



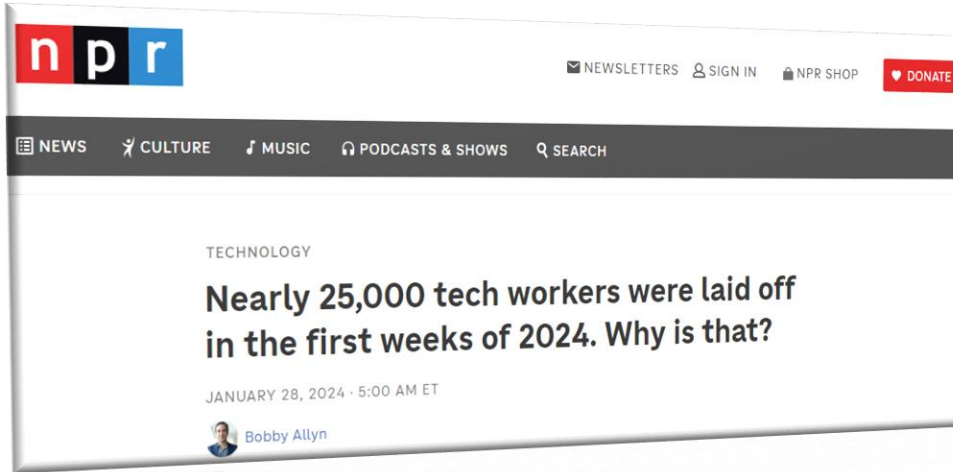
# Transitioning to Tech

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PRODUCT VALUE

# In The News...

- The industry disrupts itself – cash needed for AI; tech jobs transforming to use AI
- Regulation impacting investor business models
- Online life wanes post pandemic (Dating apps as an example)



# Welcome to Transitioning to Tech

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## Curate Your Path to a Tech Career

- Focus your efforts; do it in the right order

## Finding the signal amid the noise

- Avoid time wasters; find the critical route

## Expertise

- 30 years combined tech/learning and development – let me be your tech sherpa

## Services

- Knowledge base, tools, community, coaching

# Curated Roadmap

Skills Assessment

Ideal Roles

Learning

Experience (Credentials/Portfolio)

Brand / Job Search Prep

Obtain Job

Navigate Career

Count of Roadmap Stop		Column Labels <span>▼</span>							
Row Labels	<span>▼</span> <span>↑</span>	Project or		Quality	Tech	Tech	Web	Grand	
		Data Analyst	Developer	Manager	Assurance	Recruiter	Sales	Developer	Total
1 Skill Gap Analysis		1	1				1		3
2 ID Desired Role			1		1				2
3 Obtain Skills and Knowledge				1		1		1	3
4 Build portfolio or resume			1						1
7 Manage Career Path			1						1
Grand Total		1	4	1	1	1	1	1	10

# Agenda

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Take a look at tools that help identify product value

What portable skills can you bring? What gaps do you have?

Apply concepts: Play the “ScreenGig Factory Game”:

- Grand opening of our Screengig Factory
- Meet our angel investors
- Craft our new product for an AI powered travel bucket list

Discussion

# Tonight's Topic – Product Value

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Why this topic?

- Every team member needs to get this
  - Context informs your work
  - Your success enhanced by why

Need to consider:

- Customer wants and needs
- Business opportunity – unfair advantage? Disruption? Scalability?

Tools and research ground our critical thinking in a creative way

Value is the name of the game

- Else why do it?
- 50-80% of all [software products fail outright](#)

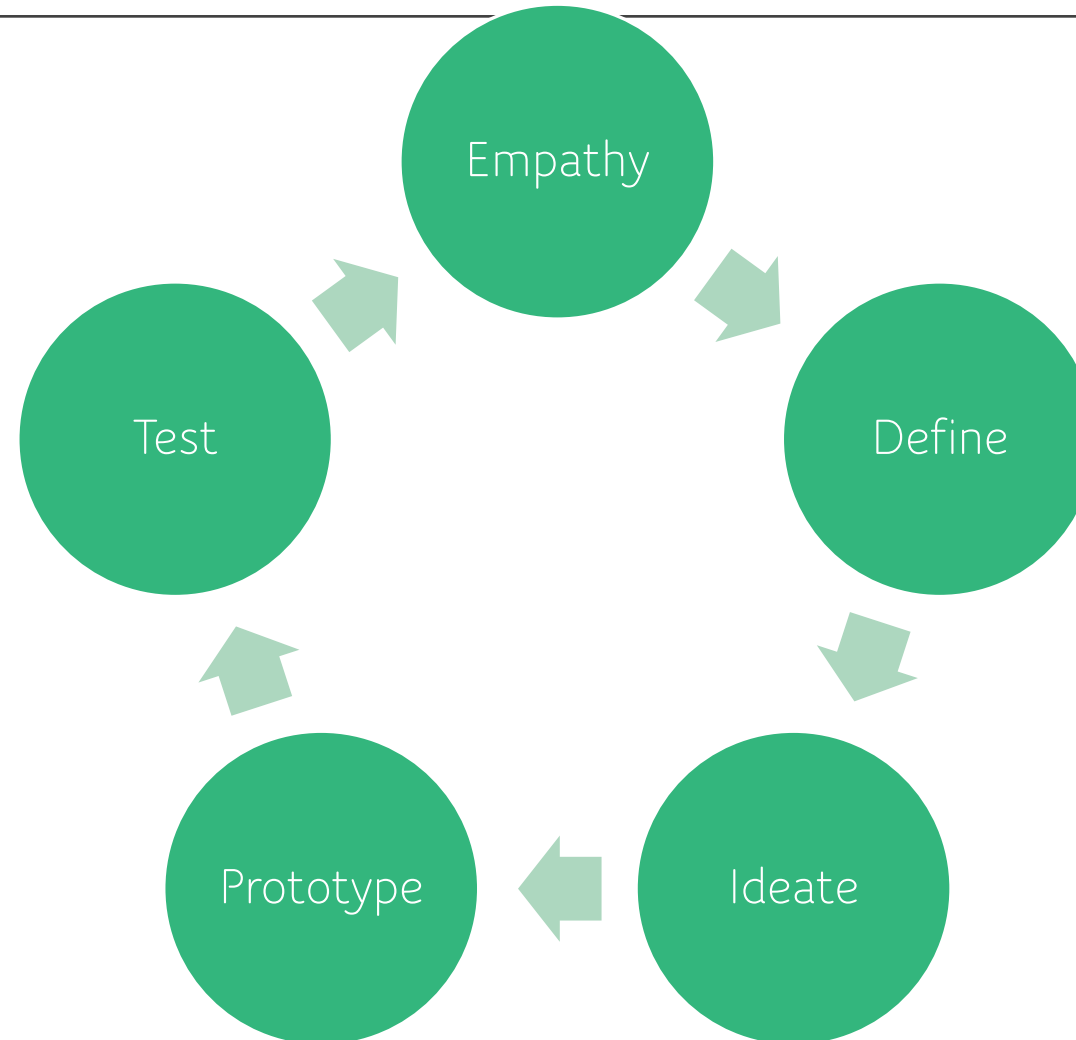
Let's look at some product ideation tools!

# Design Thinking

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1<sup>st</sup> goal of all users?

To NOT feel stupid!



# Design by asking “How Might We?”

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1. Clearly state the problem
2. Phrase the question without including a solution
3. Keep your questions B R O A D, to allow for lots of ideas
4. Make sure the question addresses the root problem; not a symptom
5. Keep the question positively phrased

Our chatbot frustrates our customers!

How can we get the chatbot to provide an enjoyable experience?

How can we get our chatbot to have a better “personality”?

How can we get our chatbot to be more efficient?

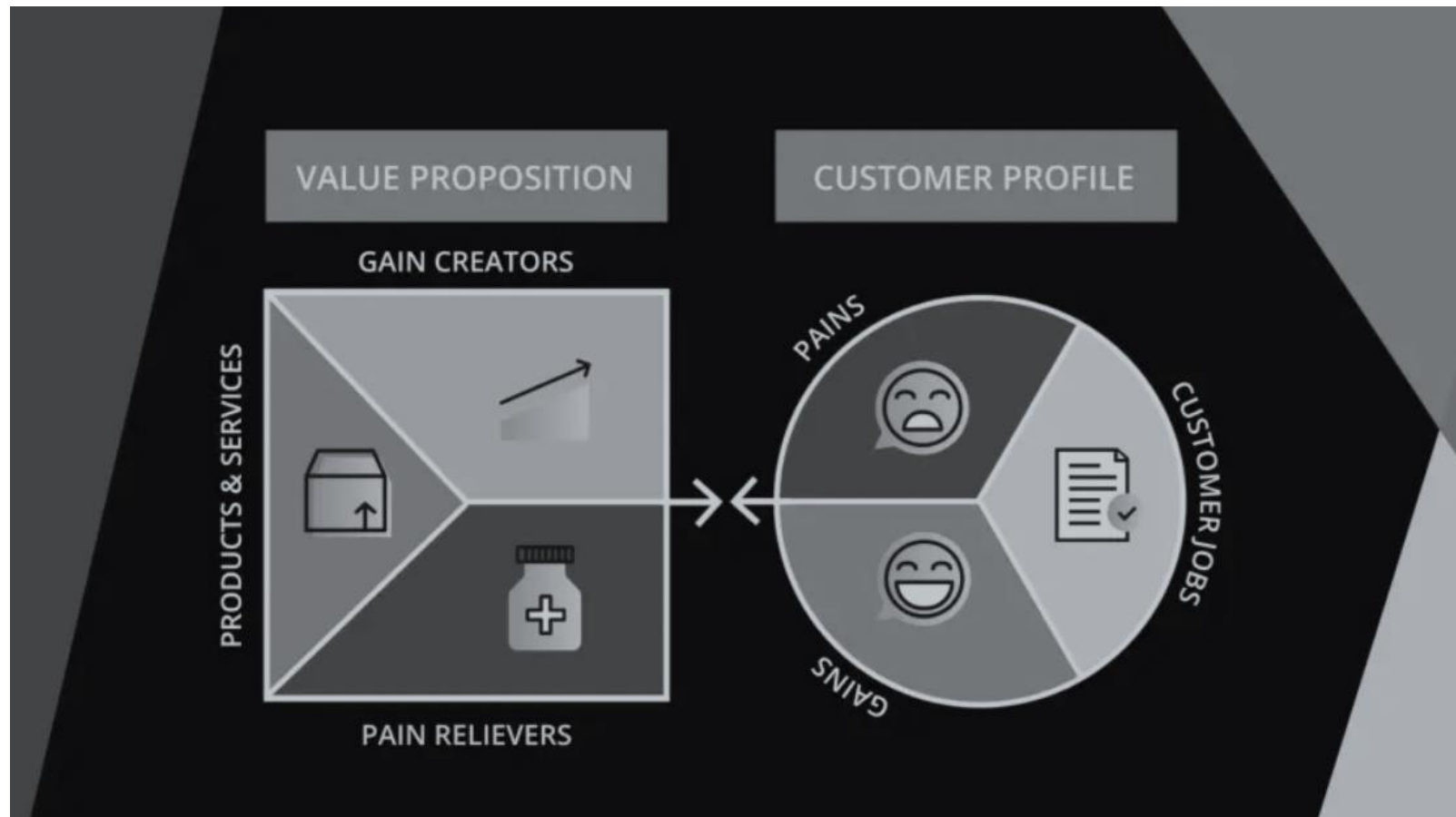
How might we quickly solve customer problems 24/7?



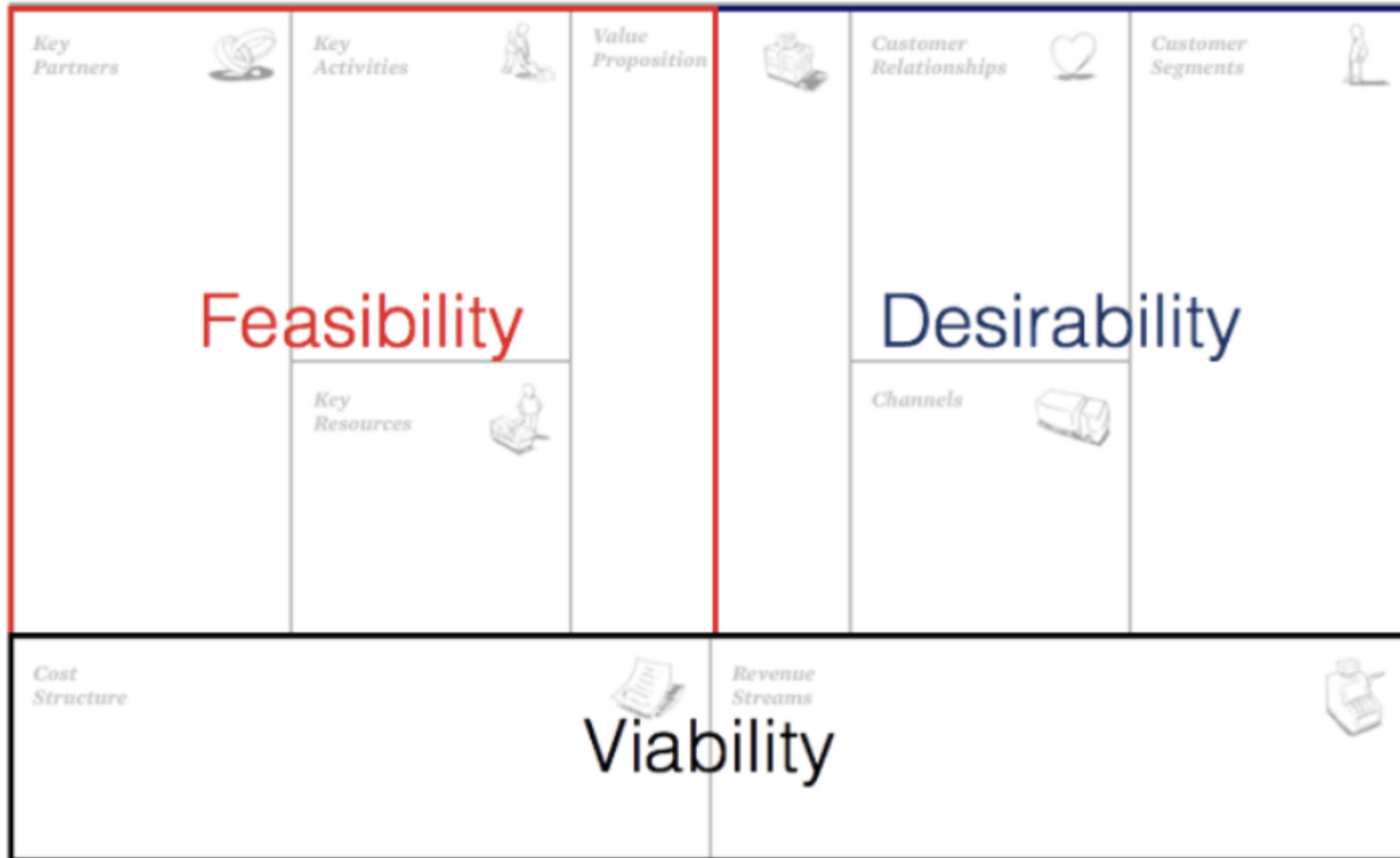
# Value Prop Canvas

[Value Prop Overview](#)

[What is the value prop canvas?](#)



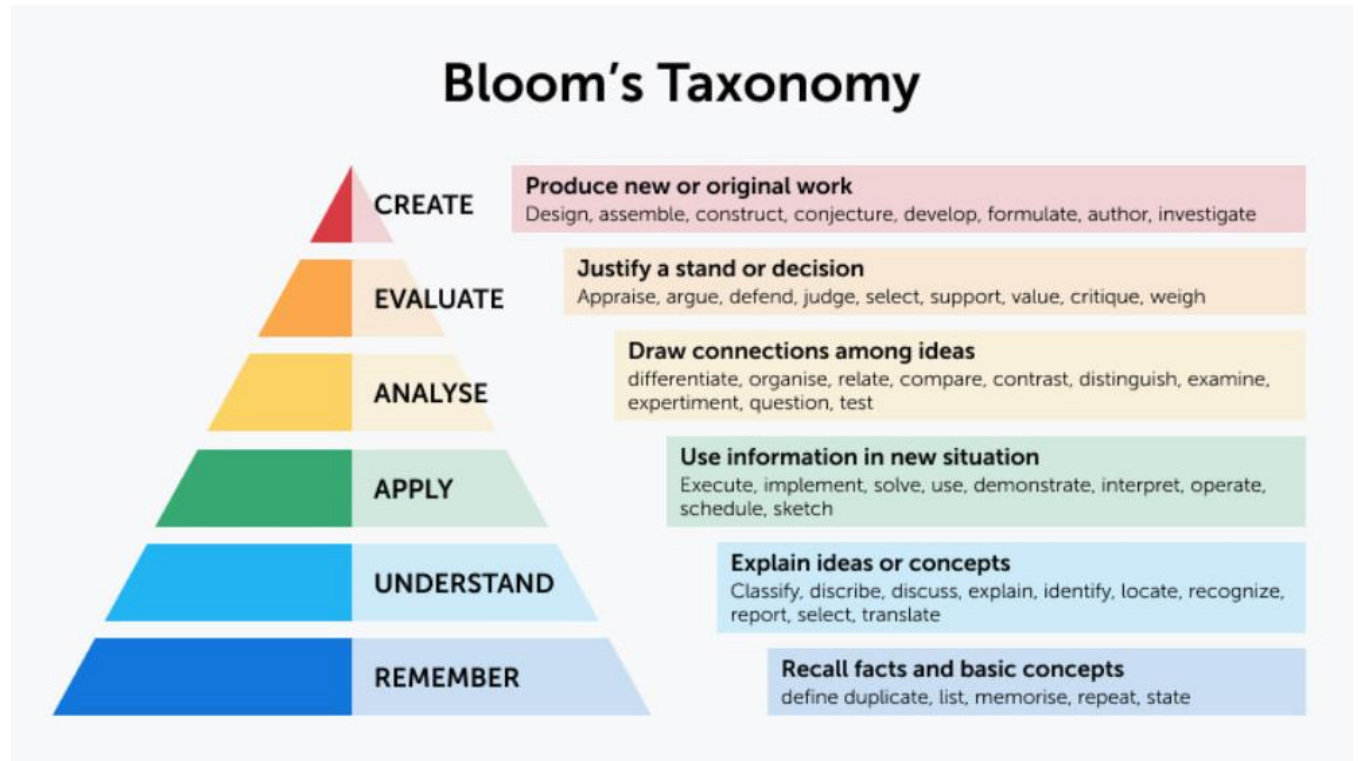
# Business Model Canvas



# Self Evaluation - Bloom's Taxonomy

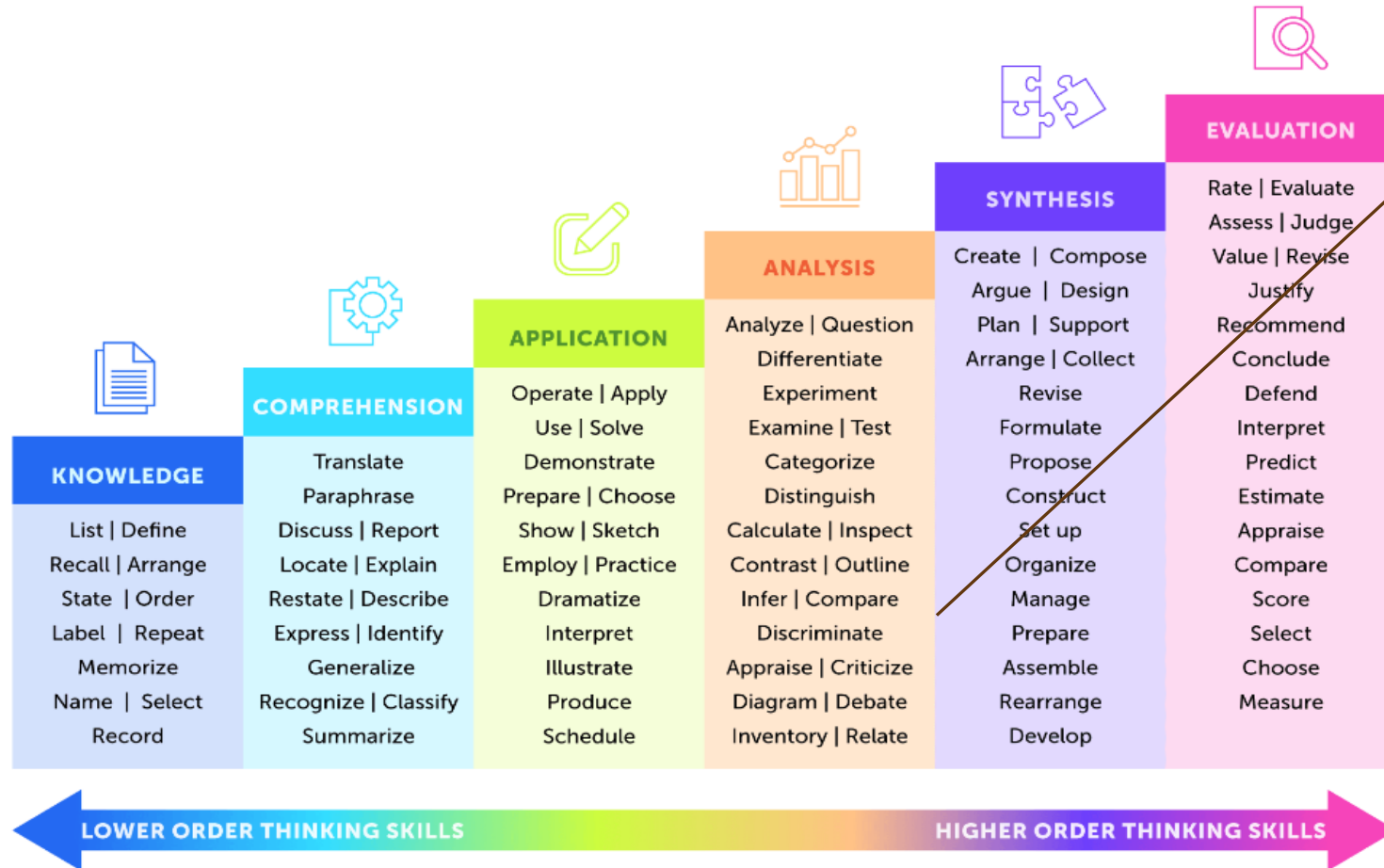
- The higher the pyramid the greater mastery of the skill
- For any skill you want to demonstrate for a job – either new or transferrable – ask how high on the list you can legitimately claim.

## Blooms Taxonomy



# Verb Options

## Bloom Verb Options



Whether branding, posting a profile on linked in, or writing your resume – here are some great verbs to reflect your mastery

# Value Prop – Top Skills Roundup

Skill	Brief Description	Bloom's Taxonomy Verb	Software Team Roles that Should Possess This Skill	
			Learning Resource	
Customer Understanding	Ability to empathize with customers and understand their needs, desires, and challenges.	Understand	Product Managers, UX Designers, Customer Support Specialists	<a href="#">Customer Empathy Map</a>
Business Model Understanding	Understanding of fundamental business concepts and how the value proposition fits within the overall business model.	Comprehend	Product Managers, Business Analysts, Product Owners	<a href="#">The Business Model Canvas</a>
Strategic Thinking	Capacity to identify problems, think critically about solutions, and align the value proposition with overall business strategy.	Analyze	Product Managers, Business Development Managers, Strategy Consultants	<a href="#">Strategic Thinking Made Easy</a>
Communication Skills	Ability to facilitate workshops, present ideas persuasively, and collaborate effectively with team members and stakeholders.	Communicate	Product Managers, Scrum Masters, Technical Writers	<a href="#">Technical Lead Communication Skills</a>
Design Thinking	Creative mindset to generate innovative ideas and design solutions that address customer needs effectively.	Create	UX Designers, Product Designers, Innovation Managers	<a href="#">Design Thinking</a>

# Your portable skills

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What do you know?

What do you need to learn?

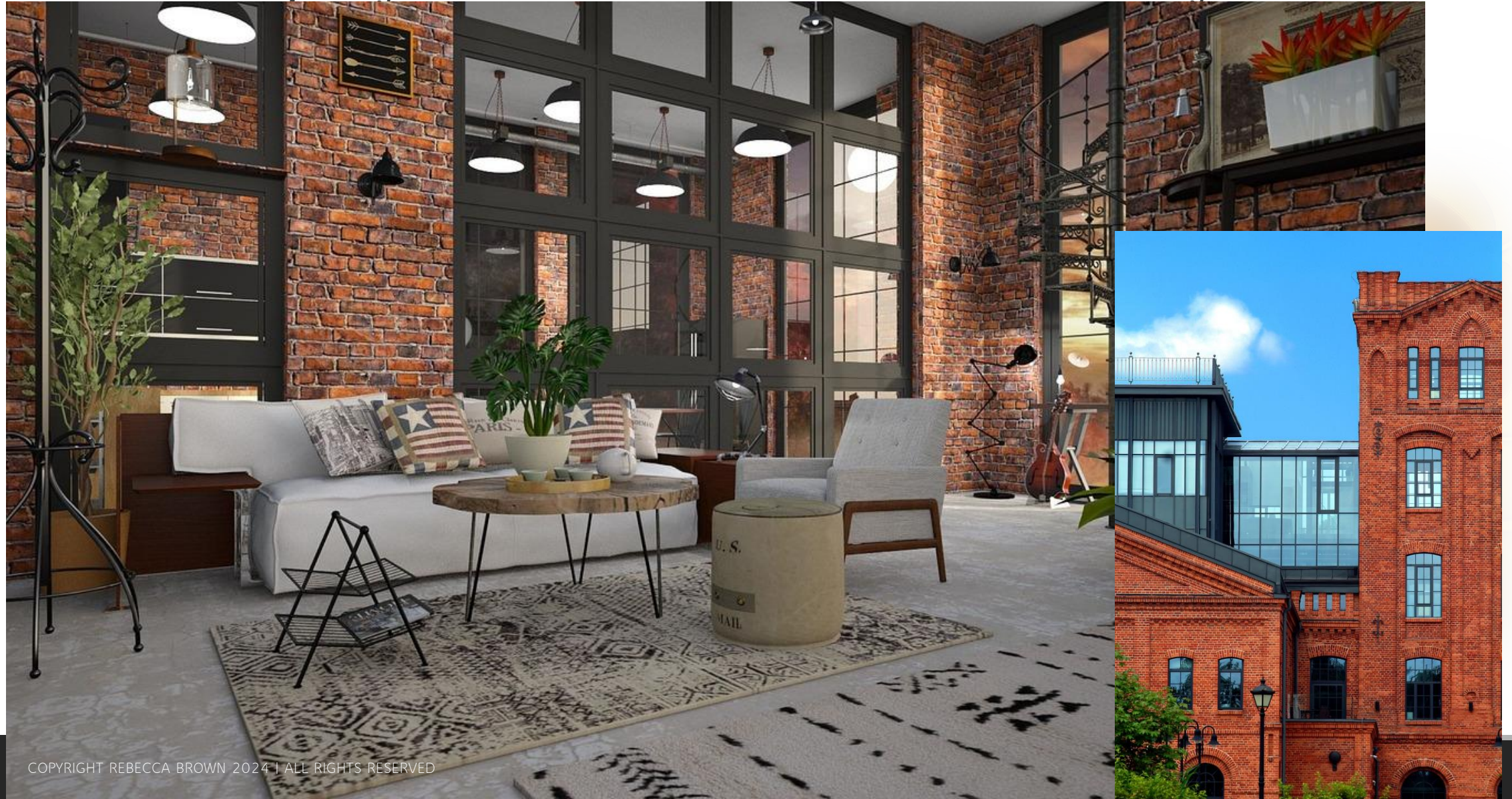
What can you demonstrate?

Show the curated path – ask the above questions





# Time to play – Welcome to the Factory!





# Meet Our Team

Product Owner	Product Manager	Data Scientist	Tech Anchor
Founder/Business Lead	Product Designer	Release Engineer	Front End Developer
	Quality Assurance		Back End Developer





# Let's Make a Bespoke Travel App!

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Our angel investor and our founder think emerging AI presents an opportunity to improve travel planning.

They think these are some of the problems:

- Finding affordable airfare and optimal routes
- Accommodations in different apps and websites
- Places of interest - sites all over the web, trip planner apps, notes on paper
- Tickets and reservations in e-wallets, or emails
- Foreign language interpretation is a drag
- Planning in the future - maybe a trip of a lifetime - could mean redoing everything!

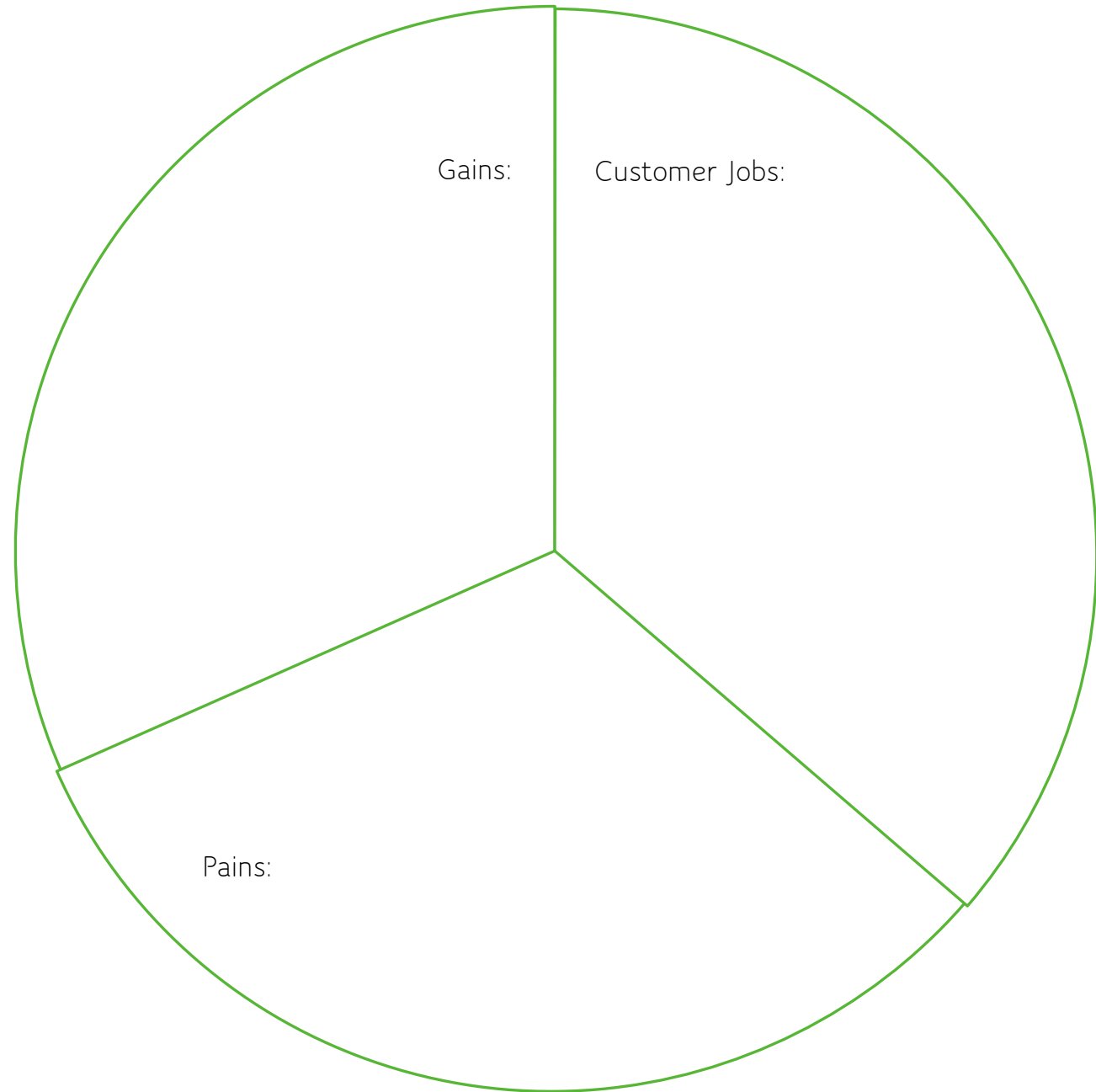
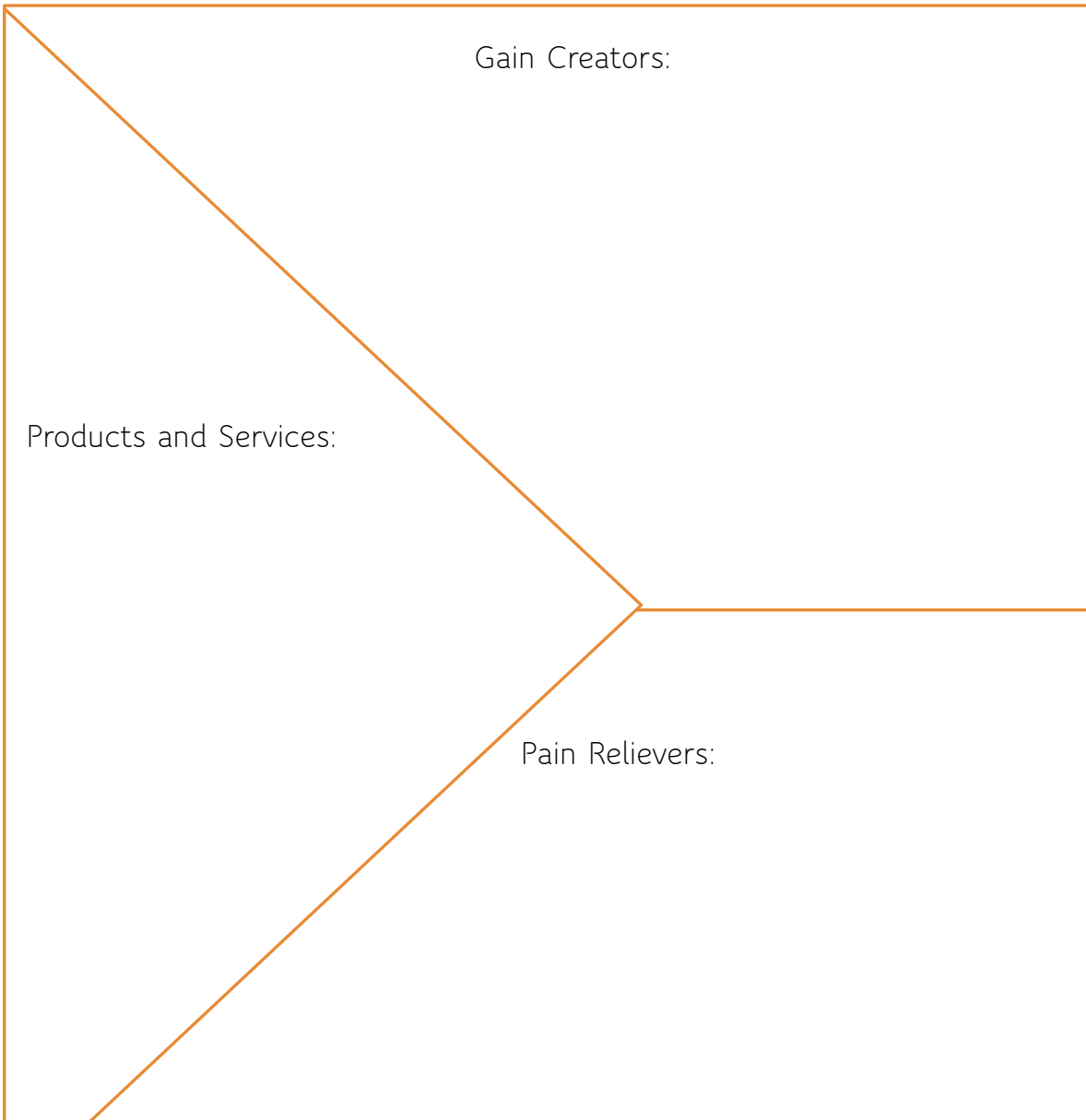


1. Clearly stated problem
2. Avoid solution in the question
3. Keep questions B R O A D
4. Question the root problem
5. Phrase positively

# How Might We?

Let's define the question

# Fill in the value canvas



# Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

# Are we done?

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Never really

But from here we can build a product roadmap, an MVP, and do some early iterations

# Let's Discuss!

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Have you seen this in your experience?

How might this inform your work?

What part of the product work would you be interested in?

How'd we do on our curated roadmap?

Skills Assessment

Ideal Roles

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What else?  
Questions?  
Thoughts?



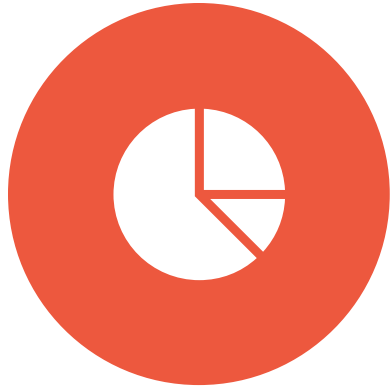
# Thanks for joining!

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# Title Lorem Ipsum

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LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT.



NUNC VIVERRA IMPERDIET ENIM.  
FUSCE EST. VIVAMUS A TELLUS.



PELLENTESQUE HABITANT MORBI  
TRISTIQUE SENECTUS ET NETUS.