

DAVIN- THE CENTER OF THE UNIVERSE



IDEAL CLIENT FOR

PRODUCT & USER REQUIREMENTS

PRODUCT MANAGER/ PRODUCT OWNER

GENDER: Male **AGE RANGE:** 35-45 yo

SAYS THINGS LIKE:

» "This is what the user needs"

» "I have to make this happen"

CHARACTERISTICS:

» A non-engineer techie at heart

» Subject matter expert (SME)

» Strong willful

» Customer focused

» Data driven but

» Communicator

» Reluctant to be a techie, more of a "business user"

» Champion of "this is what we need"

» Juggler: Depending on the day- Explorer, Advocate, Organizer, Techie, Sherpa

TYPE OF MANAGER:

They tend not to be managers, but are independent contributors. They have ownership over the intersection of Technology, Usability, and Business need.

HOW HE SEES HIMSELF:

Owner of all, ruler of none. Lots of responsibility, little authority. Sometimes this perception of 'no-win situation' pushes him to a defensive posture.

WHAT KEEPS HIM UP AT NIGHT?

Their competence and performance work hangs on how well they understand and address their product. They are the "go-to" person for user requirements and "I don't know" is a terrible way to end a meeting.

WHAT WOULD EMBARRASS HIM?

- » Having a prototype fail (internal or external)
- » Having negative user reviews (feedback)
- » Poor business performance

CHALLENGES:

- » Identifying user needs by empathizing with them, really understanding them and tell their story
- » Articulating user needs into buildable development requirements (the juggler role)
- » Justifying their build requirements with data to get sign-off
- » Making the hard choices between "quality" vs "speed" vs "cost" vs "risk"
- » Owning the nitty-gritty: Managing multiple teams to a predictable outcome (MVP + deadline)

- » Keeping their eye on the big picture: Must be the go-to person in the organization for what is happening with users, competitors and the wider market. Be the internal visionary.

WHAT WILL GET HIS ATTENTION:

- » Help me figure out how to IDENTIFY and define user requirements
- » Help me JUSTIFY these requirements to fend-off the posse of internal "Devil's advocates."
- » Help me figure out how to COMMUNICATE those customer use cases to my dev team

WHAT DO WE WANT HIM TO SAY ABOUT OUR FINDINGS?

"I'm thinking that could be our silver bullet."