

YVETTE HATTON  
AGILE 2022

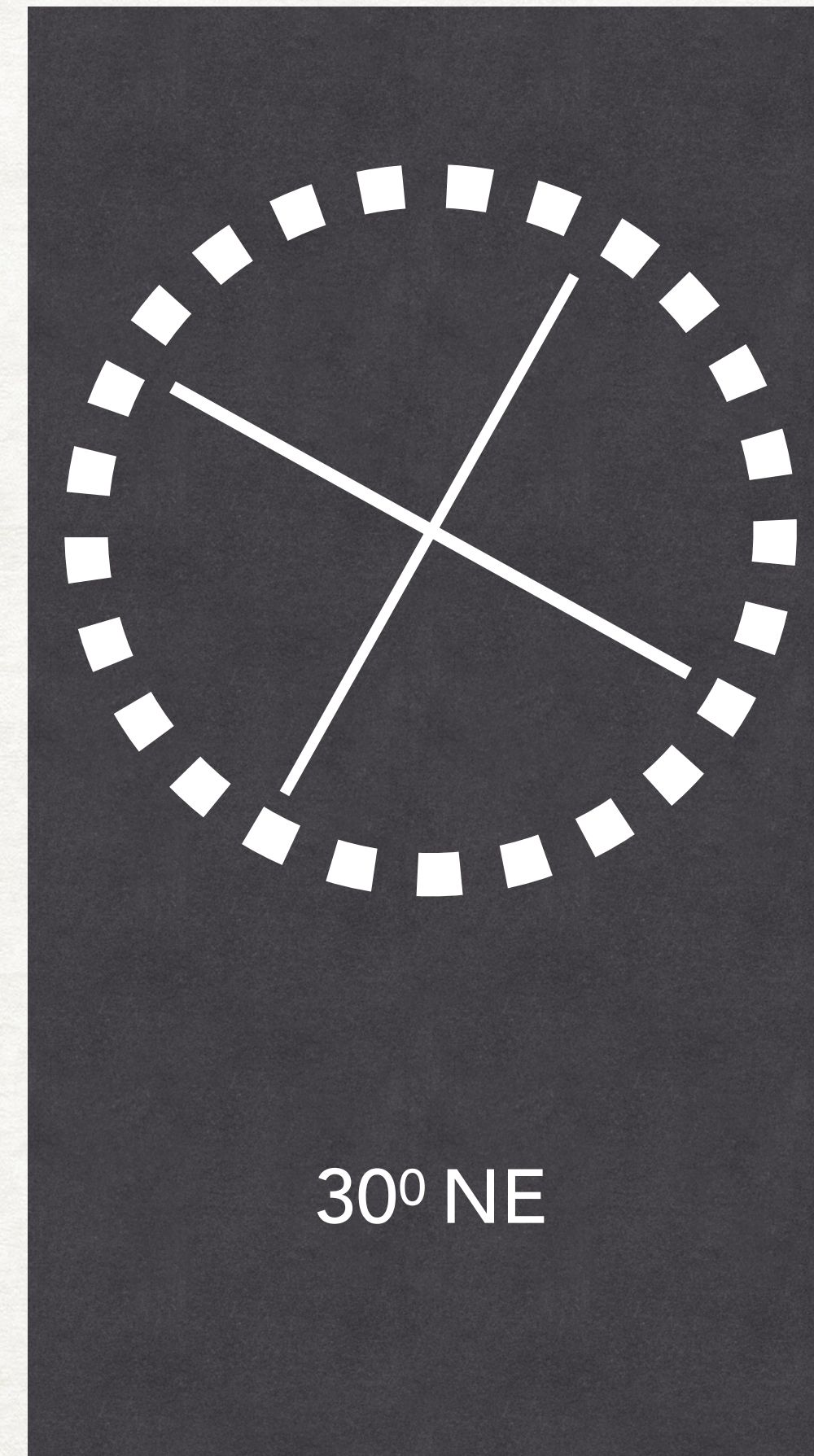
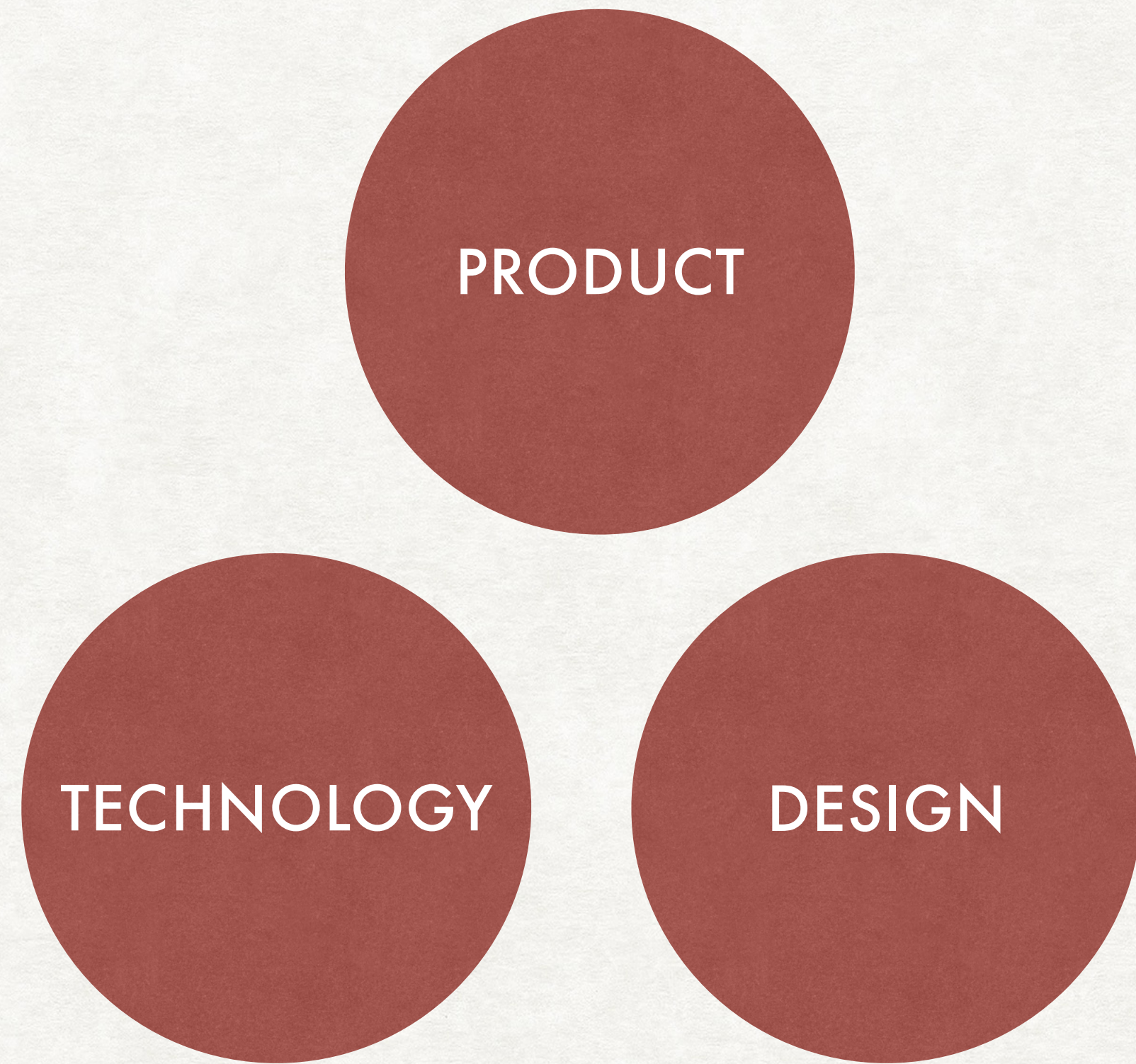
PRODUCT MANAGEMENT  
AND PRODUCT DESIGN



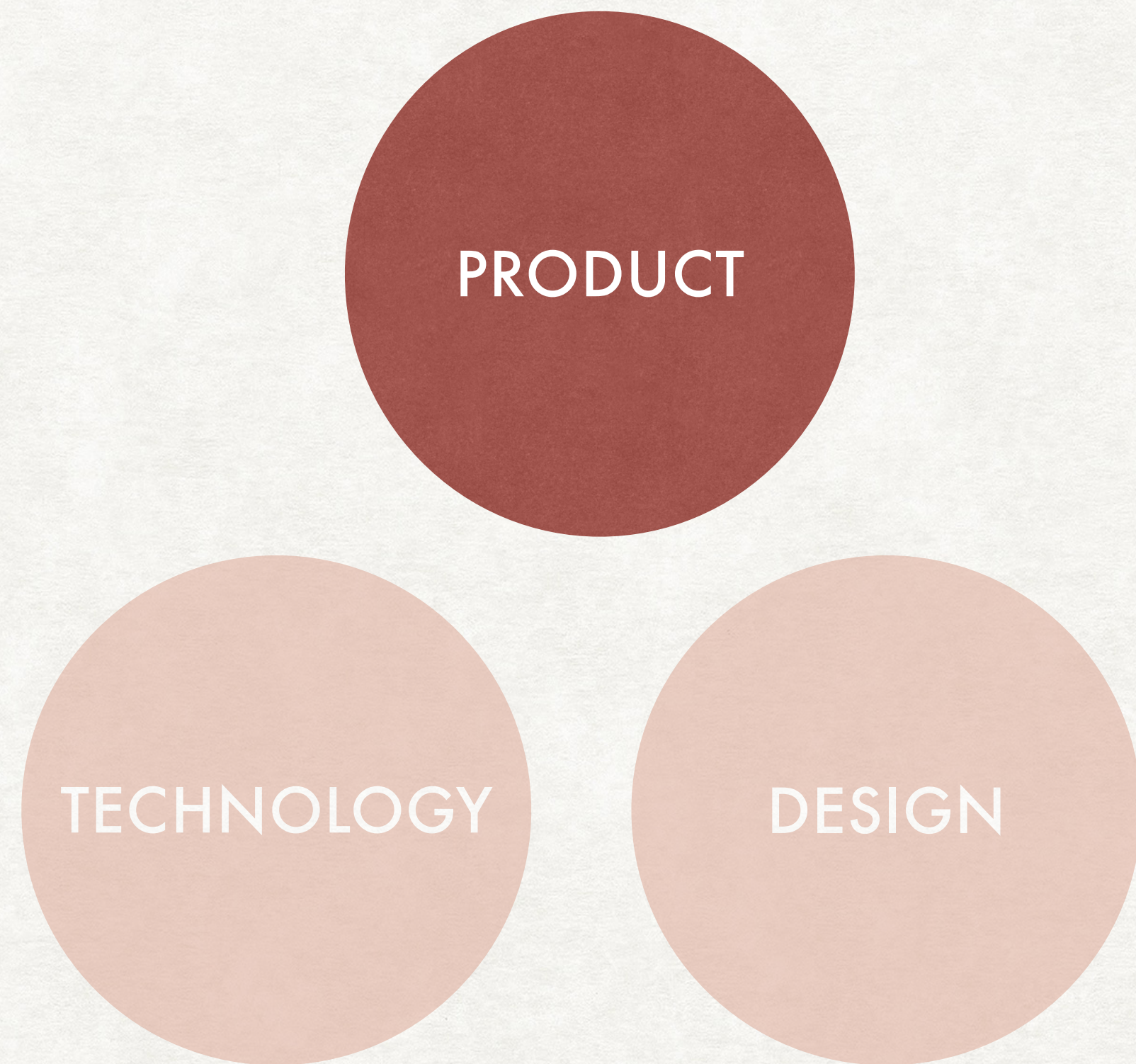


# SUCCESSFUL ORGANIZATIONS

# TEAM AND VISION



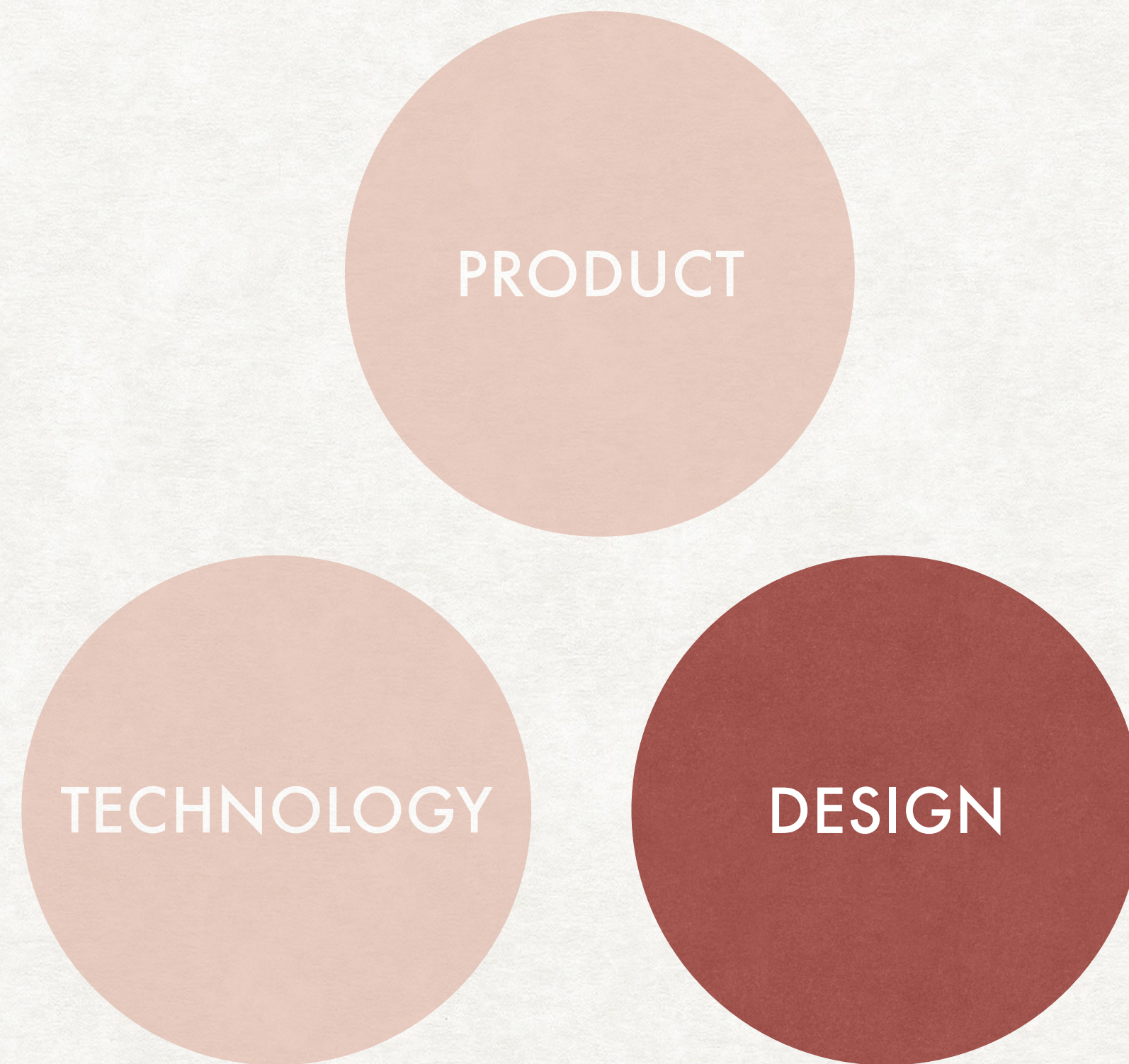
# PRODUCT MANAGEMENT



The Product Manager (includes *Product Owner* role) is responsible and accountable for the value and viability of the product, and ultimately responsible for the results.

- Assesses opportunities
- Determines what is built

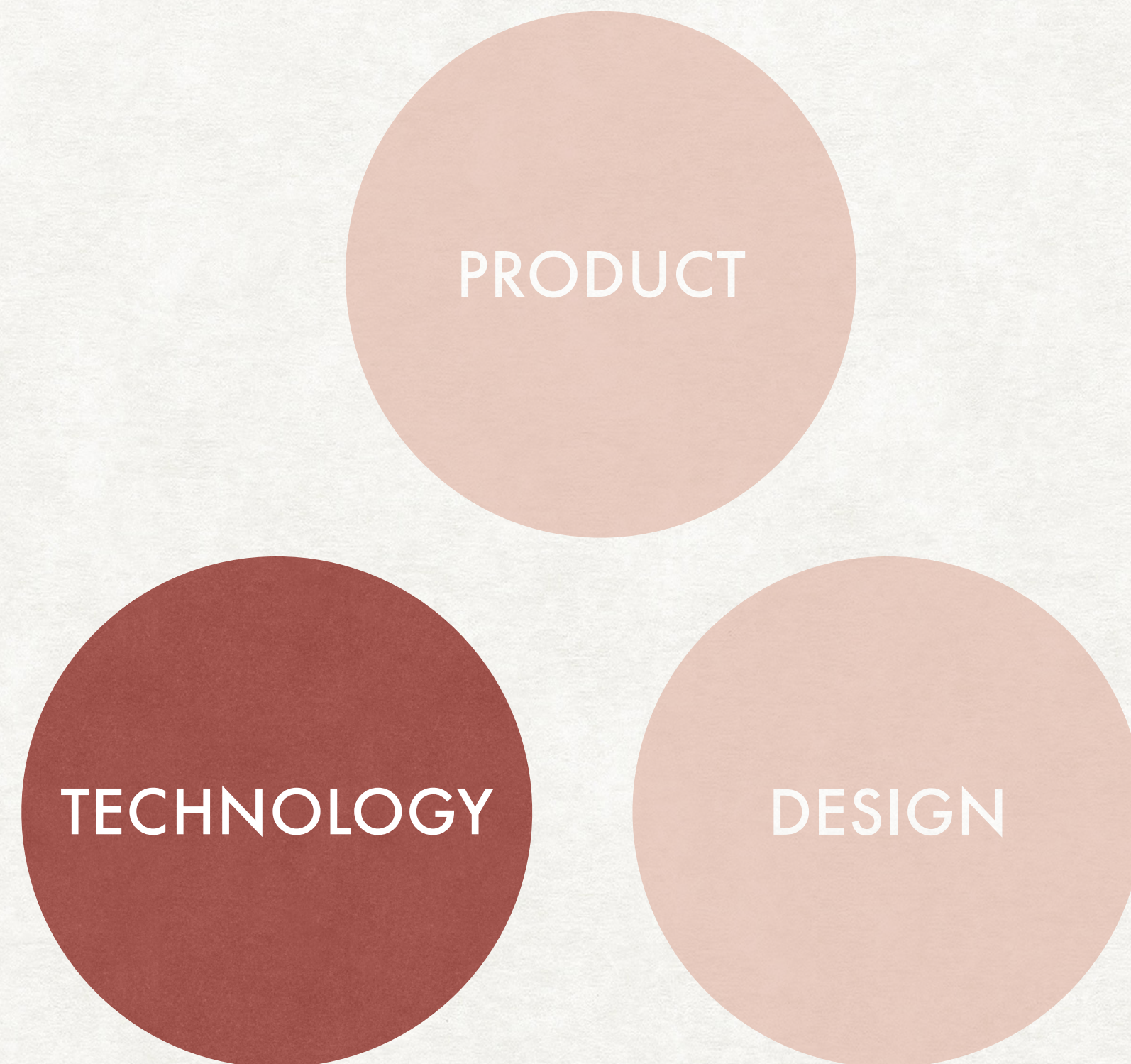
# PRODUCT DESIGN



The Product Designer is responsible for ensuring usability, and more generally, how customers and users experience the value provided by the product.

- Ideation
- Prototyping

# TECHNOLOGY



The Tech Lead is responsible for ensuring feasibility, and more generally, overall responsibility for delivery.

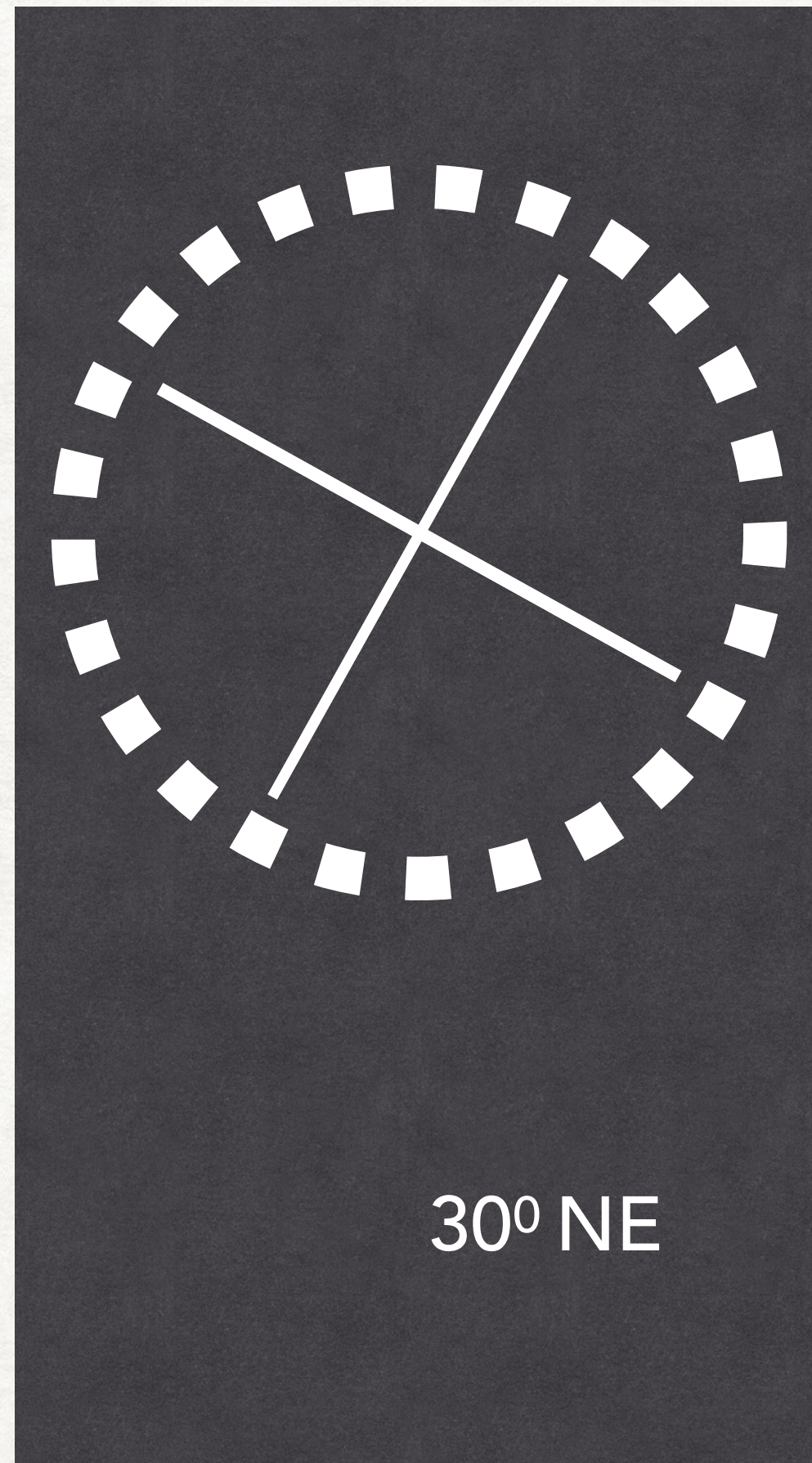
- Lots of different kinds of development roles and activities

**STRATEGY**

**(OVER PRIORITIZATION)**



# STRATEGIES ARE ABOUT VISION AND TRADEOFFS



CUSTOMER NEEDS

PRINCIPLES

OUTCOME  
ALIGNMENT

OTHER CONTEXT

PROTOTYPES

LOTS OF STORY  
TELLING

KEY RESULTS

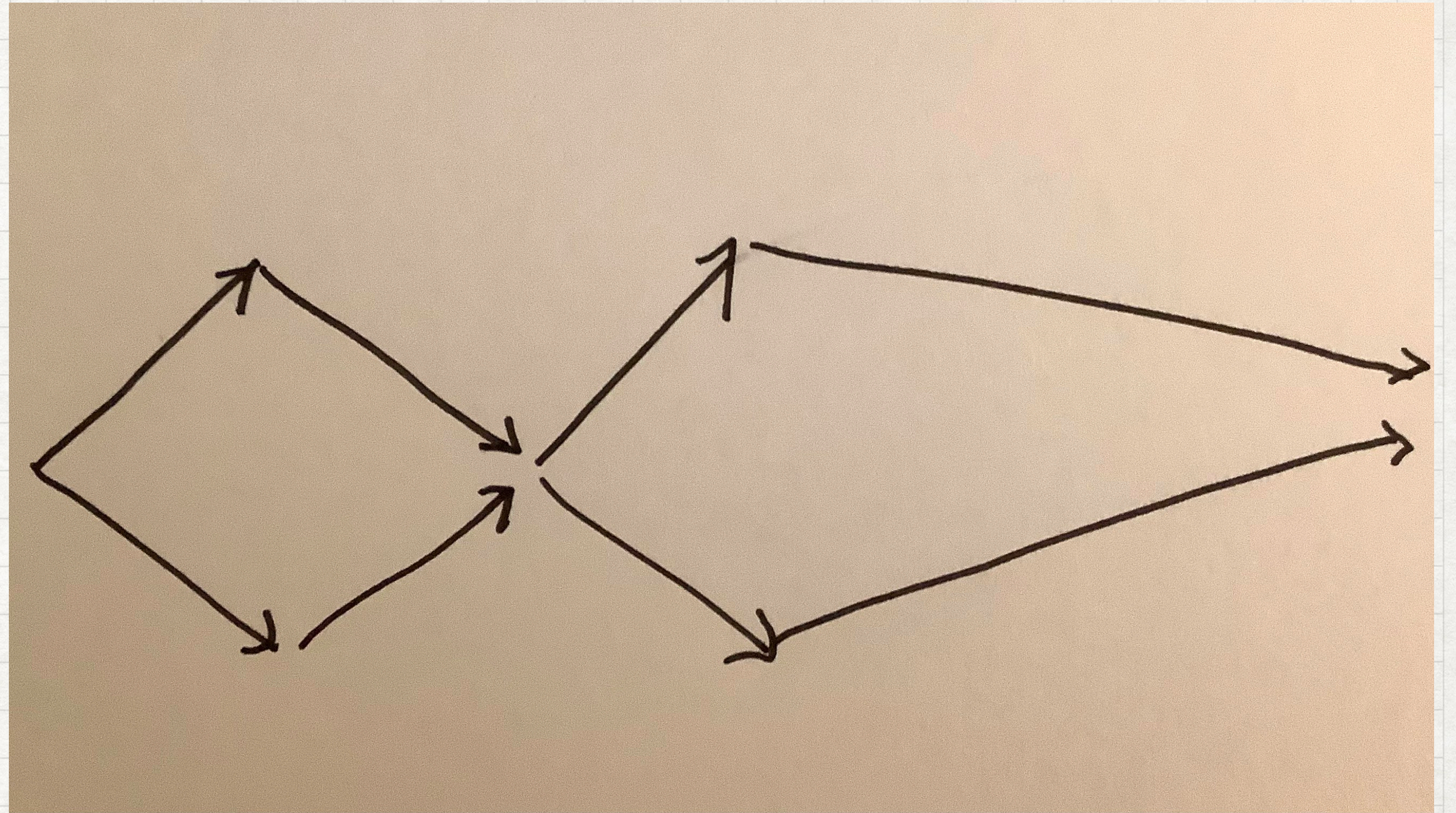
Qx	Qx+1	Qx+2	Qx+3
Mortgage	eDelivery	HomeEquity	eSign .....

Overall objective was  
Seamless experience from  
apply → servicing and to make  
this "product" invisible

**Outcome**

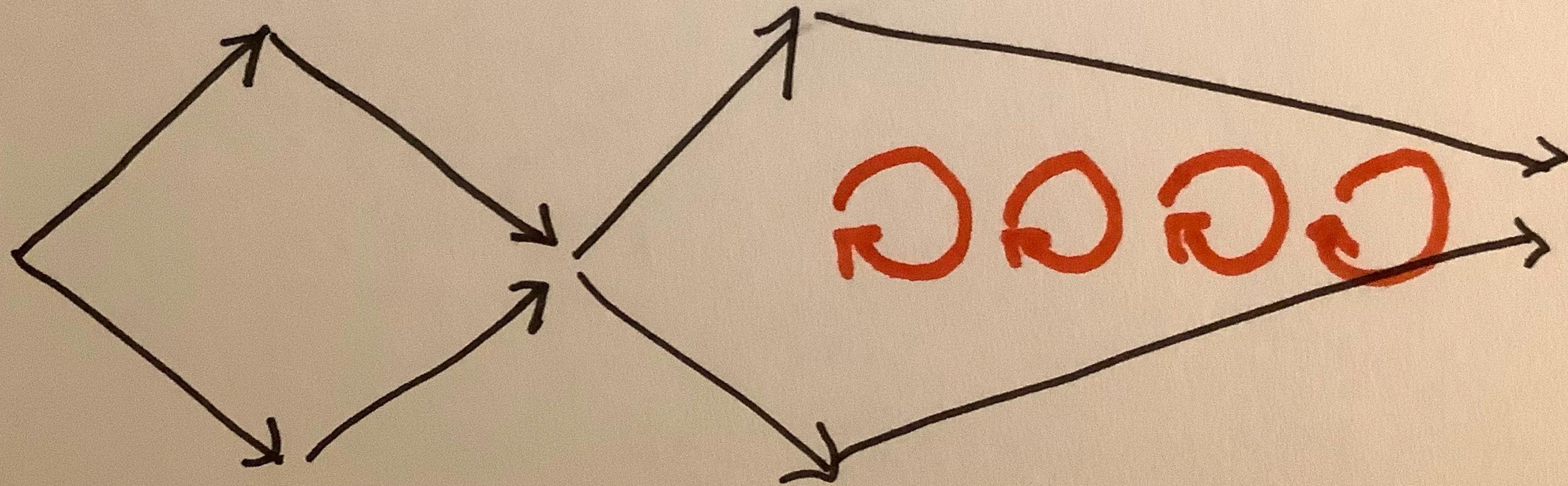
**DESIGN**

Design is a method  
for solving problems



Design thinking is neither "design" nor "thinking"

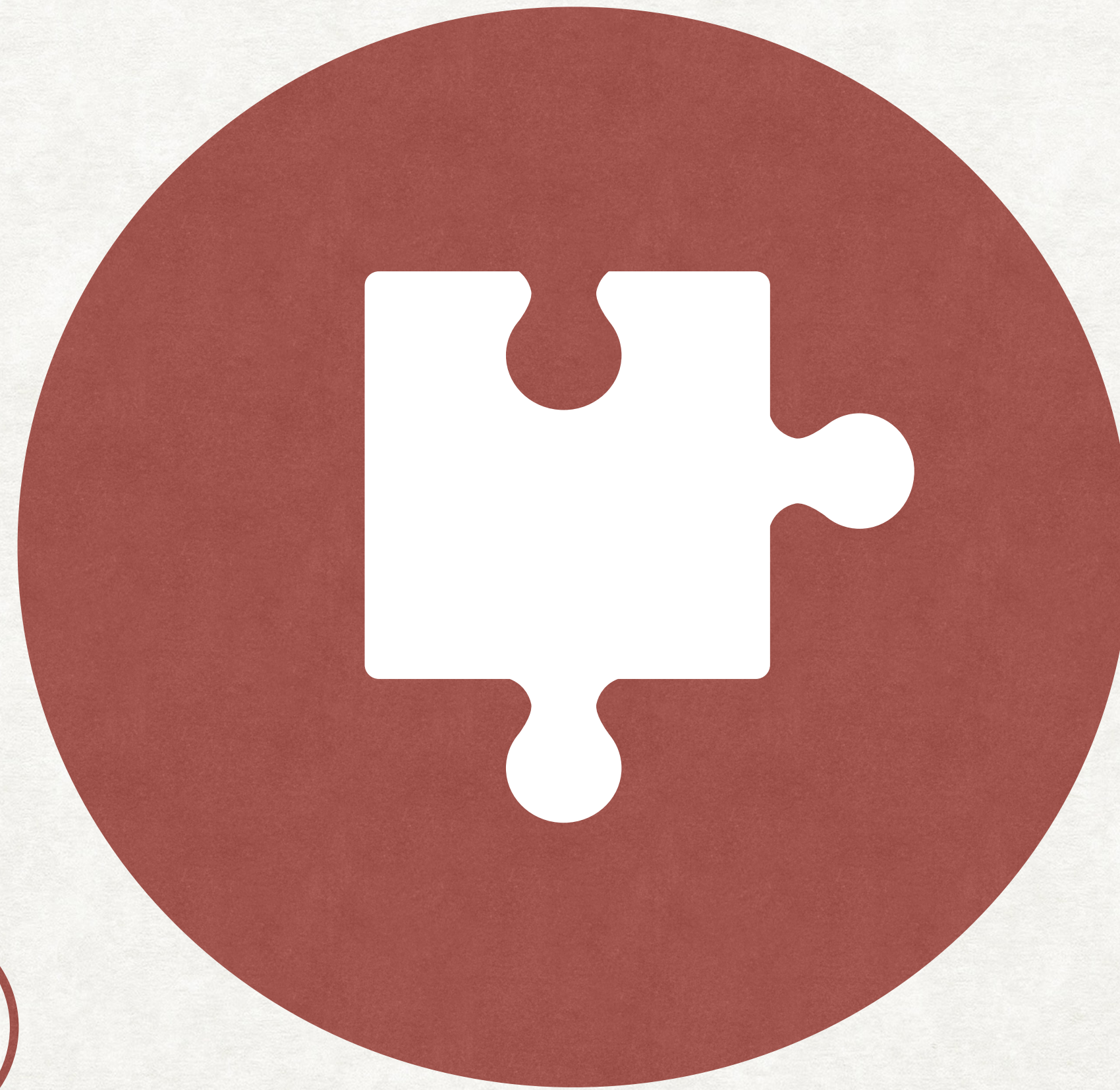
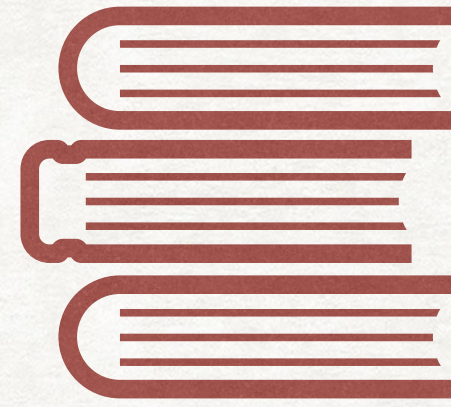
## DESIGN IS COLLABORATIVE MAKING



**BUSINESS ACUMEN**

# GATHER CONTEXT

PRODUCT MANAGERS BRING THE OUTSIDE IN



# FINAL SUGGESTIONS

## FOCUS ON TEAM, VISION, AND STRATEGY

- Lots of design thinking techniques out there - just search for what you need
- Write with complete sentences
- Draw pictures
- Remember the objective:

Real outcomes for customers derived from deep understanding by the whole team. The team collaborating, using their skills to make the product desirable, easy and more delightful to experience, and in-market with strong-enough underlying engineering and infrastructure.

**QUESTIONS?**



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THANK YOU