



# PMDE PROGRAM

**MODULE 4: METHODS FOR UNDERSTANDING USER NEEDS; PROBLEM DISCOVERY &  
OPPORTUNITY ANALYSIS**

**CLASS: PMDE BATCH , MODULE 4**

**SESSIONS 3&4**

The background features a light blue circular pattern of concentric rings. In the four corners, there are decorative circuit-like lines in a darker blue color, consisting of straight lines and small circles, resembling a stylized PCB or network diagram.

**All ideas are opinions..not facts!**

The slide features a background of faint, concentric circles. In the four corners, there are decorative circuit-like patterns consisting of thin blue lines and small circles, resembling a network or data flow diagram.

# OPPORTUNITY DISCOVERY – A HYPOTHESES-DRIVEN APPROACH

- IMPROVE EXISTING PRODUCT OR BUILD A NEW ONE (BLUE-SKY)?



- **Opportunity discovery – applies to both new & existing products**

- A major aspect of product management involves understanding the customers, their needs & problems
- Constantly check and validate that whatever you build next – a new product or a new feature in an existing product – is right for the user/customer
- A scientific approach – ***generate hypotheses*** about the customer needs and how you plan to address them, and validate the hypotheses
- Work in ***iterations***

# FROM BUSINESS GOAL TO PRODUCT GOAL

- **Be specific about the goal** – what is your goal for this product development iteration?
  - E.g., improved customer satisfaction, more customer engagement
- How do you plan to achieve that goal with the product? ( **business goal & customer needs** → **product goal**) (**problem space** <-> **solution space**)
  - **By building a new product (blue-sky opportunity)?** – possibly addressing a need that doesn't exist yet, or approaching the problem in entirely new ways, expanding business into new domains – involves risk
    - e.g., Netflix, Metlife's Infinity
  - **Or by iterating on an existing product?** – iteration not just minor changes, could be a complete overhaul of the product
  - Avoid the pitfalls of focusing on local maxima & local minima

# WAYS TO GENERATE HYPOTHESES

- Various ways to generate opportunity hypotheses, **some of them** are:
  - Identify and prioritize user needs (various approaches)
  - Existing problems identified from metrics
  - Social listening
  - Other tools and templates
  - Using ***quantitative & qualitative*** techniques for the above

# WAYS TO OPPORTUNITY DISCOVERY

- EXISTING PROBLEMS IDENTIFIED FROM METRICS
- USER NEEDS (VARIOUS APPROACHES)
- SOCIAL LISTENING
- OTHER TOOLS AND TEMPLATES

# QUANTITATIVE APPROACH TO FINDING HYPOTHESIS

- **Metrics and analytics** – measuring and analyzing how customers are using the product
  - Identify metrics that are key to your business goal – track the usage by customers
  - Analyze the metrics - many ways
    - (a) segmenting data based on various characteristics;
    - (b) cohort analysis (time-based)
    - (c) User journey/ Funnel analysis – also called ‘workflow’ analysis – observing how the user goes from initiating to completing an action through your product
  - E.g., Google analytics & Mixpanel –popular tools for web & mobile apps
  - Ultimately, the goal is to find a metric(s) worth improving in order to achieve the product & business goals!