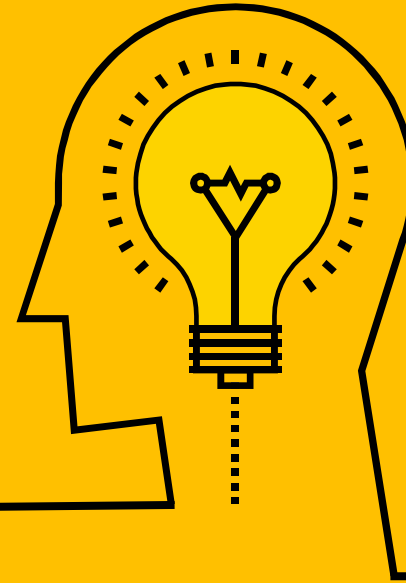


# The "P" in PRODUCT

Bola Adesope

# Business Model

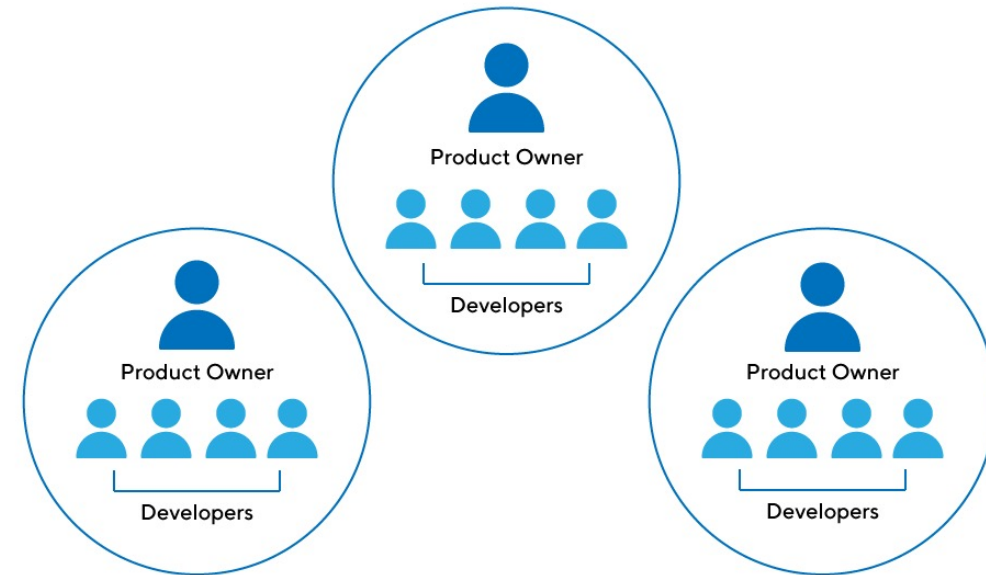


P R O D U C T

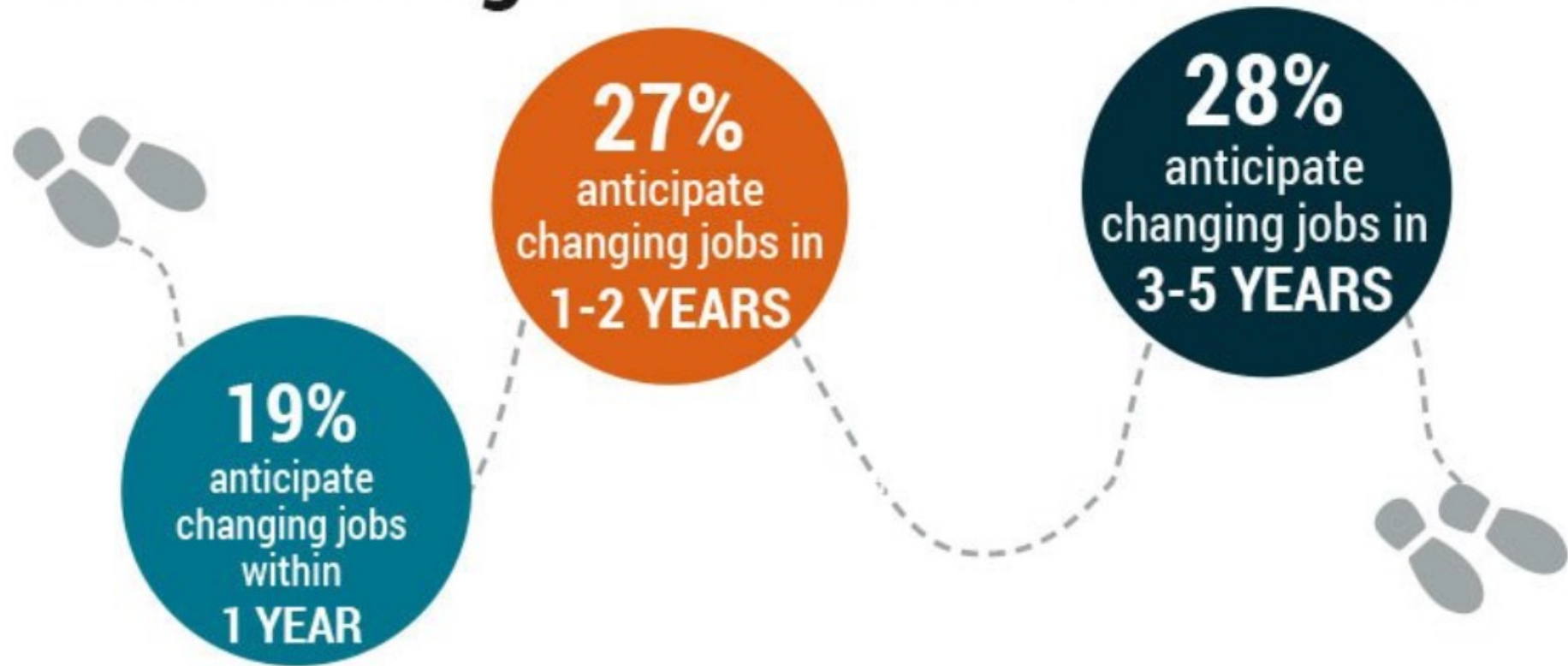
# GOOD NEWS



## Product Based Organization



# Did You Know Business Analysts are Considering the Product Owner Role?



# Many Business Analysts are Doing Product Ownership Work



35%

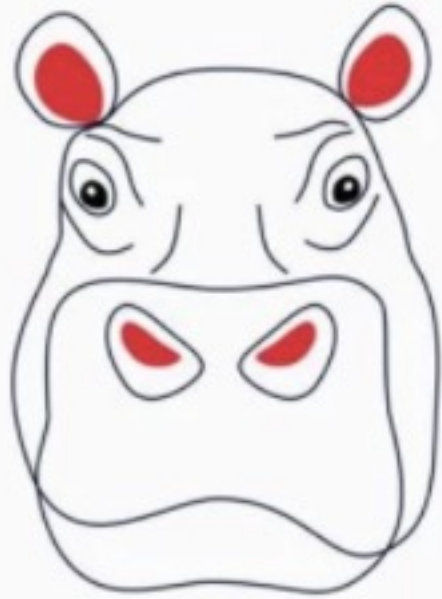
of Business Analysis professionals are practicing in agile and doing product ownership work.

BUT.....

TOO MUCH FOCUS ON “PRODUCT”



# The dangerous animals of product management



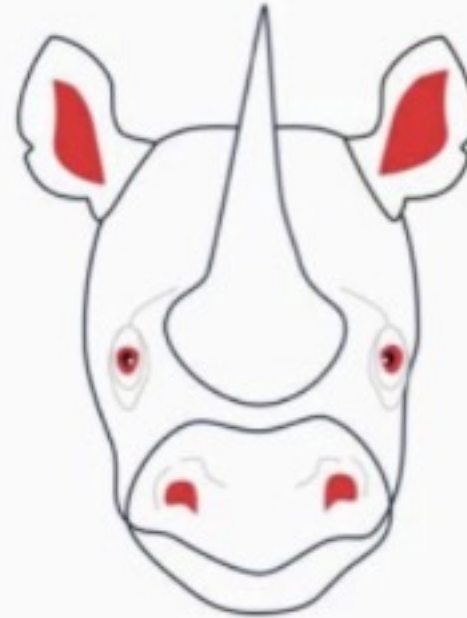
## HIPPO

Highest Paid Person's  
Opinion



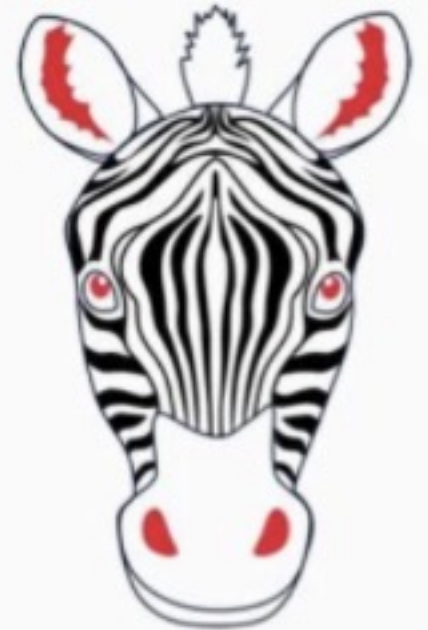
## WOLF

Working on Latest Fire



## RHINO

Really Here in Name Only



## ZEBRA

Zero Evidence But  
Really Arrogant



# Product vision template

For \_\_\_\_\_ who \_\_\_\_\_  
[target customer] [customer need to be solved]

the \_\_\_\_\_ is a \_\_\_\_\_  
[product name] [product category]

that \_\_\_\_\_ .  
[benefits, unique selling points]

Unlike \_\_\_\_\_ ,  
[competitor product]

our product \_\_\_\_\_  
[main difference]

## PROBLEM

List your customer's top 3 problems

2

## EXISTING ALTERNATIVES

List how these problems are solved today

## SOLUTION

## KEY METRICS

List the key numbers that tell you how your business is doing

7

## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns an unaware visitor into an interested prospect

5

## HIGH-LEVEL CONCEPT

List your X for Y analogy (e.g. YouTube = Flickr for videos)

## UNFAIR ADVANTAGE

Something that can not be easily copied or bought

9

## CHANNELS

List your path to customers

6

## CUSTOMER SEGMENTS

List your target customers and users

1

## EARLY ADOPTERS

List the characteristics of your ideal customers

Add Comment

## COST STRUCTURE

List your fixed and variable costs

8

## REVENUE STREAMS

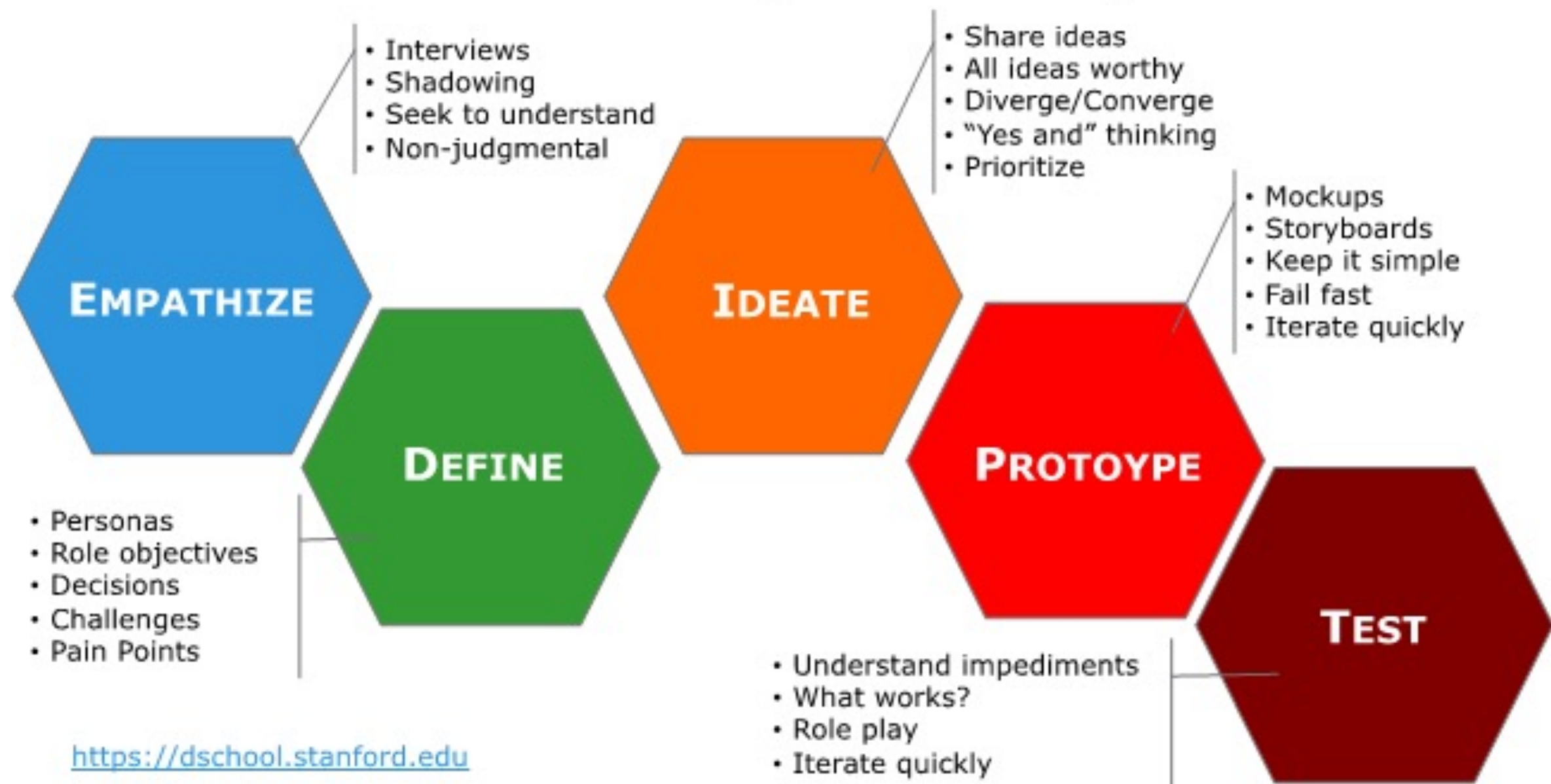
List your sources of revenue

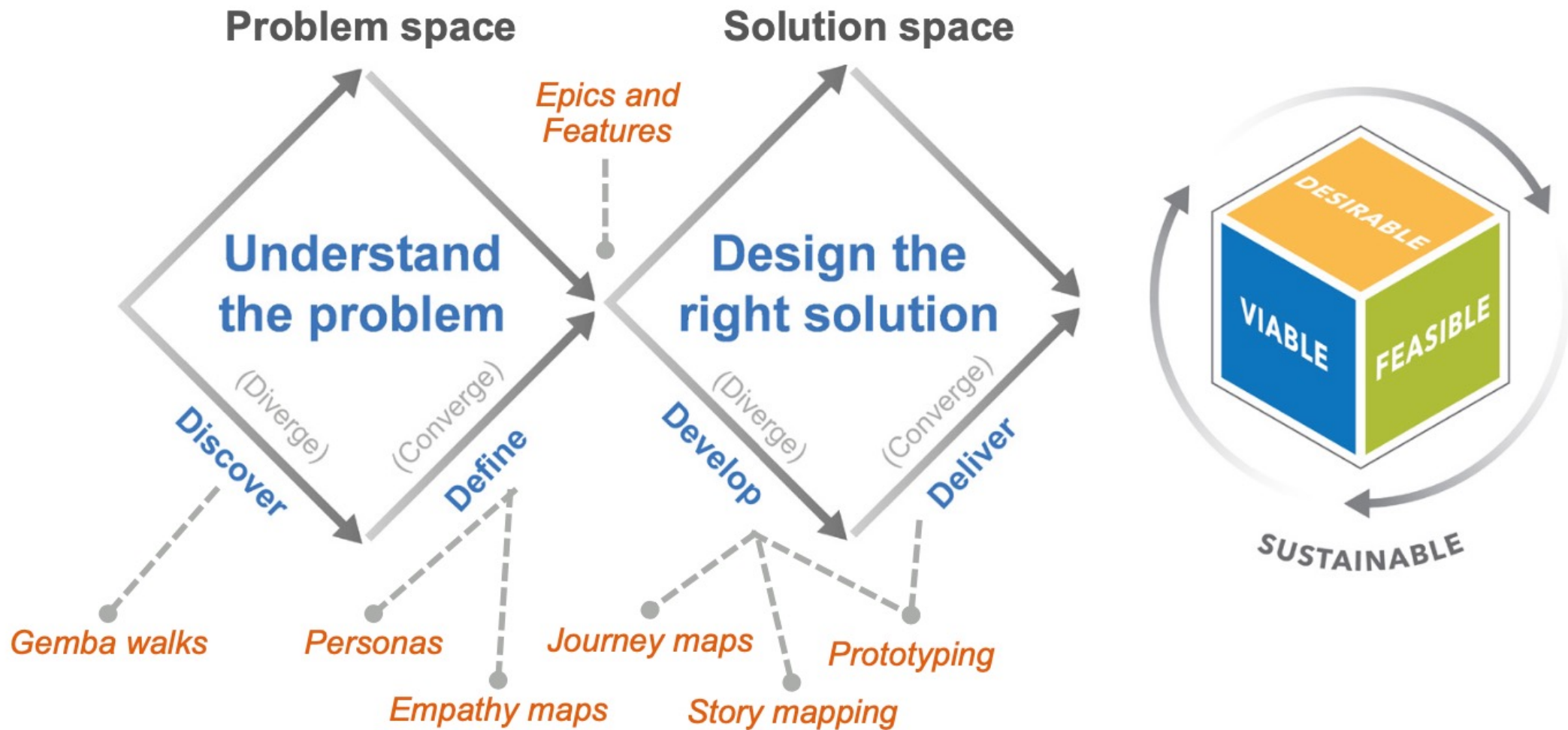
3

As a <user role>

I want <goal>

so that <benefit>.





Design Thinking is a clear and continuous understanding of the target market, Customers, the problems they are facing, and the jobs to be done.



# Clark Andrews

AGE 26  
OCCUPATION Software Developer  
STATUS Single  
LOCATION San Jose, CA  
TIER Experiment Hacker  
ARCHETYPE The Computer Nerd

Friendly

Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

## Motivations

Incentive

Fear

Achievement

Growth

Power

Social

## Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

## Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

## Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

## Personality



## Technology

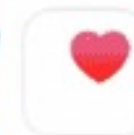
IT & Internet

Software

Mobile Apps

Social Networks

## Brands



# Wait a Minute. Who Am I?



**Bola Adesope, PMP, CBAP, PSM, CSM, CSPO, ICP-ACC, SAFe SPC**

## Summary Profile



**Speaker, Consultant, Trainer, Coach,  
College Professor**



**Deloitte, Accenture, TD Bank, Bell  
Canada, Sonnet etc**



**Business Transformation, Project  
Management, Business Analysis,  
Change Management.....**



**North America, Europe, Africa**

**LinkedIn: Bola Adesope  
Instagram: @bolaadesope  
Twitter: @bolaadesope**