

# productcamp

От 'feature factory' и 'я PM – я так вижу'  
к осознанному родамэпу и оценке фичей в деньгах  
или



**Анастасия Шишова**

# РАЗМИНКА



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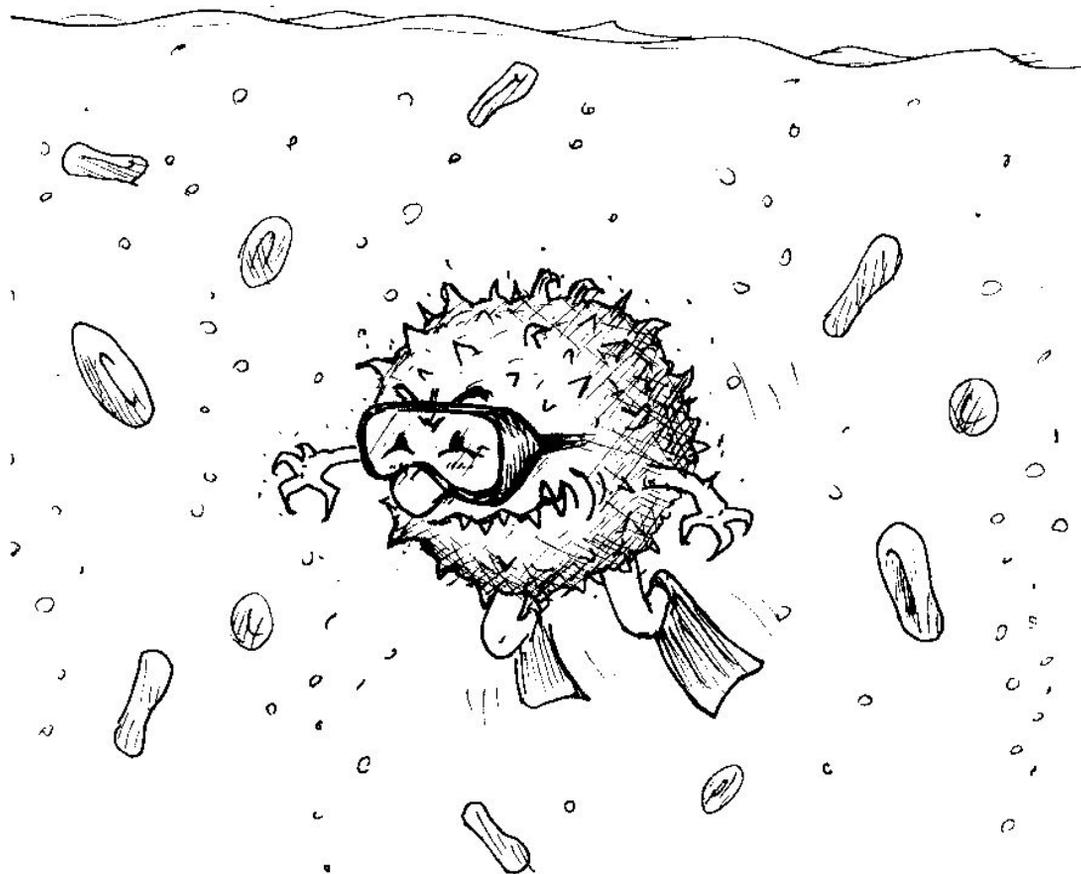
аналитик / проджект / продакт?



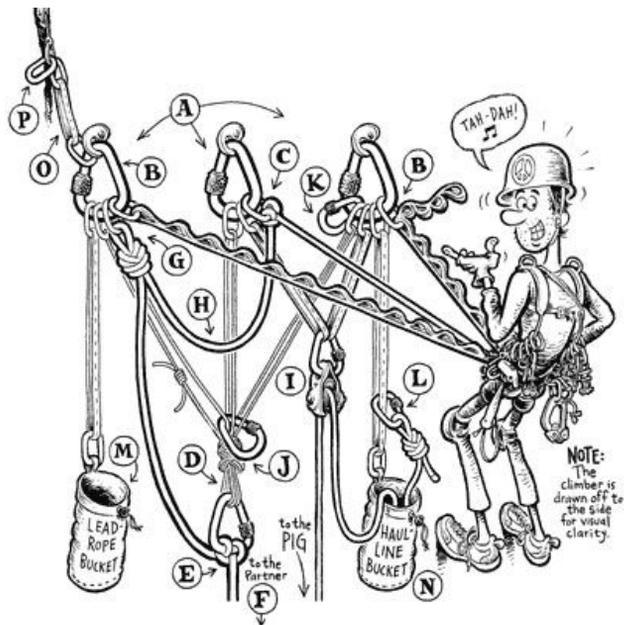
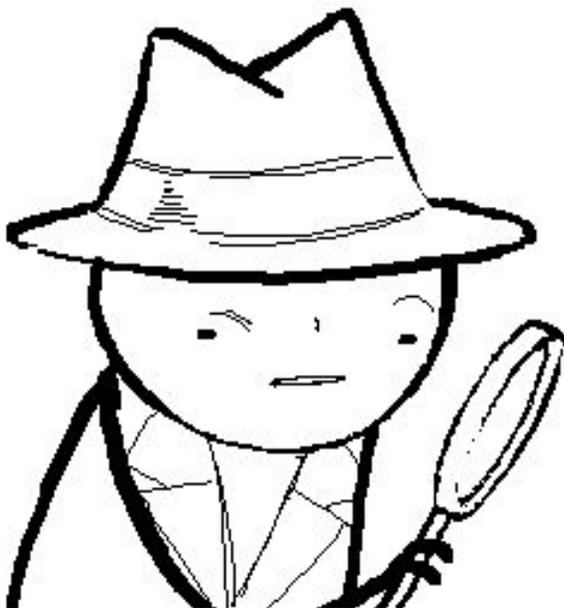
ex: аналитик / проджект / продакт

# ЗАЧЕМ Я ЗДЕСЬ?

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# НАПЛОДИЛИ ФИЧЕЙ... АНАЛИЗИРУЕМ...



**А МЕТРИКИ НЕ РАСТУТ**

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# DATA & EXPERIMENTS vs PRODUCT VISION



# ВОЙНА и ОТРИЦАНИЕ



**МИР = ICE**

# ГАРМОНИЯ и ОТКРЫТОСТЬ К ИДЕЯМ

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# ВСЕ ИДЕИ В БЭКЛОГ!

## B2C -- New Requests -- RU

<i>Filled in by BOs/Submitters</i>						
Feature	OKR	Submitted by	BO	Date	I', k\$	Biz Case
API integration with third party partners loyalty programs +	Other	RU team	RU	4.06.18		<a href="#">Asana link</a>
A/B remove KM on arrival, leaving only estimated time	Fundamentals	RU team	RU	4.06.18		<a href="#">Asana link</a>
Show estimated time of a ride on ordering screen	Fundamentals	RU team	RU	4.06.18		<a href="#">Asana link</a>
add tips menu on the final screen of the ride (where user put rating)	Other	RU team	RU	4.06.18		<a href="#">Asana link</a>
Order attributes (child seat, RU yellow badge, pet support) to minimize ne	Other	RU Ops	RU	4.06.18		
Agreement between driver of BV classes and a passenger	Other	Gleb Mironov	RU	1.06.18		
Inform Driver when Rider is approaching to the car	Fundamentals	RU team / Dmitry Ga	RU	1.06.18		
Show the status of the customer's flight	Other	RU team / Dmitry Ga	RU	1.06.18		
Meeting a Rider "with a sign" (usually airport rides)	Other	RU team / Dmitry Ga	RU	1.06.18		
The ability to change setting for Gett Comfortable by classes	Other	RU team / Dmitry Ga	RU	1.06.18		
Drivers not to call Riders upon arrival	Fundamentals	RU team / Dmitry Ga	RU	1.06.18		
Upsell to more expensive class	Efficiency	RU team / Dmitry Ga	RU	1.06.19		
Back and forth rides	Other	RU team / Dmitry Ga	RU	1.06.20		
Family ticket- monthly budget for all family	Winning FR	RU team / Dmitry Ga	RU	1.06.21		
<b>New Requests</b>						

IMPACT – СКОЛЬКО ДЕНЕГ ПРИНЕСЕТ?

CONFIDENCE – НАСКОЛЬКО УВЕРЕНЫ?

EFFORT – СКОЛЬКО ДЕНЕГ ПОТРАТИМ?

# PACNET ICE

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ICE = Impact \* Confidence \* Ease

*Sean Ellis*

**ICE = Impact \* Confidence – Effort**  
Gett 

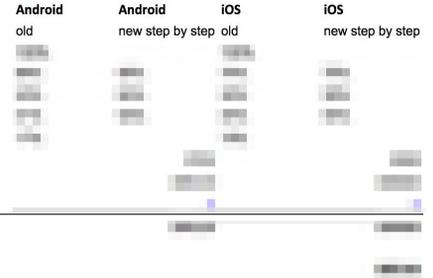
RICE =  $\frac{\text{Reach} * \text{Impact} * \text{Confidence}}{\text{Effort}}$



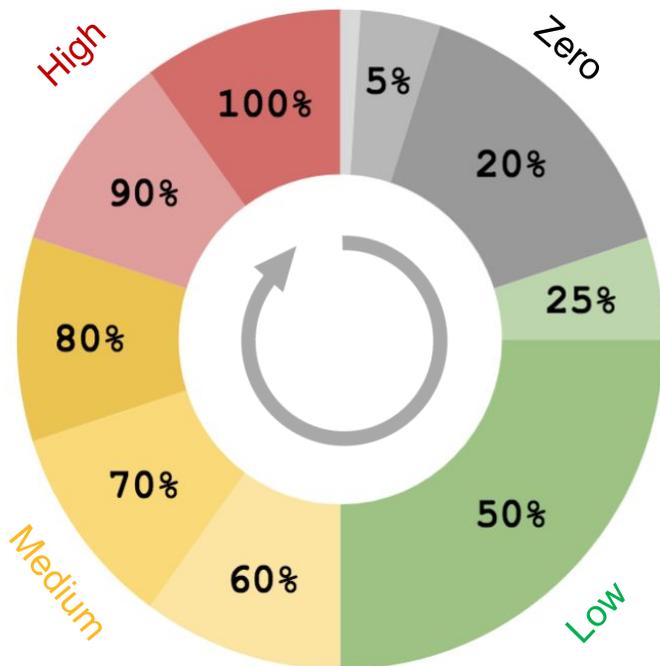
# IMPACT

FEATURE NAME	FEATURE !	
Roadmap name	B2C	
Head of Product	Itamar F	
BA evaluated biz case	Anastasia S	
BOs	RU	
	UK	
	IL	
	Global	
Impact total	100 000	
RU		
UK		
IL		
ASSUMPTIONS		

Event name  
 main\_screen|screen\_appears  
 order\_confirmation\_screen|screen\_appears  
 order\_confirmation\_screen|add\_destination|clicked  
 order\_confirmation\_screen|order\_now|button\_clicked  
 NC  
 Delta rides per week  
 Delta rides per year  
 Margin per ride, \$  
 Effect per year  
 Total effect



# CONFIDENCE

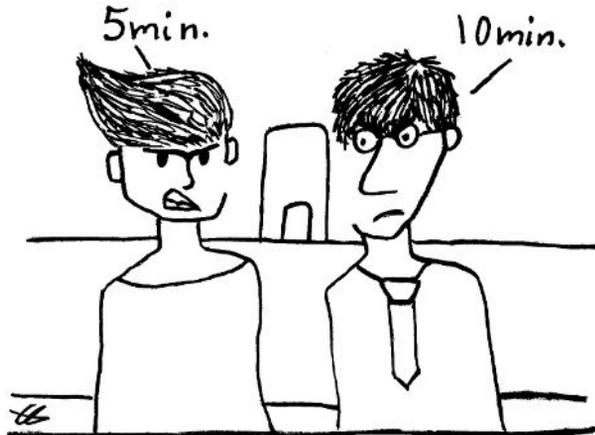


- Ценное мнение
- 10 человек поддержки
- Есть у конкурентов
- Фокус-группа, CusDev
- Данные / Опрос N > 100
- Тест 80% SL
- Тест 85% SL
- Тест 90% SL
- Тест 95% SL
- Launch/MVP

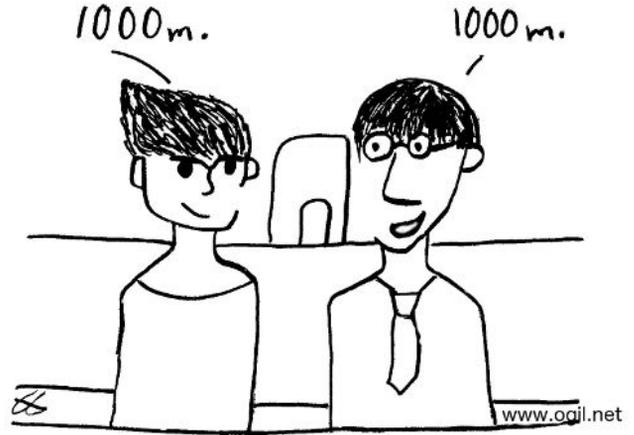
# ESTIMATION

STORY POINTS \* \$

(Days)  
How long does it take to run to the house?



(Story Points)  
How far is the house away?



# ICE ROADMAP

## B2C -- PARKING LOT -- OKR VIEW

General: Sorted by ICE	
Feature	ICE
Feature 10	1000
Feature 2	500
Feature 5	300
Feature 4	200
Feature 3	100
Feature 6	50
Feature 7	1
Feature 8	-100
Feature 9	-300
Feature 1	-1000

OKR 1	
Feature	ICE
Feature 10	1000
Feature 5	300
Feature 8	-100
Feature 9	-300
Feature 1	-1000

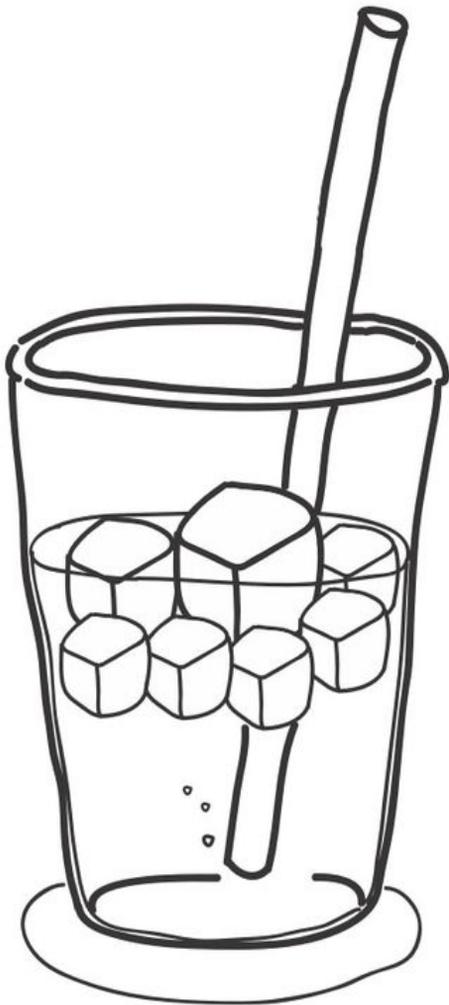
OKR 2	
Feature	ICE
Feature 2	500
Feature 7	1

OKR 3	
Feature	ICE
Feature 4	200
Feature 3	100
Feature 6	50



ICE on FIRE



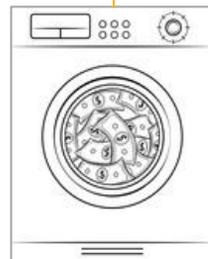


## ICE УЧИТ...

- Каждый может предложить идею
- Продукт ❤️ Аналитика
- Feature Factory >> Осознанность
- Продукт – это про деньги
- Формат дискуссии со стейкхолдерами
- Тесты из 💩 и палок

# В СЛЕДУЮЩИХ СЕРИЯХ...

Непрерывный ICE



Winners



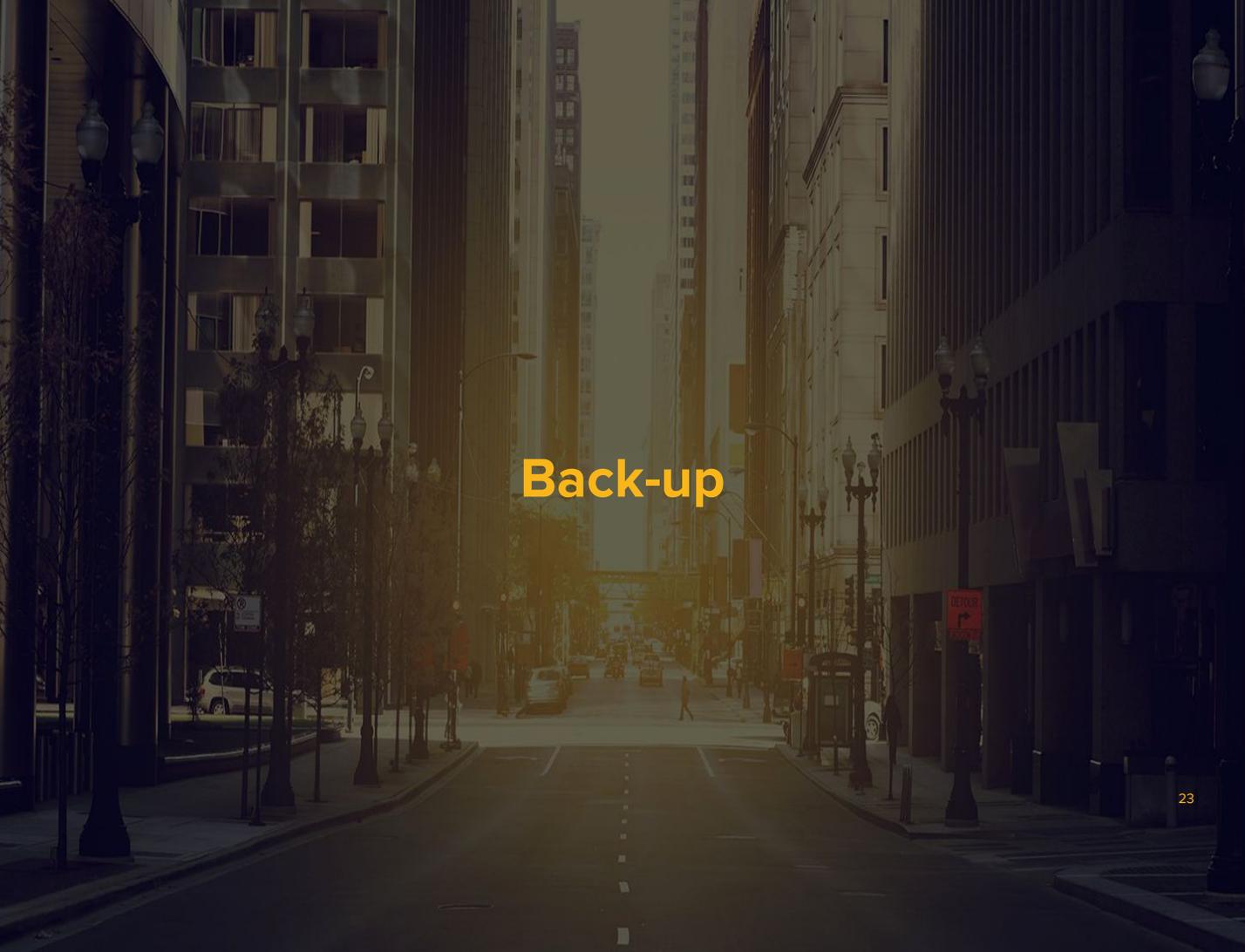
A photograph of two people sitting at a desk in a modern office or study environment. The person on the left is wearing a maroon hoodie and is shaking hands with the person on the right, who is wearing a white shirt. On the desk, there is a computer monitor displaying a website, several books, a blue mug, and a small potted plant. The background features large windows with greenery outside. The word "ИГРА" is overlaid in yellow text in the center of the image.

**ИГРА**

**Спасибо за внимание!**

**@ashishova**

**<http://fb.com/mypage.ru>**



**Back-up**

# УБИВАЯ НЕОПРЕДЕЛЕННОСТЬ ШАГ ЗА ШАГОМ

