

Workshop on Deriving Product intelligence

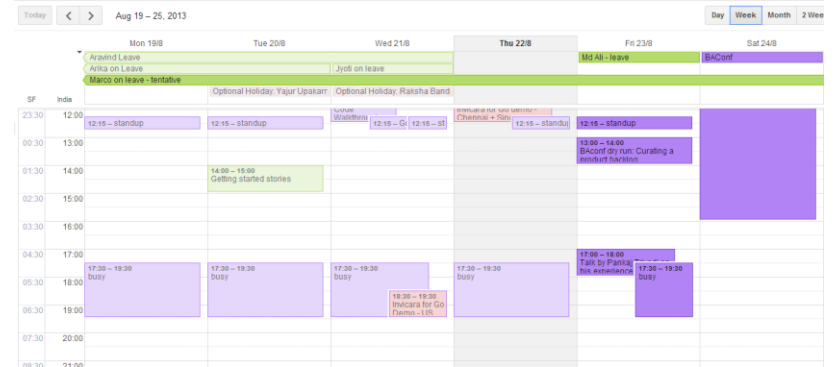
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BAconf

Aug-2013

Quick audience poll

Timely



Early entrant

Stable product business – many customers

Challenges to sales growth

Increasing competition

Product inputs \neq story (requirements)
backlog

What are sources of valid input?

Sources

Marketing

Sales

Product Vision

Execs

Prospects

Customers

End users

Competition

Industry trends

Prod dev team

Other internal
users

Channels

Email

Meeting

Social Media

Blog post

Support

Call center

VoC interviews

Surveys

How do we keep track of all this
information?

What fields to track?

To what end?

What insights do we want?

- Top missing features/capabilities leading to opportunity loss
- Our weaknesses compared to competition
- Our strengths compared to competition
- Overlap of vision with demand
- Top missing features/capabilities leading to customer attrition

- Most used features
- Most un-used features
- Most liked features
- Most requested S/M/L features, by user segment
- Top usability complaints
- Most under-documented features

What fields to track?

Date

Name

Org Name

Source Type

Channel

Area

Insight

Form teams of 4-6
45 seconds per card
Questions welcome

Tips

- Curation, not prioritization
- Don't think about accepting/rejecting the input
- Rotating scribe
- Use the bigger sticky to copy the description
- Curate on the fly
- First one - sample

14-Mar-13

Who: ITC

Via: f2f

Allow me to add resources (rooms, projectors) to meetings created by others

Date

Who:

Via: email/social

Customer/other

media/f2f...

Description of input

01-Jan-12

Who: Pd Mgr

Via: Vision

2 way sync with mobile

01-Feb-13

Who: Pd team

Via:

Show room in weekly summary

19-Oct-12

Who: Flipkart

**Via: SF-lost prospect
fdbk**

Migrate entries from Google calendar

10-May-13

Who: Tata Motors

**Via: SF-lost prospect
fdbk**

**Ability to toggle-view all events that I haven't
responded to**

21-Jan-13

Who: Google

Via: Competition

Integrate todo list with calendar

22-Jun-13

Who: ITC

Via: Support

Support offline mode so that I can see details en-route to room without wifi

12-Dec-12

Who: Sr.Mgmt

Via: f2f

Quickly see if I am required or optional

06-Apr-13

**Who: Rita (free
user)**

Via: twitter

I wish timely would also let me manage my todo list

10-Oct-12

Who: Pd Mgr

Via: Vision

Provide stats of time spent in meetings. Break down by f2f, web conf, tele con

23-Jan-13

Who: Redbus

**Via: SF-lost prospect
fdbk**

Create meetings from mobile

22-Sep-11

Who: Google

Via: Competition

Agenda view

12-Feb-13

**Who: Amit (free
user)**

Via: blog post

Too many steps to create an event and send invite

27-Jan-13

Who: Axis Bank

**Via: Sales current
prospect**

Migrate entries from Lotus Notes

16-Aug-13

Who: Rang De

Via: f2f

Show venue in weekly summary

13-Mar-13

Who: Goonj

Via: Sales

Ability to mark a meeting as f2f, web conf or tele conf

14-Dec-12

Who:Industry

Via:HBR blog

Shorter meetings. Default to half hour

18-Mar-13

**Who:Tyto
software**

Via: Support

Please add support for changing timezone. (resolved by showing them how)

15-Nov-12

Who:Marketing

Via:

(Opt-out) Ability to auto-schedule promotional events into the calendars of free users

09-Jun-13


**Who:Zinnov
Consulting**

Via:Support

**Why isn't it possible to change from 24 hr clock.
(resolved by showing them how)**

Time to test our curation

cu·rate

/ˈkyʊərɪt/ 

Select, organize, and look after the items in (a collection or exhibition).

Good curator types

Type	Characteristics	Vocations
INFJ	Observer, organized, values solitude	Art/museum curator, archivist, librarian, art historian
INTP	observer, relies more on mind	Researcher, historian
INTJ	observer, orderly, clean, organized	Researcher, curator, librarian

Source: similarminds.com

What next?

- Curated product input can be used as a sound basis for
 - Validating, tweaking the roadmap
 - Deciding the next set of features to work on
 - Data-informed prioritization

Thank you
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comments, questions, feedback?