

# Open Source Product Development

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LIGHTMETER

Previously:



# Why do engineers need product managers?





# Who needs managers?

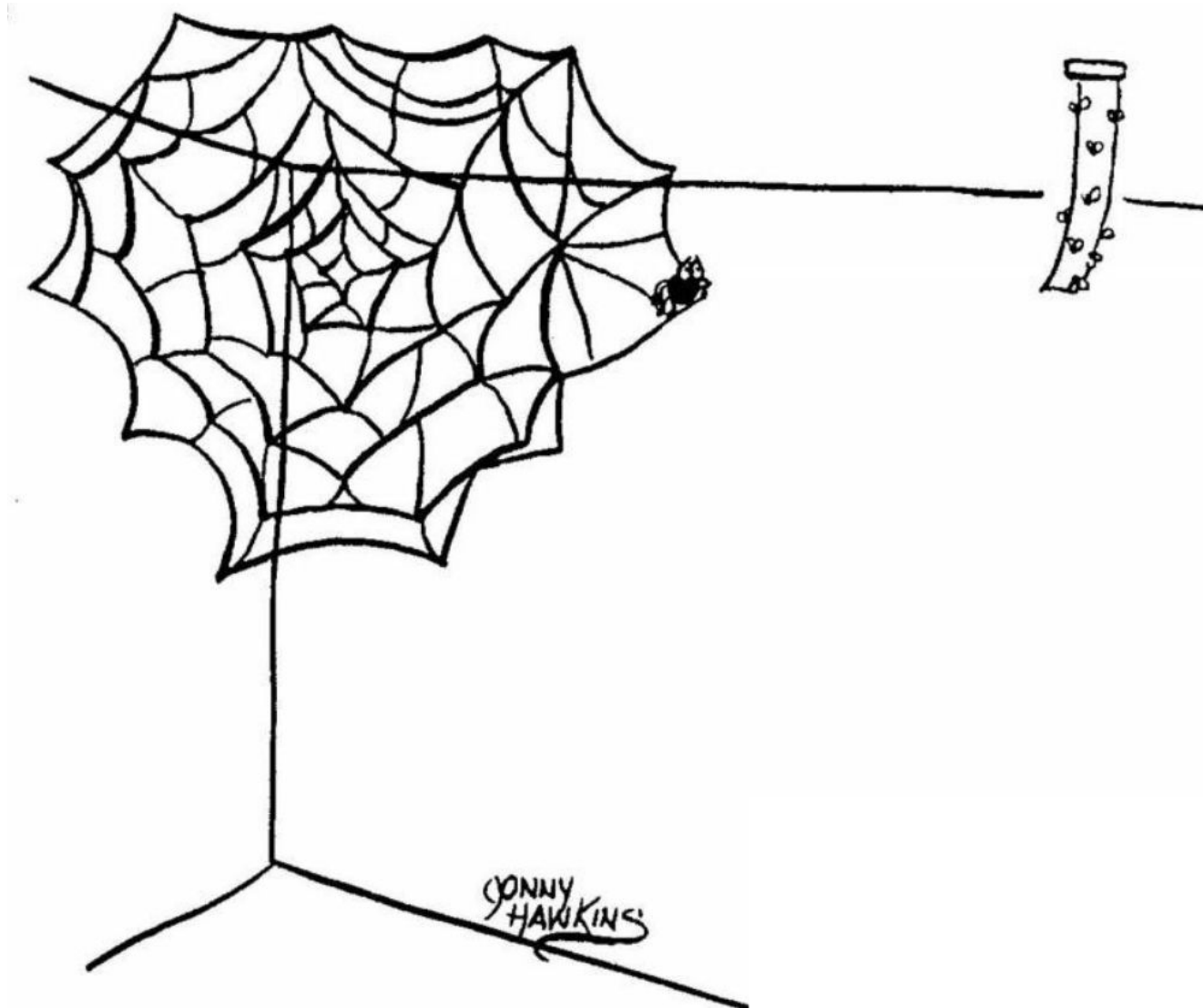
Creating value is hard



Image: Zurich U.S. (Insurance), Wikipedia (I-35W Mississippi River bridge), Kai M. Caemmerer/kaimichael.com

# Who needs managers?

Staying competitive is hard



# Who needs managers?

## Hidden assumptions

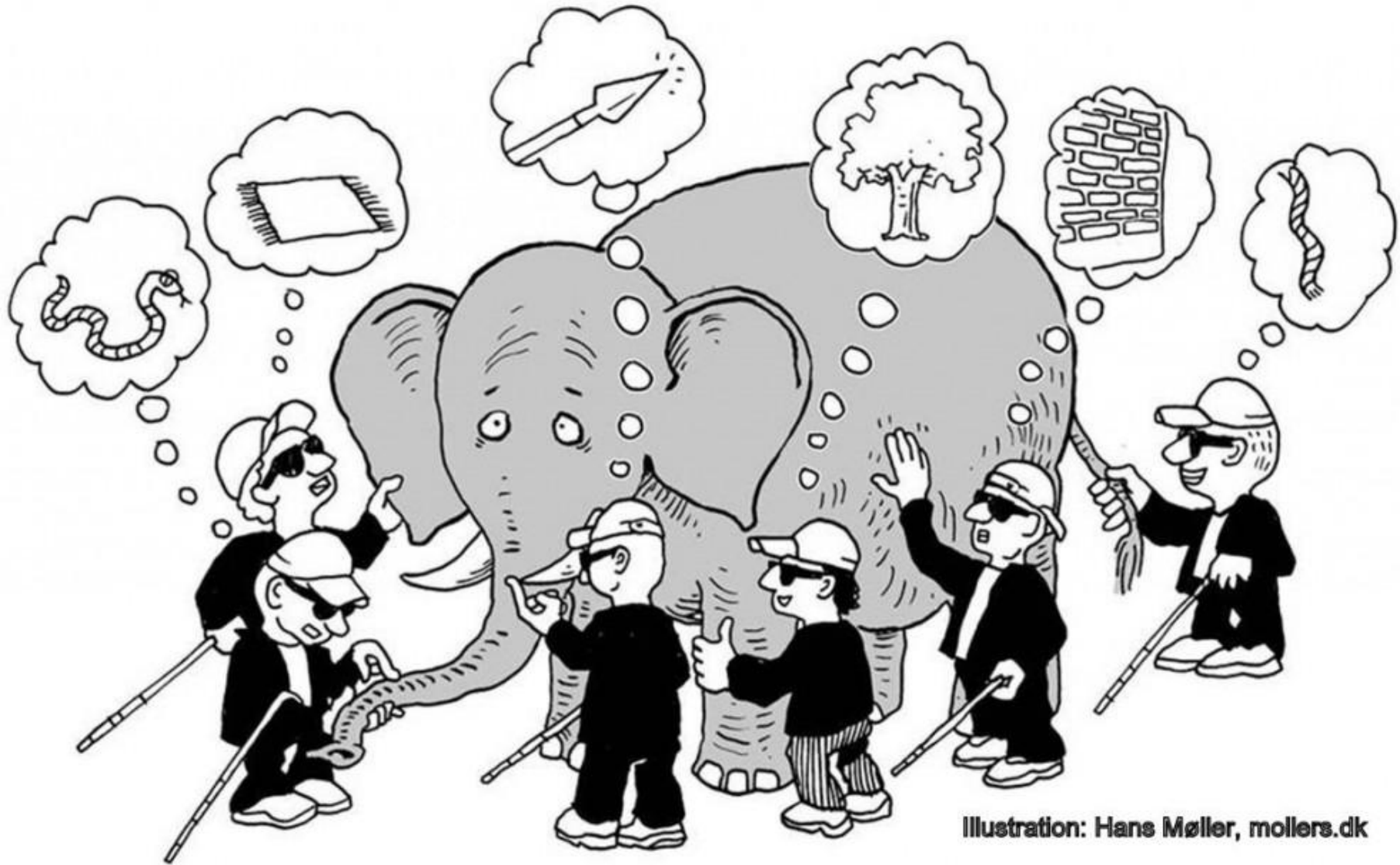


Illustration: Hans Møller, [mollers.dk](http://mollers.dk)



# Who needs managers?

Technical skill  $\neq$  project success



Branding  
Market segmentation  
Compliance  
User research  
Stakeholder management  
Strategic planning  
Human resources  
Fundraising  
Culture building

# Who needs managers?

Making software is risky and expensive



# Who needs managers?

To build world-class products



Image: logos from respective owners (Facebook, Amazon, Netflix, Google)



“A good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence”

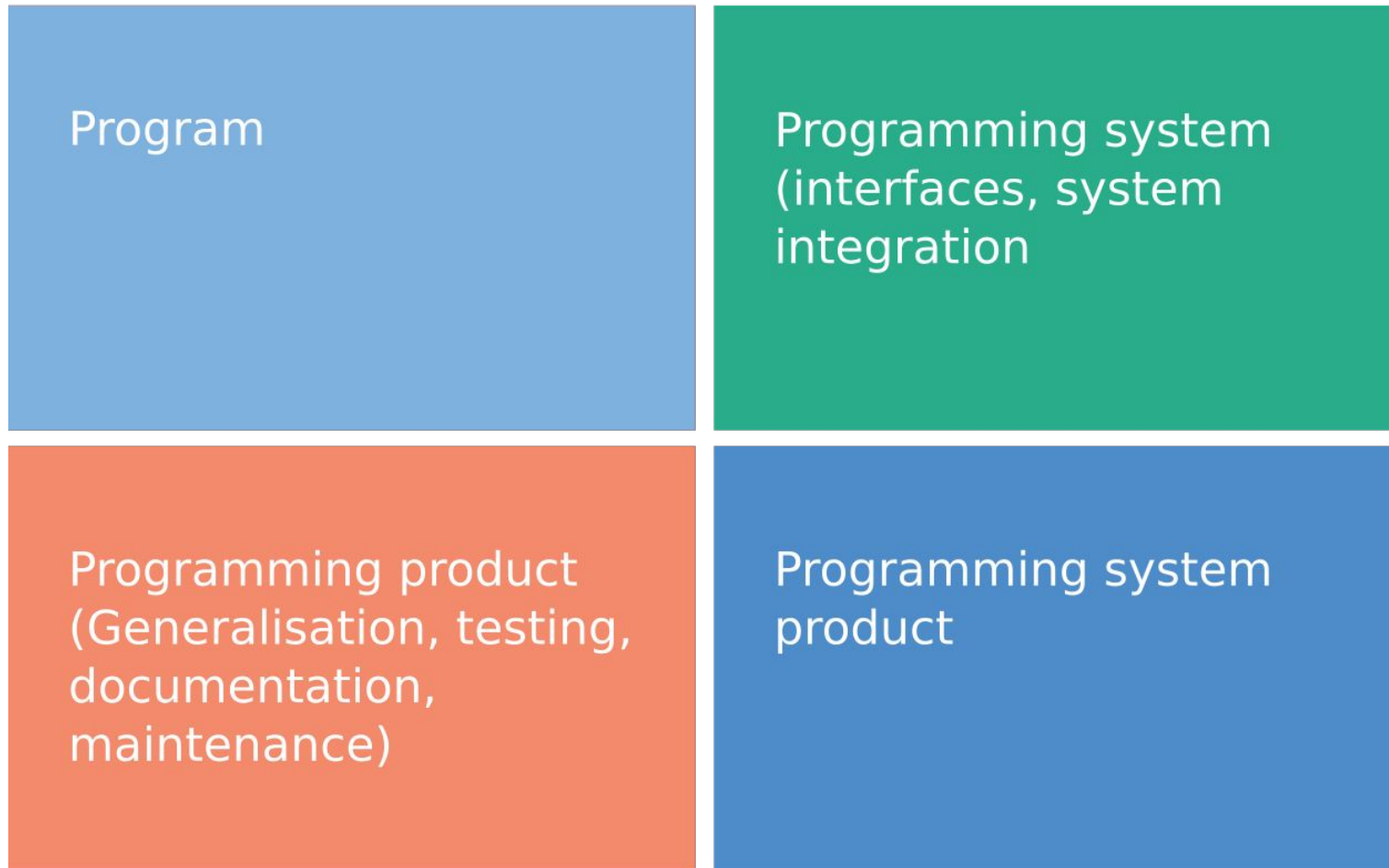
1. Produced
2. Distributed
3. Designed to be used / consumed
4. It's not (primarily) for you
5. Probably for many people



# What's a product?

Fred Brooks – 1975

*"Works for me"*



*"Works for everyone"*

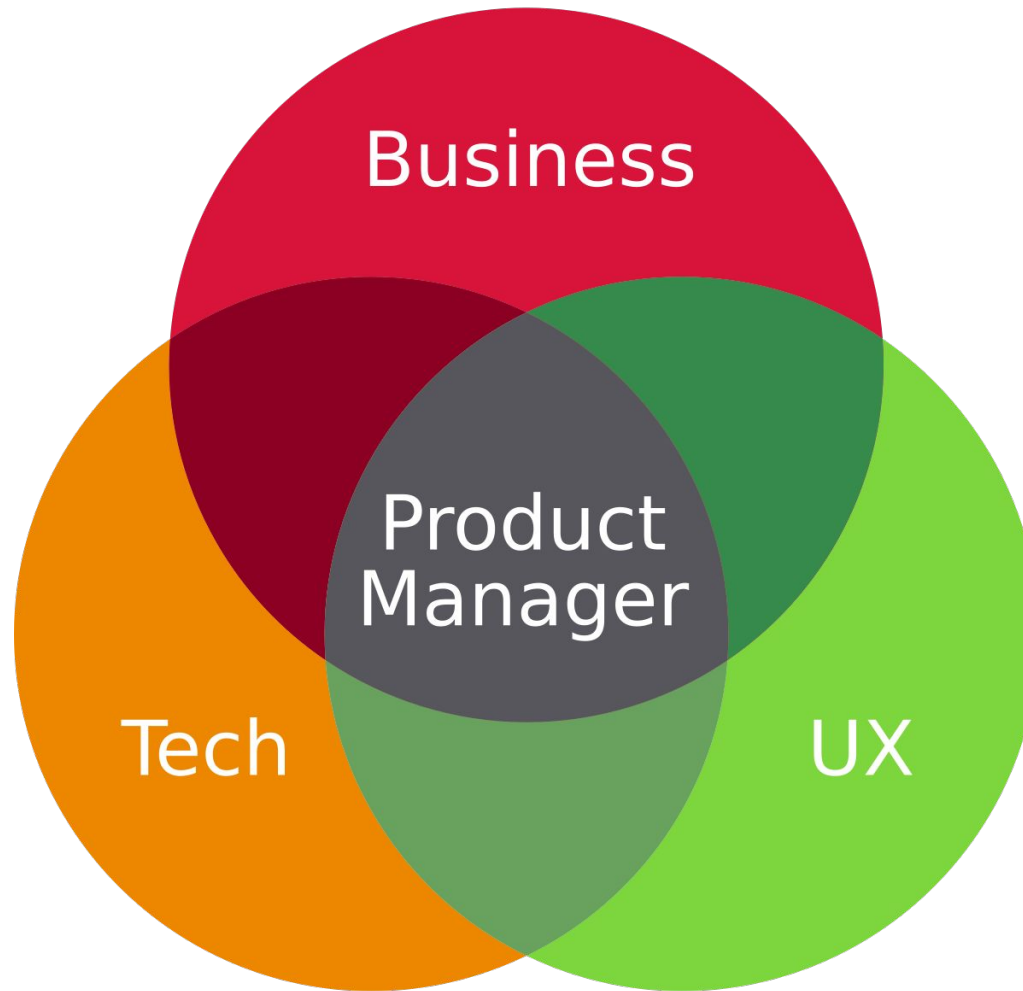
# Making a great product is hard



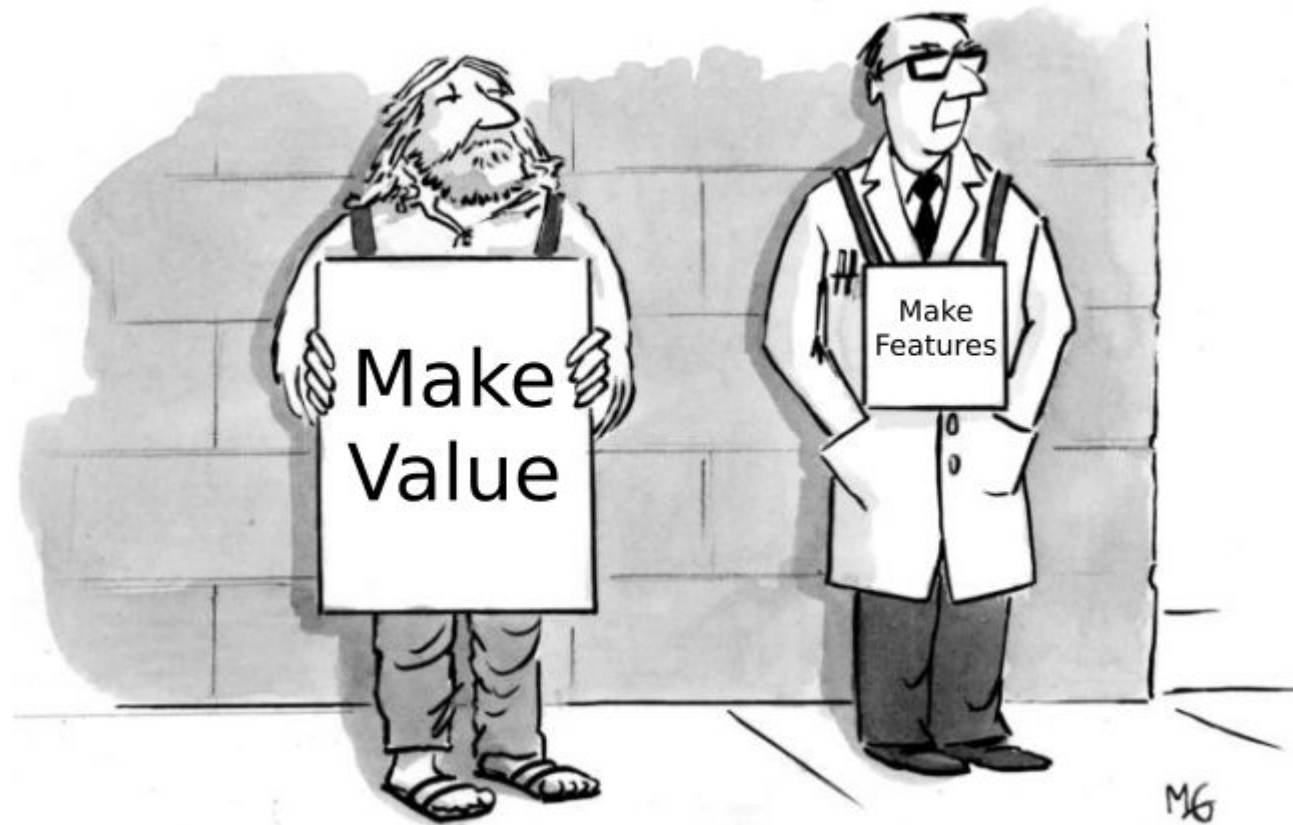
Image: Joseph Castells, Unsplash

# What's a Product Manager?

Intersection of responsibilities








# What's a Product Manager?

Some key activities

A large orange circle containing the text "User research".

**User  
research**

A large green circle containing the text "Story mapping".

**Story  
mapping**

A large blue circle containing the text "Prototyping".

**Prototyping**

A large blue circle containing the text "Sprint mgmt".

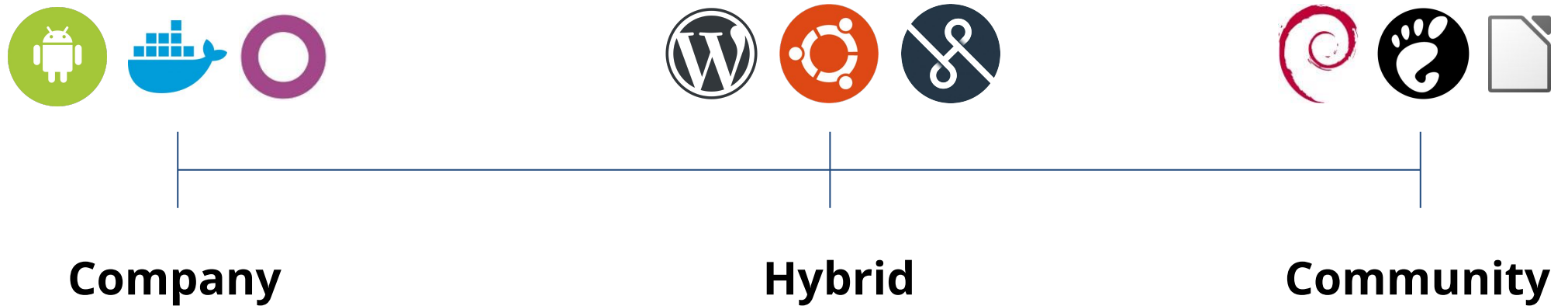
**Sprint mgmt**

A large orange circle containing the text "Acceptance testing".

**Acceptance  
testing**

A large green circle containing the text "Metrics monitoring".

**Metrics  
monitoring**



# OS PM challenges

## More stakeholders - fewer options

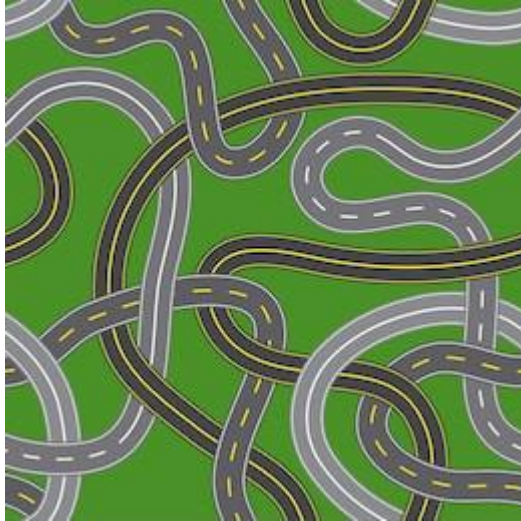


- OS community
  - Users
  - Packagers
  - Documentors
  - Translators
  - Developers
  - Governance
- Business community
  - Independent service providers
  - Downstream integrators
  - Downstream forks



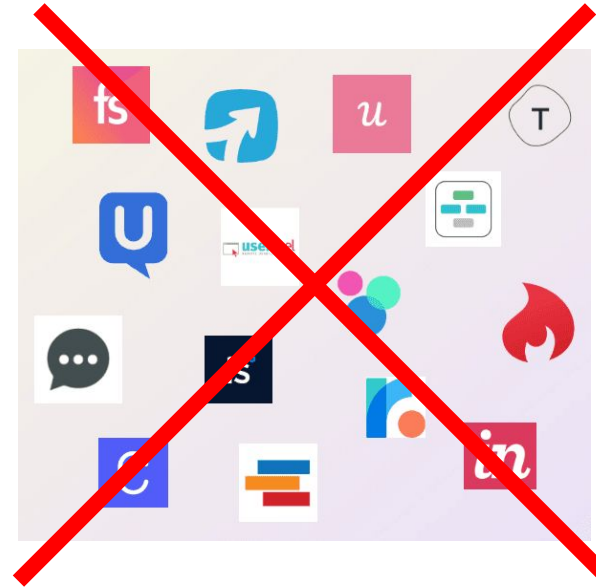
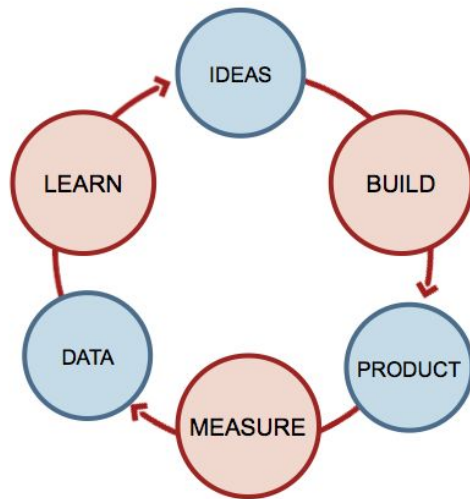
# OS PM challenges

More transparency - less control



- Prioritisation
  - Formal vs informal
- Authority & expectations
  - Governance
- Multi-dimensional quality
  - Public criticism

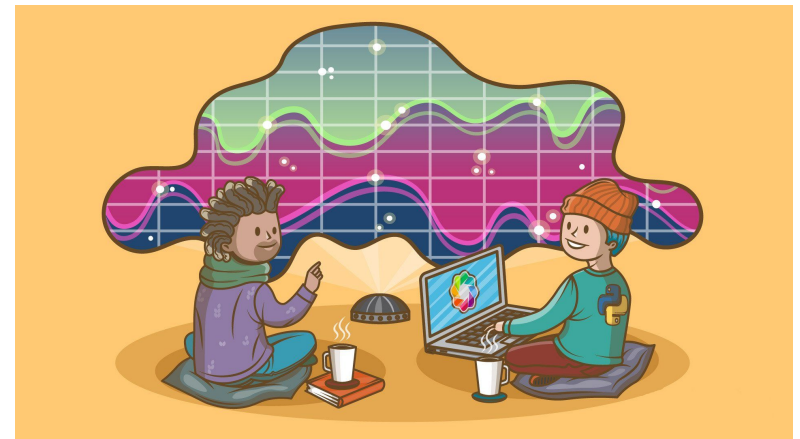
- Security
  - reduced control
  - imperative priority
- Leadership discipline



- Fewer feedback loops
    - 🙌 Validated learning
  - Privacy is presumed
    - Apparatus is public
    - Double standards
  - Measurements removed
- Little UX insight
  - Hard to identify value
    - ∴ Hard to capture it
  - Very few OS tools



- Technical leadership
- Focus on output
- Downstream competition
- Focus & coherence is hard



- Dogfooding
- Large & diverse userbase
- Eager testers
  - High quality reports
  - Patches if you're lucky
- Frequent (self-selected) feedback
  - Cutting edge ideas
  - Diverse sources

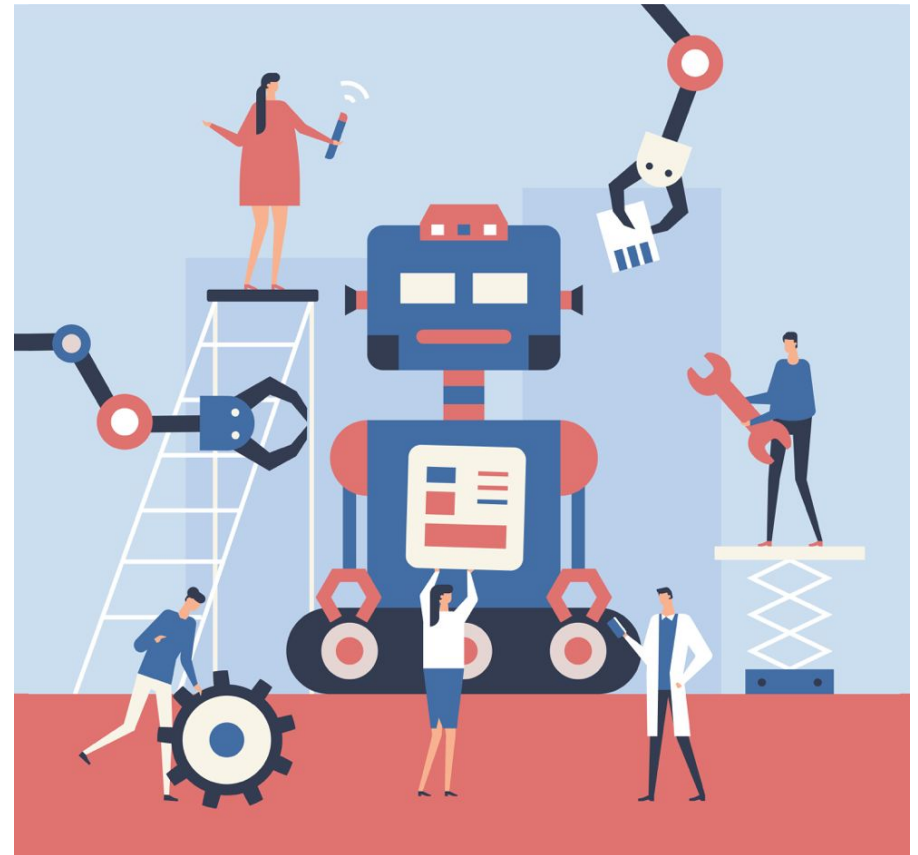






Image: expatgourmand.blogspot.com

- Forces best practice
  - Automate everything
  - Document everything
  - Data mgmt + privacy
  - Fair governance (maybe)
- Innovative (hidden) uses
- Self-service adaptation
- Forkability

# The upside

Those key activities

User  
research

Story  
mapping

Prototyping

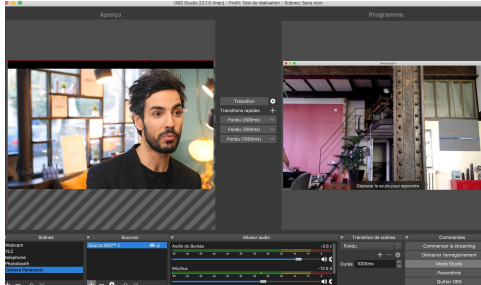
Backlog  
mgmt

Acceptance  
testing

Metrics  
monitoring

# The upside

## Good Open Source PM Tools



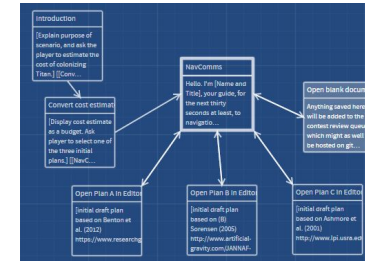
## User research

- OBS Studio
- phpList

Test executions	
100% complete	Test run for Performance baseline TP at 2019-10-26 15:14:59 Started at 2019-10-26 15:14:59, 5:16 cnaq.00q
100% complete	Getting results for parallelize, master, CI Started at 2019-10-21, 2019, 9:12 cnaq.00q
100% complete	Getting results for parallelize, master, CI Started at 2019-10-21, 2019, 9:52 cnaq.00q
100% complete	A 10 for Quantiles / New TCMS demo Started at 2019-10-26, 2019, 11:14 popular.00q
10% complete	TRubbing logs from previous execution Started at 2019-10-26, 2019, 9:11 cnaq.00q
50% complete	Test run for a new TCMS ready for release Started at 2019-11-11, 2019, 2:19 cnaq.00q
0% complete	Verify Debian Stretch full check list Started at 2019-10-26, 2019, 9:25 cnaq.00q
17% complete	Test run for Conference readiness Started at 2019-10-23, 2019, 8:38 cnaq.00q
3 Test(s) or Test Case(s) assigned to you need to be executed. Here are the latest 6. See All...	

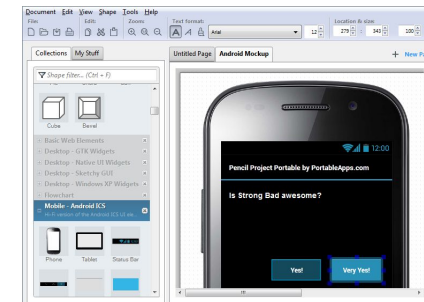
## Acceptance testing

- Kiwi TCMS
- Phabricator
- (CI stacks)



## Story mapping

- Post-its 🍷
- Twinery

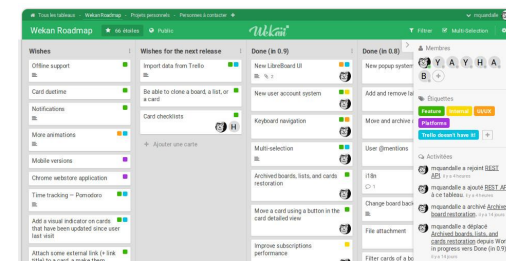
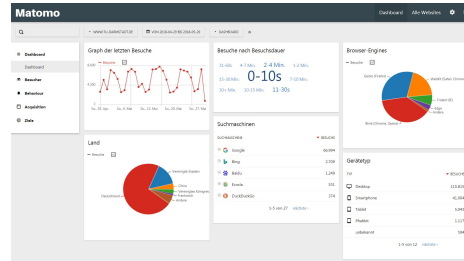


## Prototyping

- Pencil app
- Presentator
- Alva
- WIP: UX Box & Akira

# The upside

## Good Open Source PM Tools



## Metrics monitoring

- Matomo
- Open Web Analytics
- Countly
- Wasabi

## Sprint management

- Taiga
- WeKan
- Open Project
- Tuleap



# The goal

## Better OS through Product Management



# The goal

Better outcomes - more value





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## Further reading

- Book: Jeff Patton
- Training:
  - Scrum Product Owner
- Events:
  - 'The Product'
  - Product Camp
  - Mind the Product
- Design community:
  - [opensource.design.net](https://opensource.design.net)