



Pragmatic Product Chat

We'll be starting soon ...

- We welcome your participation.
- Please display your name on screen.
GO TO: Participants > Hover over your label > Rename
- Ask questions in the chat window for Jim and Amy to answer at the end.

Brought to you by the PAC



#AskThePAC

rkalogeris@pragmaticinstitute.com





LEVERAGE THE
POWER OF DESIGN

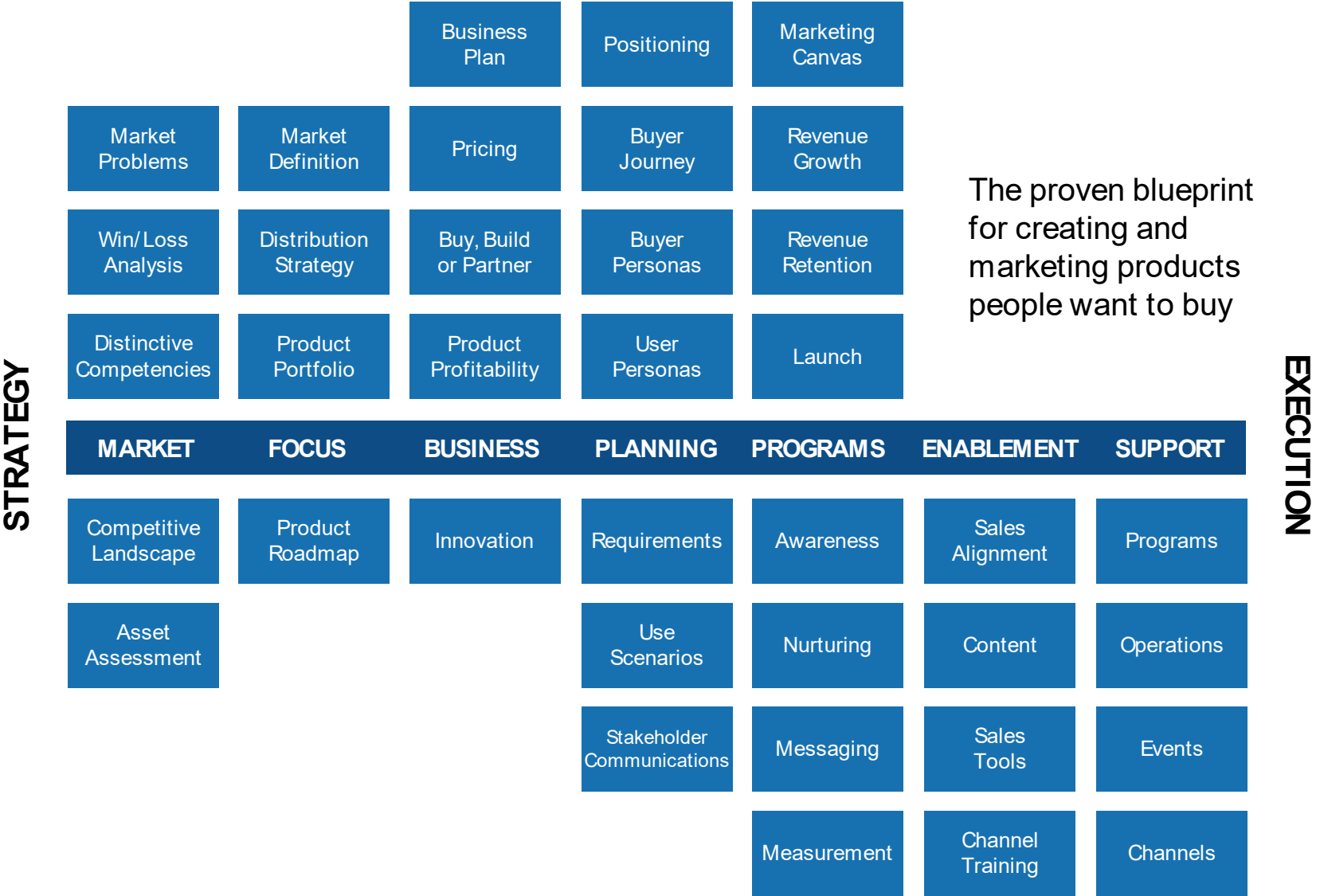
Amy Graham
Instructor, Pragmatic Institute

Jim Dibble
Design Practice Co-Director, Pragmatic Institute

What We'll Discuss Today

- Breaking down the walls between functions
- Understanding the product and design ecosystems
- Partnering on personas
- Working toward a common goal
- And more!

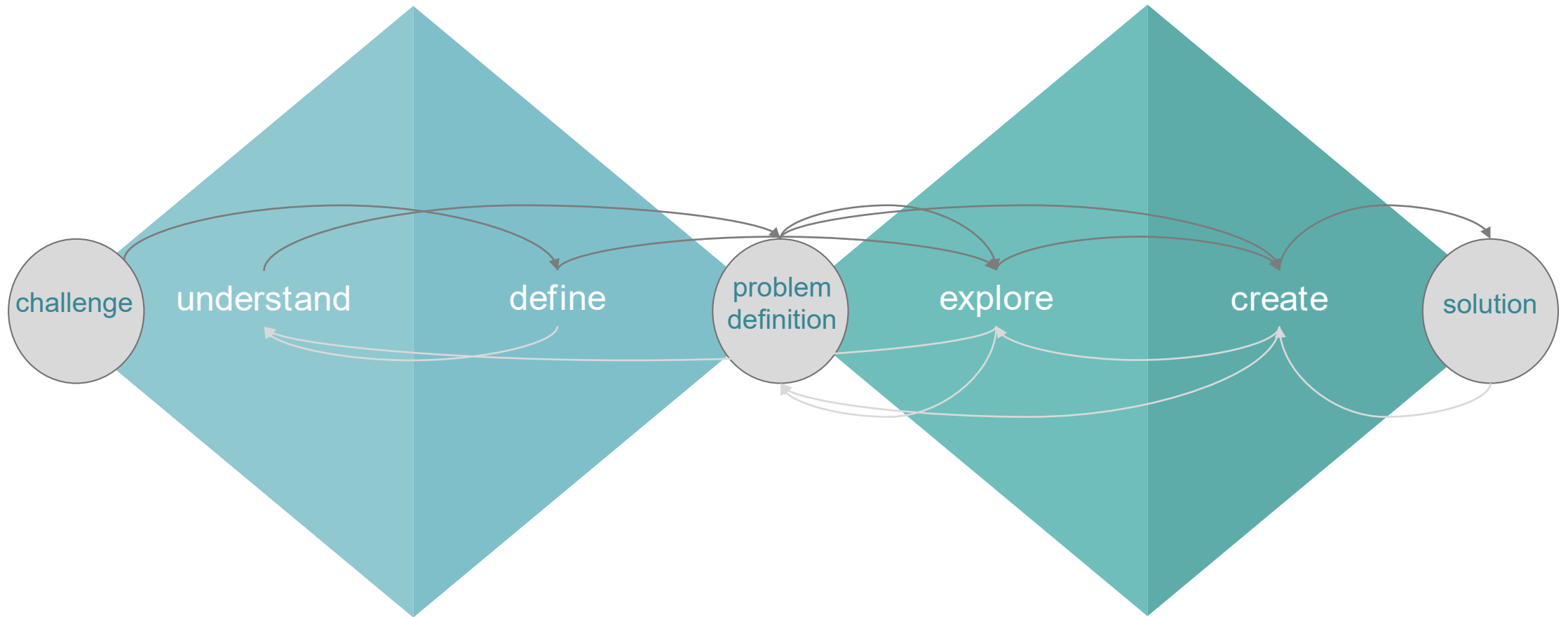
Pragmatic Framework™



Design Process

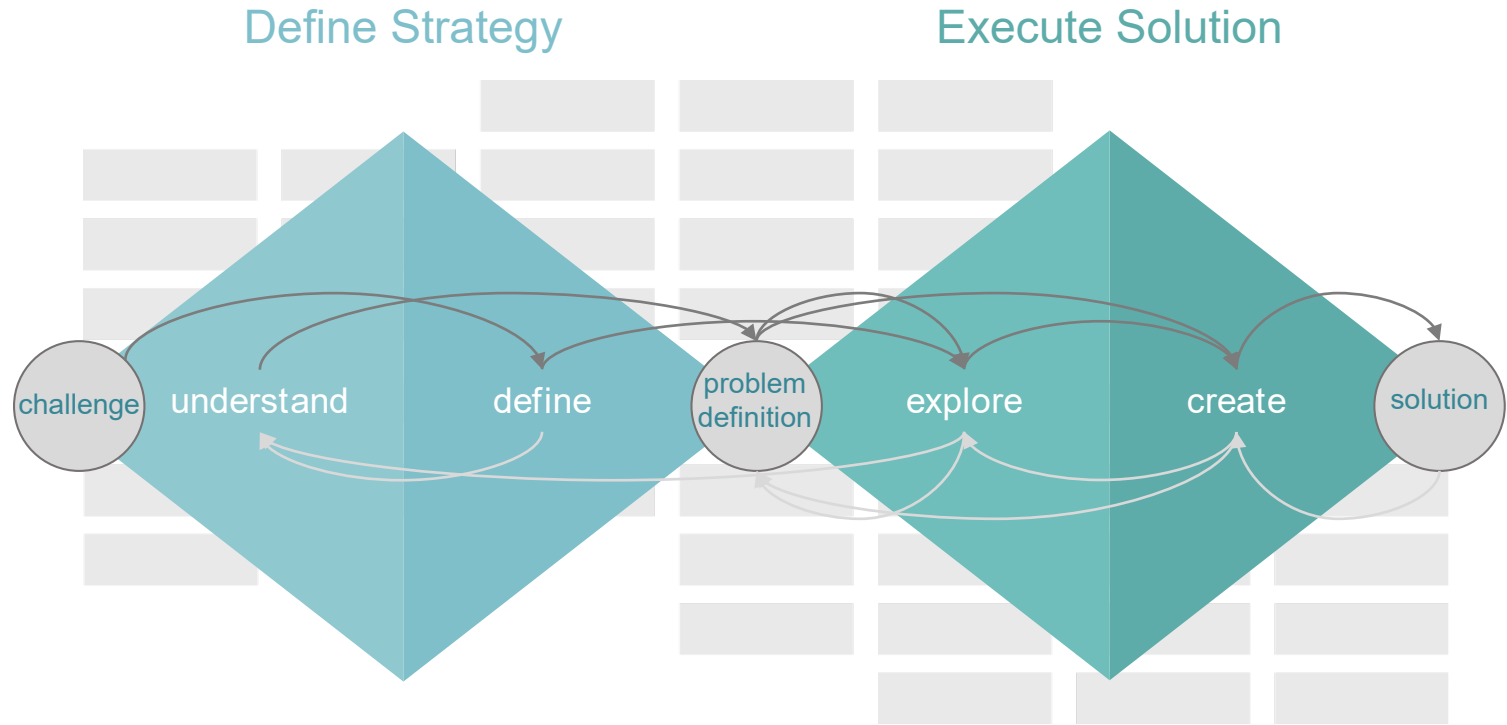
Define Strategy

Execute Solution

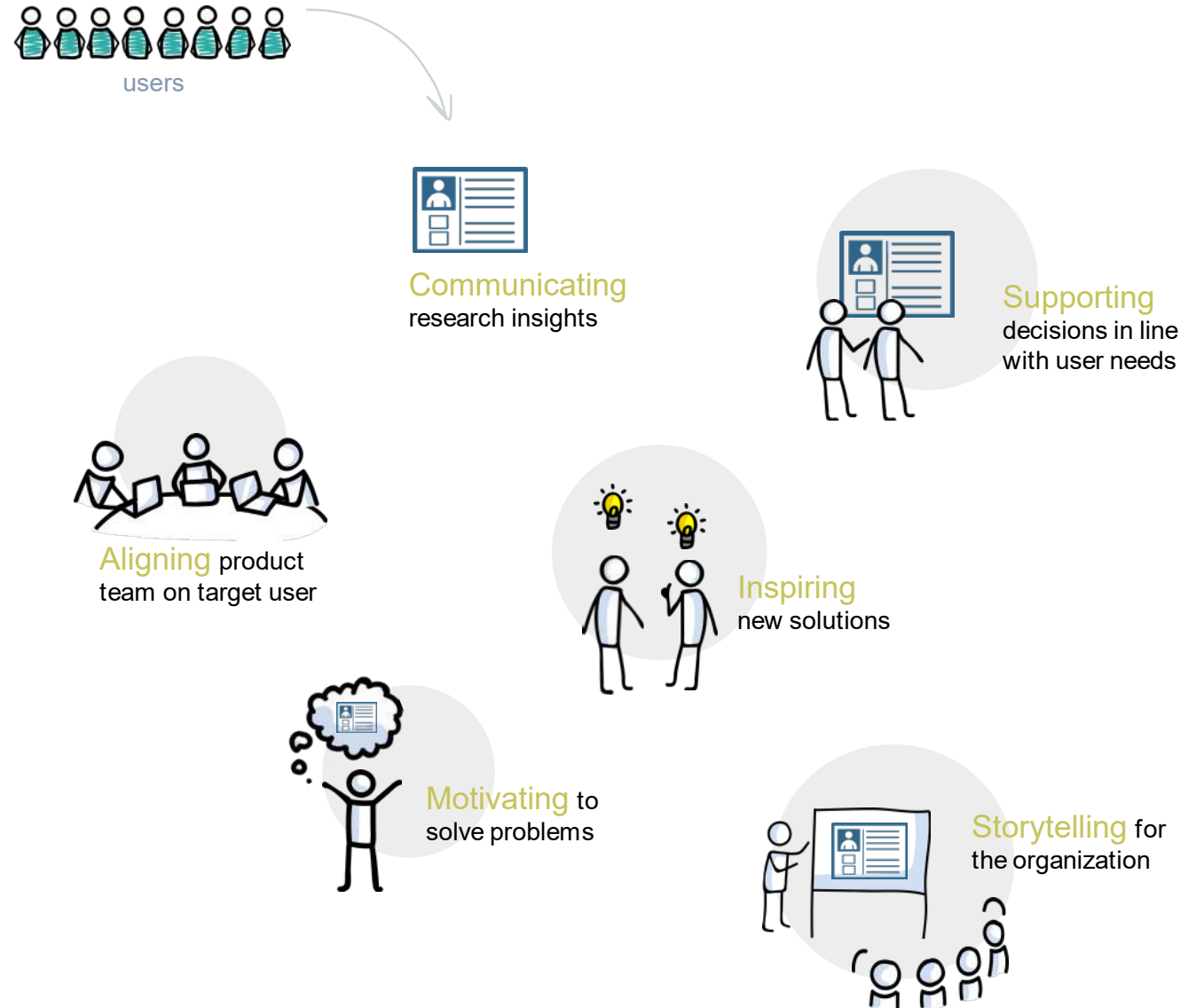


Design





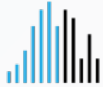
can and should happen across the product lifecycle.



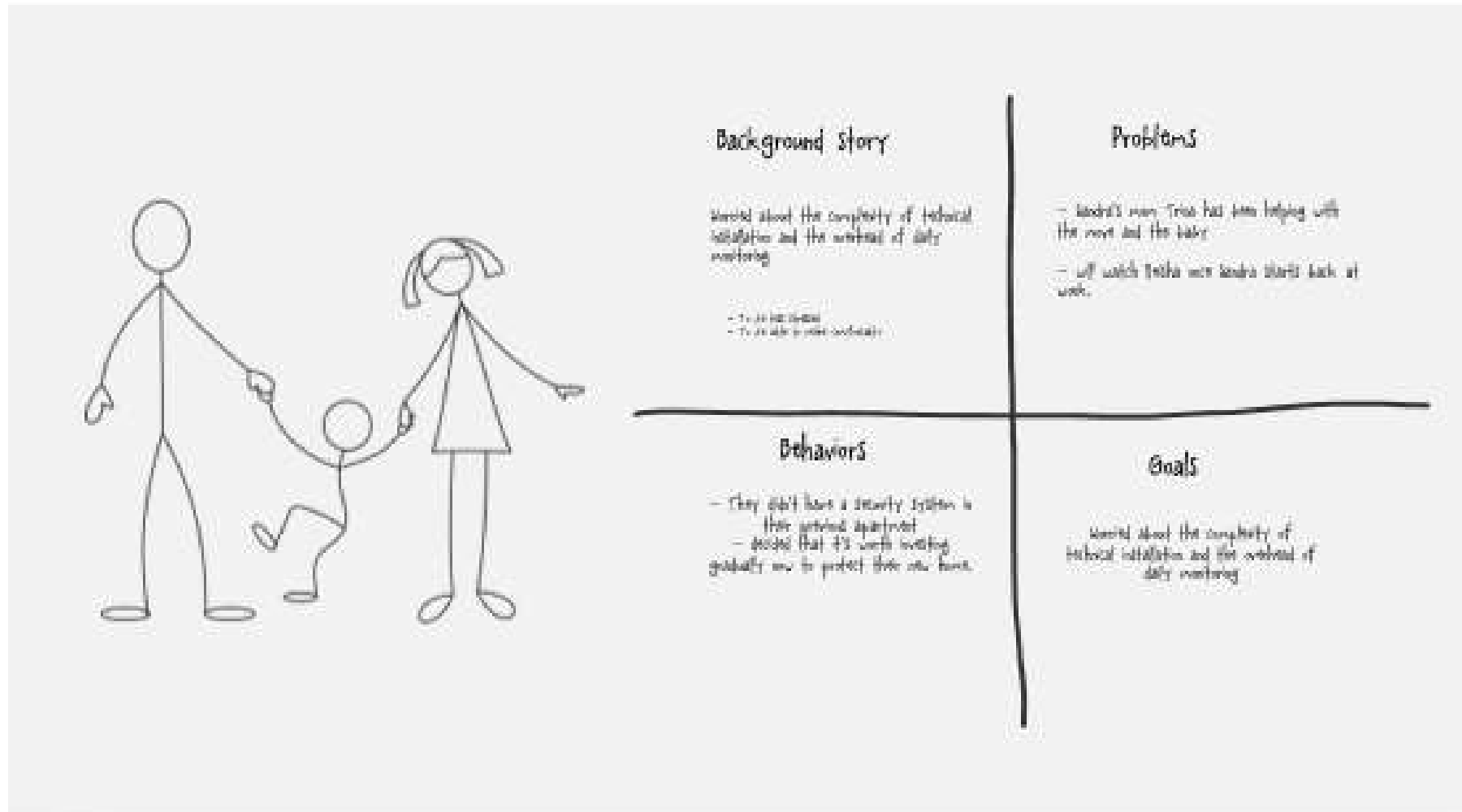
What are user personas good for?



User Persona

 <p>Name</p> <hr/> <p>Relevant demographics</p> <hr/> <hr/> <hr/> <p>Quote</p> <hr/> <hr/>	<p> Problems</p> <hr/> <hr/> <hr/> <hr/> <hr/> <p> Goals</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p> Background story</p> <hr/> <hr/> <hr/> <hr/> <hr/> <p> Behaviors</p> <hr/> <hr/> <hr/> <hr/> <hr/>
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Provisional User Persona





Register for courses needed to graduate

Once each term, Sarah must pick courses for the next term. She's trying to graduate on time, but it's difficult to analyze the choices and degree requirements—and she's chosen wrong before.

Reframing the Problem

How Might We... statements

HMW... enable Sarah
to plan all the way to graduation?

HMW... help Sarah
to choose classes that fit in her schedule?

HMW... give Sarah
a clear understanding of her graduation requirements?

HMW... help Sarah
to feel a sense of enjoyment when she selects her classes?

NEW COURSE!

Product Meets Design.

As a product professional, you know the importance of being market-driven. But being the messenger of the market means understanding the *entire* customer experience.



DESIGN



Pragmatic Product Chat

JAN 28

1:30 ET

Coming up:

Agile Product Management

Understanding the tension and opportunity of Product Ownership from a Product Managers perspective

DAVE WEST

CEO and Product Owner, Scrum.org

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