productcamp

BIR (Benefits, Issues, Risks)
Product focused on consumers

Railsware

About me

Yevgen Tsvetukhin

Product manager at Railsware

3 years of QA experience

5 years of product management experience

- Multiple 2-5 ppl products
- 2 years 15-25 ppl product

Strategy, HR, Fin, Sales

What we will be talking about?

Why most of the products on the market are useless for people?

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What we will be talking about?

How to focus your product on consumers and make people use it?

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What we will be talking about?

About our method —
BIR (Benefit, Issue, Risk)

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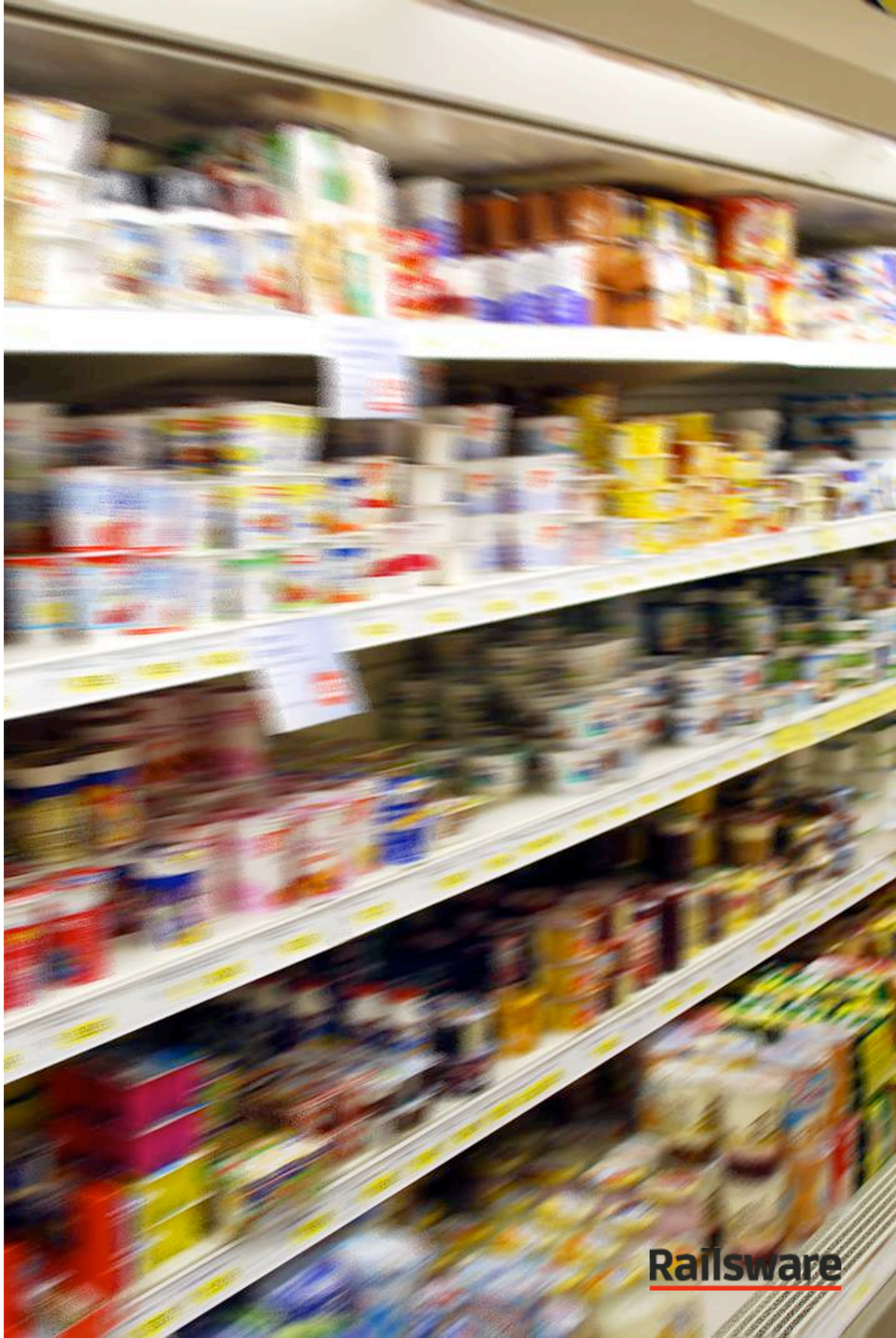
#b All Products must be made for Consumers

Market has so many bad/ failed products, so it looks like most of the products made for nothing :)



Why is it so hard?

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Main #Issue of Software Products

#i Everyone is thinking using solutions(features)

#i Consumers want new features.

#i Dev Team implement features they like and usually that Consumers don't need.

Other Issues of Software Products

#i Consumers don't need features and use few of them.

#i New redesign makes app even worse or non-usable.

#i New feature is ignored by consumers.

#i People come once and never get back.

#i There are needed features, but implemented in the wrong way.

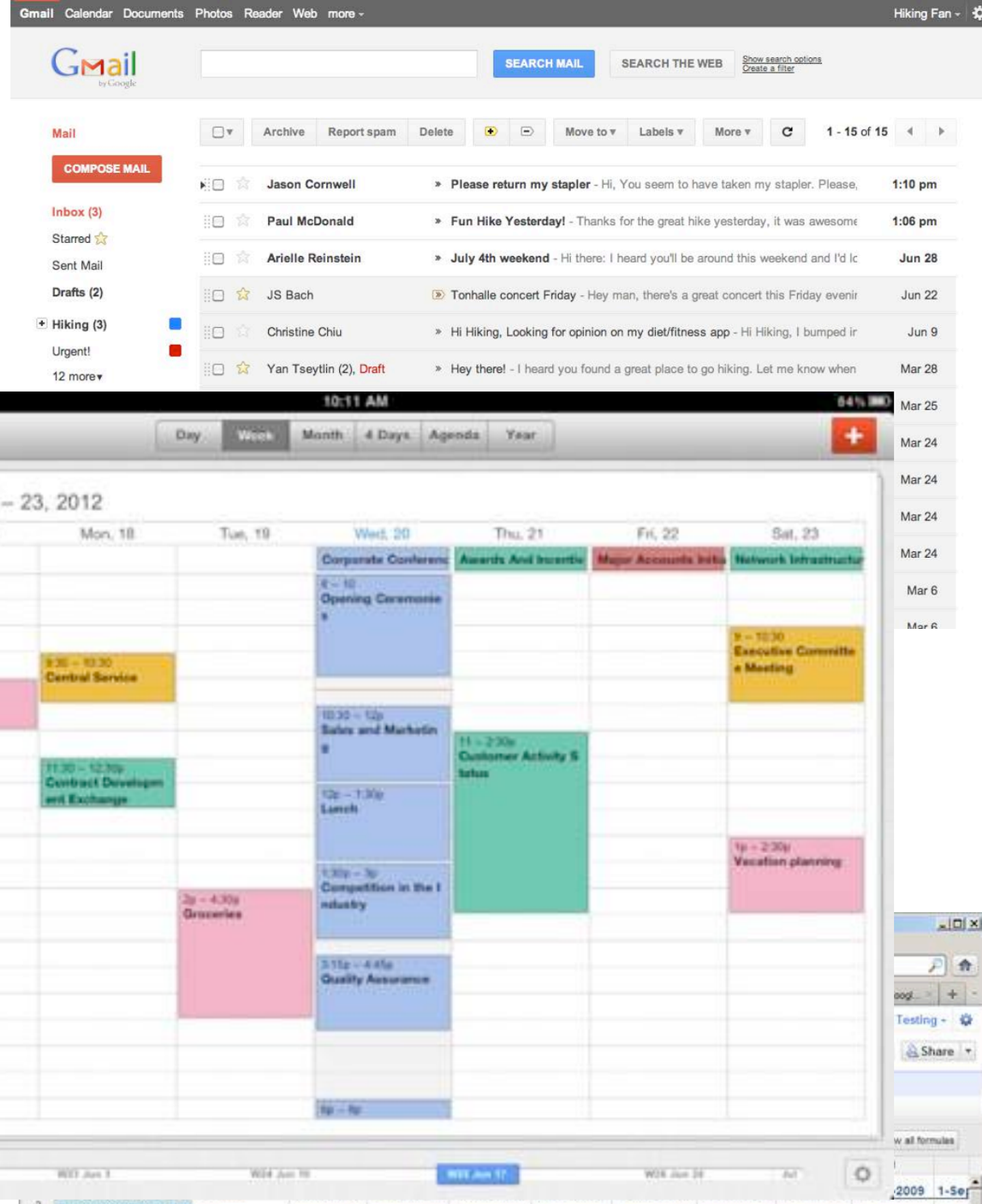
What people need

Get additional #Benefits

Resolve their #Issues

Mitigate #Risks

BIR



Focus Product on Consumers

Do you know for whom you are building your product? :)

Do you really understand issues of your consumers?

Do you understand what features consumers need and why?

How?

Process:

#1 Consumers!

#2 BIRs around Consumers

#3 Prioritize BIRs

#4 Solutions

#1 Consumers!

Real people or group with their role/title/traits.

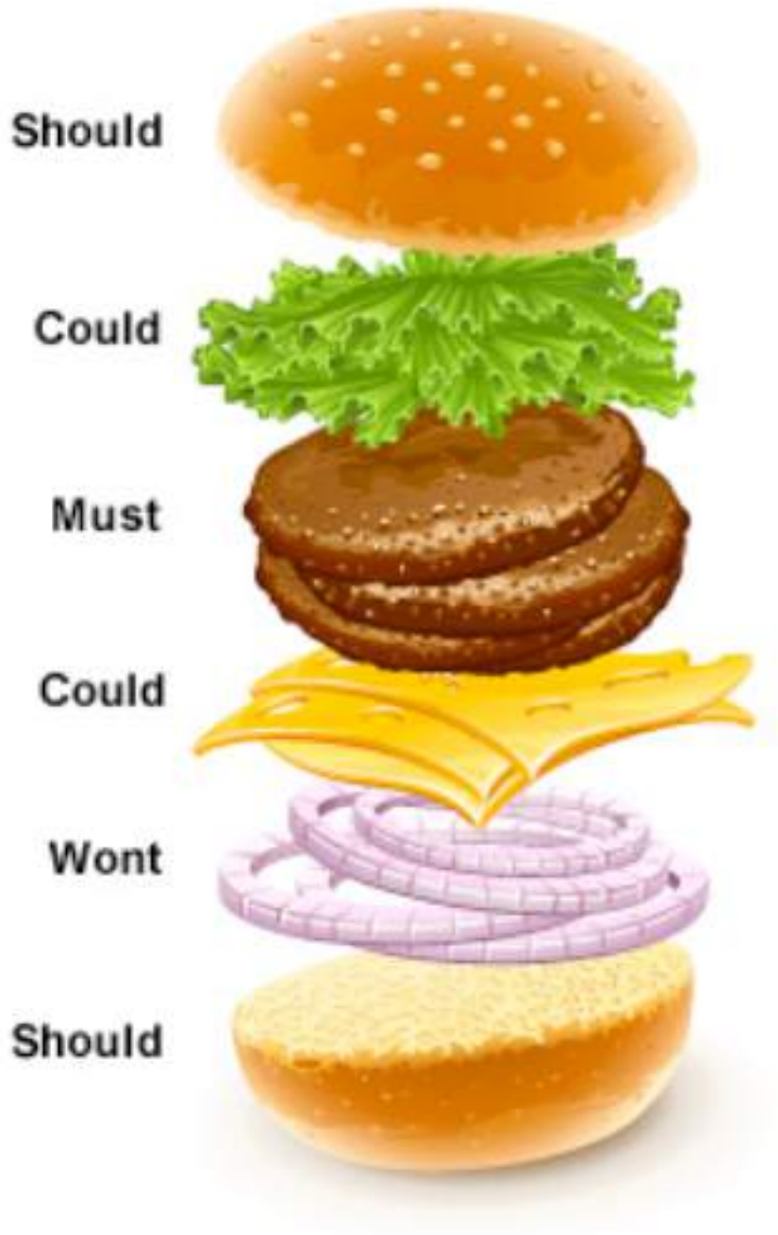
This will show how good you know your consumers.

#2 BIRs around Consumers

Focus on one consumer at a time and write down his benefits/issues/risks in the context

#3 Prioritize BIRs

Set MoSCoW priority for every item



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#4 Solutions

Team can discuss how solutions/features cover Musts of BIRs.

Maybe find bugs, maybe add new ideas, maybe reject solutions. who knows :)

Every solution has it’s own BIRs

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BIR of BIR?

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BIR of BIR?

#b Consumer Focus

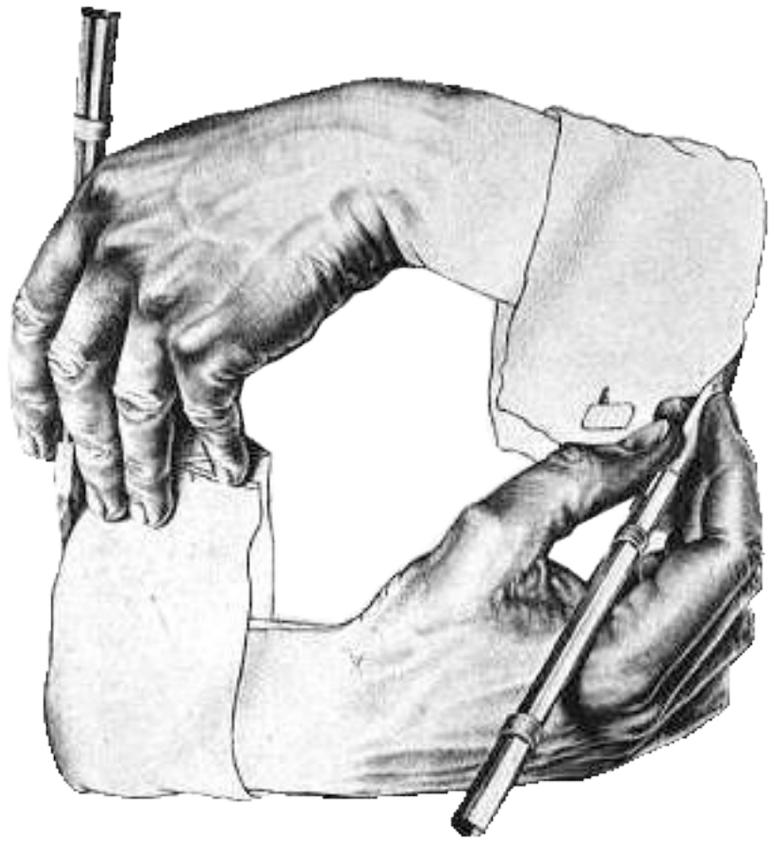
#b Full Picture of domain

#b Team sync on what we do, for whom and why

#b Universal

#b Simple Structure

#b Solutions come later



BIR of BIR?

#i Session requires a lot of focused time by the team

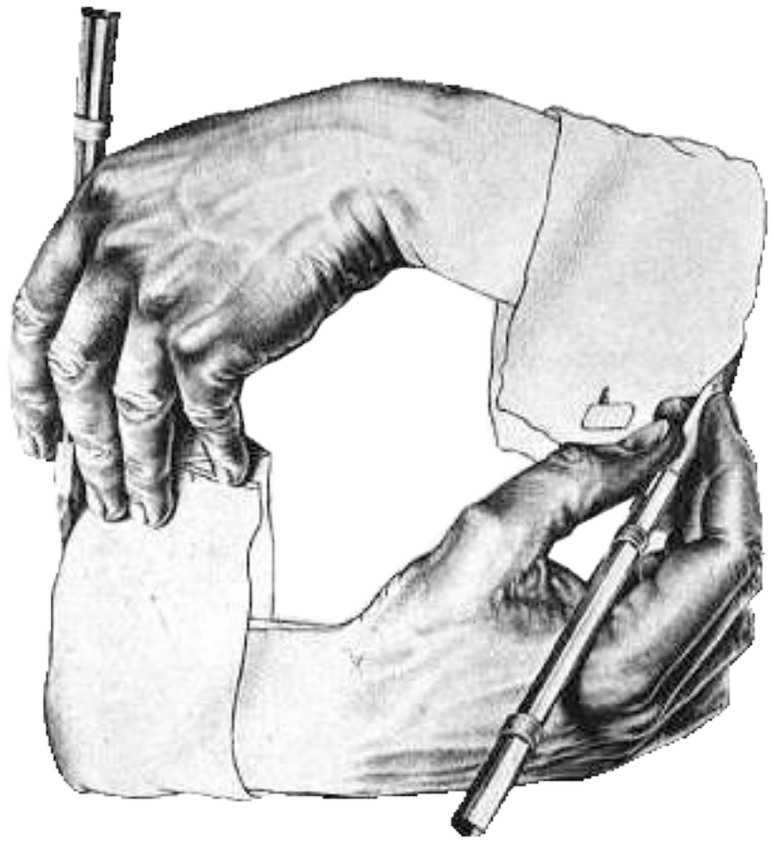
#i Often hard to prioritize

#i Very big context hard to compare with solutions

#i Hard to maintain in the future

#r A lot of similar techniques and nothing new from the first look

#r It’s still subjective and does not guarantee success



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Existing methods

SWOT analysis, 5Whys, Ishikawa diagram, 4-quadrant matrix, Personas analysis, PDCA (plan-do-check-act), COBIT, DMAIC (Define, Measure, Analyze, Improve and Control), TRIZ, MECE principle, Case analysis, Brainstorming, Epiphany, Risk-Benefit analysis, User Centric Approach.

Their issues

They collect everything ideas, solutions, issues, risks, benefits and sometimes w/o priority

Most of methods are not people/consumers focused

Final decision is made on feelings/experience

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#i & #r that limit us

#i Lack of domain knowledge (practical subject matter)

#r No-one in the team will be real consumer, so you need to pretend behavior and way of thinking

#r Lack of talent in the team (biz, pdm, ui, dev) will result in bad product

Real life examples

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HIGH
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Thank you

Check us out

http://railsware.com

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