
Product Development:

The Ins, Outs and Ohnoes

lunchFunction: 2018-10-18

Intros!

Who we are
&
Where we do things

- **Gwen Dipert:** Product Manager @ Zift Solutions
 - **Erik Reagan:** Co-founder and CEO @ Focus Lab
 - **Kevin Lawver:** CTO @ Planted & Developer
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Product Development

The process of going from “hey, we should do X” to “awesome, we shipped it!”

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**Some definitions
before we get too
far...**

MVP

Minimum Viable Product



Agile

Processes for *Getting Things Done*
as a Team



User Story

The smallest possible unit of work in ProductLand

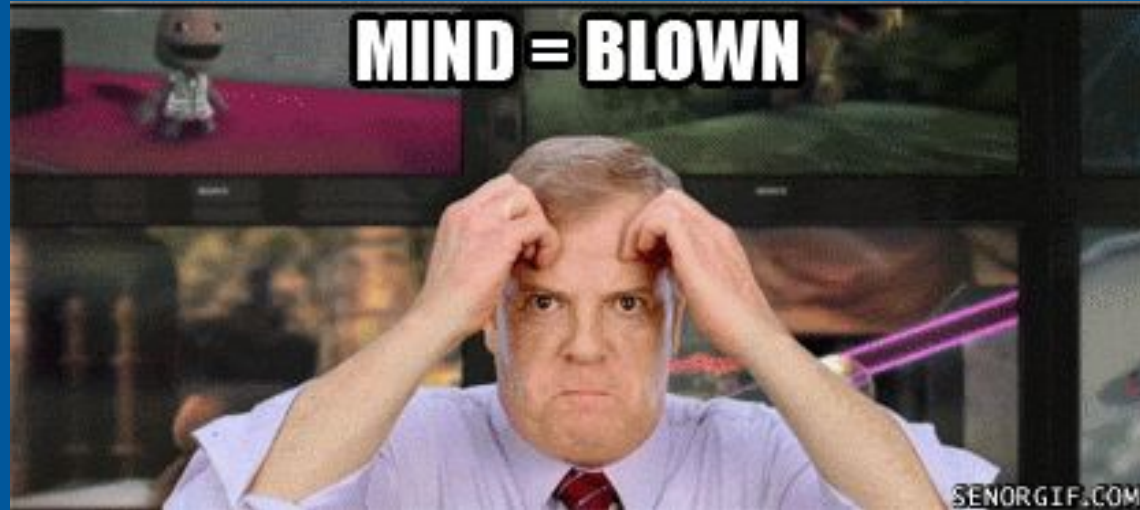


QA

Quality Assurance: Does it do
what it's supposed to?



The Big Questions



It's all *big stuff* from here on out, y'all!

What roles are needed on a product team?

- Product Owner
 - Product Manager
 - Project Manager / Scrum master
 - Design (UX, UI, Branding, Visual)
 - Marketing & Copy Editing
 - Development
 - QA
 - Operations
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**What *is* a product
manager?**

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**What skills do you
need as a product
manager?**

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**How do you break
your idea down into
features that can be
built?**

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**How do you know
when you'll be
ready to launch?**

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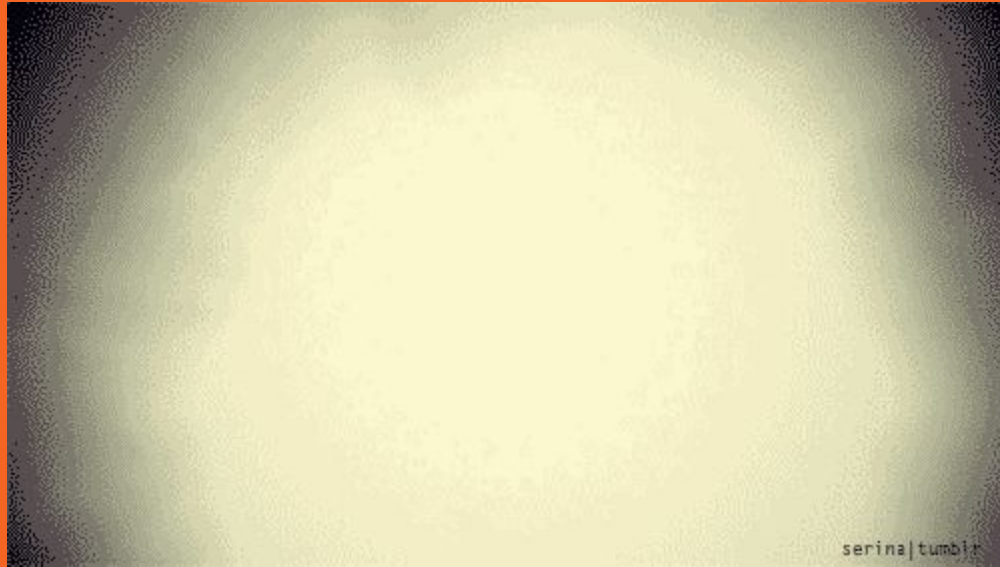
**How do I keep
everything moving
forward during the
process?**

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Recommended tools for product development?

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**What's the worst /
best / smoothest
product launch
you've been a part
of?**

Final Thoughts?



Questions?

