UX Research

Lesson 3: Industry Deliverables

The Erdős Institute

Product Development

Product Roadmap

- Identifies short and long term goals
- Outlines the direction, priorities, and timeline of product development

Product Development

	January	February	March	April
	W1 W2 W3 W4	W1 W2 W3 W4	W1 W2 W3 W4	W1 W2 W3 W4

Competitive Analysis

Business Objectives

Proof of Concept

Feasibility Study

	Phase 1	Phase 2	Phase 3	Phase 4
Objectives	Assess market viability, size, share, and saturation	Showcase how your product addresses a market gap	Validate the need and value of the project	Confirm potential cash flow, barriers to entry, growth
Activities	SWOT PEST	Problem statement Proposed solution	Create sample product / service	Share prototype with test market, analyze feedback
Deliverables	Document detailing competition, submitted to product manager	Document with background, potential use cases, targeted personas, submitted to CPO	Minimum Viable Product (MVP)	Executive summary of feasibility analysis results and potential ROI

Business Terms

- Businesses love acronyms

Term	Meaning
B2B	*Business to Business* – transactions with other businesses
B2C	*Business to Consumer* – transactions with consumers
KPI	*Key Performance Indicator* – quantifying the effectiveness of your business
EOD	*End of Day*

Business Terms

- Academics have all the skills for a corporate role – they just use different terminology for the same thing

Term	Meaning
A/A Test	Pilot test
A/B Test	Simple experiment
POC	*Proof of Concept* – pilot project (showing that a larger project is feasible)
White Paper	Research report (like a journal article)
Executive Summary	Abstract (or short report)

Communicating Business Objectives

Deliverable

- Product or service delivered by the business
- *Internal* – for employees (training courses, itemized budget)
- *External* – for customers (sales deck, new feature)

Stakeholders

- People invested in or impacted by the product
- Investors, employees, customers
- Data science team, product managers, C-suite

What goes in a deliverable?

- **Objectives**
  Benefits, outcomes, how they relate to business goals

- **Background**
  Research showing the need for the project, the gap you will fill, barriers to entry

- **Plan**
  Project design, project milestones, timeline (project phases), resources needed, budget

- **Use cases**
  Target personas, clients, customers

- **Definition of success**
  How will you know the project is successful and meeting its goals

What goes in a deliverable?

Tips

- Be specific
- Show actionable insights / impact
- Show, don't tell
- Less is more
- Keep your audience in mind

White Papers

- Authoritative written report on a specific topic (problem, solution)
- In depth, more technical, most academic
- Can be for internal or external purposes

SONDE

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Vocal Biomarkers for Mental Fitness Scoring and Tracking

Fitness Tracking for the Mind

Easy tools for tracking our steps, sleep, heart rate, and diet have become part of our daily lives. We intuitively understand that following these dimensions of physical health are important. Easy

Spotify R&D | Research

Blog   Publications   Datasets   Research Areas   Podcasts

Identifying New Podcasts with High General Appeal Using a Pure Exploration Infinitely-Armed Bandit Strategy

Abstract

Podcasting is an increasingly popular medium for entertainment and discourse around the world, with tens of thousands of new podcasts released on a monthly basis. We consider the problem of identifying from these newly-released podcasts those with the largest potential

Gartner

Reinvent Strategic Workforce Planning

Move beyond reactive plans to long-term strategic plans

Even with more data, planning is falling short

According to our research, business leaders are not very confident in the conclusions drawn from HR data — only 8% of them say they trust talent data
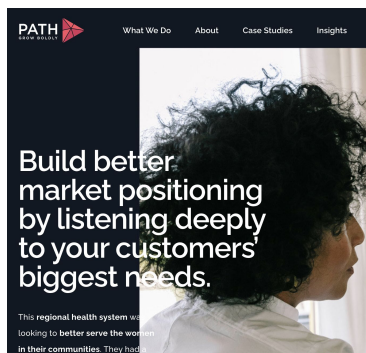
8%

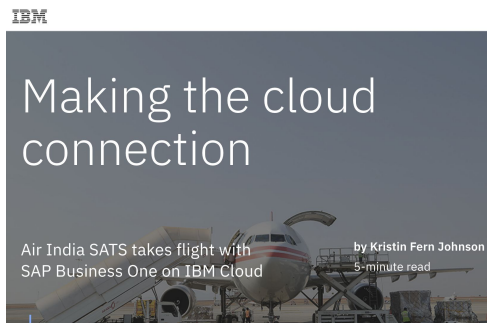[Sonde Link](#)   [Spotify Link](#)   [Gartner Link](#)

Case Study

- Report about a specific subject aimed to illustrate a business solution
- Shorter, more descriptive (less technical), focused on one use case
- Usually for external purposes, but can be internal (customer success)

[PATH Link](#)

[IBM Link](#)

[Analysis Group Link](#)

Executive Summary

- Short document that summarizes a longer report
- Allow people (like executives) to understand a lot of material quickly
- Like an abstract – background, problem, proposed solution, analysis, implications, conclusions

Executive Summary

Example executive summary:

In recent customer feedback sessions, 52% of customers have expressed a need for a simpler and cheaper version of our product. In surveys of customers who have chosen competitor watches, price is mentioned 87% of the time. To best serve our existing customers, and to branch into new markets, we need to develop a series of watches that we can sell at an appropriate price point for this market.

Our new watch series will begin at 20% cheaper than our current cheapest option with the potential for 40%+ cheaper options depending on material and movemer In order to offer these prices, we will do the following:

- Offer watches in new materials, including potentially silicone or wood
- Use high-quality quartz movement instead of in-house automatic movement
- Introduce customizable band options, with a focus on choice and flexibility ov traditional luxury

Note that every watch will still be rigorously quality controlled in order to maintain the same world-class speed and precision of our current offerings.

With new offerings that are between 20% and 40% cheaper than our current cheapest option, we expect to be able to break into the casual watch market, while still supporting our luxury brand. That will help us hit FY22's Objective 3: Expanding the brand. These new offerings have the potential to bring in upwards of three million dollars in profits annually, which will help us hit FY22's Objective 1: 7 million dollars in annual profit.

Early customer feedback sessions indicate that cheaper options will not impact the value or prestige of the luxury brand, though this is a risk that should be factored in during design. In order to mitigate that risk, the product marketing team will begin working on their go-to-market strategy six months before the launch.

Cheaper and varied offerings not only allow us to break into a new market—it will also expand our brand in a positive way. With the attention from these new offerings, plus the anticipated demand for cheaper watches, we expect to increase market share by 2% annually. For more information, read our go-to-market strategy and customer feedback documentation.

[Asana Link](#)

Pitch Deck

- Presentation deck used to pitch ideas to an audience (e.g., investors, sales)
- Like a (short) conference presentation
- Should cater the pitch deck to the audience
- Many pictures, little text
- Tell a story

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Problem / Vision   **Market Fit / Opportunity**   **Team**

Product / Service   **Landscape / Competition**   **Financials / Sales Strategy**

Traction / Value   **Validation / Roadmap**   **Request**

Project Charter

- Project summary
  - Goals
  - Stakeholders
  - Success metrics
  - Scope
  - Timeline (milestones, deliverables)
  - Resources
  - Responsibilities
  - Risks
- Owned by product managers

Asana Link

Dashboard

- Overview of data from multiple sources, often updated in real-time
- Allows stakeholders to analyze and monitor high level data points so they can make data-driven decisions
- Sales information, customer metrics, marketing performance, HR data, benchmarking
- Insights mainly presented as visualizations (graphs, charts, some tables)
- Often completed by data analysts or junior data scientists
- Software such as Tableau, Power BI, Quicksight

Dashboard
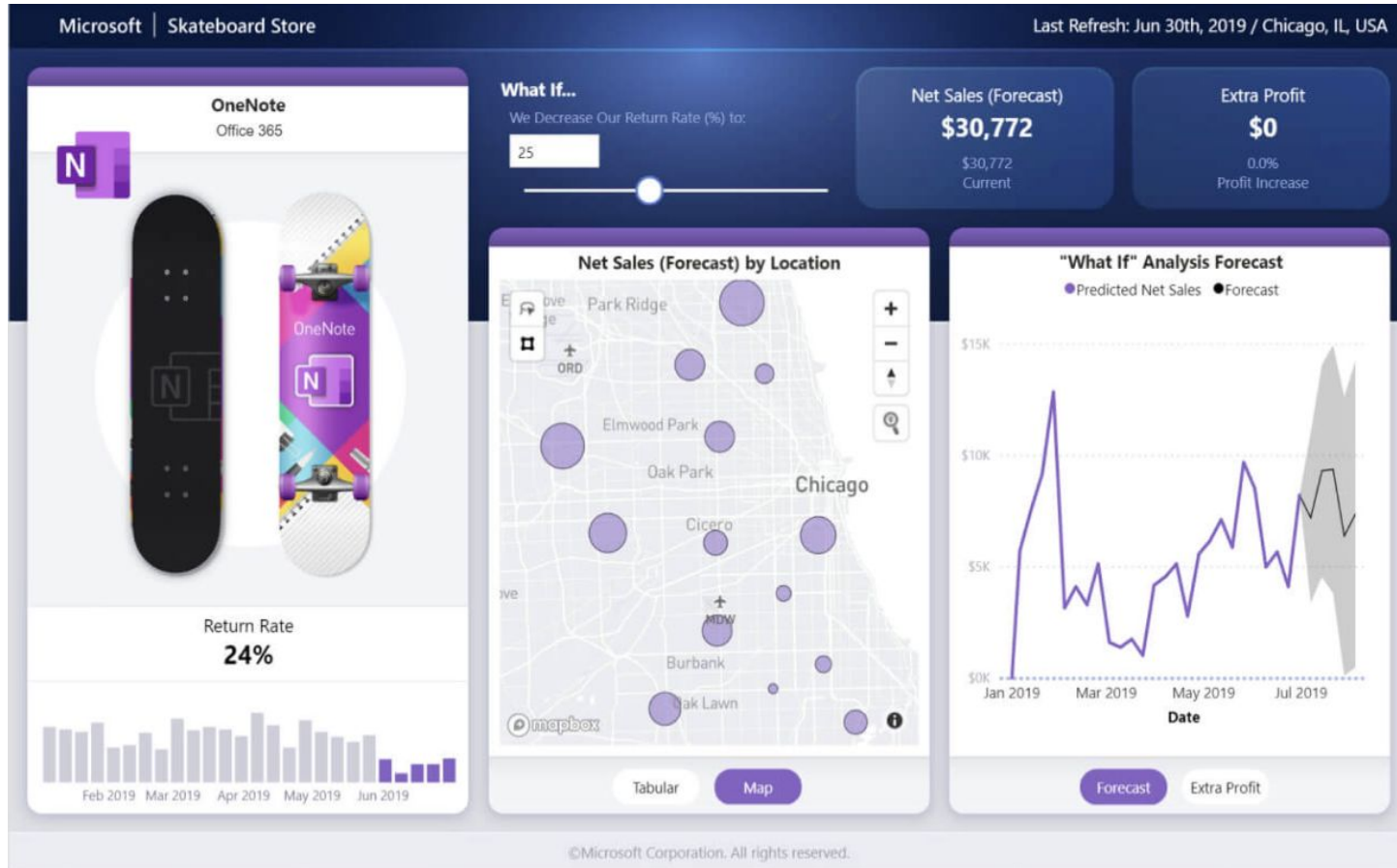
Quicksight

Dashboard

Dashboard

Power BI

MVP

MVP = Minimum Viable Product

- Pilot version of a new product (or feature)
- Used to assess whether customers need and value the product
  - If customers resonate with the product, you can develop a more full scale version of the product for actual product release
  - If customers do not value the product, you can correct course by changing development plans or scrapping the project – without wasting the time of a full product development cycle

MVP

PoC	MVP	MMP

Proof of Concept
- Demo for product managers, CPO
- Used to show that it is theoretically possible to build a product or feature

Minimum Viable Product
- Demo for select customers
- Used to validate that a product or feature customer meets customer needs and demands

Minimum Marketable Product
- Demo for wider range of customers
- Used to show that the product or feature provides value

Agile

- Structured project management framework
- Team based, especially in data science, software development, and engineering
- Iterative – work is completed in sprints
- Adaptable, simultaneous workflows
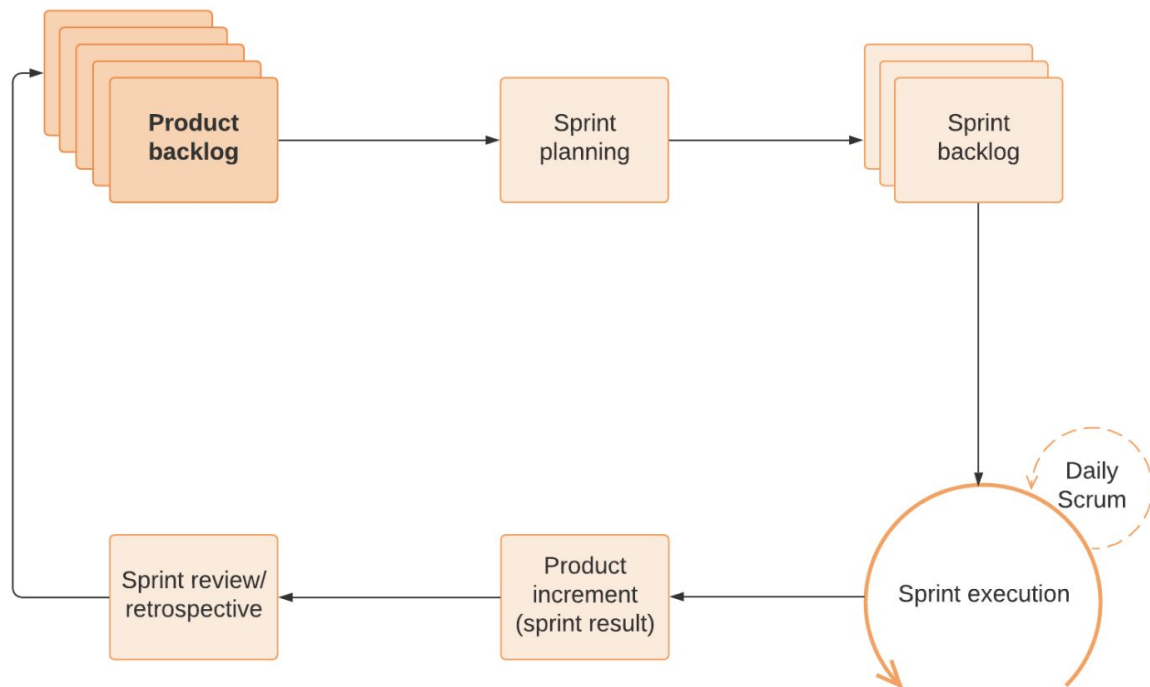- Two types: Kanban, Scrum

Kanban

- Shows status of different work task (backlogged, in process, blocked, completed)
- Easy to find bottlenecks
- Work is limited to certain amounts (based on priority)
- Tries to improve the team's work continuously
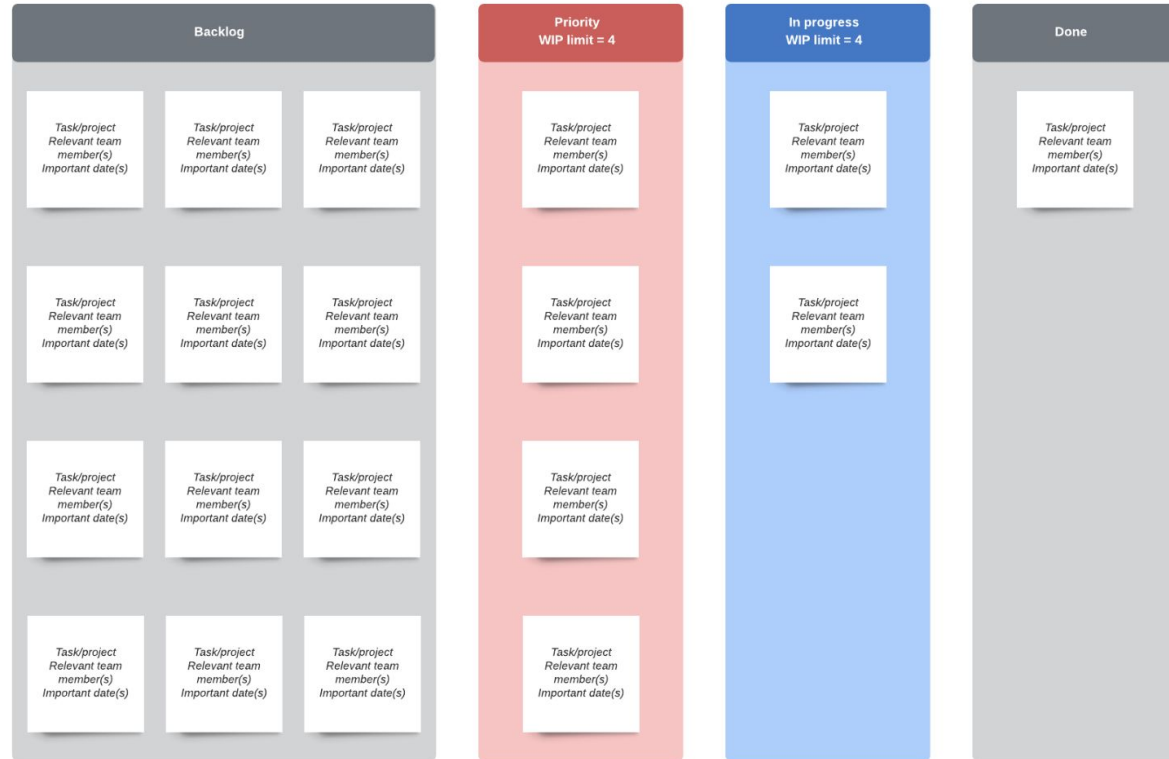
Lucidchart Link

Scrum

- Incremental approach: work is arranged into 1-2 week sprints
- Work for each sprint is planned before the sprint and is reviewed after the sprint
- Teams meet every day in "stand-ups" to discuss the prior day's work, today's plans, and any blocked items

Lucidchart Link