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Product Management Simplified: Software Engineer to Product in 60 days

Authored by: Aaron Bishopdown (2019)

While the product isn't exactly the final version just yet, it's a good approximation of what will be the final end product.

Prototypes are used to get feedback from target users regarding the usability of the product being developed. Such information is needed before actual product building – or in this case, software or app development – begins because it can provide very specific information on what needs to be done during the building stage.

Prioritization

The could-have and should-have requirements are those that can make the project so much better. Failure to accomplish them will not significantly affect a project or product development's overall success. Also, these types of project requirements can have work arounds because they don't affect a project's overall success. But if things get tight and it becomes impossible to meet all requirements, the could-have requirements are the first to go.

Assumption Testing

Requirements or user stories that have the highest total scores (assumption + importance-to-user scores) are prioritized over those with lower scores.

Assumption Testing
- Assumption Scale
  - Biggest – 10
  - Smallest – 0
- Important to User Scale
  - Most – 10
  - Least – 0

Story	Assumption	Important to User	Total
Story 1	10	5	15
Story 2	1	4	5

While it's important to identify the key product features of your planned product development project, equally important is to be able to prioritize the things that need to be done in order to successfully complete it. This is because of limited time, budget, and resources. And three of the most popular requirement prioritization methods are the MoSCoW, the Assumption Testing, and BUC methods.

The MoSCoW Method

To determine which requirement, feature or user story to prioritize, you can also use numerical ratings, where the highest rated ones are prioritized over the lower rated ones. There are two ratings used: the assumption and importance-to-users scales. The assumption scale is rated or scored by the person or group in charge of a particular requirement while the importance-to-user scale is done so by the intended users or their representatives. Both are scored from a scale of 1 to 10, with 10 being the highest score and 0 being the lowest.

Figure 6 – Assumption Testing

The BUC Method(B+U-C)

The acronym stands for Business Benefits (B), User Benefits (U), and Cost (C), which are the primary criterions by which user stories, features, and requirements are prioritized. Business benefits include brand, customer engagement, and financial ones. User benefits include user satisfaction and user experience of the feature or user story. Cost efficiency involves

the amounts of time and money needed to incorporate such a feature or user story.

As with the Assumption Testing method, each of these 3 criterions are scored or rated on a scale of 1 to 10 with 10 being the highest. For cost, the more cost efficient a feature or story is, the lower the score. Scores for all 3 criterions are added to come up with a BUC score, which is the basis for prioritization.

BUC Method
- **Business Benefits**
  - Revenue, Engagement, Brand
- **User Benefits**
  - User Satisfaction, User Experience
- **Cost**
  - Time, Money
- B + U - C

Story	B	U	C	B+U-C
Story 1	5	10	5	10
Story 2	10	5	10	5

Figure 7 - BUC