Adopting the Product Operating Model

MODULE 2

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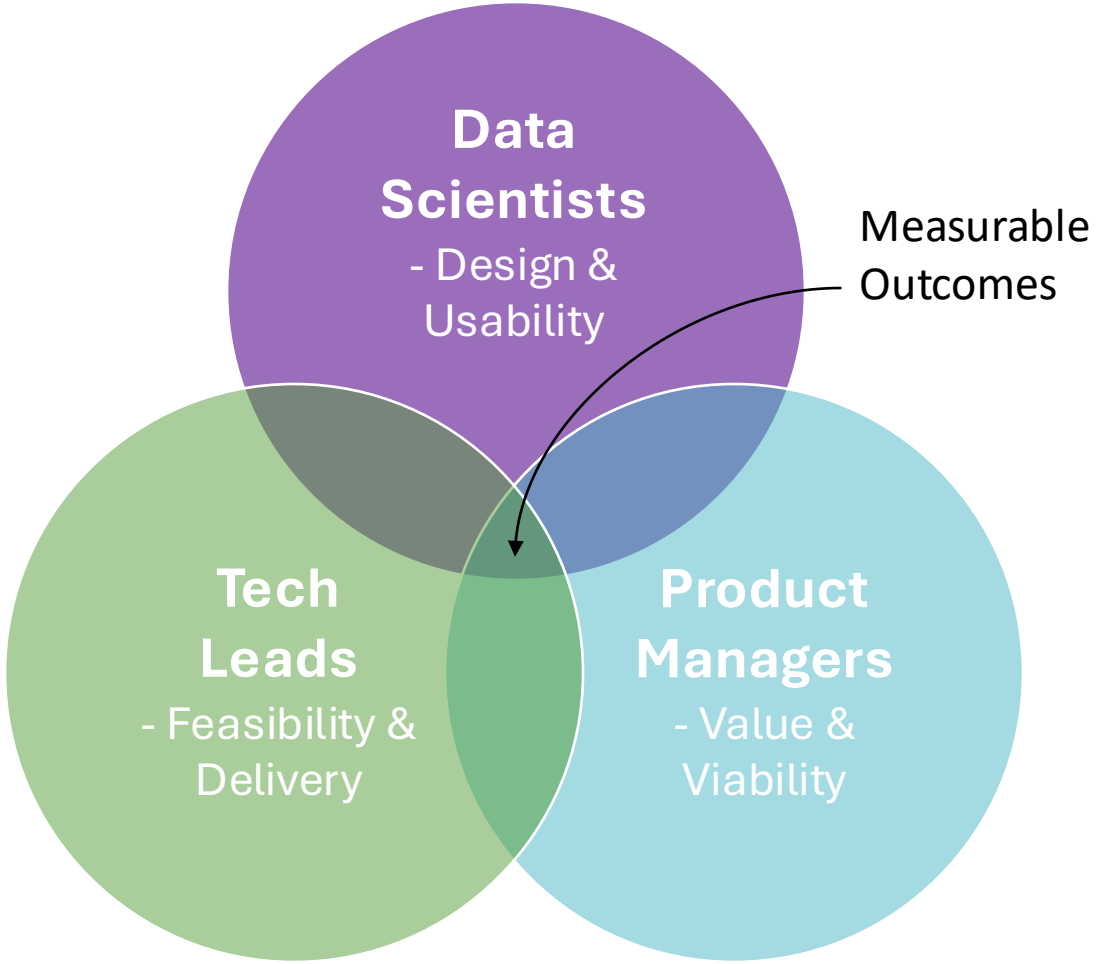
Module 2

Key Takeaways:

- Understand the Product Operating Model and how it organizes teams around delivering value, viable products and measurable outcomes.
- Learn the unique roles and responsibilities of Product Managers, Data Scientists, Tech Leads and Product Leadership in managing AI products effectively.



Source: Silicon Valley Product Group

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What is the Product Operating Model?

Source: Silicon Valley Product Group

How Products are Built:

- Respond quickly to customer needs
- Detect problems, often before their customers do
- Prove that new capabilities deliver the necessary value

How Problems are Solved:

- *Valuable* – the customer will buy or choose to use
- *Usable* – the user will be able to figure out how to use
- *Feasible* – the engineers know how to solve with the time, technology, data and skills on the team
- *Viable* – the solution will work for the business in terms of constraints in marketing, sales, finance, service, legal and compliance

Deciding Which Problems to Solve:

- *Customer-Centric Product Vision* – a strong, compelling product vision that is customer focused. The product vision describes the future that the company is trying to create.
- *Insight-Driven Product Strategy* – identifies the most critical problems that need to be solved to deliver on the business and make progress towards the product vision.

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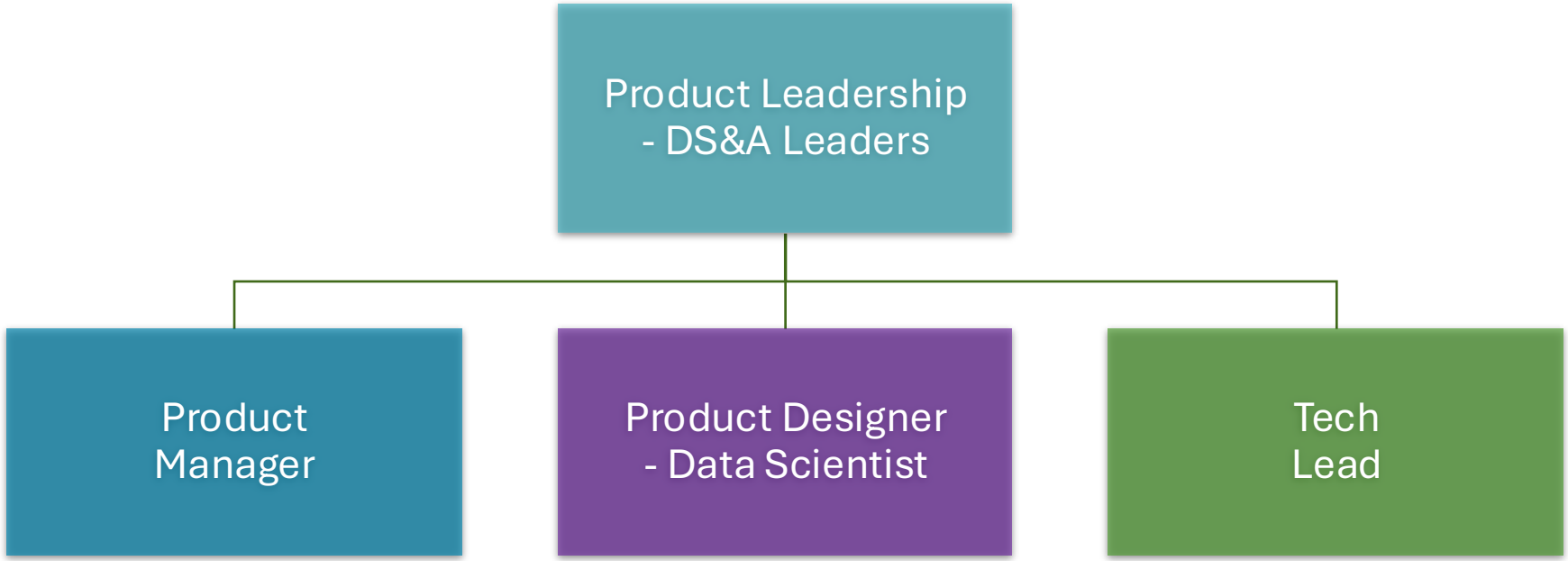
Roles in the Product Operating Model

Source: Silicon Valley Product Group



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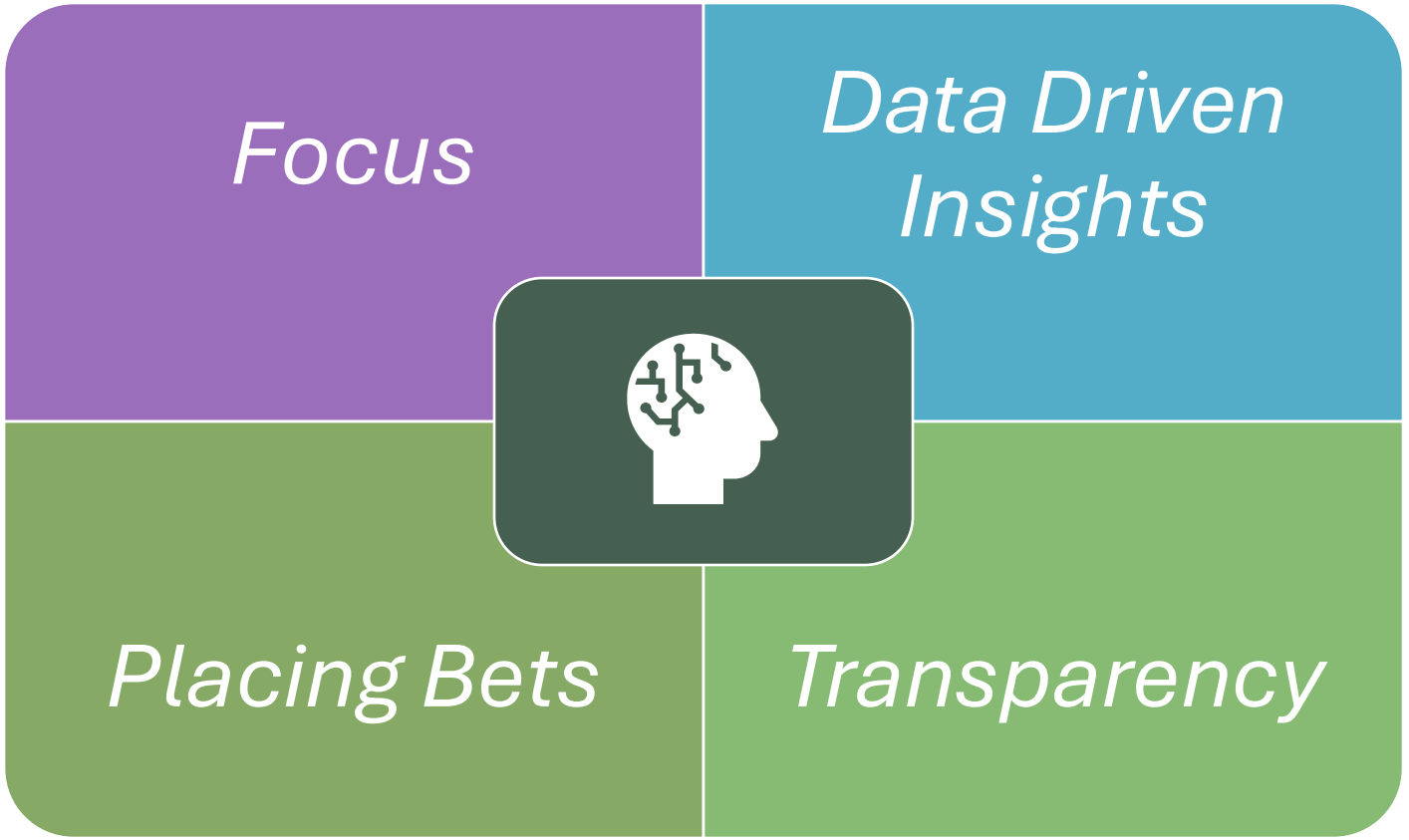
Principles of the Product Operating Model

Source: Silicon Valley Product Group



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Methodology Comparison

SVPG: Product Operating Model

Strategy

- Focus
- Data Driven Insights
- Transparency
- Placing Bets

Discovery

- Validate Problems
- Assessing Risks
- Design & Testing
- Solution

Deployment

- Engineering
- Rapid Deployment
- Monitoring & Measurement

CRISP-DM

Business Understanding

- Determine business objectives
- Assess situation
- Determine data mining goals
- Produce project plan

Data Understanding

- Collect initial data
- Describe data
- Explore data
- Verify data quality

Data Preparation

- Select data
- Clean data
- Construct data
- Integrate data
- Format data

Modeling

- Select modeling techniques
- Generate test design
- Build model
- Assess model

Evaluation

- Evaluate results
- Review process
- Determine next steps

Deployment

- Plan deployment
- Plan monitoring & maintenance
- Produce final report
- Project review

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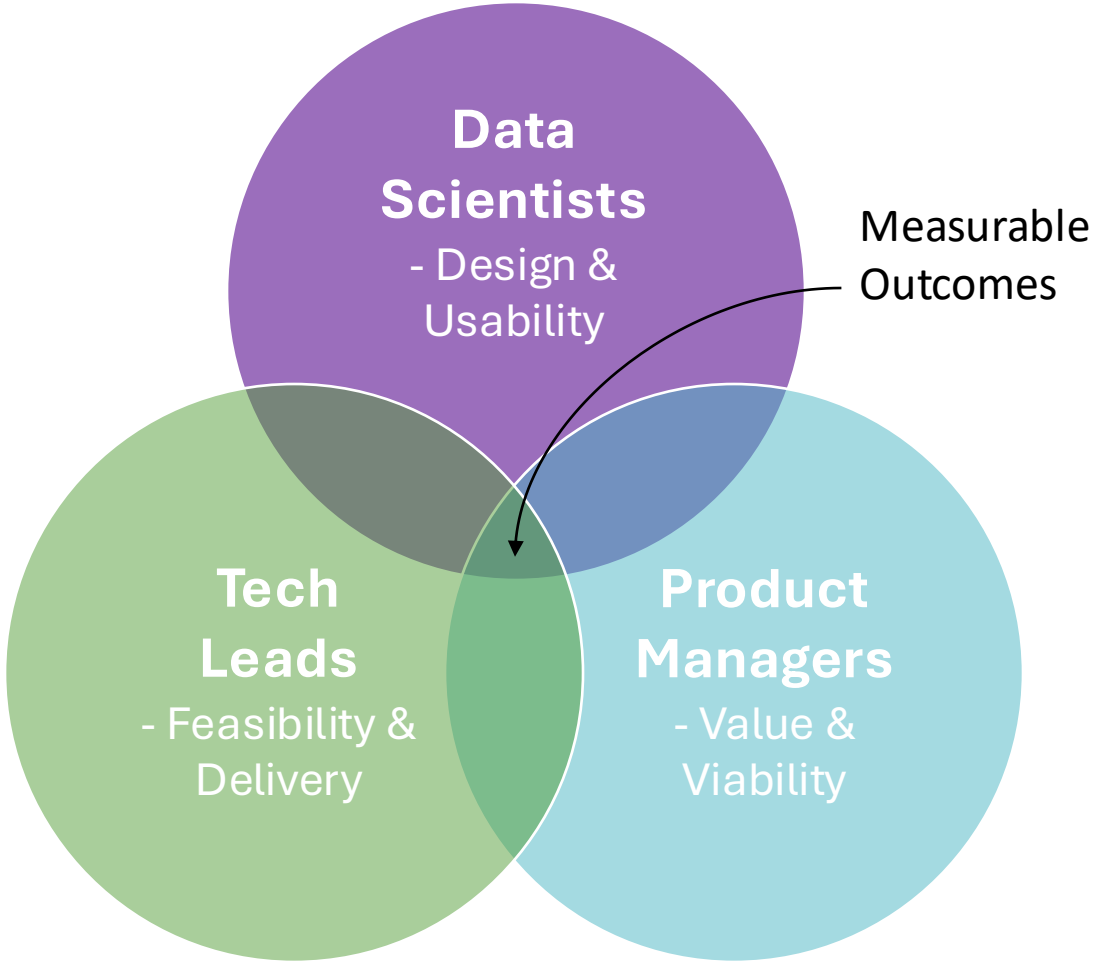

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