

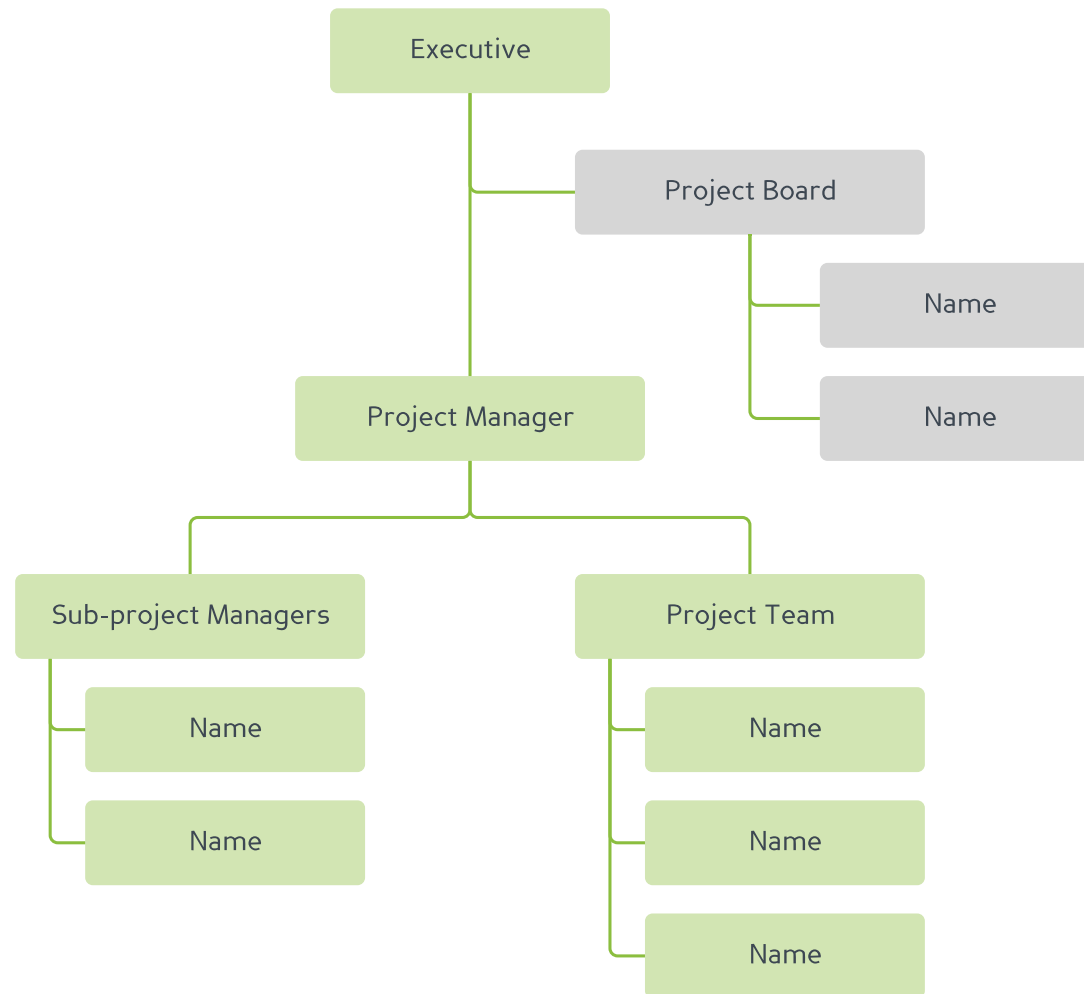
Open Source Product Development

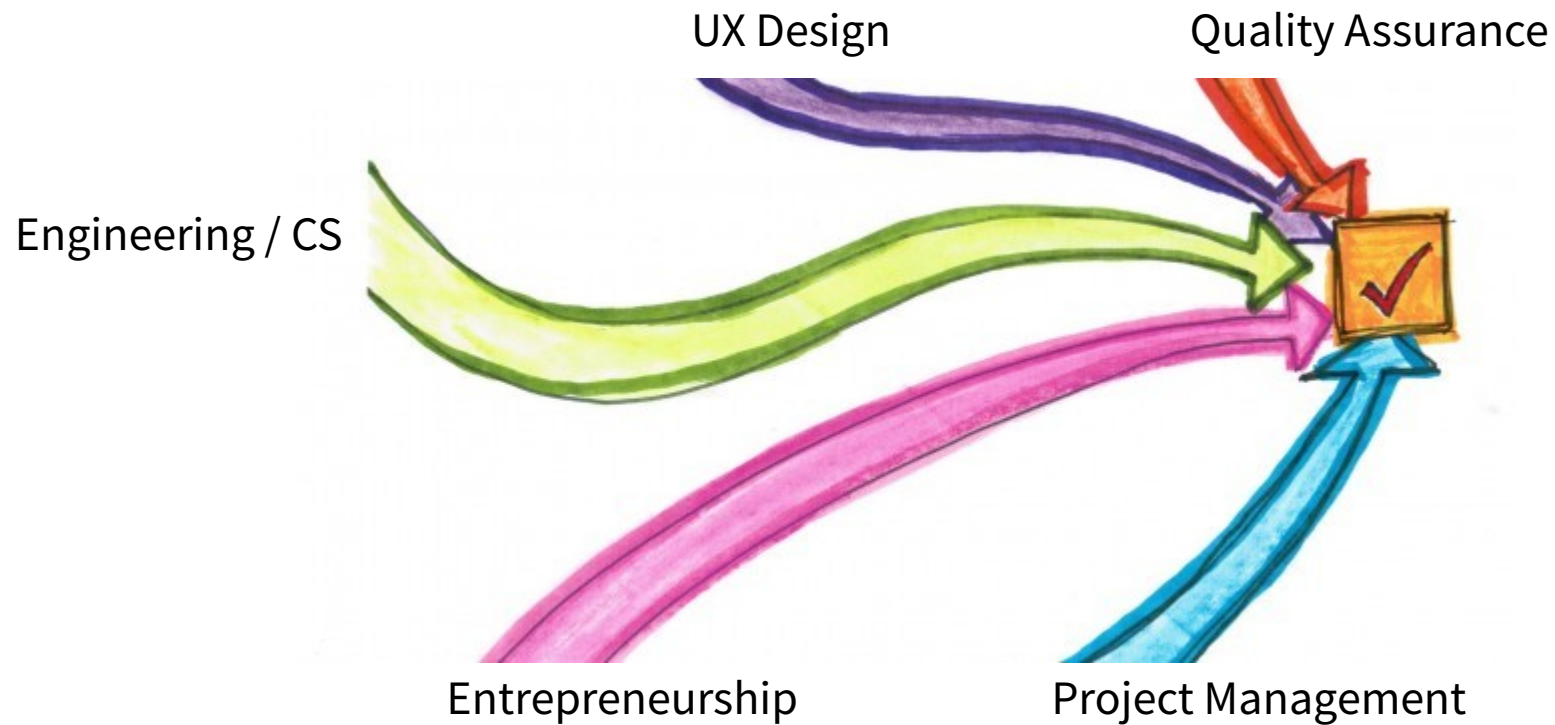
Sam Tuke MBA
phpList Chief Executive
@samtuke @phpList



Previously:











Why do engineers need product managers?



Image: industryweek.com

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?

Creating value is risky and expensive



Who needs managers?

Technical CEOs suck



Branding
Market segmentation
Compliance
Strategic planning
User research
Sales
Human resources
Account management
Culture building

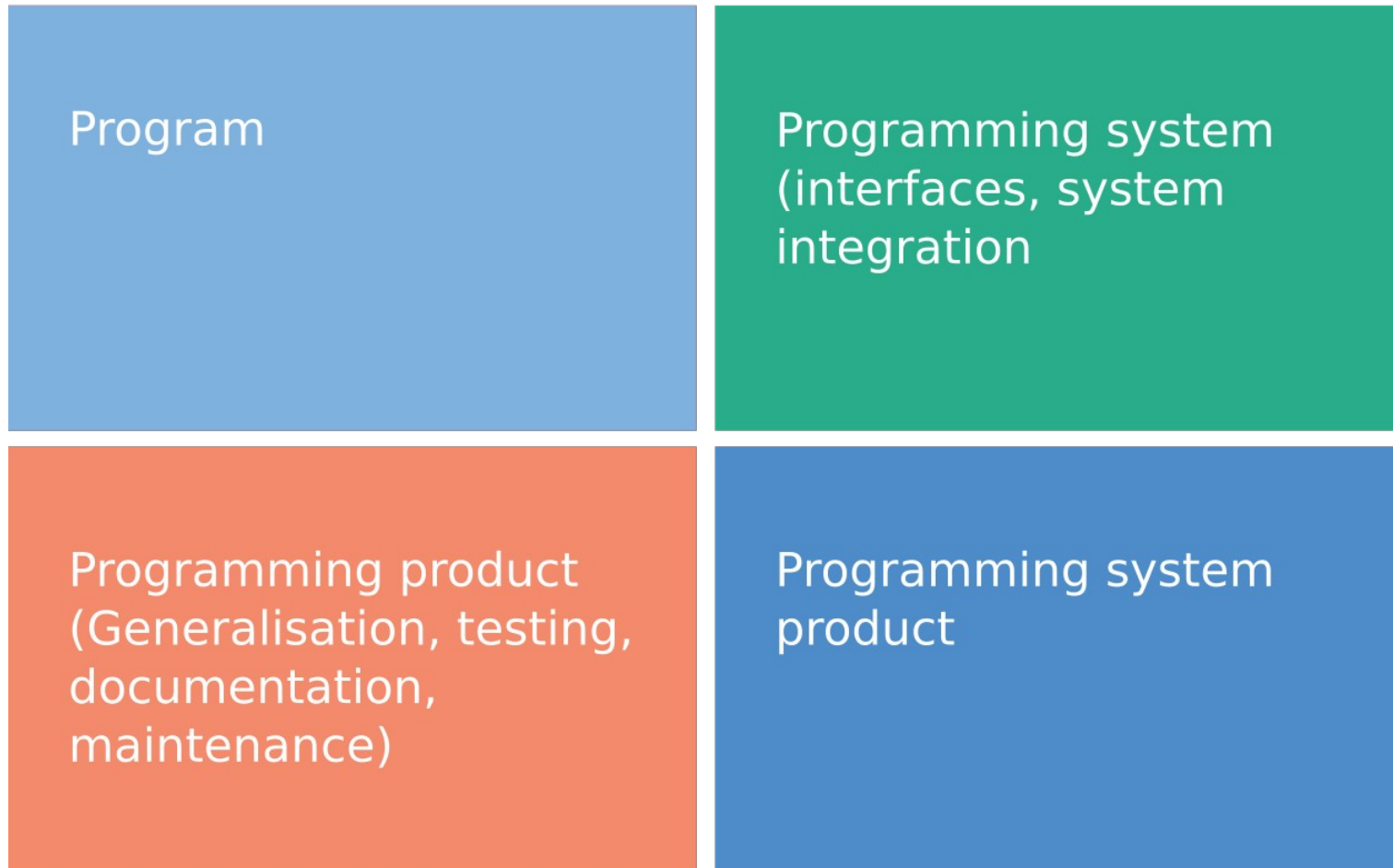
“A good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence”

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

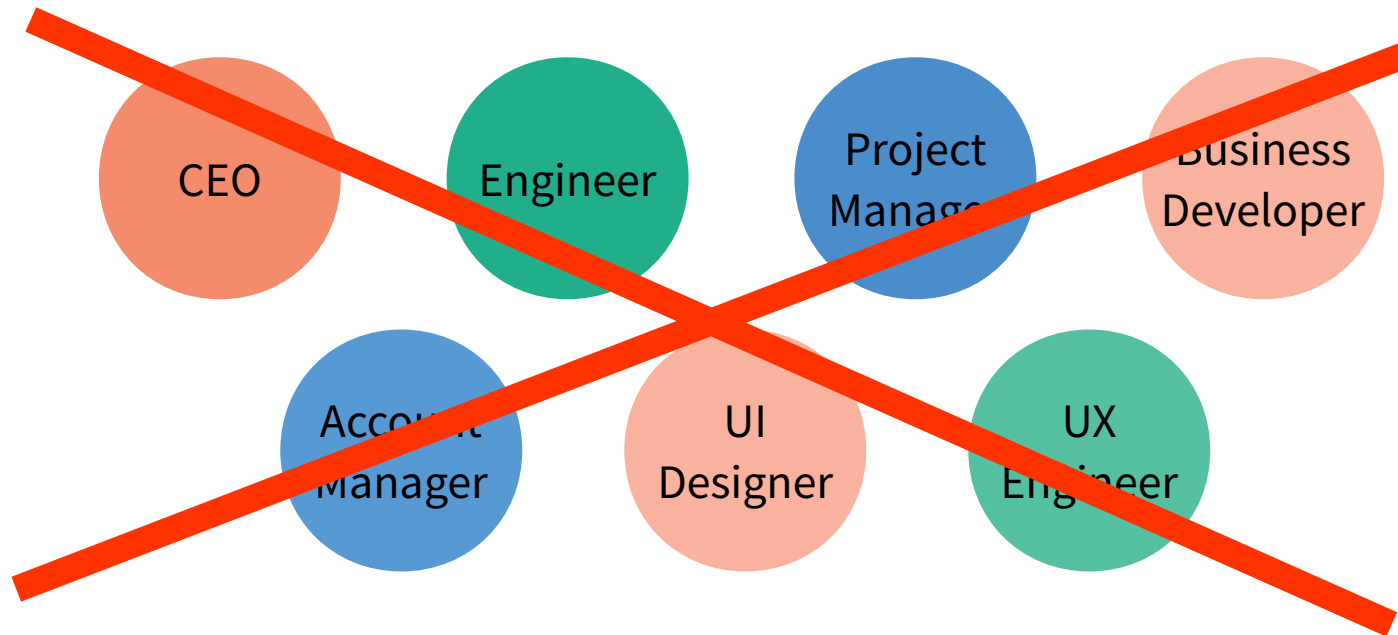
"Works for me"



"Works for everyone"

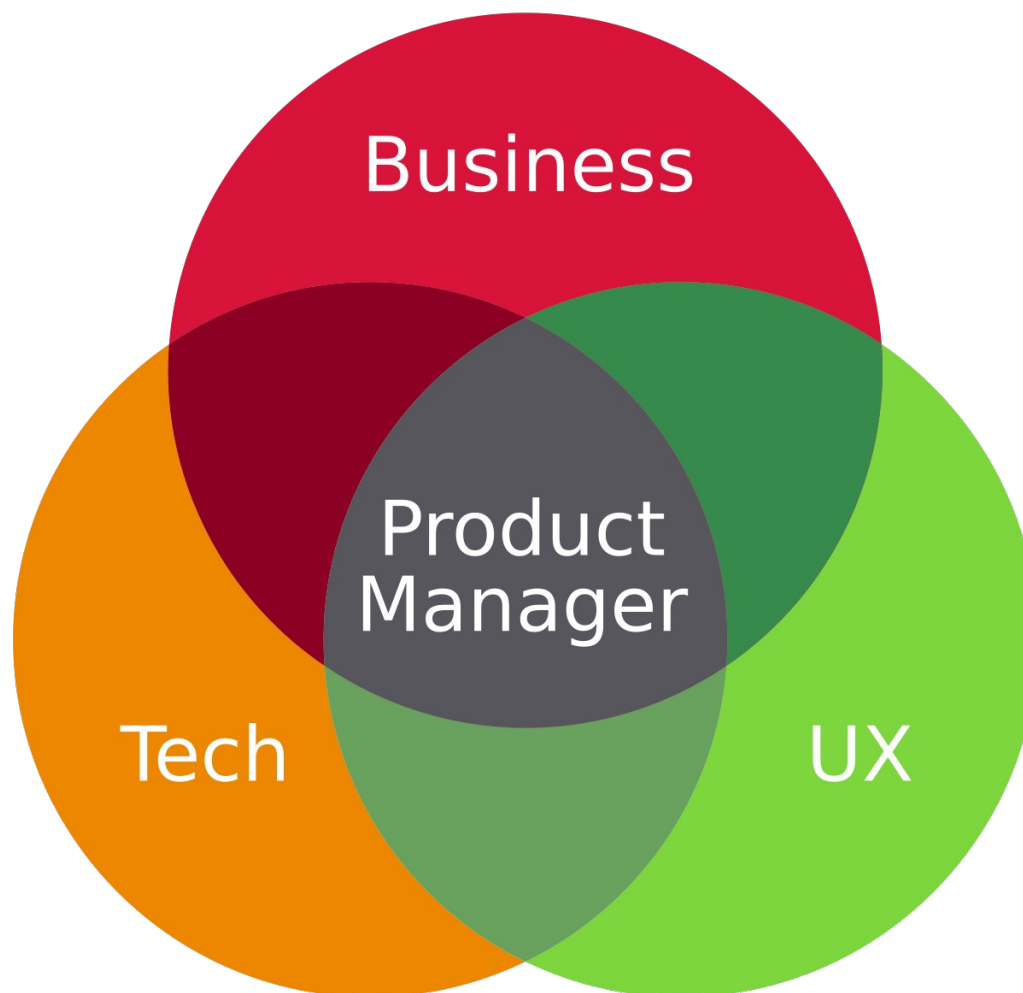
What's a Product Manager?

What they are not (exclusively)



What's a Product Manager?

Intersection of responsibilities



What's a Product Manager?

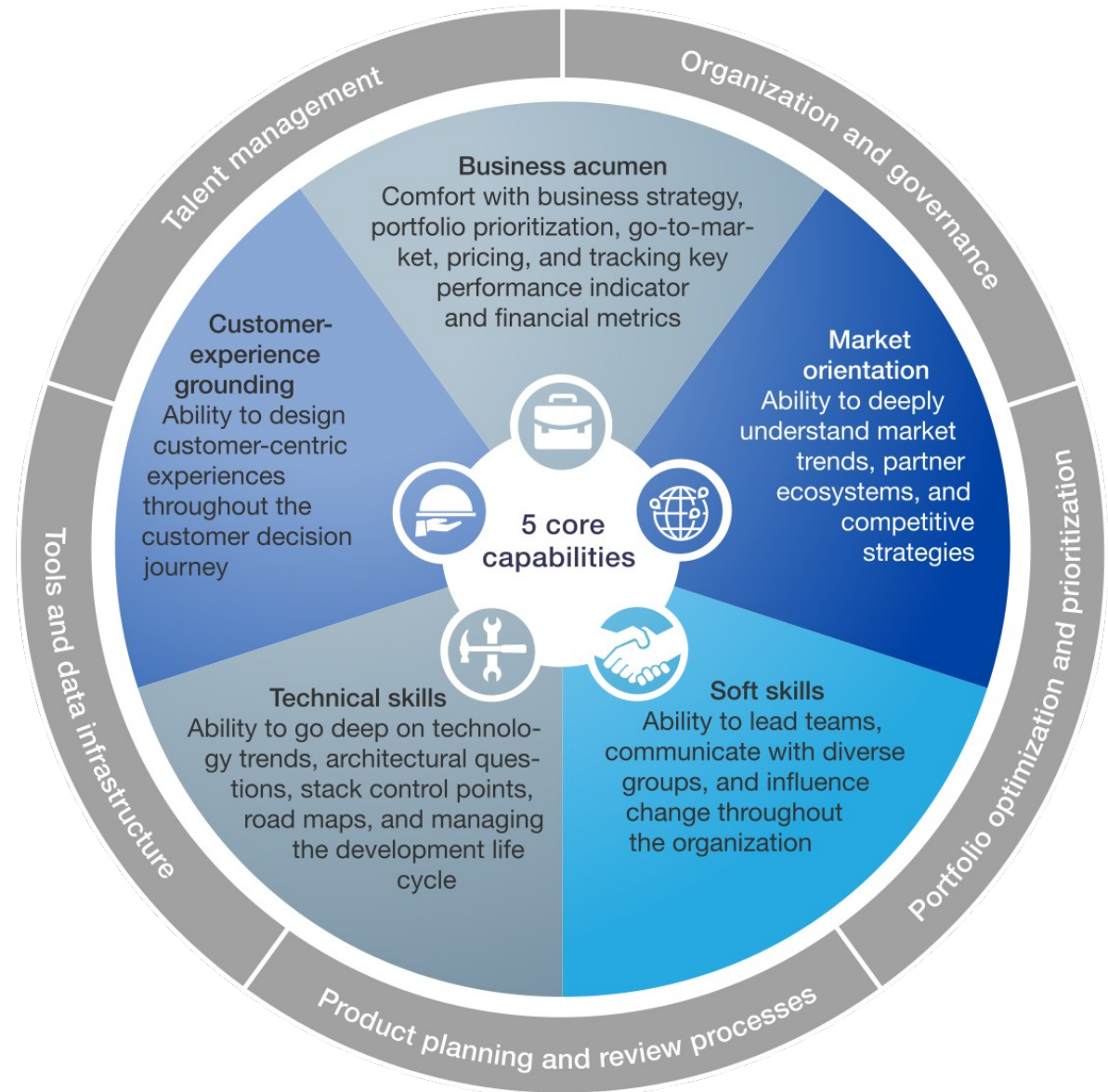
Integrates priorities into product lifecycles



What's a Product Manager?

Intersection of responsibilities

The 5 core capabilities of a Product Manager, and their “enablers”, according to McKinsey



McKinsey&Company

Image: McKinsey & Company

What's a Product Manager?

"Healthy tension"



What's a Product Manager?

Day to day 2



- User research
- User story writing
- Sprint & backlog management
- Acceptance testing
- Data warehousing
- Workflow mapping

- User research
 - LimeSurvey
 - OBS Studio
- User story writing
 - Gherkin • Alva
 - Behat
- Sprint & backlog management
 - Taiga • Restya
 - WeKan • Mantis
- Acceptance testing
 - Kiwi TCMS
 - TestLink
- Data warehousing
 - Matomo • Wasabi
 - Open Web Analytics
- Workflow mapping
 - Pencil
 - LibreOffice Draw

- User research
 - LimeSurvey
- Data warehousing
 - Piwik
- User story writing + testing
 - Gherkin
 - Behat + Webdriver + Selenium + Libraries
 - Travis
- Workflow mapping
 - LibreOffice Draw
- Sprint & backlog management
 - Mantis
 - LibreOffice Online

Thank you



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@phpList



phplist.com



phplist.org

Further reading

- Book: Marty Cagan
- Training:
Scrum Product Owner
- Events:
 - ‘The Product’
 - Product Camp
 - Mind the Product
- Design community:
<https://opensource.design.net>