

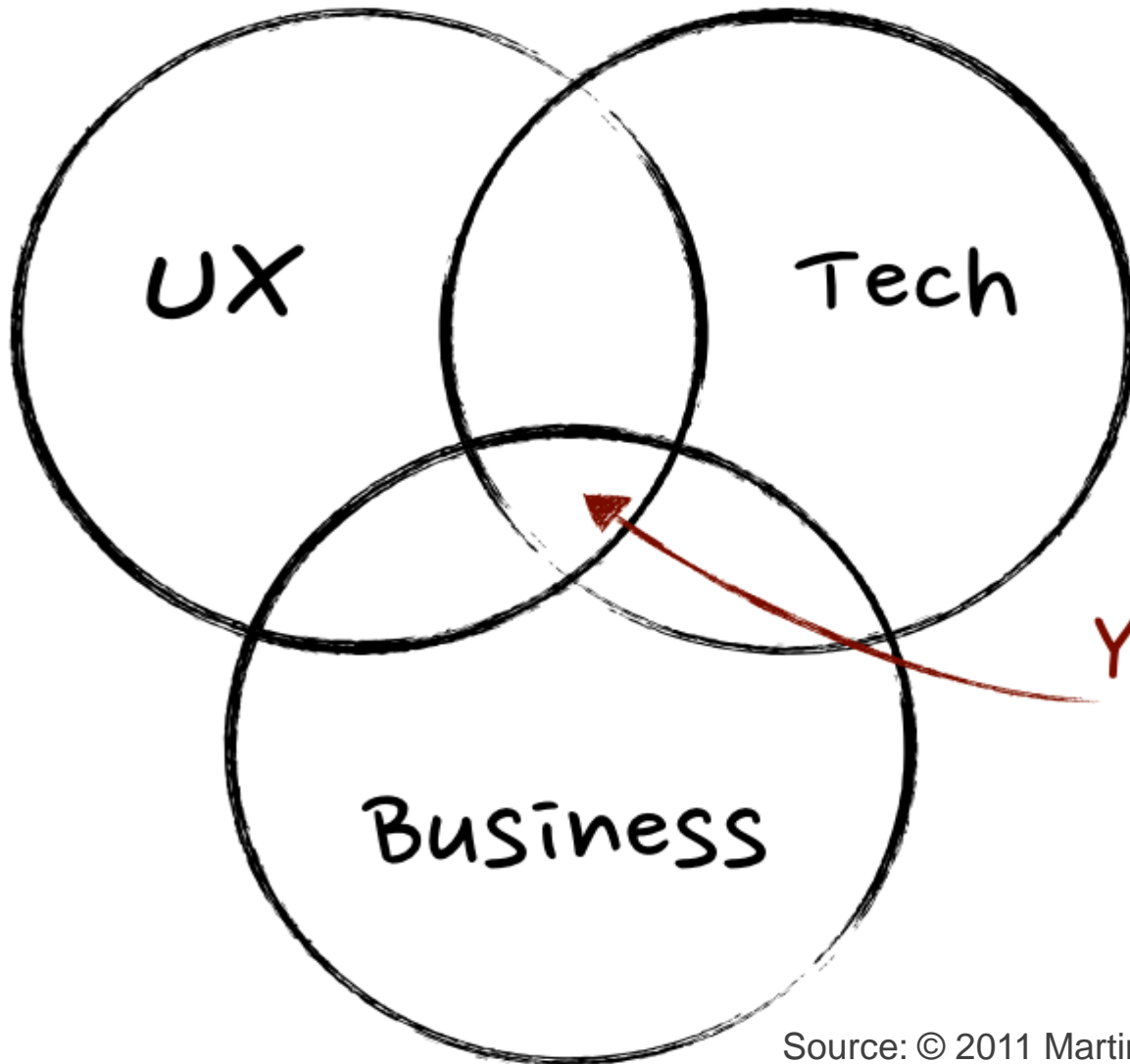
Product Mind-set in Business Analysis

Pavan Valluri
- CGI



Presentation Backlog





Marty Cagan describes the job of the product manager as

“to discover a product that is valuable, usable and feasible”

You are here

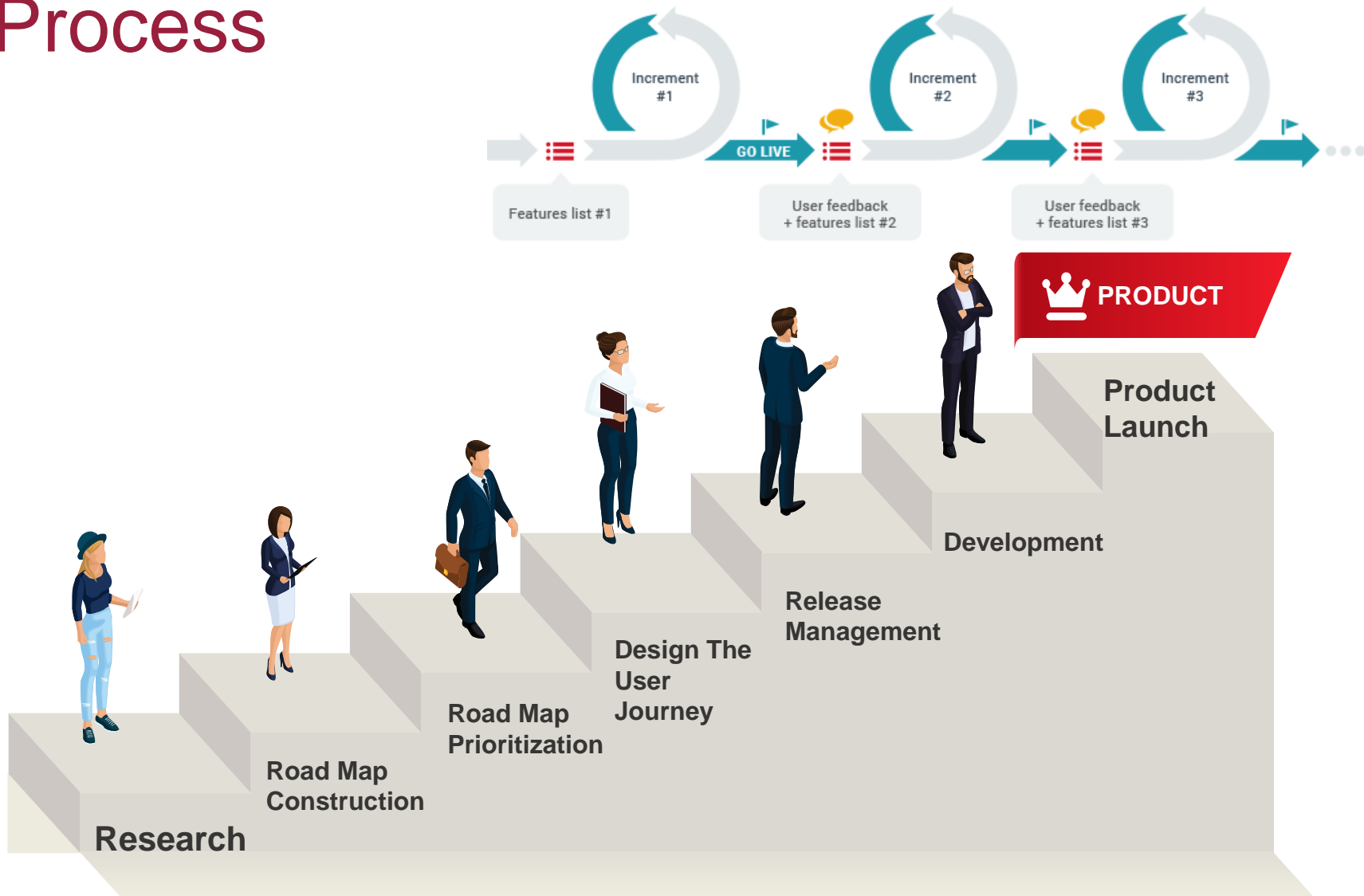
Source: © 2011 Martin Eriksson.

Products

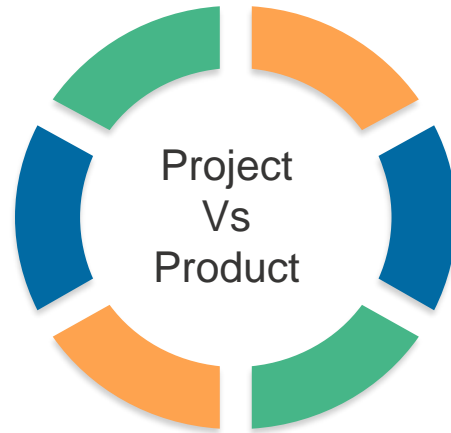


*Images sourced from Google

Product Process



Project Vs Product



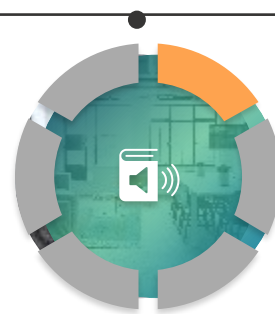
Beware of Blind Ox Harvesting



**Known
vs
Know It Yourself**



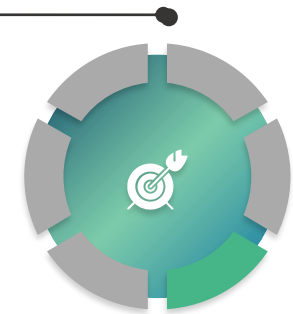
**Scope
vs
Prioritization**



**Decision Taken
vs
DIY**



**Deliver and Leave
vs
OWN**

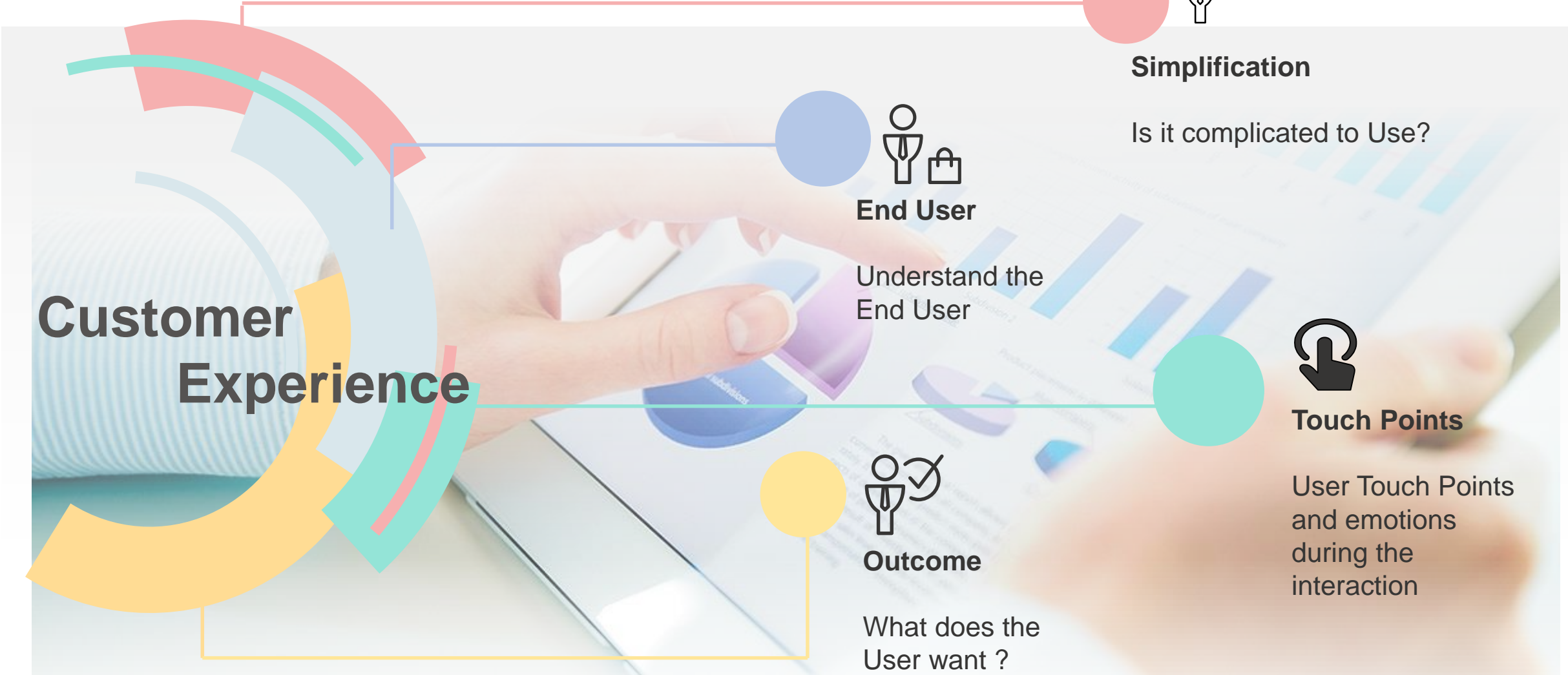


**Requirements
vs
Roadmap**

Product Mindset in Business Analysis for Projects



Importance of Usability



If we are building Stuff no one needs, it does not matter if we built in time and budget

Stories



YAHOO!



Lessons Learnt



Lack of continuous research

Usability

Price sensitivity

Fixing a non-existent problem

Copy without value

Let's Work It out !



Key Learnings



Accept the Ambiguity

Do not wait for all Lights to turn Green.



Learn

Learn New trends and process *specific* to the Product



Brainstorm

Have Peer reviews and Supervisor reviews



Feedback

Be Constructive.
Provide Alternatives



Perfection

Don't yearn for Perfection.

Perhaps our customers aren't as uneducated, foolish, or distracted as we think.

Maybe they just need something different than what our solution addresses.



Contact me to continue the conversation.



Pavan Valluri

Director

Pavan.valluri@cgi.com

+91 9972009699

 [linkedin.com/in/pavanvalluricgi](https://www.linkedin.com/in/pavanvalluricgi)