

What Tactical Tasks do PMs work on Every Day?

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About Me

- ◆ 5+ Years in Product Management and Marketing Strategy
- ◆ M.S. in Electrical and Computer Engineering in Chicago
- ◆ M.B.A. in Marketing and Management in Chicago
- ◆ For fun: I create - photography, painting, and gardening
- ◆ Loves numbers and ideation

Agenda

- ◆ Strategy Vs. Execution in Product Management
- ◆ Impact on Product Performance
- ◆ Overcoming Product Hurdles
- ◆ Role in Product Development
- ◆ Conclusion
- ◆ Questions

Strategy Vs. Execution

“

Companies on average deliver only 63% of the financial performance their strategies promised

– HBR

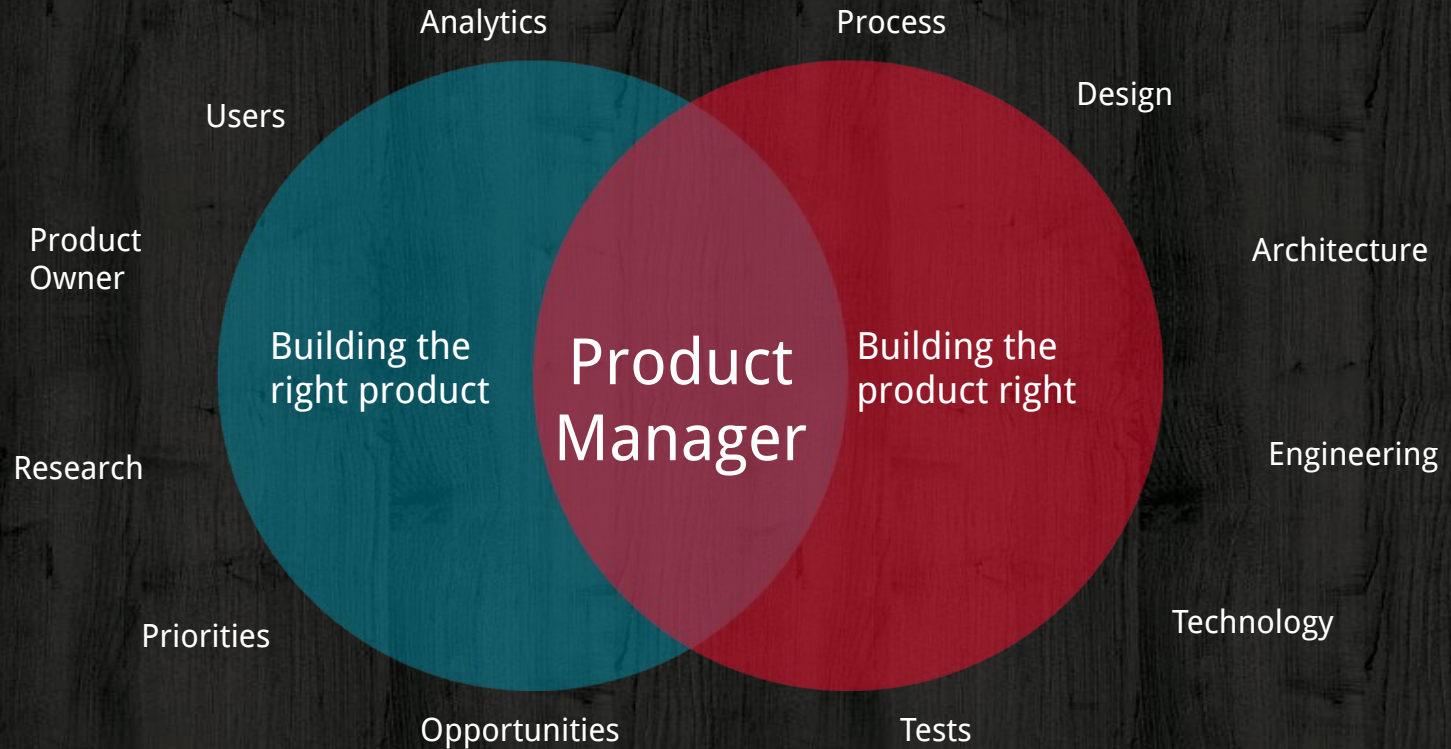
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700 Executives across various industries..

*Only 8% of company leaders were said to excel at
both strategy and execution*

– Strategy&

Product Management



Strategy And Execution

STRATEGY

- Product vision
- Roadmap
- Prioritization
- Positioning
- Placement
- Pricing
- Marketing plan
- ROI analysis
- Competitive analysis
- Portfolio analysis
- Launch plan
- Beta plan
- Lifecycle plan
- Voice of Customer

EXECUTION

- Status reports
- User stories
- Effort Estimates
- Resource Management
- Delivery tasks
- Delivery dates
- Risk/Issue tracking
- Quality assurance plan
- Vendor management
- Change requests
- Defect Management
- Release activities

Product Development

Product Development

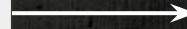
Customer
& Market
Research



Strategic
Plan



Execute
the plan



Great Product



~~Product Development~~ Vision

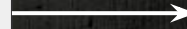
Customer
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Strategic
Plan



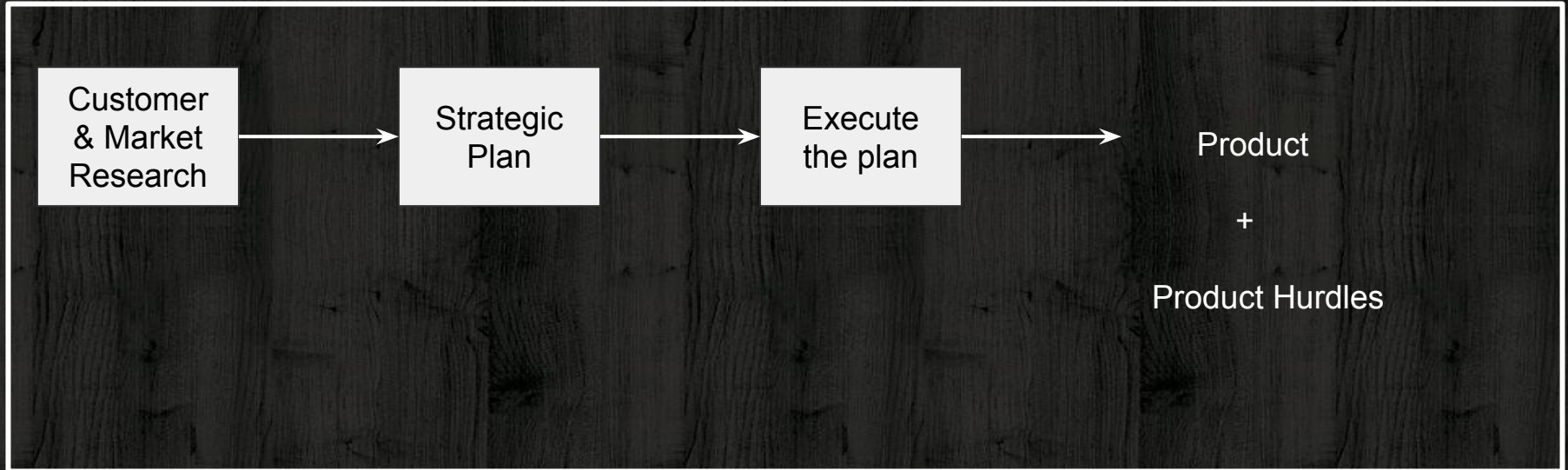
Execute
the plan



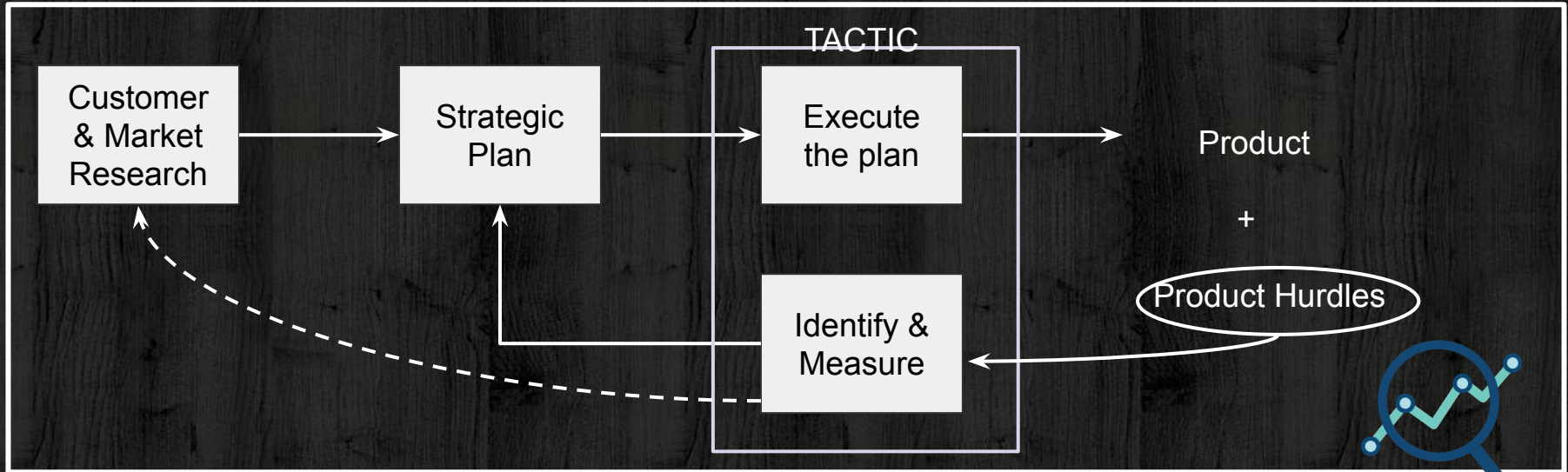
Great Product



Reality

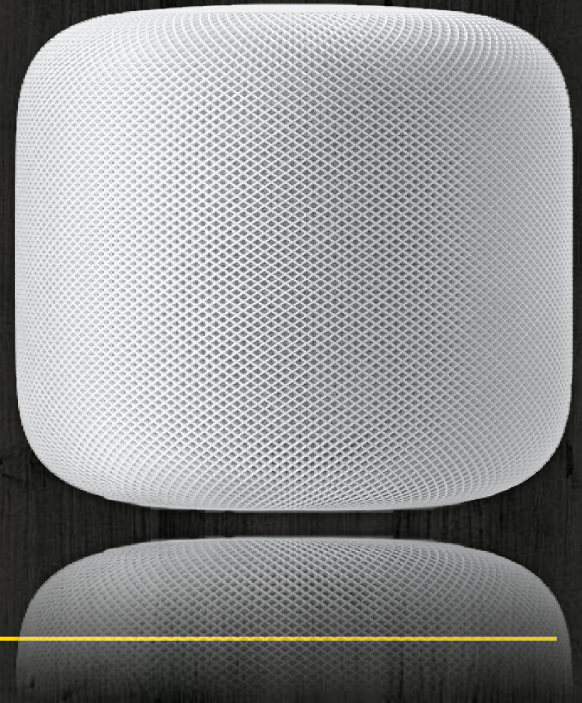


Use Tactic to Improvise



Product Hurdles

Apple HomePod



Apple HomePod

2018 - 66M Smart Speakers in the US

Apple: 6% Market

Amazon: 70%

Google: 24%



Why did the HomePod Fail?

	Apple	Amazon	Google
Launch	2018	2014	2016
Price	\$350	\$150-200	\$130
Tiering	No	Yes	Yes

- Too Pricey Too Late

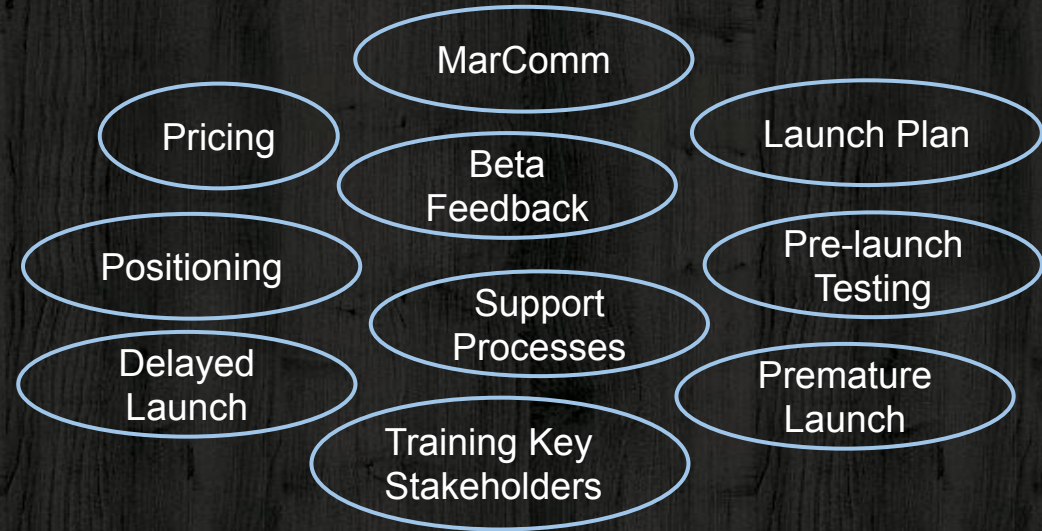


Product Hurdles

Navigating product hurdles is Product Management

- Slow attachment rate or ROI
- Poor customer satisfaction
- Defects, bugs and crashes

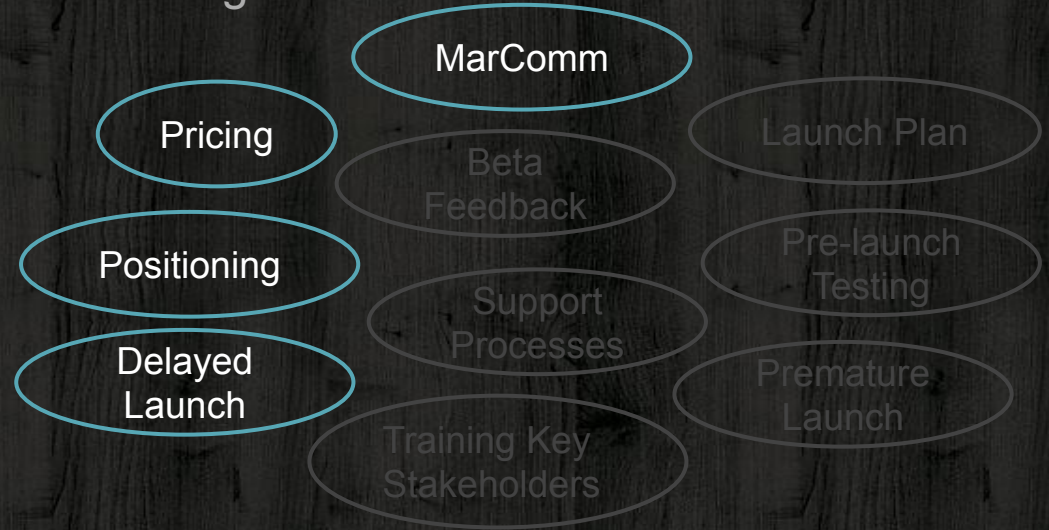
Identify the root cause



Common Product Hurdles

Navigating product hurdles is Product Management

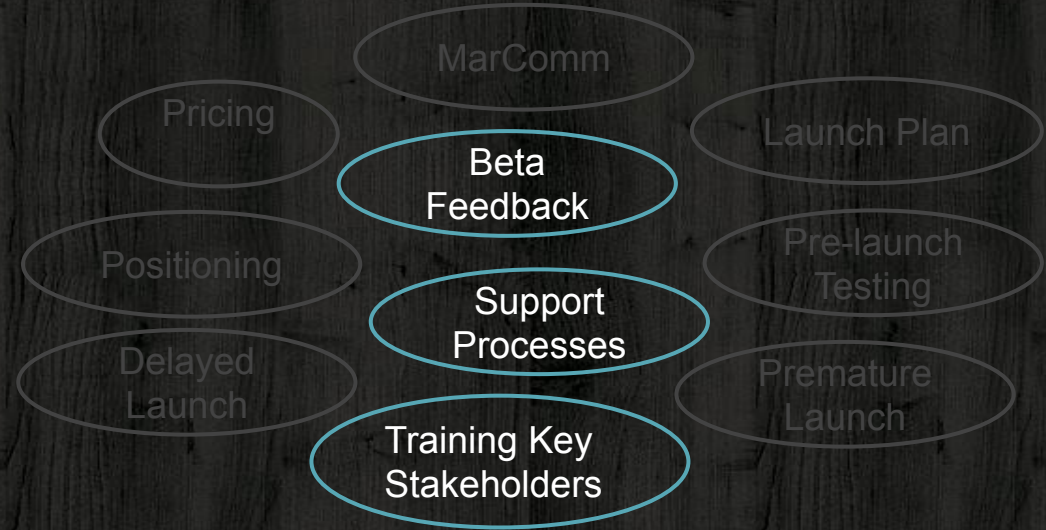
- Slow attachment rate



Common Product Hurdles

Navigating product hurdles is Product Management

- Poor customer satisfaction



Common Product Hurdles

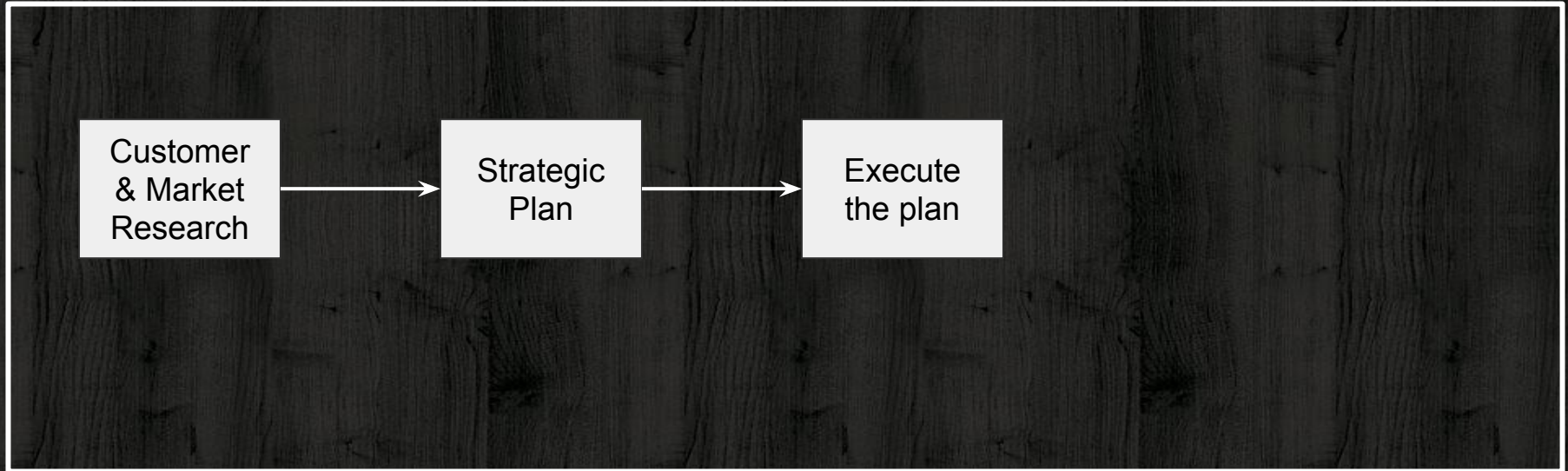
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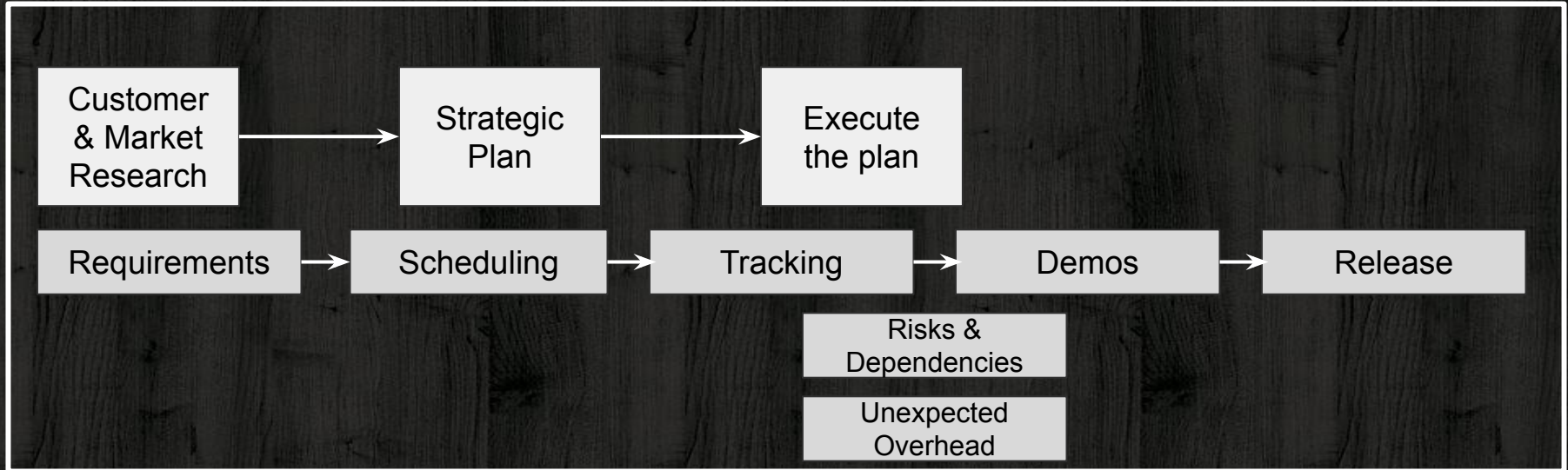


Execution

Product Development



Development



Execution



Requirements

Documentation
Costing
Functionality Design



Overhead

Defects & Risks
Questions
Unblock Teams



Scheduling

Capability Breakdown
Stakeholder agreement
Release Definition



Demos

UATs
Stakeholder Engagement



Tracking

Status - Daily Meetings
System Dependencies
Inter-team Engagement



Release

Test and QA Reports
Support Training
Documentation
Marketing
Deployment

Execution



Requirements

Documentation

Costing

Functionality Design

Release Definition

- Product Requirements Documents - ensures all are working towards the same goal
- **Align product** with market demands
- Review mock-ups or screenshots
- Costing - influences prioritization and even long-term roadmap decisions
- Business Case - influence stakeholders without authority
- Functional Design - helps PMs understand the high level impact of a capability and own the product

Execution



Scheduling

Capability Breakdown
Influencer

- Detailed phase of the roadmap
- Feature breakdown into capabilities
- Release definition and timeframe:
 - **Agreement** on sprints, dates and deliverables
 - **Agreement** on priorities within capabilities
 - **Agreement** on milestones
- Understand team capacity, resource needs and challenges

Execution



Tracking

Status - Daily Meetings

System Dependencies

Inter-team Engagement

- Daily standup meetings and status updates
- Sprint reviews
- Monitor overall health of the release plan
- Collaboration for resources with other teams
- Provide feedback to development teams and make **course corrections** as necessary

Execution



Overhead

Defects & Risks

Questions

Unblock Teams

- **Sudden Discoveries:** defects and risks
- Collaboration with other product teams to resolve new risks and dependencies
- Unexpected overhead like change in resources allocated or ramp-up of new resources
- Procurement of new resources
- Dependencies on 3rd party SW or HW
- JIRA cases help validate previous assumptions
- Highlight operational bottlenecks and help improve on future planning

Execution



Demos

UATs

Stakeholder Engagement

- Ensure product is built as closely as possible to your **vision** before release
- Invite stakeholders - account managers, sales, key customers, leadership
- Time to ask questions and provide feedback

"Communication and course-corrections help build better products"

Execution



Release

Test and QA Reports

Support Training

Release Notes

Documentation

Marketing

Deployment

- Ensuring product is **acceptable** for release & use
- Compliance and regulations requirements are fulfilled
- Providing and supporting training activities to maximise customer experience
- Marketing activities and campaigns are in progress:
Communicate value proposition
- Documentations updates - MarComm, User Guides, and internal technical support material

Conclusion

- Developing hit products is tough and faced with hurdles
- **Participate** in every stage of product development
- Communicate, communicate and **COMMUNICATE**
- Analyse and improvise after every release
- Communication and course-corrections help build better products



Thank

You!