

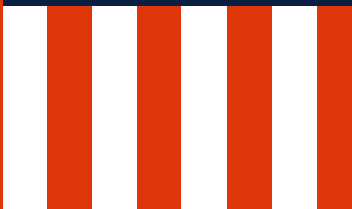
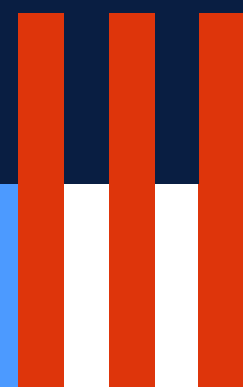


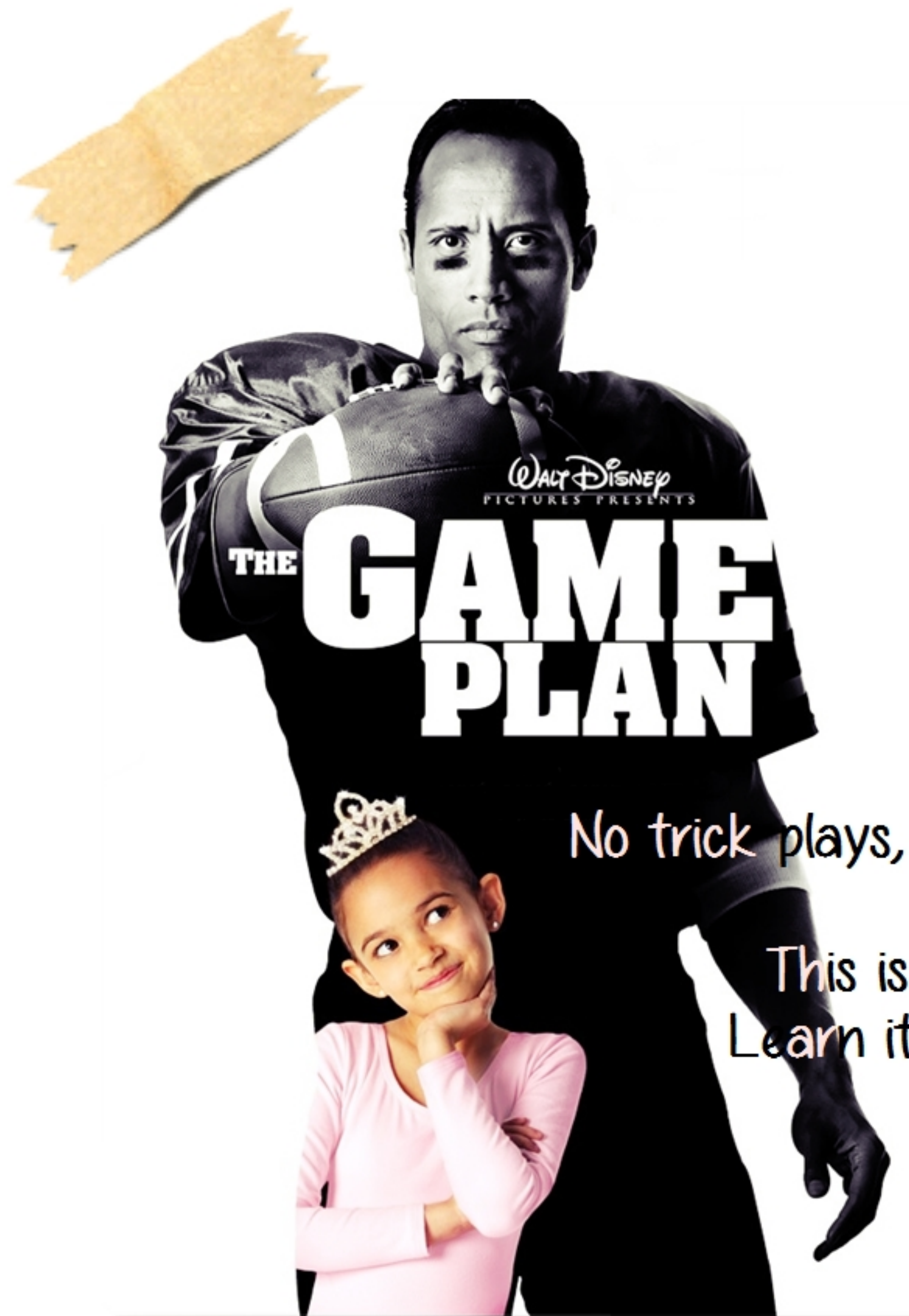
Ideation to Launch

The Game Plan



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THE
ROCK

WALT DISNEY
PICTURES PRESENTS
THE **GAME
PLAN**

No trick plays, no flea-flickers.
Got it?

This is your game plan.
Learn it. Live it. Love it.

-Joe Kingman

What I'll talk about today



Super practical

Will focus on tips & tricks using our tools that you can use on Monday



Mix and match

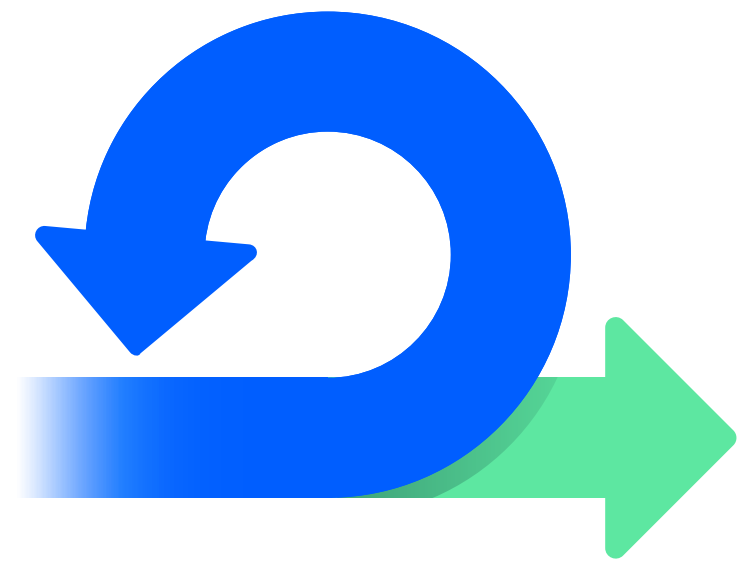
There is no one right way to do things. Use what works, leave the rest.



Product or Service

Most tips will work in either launching Product or Service

What I'm **not** talking about



Mechanics of agile
Scrum vs Kanban, how to
plan a sprint, do retros,
standups



How to become a PM
There's plenty to talk about,
but this isn't that talk

Let's do this

The Game Plan



Ideate



Validate



Build



Launch

The Game Plan



Ideate



Validate



Building



Launch

IDEATE -
GREAT MINDS DON'T THINK
ALIKE

Ideate / Project posters

THE SITUATION

- Hard to get everyone to agree on the problem you're solving?
Arguing over solutions?
- Research, docs, ideas are scattered?
No single point of reference?

YOUR PLAY

Use the Project Poster play:

atlassian.com/team-playbook/plays/project-poster

Project Poster

Instead of a project charter that nobody will read, create a project poster to figure out the right way to tackle a problem, define project scope, and guide your work.

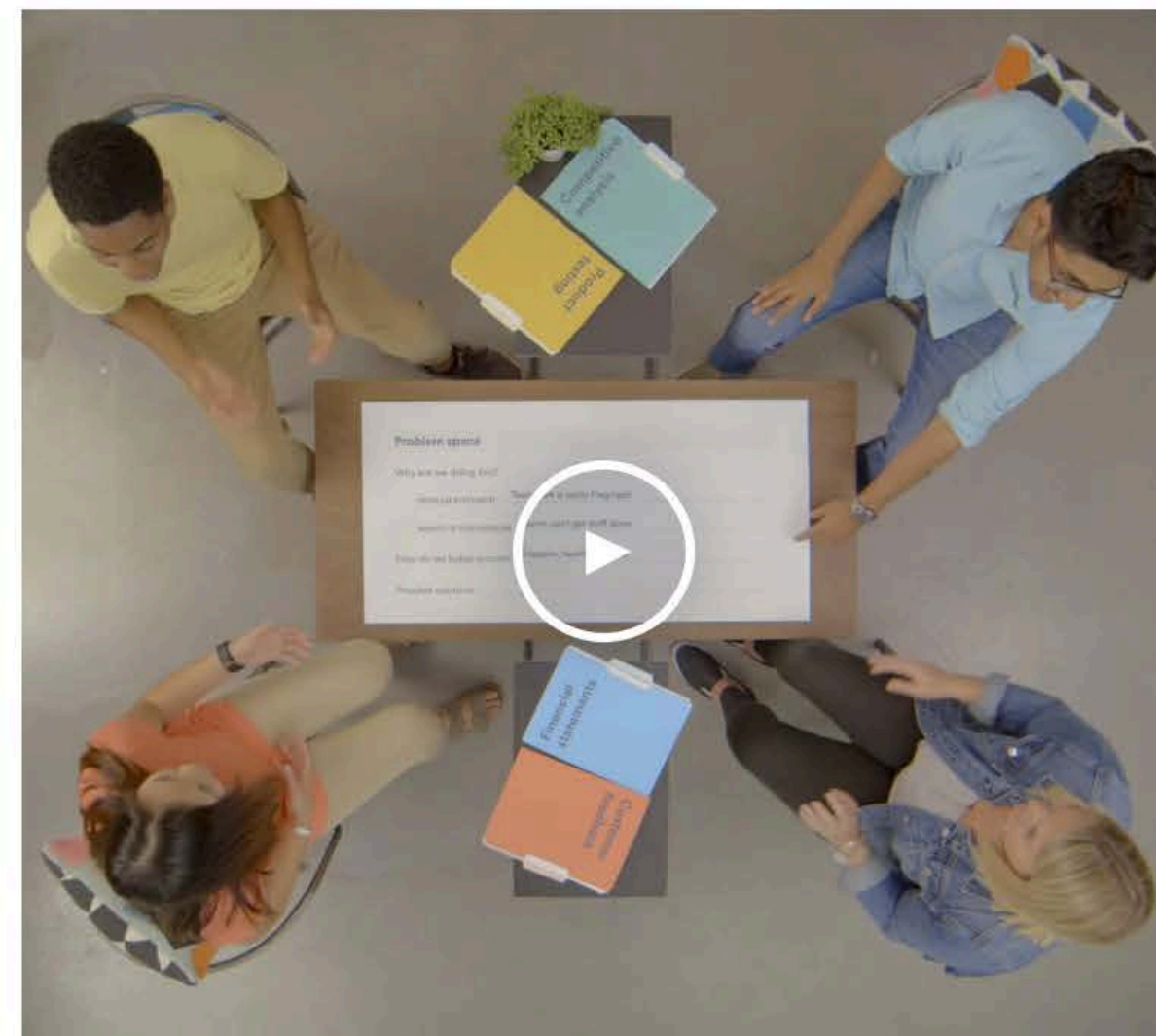
USE THIS PLAY TO...

Understand what problem you're solving, as well as why it matters to the business and to customers.

Share information with project sponsors and others who can help guide your thinking.

If you're struggling with [shared understanding](#) on your [Health Monitor](#), running this play might help.

[Read more](#)



Give Feedback



PEOPLE



PREP TIME



TIME



DIFFICULTY



DOWNLOAD

Project poster

Project owner	Team	Status
@project owner	@team member @team member	INACTIVE ACTIVE SHIPPED

How does project fit with the strategy?

Add a link to your strategy page

Problem space

Why are we doing this?	Problem statement What problem are you trying to solve? Impact of this problem What is the impact on our customers and our business?
-------------------------------	---

Ideate / Project posters

TIPS & TRICKS

- **It is a living document**
Update it as you explore the problem space, challenge assumptions, gather feedback, and learn.
- **Involve the whole team**
Confluence comments are your friend
- **Identify what you aren't doing**
What problems are you not solving?
What solutions are not providing?

The Game Plan



Ideate



Validate



Build



Launch

VALIDATE -
TRY EXPERIMENTS

Validate / Experiments

THE SITUATION

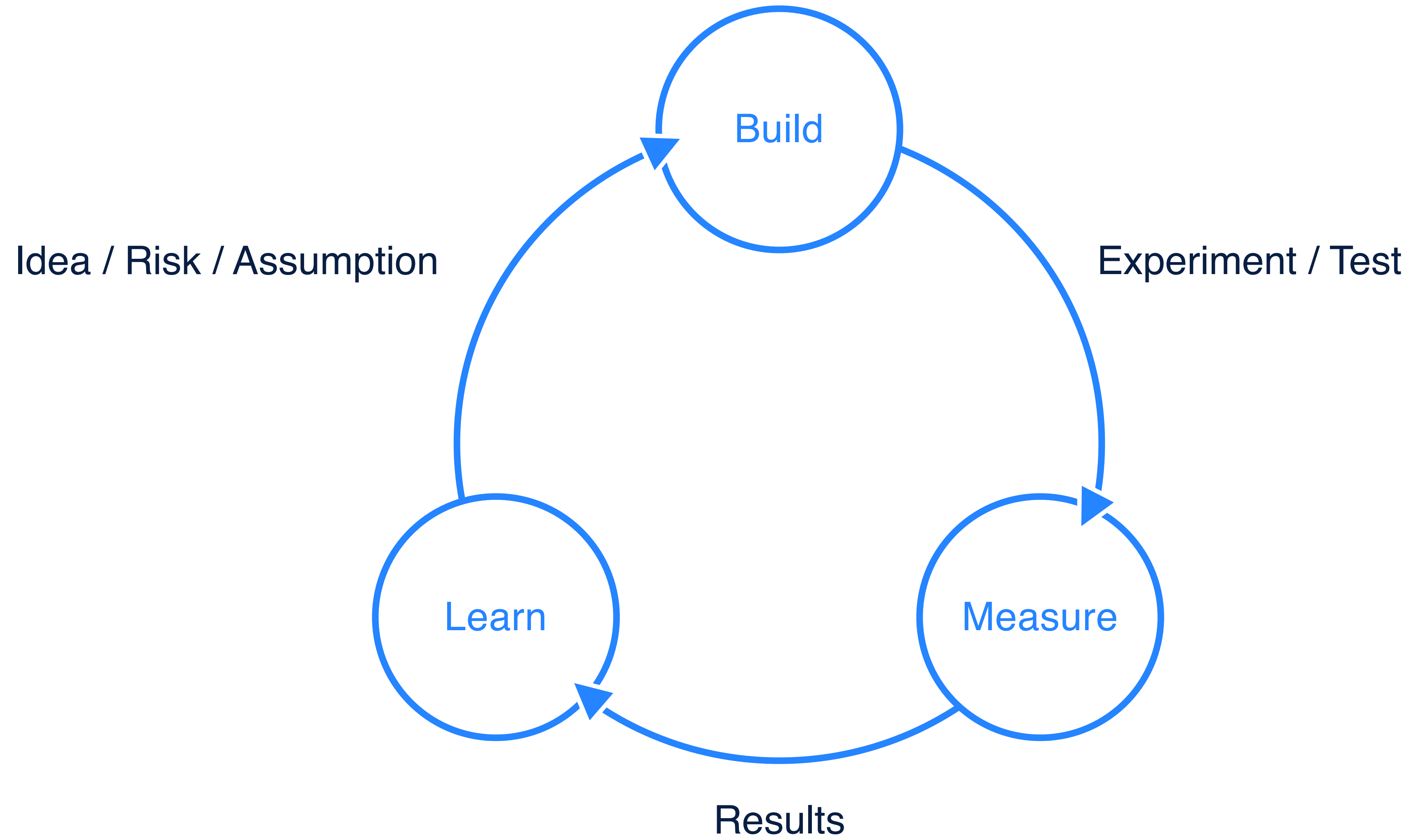
- Most startups, features, ideas fail
Except for your own, obviously. Or not.
- Figuring that out after shipping is the worst time to find out
Fail fast, spend time on the winners
- Most “MVPs” are neither minimal nor viable
They build too much and are just a guess

YOUR PLAY

Instead of backlog of features, it should be a list of hypotheses, assumptions, and risks. Then test those.

Create a Jira project or a Trello board that outlines the build / measure / learn loop.

Validate / Experiments





Validated Learning [Hypotheses]

☆ Personal ⊕ Public GN JN KM PC 4

⋮ Show Menu

Hypotheses and Assumptions [MVPs] ⋮

Customers would be interested enough in TRAVELmore as to download it (Guillermo) More importantly, the app is the way to go (Most likely, no)

People (local residents or travelers) want to know how safe certain neighborhoods are

People agree that the level of criminality has increased (Guillermo)

Users are not satisfied completely with products as Yelp

People be willing to see some ads on this app or pay a small fee to buy the app (revenue hypotheses) (Kelvin)

People think that hate crimes put all of us at risk, since they have increased dramatically in past few years (Guillermo)

Big companies like Google or Yelp would be interested in including a criminality rating in their products (Guillermo)

In Progress [Designing] ⋮

College students who are planning to study abroad are concerned about their safety (Patrick)

Travelers don't already know the local sights and places of the places that they're traveling to (Kelvin)

It is possible to obtain information about crime activity in neighborhoods (Kelvin)

Parents who want to know the safety of neighborhoods for their families (John)

People will care about the safety of areas they are visiting (Patrick)

Built [Awaiting Results] ⋮

Qualtrics Survey accessing number of apps people use, desire of such an app like TRAVELmore, safety concerns when traveling, and potential customers. (Kelvin)

🗨 1

Validated [or Failed] ⋮

One-on-one interviews assessing the need for an app like TRAVELmore (Guillermo) GN

It is possible to get an API that you can use with the App for the criminality feature (Kelvin)

Trashed ⋮

Through a series of questions, TRAVELmore would be able to identify the personality/taste of the user

Validate / Experiments backlog

TIPS & TRICKS

- **Be honest with your risks, and assumptions, hypotheses**
What do you hope to be true?
- **Force rank these**
What is the biggest risk?
- **Do the smallest possible thing**
You are not building products, you are building experiments
- **Find a way to test it**
Paper prototypes? Click tests? Landing page?

VALIDATE -
COLLECT FEEDBACK

Validate / Collect feedback

THE SITUATION

- **Flying blind**
It can be hard to get insight from customers
- **Finding research participants is tricky**
Do you have permission to contact them? How do you know they use your feature?

YOUR PLAY

Customer Interviews

Insert a Widget in your app.

Or use Customer Satisfaction Survey.

Customer Interview

To make better decisions about your product or service, go straight to the source and interview your customers.

USE THIS PLAY TO...

Understand your customers' needs and the contexts in which they're using your product or service.

If you're struggling with [customer centricity](#), [proof of concept](#), or [value and metrics](#) on your [Health Monitor](#), running this play might help.

[Read more](#)



PEOPLE

3



PREP TIME

90 min



TIME

90 min



DIFFICULTY

Moderate

Running the play

Most plays involve little (if any) preparation. But the customer interview is

MATERIALS

Dictaphone or recording device/app

Validate / Customer interviews

TIPS & TRICKS

- **Focus on observing, not showing**
Ask the customer to show you how they use the product or what problems they have in their daily work. Grab screenshots or record video to reference later and share with your team.
- **Is the problem urgent/pervasive/
customer pay to solve?**
Ask the customer if they are willing to pay a million dollars for your solution.
- **Be aware of ‘interviewer bias’**
Ask indirect questions and asking them to think about what a third party would do in a particular situation. Prepare open-ended questions will allow you to gain a better understanding. Maintain a neutral and impartial stance on everything and make your customer feel safe.

Validate / Collect feedback

TIPS & TRICKS

- **Talk to your customers!**
Do research!
- **Get real time feedback for each of the feature request**
Using 1 question transactional survey to collect actionable feedback for improvements. Not Google surveys with 20+ questions.

The Game Plan



Ideate



Validate



Build



Launch

THERE CAN BE ONLY ONE
TOP PRIORITY
BUILD YOUR ROADMAP



© Disney

Build / Roadmaps

THE SITUATION

- Everyone asks, when will ____ ship?
No one is aligned
- You have a 1000 competing priorities
Backlog is a mile deep

YOUR PLAY

- Create your Roadmap in Trello, or build your own!
bit.ly/trello-roadmap-template

Product Roadmap

Inspiring Boards BC

Public



Copy Board Show Menu

Product Roadmap Template:

- Track product development and feature requests with stakeholders and product owners.
- Prioritize feature requests for upcoming sprints and create a transparent development process.
- Organize user stories and customer feedback on each feature's card for quick reference.
- Establish development and design requirements for implementation, and layout steps involved on checklists.
- Add story points to cards for more effective sprint planning.
- Copy or create a board like this board (click for info)

Ideas

- Customizable links
- More language options
- Emoji support
- Video embedding
- Photo gallery support
- Starred cards

Researching Requirements

- Power-Ups
- Card syncing across boards
- More Taco!
- Web Custom Emoji

Estimating

- Delete permissions
- Mark cards as done
- 3rd party calendar support
- Additional sticker packs

Sprint Candidates


- 2FA
- Expand notifications
- Reporting
- "Heart" comments
- Assign checklist items



Trello Development Roadmap

Trello Inc ENT Public 46 Show Menu

Info




What can you expect from this board?

385 673 1

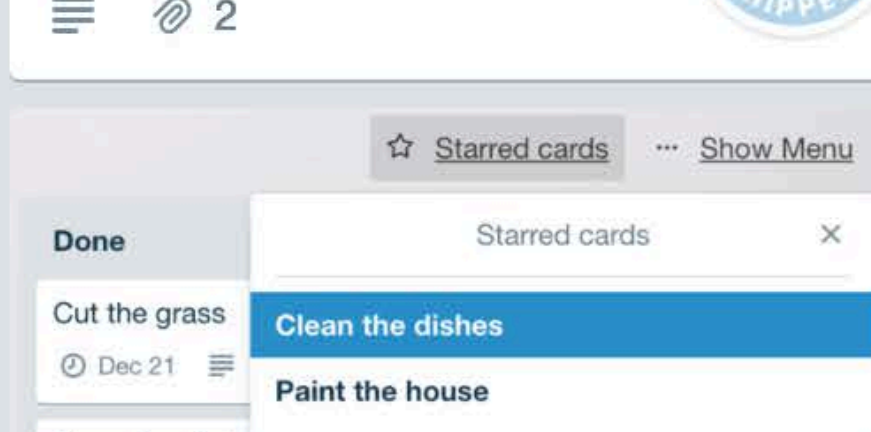
Feature Ideas

Live (Jan-March 2019)




Map Power-Up

2




Starred Cards Power-Up

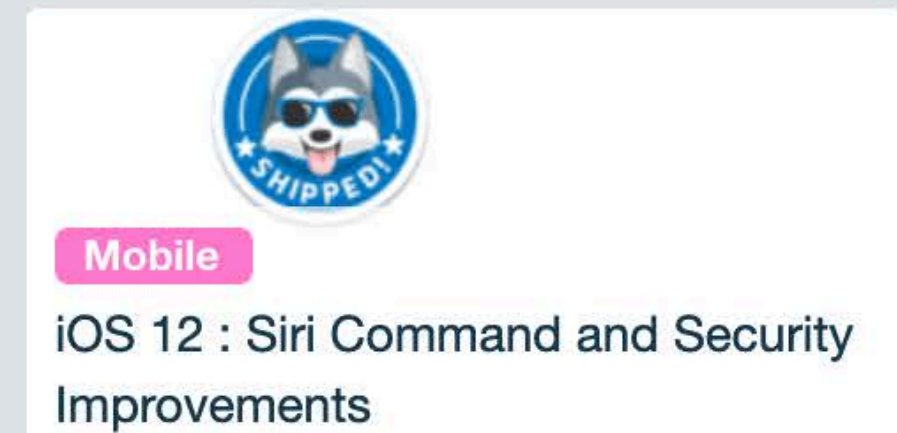
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Slite Power-Up

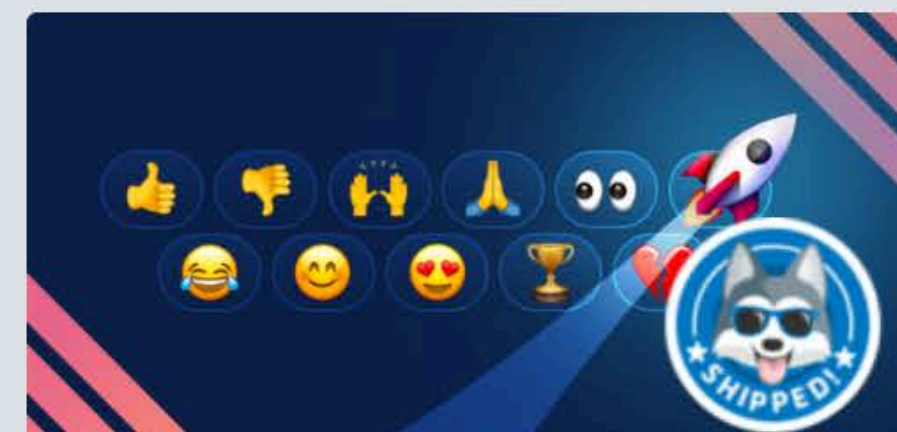


Live (Oct-Dec 2018)



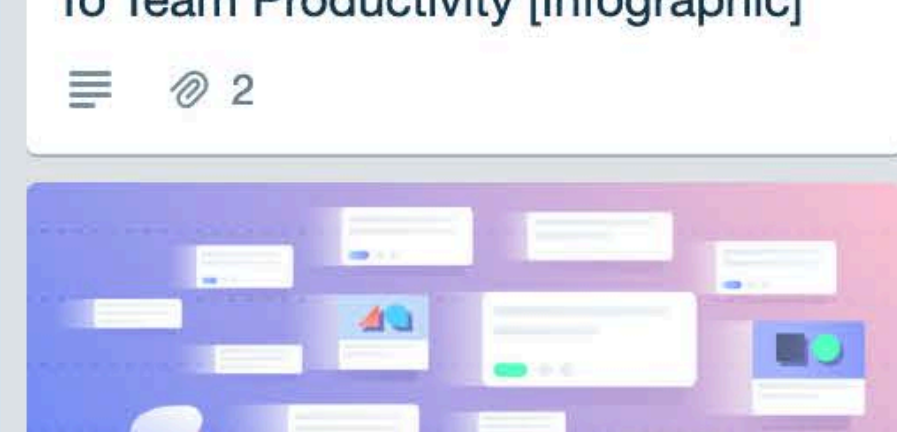
Mobile

iOS 12 : Siri Command and Security Improvements



Emoji Reactions - The Emoji Guide To Team Productivity [Infographic]


2



Project Management Power-ups with Airfocus, Big Picture and Time in List


2

Live (Jul-Sep 2018)



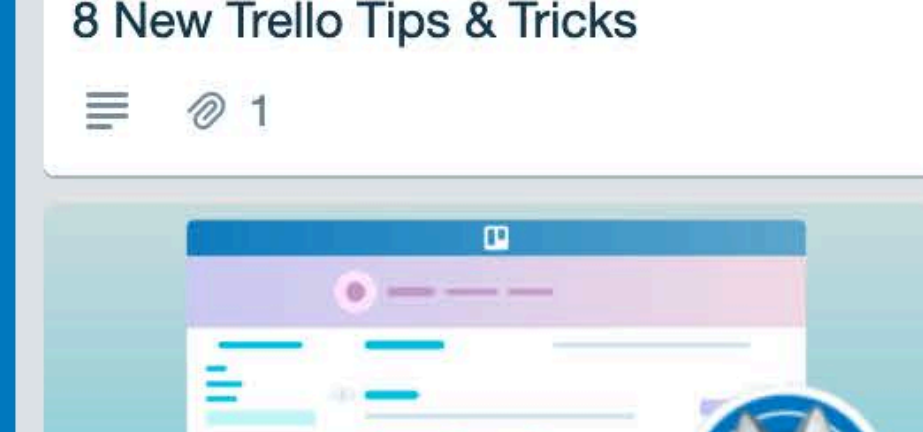
Trello Inspiration

1



8 New Trello Tips & Tricks

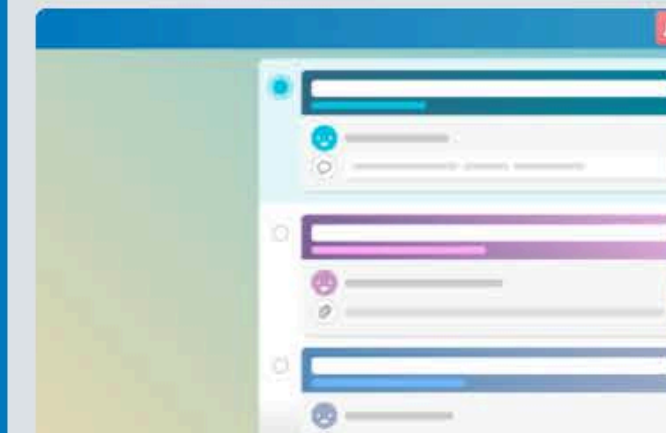
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New Admin Permissions for Trello Enterprise Customers

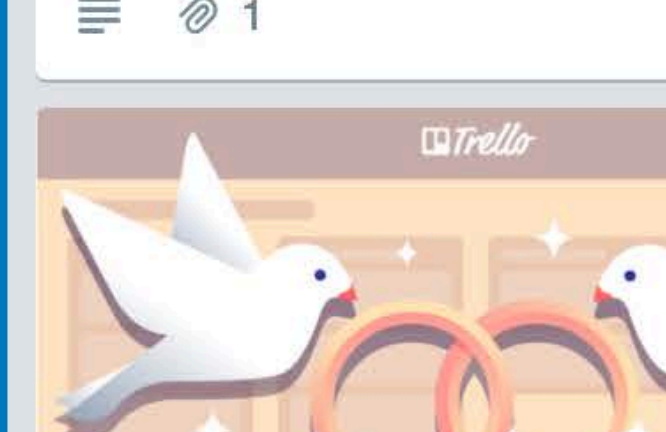
1

Live (April-June 2018)




Updated Trello Notifications

1



Trello for Wedding Planning

1



Notejoy + Trello

1

Build / Roadmaps

TIPS & TRICKS

- **Force rank everything**
Don't cheat with multiple happening at the same time.
- **Link your to cards to Jira tickets and Confluence pages**
Use the power-up!
- **Aggressively share your roadmap**
Embed it everywhere.
- **Encourage subscribing**
People can sign up to be notified on a card, a list, or the entire board when there are changes.
- **Share what you've shipped**
Once you've shipped a card, move it to your "Shipped" board

Build / Decision making

THE SITUATION

- **Hard decisions are, well, hard**
Delaying, deferring is dangerous
- **One-way doors**
Paralysis!
- **No record keeping**
Why/when did we decide that??

YOUR PLAY

Use the DACI play:

atlassian.com/team-playbook/plays/daci

Use the built-in “Decision” template in Confluence to drive bigger decisions.

Build / Decision making

TIPS & TRICKS

- **Decide something in real-time?**
Consider creating a DACI after the fact for record keeping.
- **Close. Off. Your. Decisions.**
Indecision is the enemy.

The Game Plan



Ideate



Validate



Build



Launch

WHAT IF EVERYONE IN THE
LAUNCH MEETING WAS
ON THE SAME PAGE?

Launch / Rollout plans

THE SITUATION

- Understanding your blockers is hard
- Releasing tech product is more than just shipping code or toggling a flag
Docs, giving support a heads up, stakeholders
- People are unaware when things are going out

YOUR PLAY

- Outline your plan using Confluence
- Get buy-ins from stakeholders



Normal text ^

B

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Publish

Close

...

Rollout plan

i This rollout plan is updated as we go. Wondering what we're doing? Check out the [Project poster](#).

Milestone	Gating criteria	Approvers
M1 — DOGFOODING	<input type="checkbox"/> No m1 blockers, current count: 8 issues	<input type="checkbox"/> @Carolyn PM <input type="checkbox"/> @Kaitlyn Prouty Design <input type="checkbox"/> @Verdie Carrales Engineering
M2 — EVALUATORS	<input type="checkbox"/> Release readiness doc <input type="checkbox"/> Instrumentation <input type="checkbox"/> No m2 blockers, current count: 32 issues	<input type="checkbox"/> @Carolyn PM <input type="checkbox"/> @Kaitlyn Prouty Design <input type="checkbox"/> @Verdie Carrales Engineering <input type="checkbox"/> @Summer Support

Launch / Rollout plans

TIPS & TRICKS

- **Rollout plans are based on blockers**
Would you delay launch for it? Then yes, it is a blocker.
- **Breakup your plan into clear milestones**
Milestones should stack
- **It is a living document**
Learn something new, adjust your blockers
- **Keep state in one place**
Be transparent

The Game Plan



Ideate



Validate



Build



Launch

Credits



Phil Oye
Product Manager
Atlassian

Product Manager Superpowers:
With Trello, Confluence, and Jira



Sherif Mansour
Product Manager
Atlassian

Concept to Launch:
The Ultimate Confluence Guide for Software Teams

Want to try it?

SMART WATCH FOR KIDS

Use this play to...

Understand what problem you're solving, as well as why it matters to the business and to customers.

People

4-8 people

Time

60m





Thank you



JOSEPH HUYNH | FOUNDER/PM | CANDYLIO

