GOVERNMENT PRODUCTS DESERVE LOVE TOO

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Software Engineer

Product Advocate / Director / Manager
“Alexa, set the temperature to 68.”
The Island of Misfit Toys Products
What does love look like for a government product?

- Natural adoption
- How they described the product
- How they described team interactions
- How it impacted a user’s workday
What affects love for the product?

How we organize

How we operate

How we focus on the customer
“Outcomes define what we want to achieve for people in our community.”

— Jonathan Golden
New Enterprise Associates

Quote from First Round Review’s “The Power of the Elastic Product Team – Airbnb’s First PM on How to Build Your Own
Organization

- Define customer experiences/outcomes, not projects
  - *Product teams form as a result*

- Responsible for entire product lifecycle
  - *Discovery, Development, Delivery, Validation, and Iteration*

- Establish stronger expertise in product, users, and system
Size Does Matter

- Shoot for less mass
- Smaller teams are closer to the user by default
- Smaller teams’ secret weapon: cheap and fast change
A Product Team
“Customer experience is the product of interactions between an organization and a customer over the duration of their relationship.”
Pivot from Business Analysts to Customer Experience Representatives (CXers)

Establish CXers daily routine to frequently engage with their customer segment

Introduce Continuous Discovery to grow customer and product knowledge
  - Feedback
  - Issues
  - Enterprise Engagement
“Agile died while you were having your standup.”

— Nate Walkingshaw
PluralSight Chief Experience Officer

Quote from Mind the Product’s “Agile Died While You Were Having Your Standup”
Execution

- Establish more product focus, less process focus
- Empower and streamline wherever possible
- Encourage collaborative design
Feedback
Issues
Milestones
Tech Debt

A Product Team
Embrace Your Feedback

- Avoid abyss for user feedback
  - ‘You are now #18,785’
- Act on feedback with personal attention
- More Trust -> More Feedback -> Better Product
## Decision Matrix

<table>
<thead>
<tr>
<th>Requirement Size</th>
<th>Decision Maker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (Hours-Days)</td>
<td>Product Team</td>
</tr>
<tr>
<td>Medium (Days-Weeks)</td>
<td>Product Manager / Stakeholders</td>
</tr>
<tr>
<td>Large (Weeks-Months)</td>
<td>Product Manager / Senior Stakeholders</td>
</tr>
</tbody>
</table>
Embrace Your Issues

- Product team is responsible for user problems

- CXers address majority
  - No team member is exempt

- Excellent source to fundamentally understand your users
Capitalize on the Market

- Foster relationships
- Get out of the office
- User community isn’t hidden
- User community naturally wants to help
POISON HELP!
1-800-222-7222
Components of Product Roadmaps

- **Vision**
  - *Align with the future that you’re pursuing with your product*

- **Business Objectives**
  - *Identify the outcomes your product will achieve*

- **Timeframes**
  - *Offer general prioritization and timing*

- **Disclaimer**
  - *Illustrate that change will come*

- **Themes**
  - *Organize problems, needs, and objectives*
Now

Outcome 1
Description/outline to be met for Outcome 1

Outcome 2
Description/outline to be met for Outcome 2

Near Term

Outcome 3
Description/outline to be met for Outcome 3

Outcome 4
Description/outline to be met for Outcome 4

Long Term

Outcome 5
Description/outline to be met for Outcome 5

Outcome 6
Description/outline to be met for Outcome 6

Product Team 1

Product Team 2

Product Team 3

* Subject to change
“The biggest factor in a reputation is firsthand experience.”

— Matt Watkinson

Methodical Chief Executive Officer
Give Love to Get Love

- Think like an entrepreneur
- Be decisive. Don’t fear failure.
- Be passionate
  - *It (or lack thereof) will be evident in your product*
  - *Passion can’t be faked*
Let’s Connect!

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