawl customers, you're going to re-iterate your own startup's customers and find a perfect quote to sum up their problem and goal.

Your PRIMARY customer

Brief summary of this customer.

Quote something you might hear this customer saying.

Your SECONDARY customer

Brief summary of this customer.

Quote something you might hear this customer saying.

Your TERTIARY customer

Brief summary of this customer.

Quote something you might hear this customer saying.

PRIORITIZING TASKS (PART 1)

Now that we understand the goals and needs of our customers, we are going to figure out what kind of features and tasks they will be looking for in our product. To prioritize which tasks to include in our MVP and which to include in what we launch to early-vangelists, we take a look at the priority of tasks for our secondary (Jason) and tertiary (Brianna) customers and compare that to our primary (Mark) customer.

		Mark	Jason	Brianna
Need:	To simplify the selection of taquerias	High	Medium	Medium
Tasks:	1. Search for taquerias by neighborhood	High	High	High
	2. Visit multiple taquerias in one night	High	High	Low
	3. Get the location of the taquerias	High	High	High
	4. To identify multiple taquerias within walking distance of each other	High	High	Low
	5. View a list of taquerias	High	High	High
	6. Select a primary taqueria	High	High	Low
	7. See only taquerias within 1/4 mile of the primary taqueria	High	Low	Low
	8. To explore a new city through food	Low	High	Low
	9. Search for taquerias across a city	Low	High	High
	10. Filter taquerias by ratings	High	High	High
	11. Get directions from each location to the next via public transit	Low	Medium	Low

List the task #s that have to be in the TacoCrawl minimum viable product:

Which task #s have to be in what gets launched to early-vangelists?

PRIORITIZING TASKS (PART 2)

		Mark	Jason	Brianna
Need:	To simplify the selection of taquerias	High	Medium	Medium
Tasks:	1. Search for taquerias by neighborhood	High	High	High
	2. Visit multiple taquerias in one night	High	High	Low
	3. Get the location of the taquerias	High	High	High
	4. To identify multiple taquerias within walking distance of each other	High	High	Low
	5. View a list of taquerias	High	High	High
	6. Select a primary taqueria	High	High	Low
	7. See only taquerias within 1/4 mile of the primary taqueria	High	Low	Low
	8. To explore a new city through food	Low	High	Low
	9. Search for taquerias across a city	Low	High	High
	10. Filter taquerias by ratings	High	High	High
	11. Get directions from each location to the next via public transit	Low	Medium	Low

These tasks have to be in your minimum viable product.

- #1. Search for taquerias by neighborhood
- #3. Get the location of the taquerias
- #5. View a list of taquerias

These tasks have to be in what you launch to early-vangelists.

- All of the above (#1, #3, #5)
- #6. Select a primary taqueria
- #7. See only taquerias within 1/4 mile of the primary taqueria
- #10. Filter taquerias by ratings (maybe)

How to say...that's not important!

Now that you've completed the Task Analysis in a structured way, you have an objective framework for identifying what's important and what's not important. When someone comes to you with a feature idea, this is your thought process:

- Is this person my target user, a key character or another important actor in my business model? If no, put the suggestion aside; it's not important.
- If **yes**, assign some value or weight to what this person is saying. If they're your target user or the one paying the bills, that's more important than a stakeholder.
- Conjure up other feedback you have received and research you have done.
- Then use the 1-2-3 rule to decide if it's valid.
- **If it's a 3**, then you use the Task Analysis framework:
 - Is this a feature that gets my target user closer to their goals?
 - If **yes**, continue.
 - If **no**, it's not important.
 - How important is this feature to my three key characters?
 - If **not important**, it's not important.
 - If **medium or very important**, continue.
 - Is it important to my key character?
 - If **yes**, explore the idea further.
 - If **no**, is it important to my supporting cast?
 - If **yes**, does implementing this feature hurt the main character's experience with your product/service?
 - If **yes**, it's not important.
 - If **no**, explore the idea further.
 - If **no**, it's not important.

Will make this a decision diagram!



ROOT OUT PERSONAL CONJECTURE

In order to get your customers to design your product for you AND eliminate the guesswork from what you should build, you need to root out personal conjecture; replace it with everything you know about your characters and actors in your business eco-system.

TO DO: CLICK HERE & WATCH THIS VIDEO

<https://www.youtube.com/watch?v=Fwle0ljQXTc>

Draw The Story

What is the customer doing when they experience the problem?

What's their reaction when they experience the problem?

What is it that made them think of you?
What's the trigger?

How are they interacting with your product?

How do they continue to interact with your product?

How do they feel now that they've solved their problem with your product?
