

#2 E-Business

Episode - 2



Study Plan

Pembahasan Hari Ini

TO DO LIST

- ~~Introduction~~
- The essence of product management
- Product research
- User's Research
- Product innovation
- MVP and Product Roadmap

The essence of product management

Kebutuhan IT Product Management pada industri

Today's Agenda

1

IT Product Management

- Product
- Product Management
- Product Management Principles
- Competency of Product Manager

2

Product Management Lifecycles

- Product Lifecycle
- Product Management Lifecycle

3

Product Management Methodology

- Methodology
- Waterfall vs agile
- Scrum

4

Product and Portfolio

- Relation of product and project
- Relation of product and portfolio

The Essence of Product Management

Product

a Product is an **object** or **system** or **service** made available for consumer use as per consumer demand

a **Product is anything** that can be offered to a market to **satisfy** the desire or need of a customer

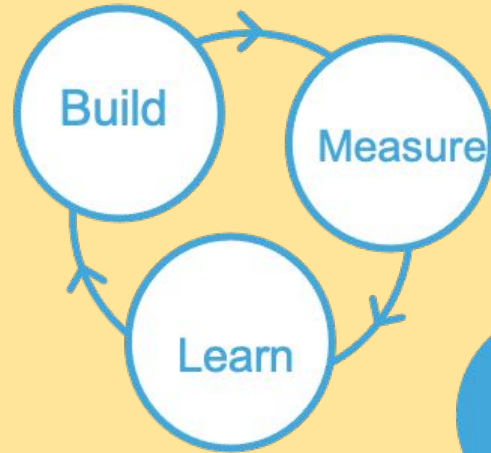


Product Management

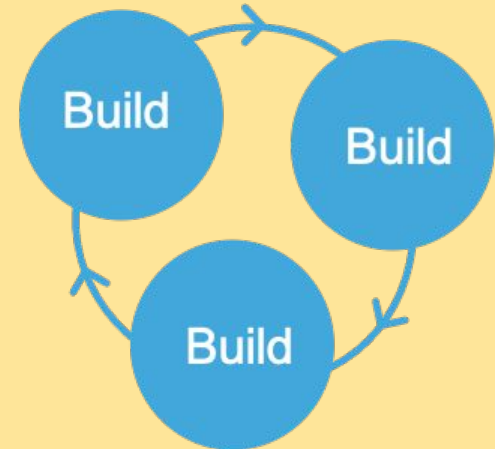
Product management is a role within product development team, who responsible for:

- Pitching and **positioning new ideas for product** and feature development
- **Working with engineering and design teams** to bring the product to life
- Ensuring that each **product meets the needs of the target user or customer**

this ...



NOT this ...



What is Product Manager?



A product manager is a professional role that is responsible for the **development of products** for an organization, known as the practice of product management.

Product managers own the **product strategy** behind a product, **specify its functional requirements**, and **manage feature releases**



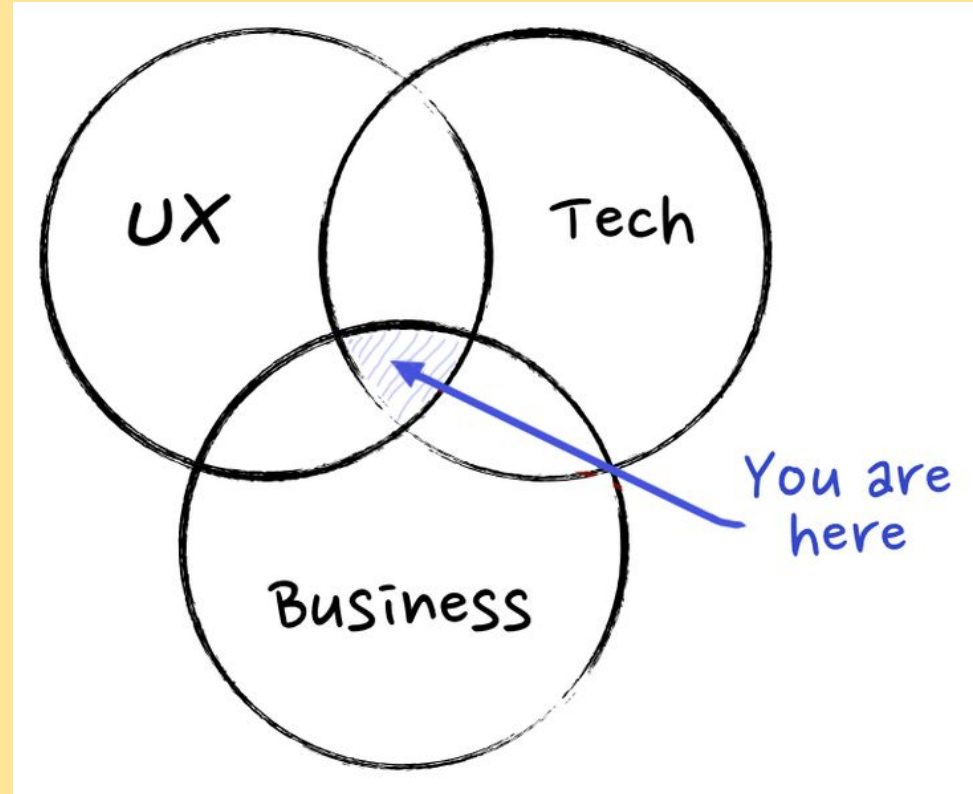
Where's Position of Product Manager?

Usually, the product manager will be in the middle of:

- UX (research & design),
- Tech (front/backend, data),
- Business (sales, marketing, BisDev)

Basically, the product manager will always be in a crossroads position

BUT; It depends on the type of product and the company, sometimes this diagram will be different



SO, Why Product Management Important?

Product managers are crucial because they help **start new products**, bring **teams** together, and make sure the product **meets** both **customer needs** and **company goals**

If the business doesn't have a PM, will the business break down?

INSIDE THE MIND OF A PRODUCT MANAGER

COMMUNICATION 40%

Conductor - Must keep the entire team on track
Motivational Speaker - Must convince & motivate team to work together on one vision
Diplomat - Negotiate & coordinate with different departments for a product release
Smooth Talker - Tactfully communicate progress to higher ups, can turn a roadblock into an insight or even an opportunity

DESIGN 20%

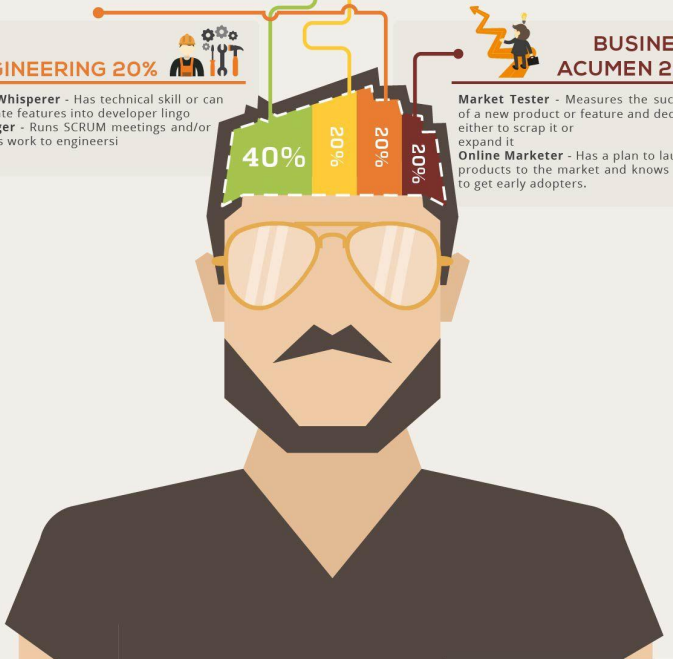
User Advocate - Understands what motivates certain actions of the users.
Sketch Artist - Can take his/her vision and creates an accurate mockup

ENGINEERING 20%

Code Whisperer - Has technical skill or can translate features into developer lingo
Manager - Runs SCRUM meetings and/or assigns work to engineers

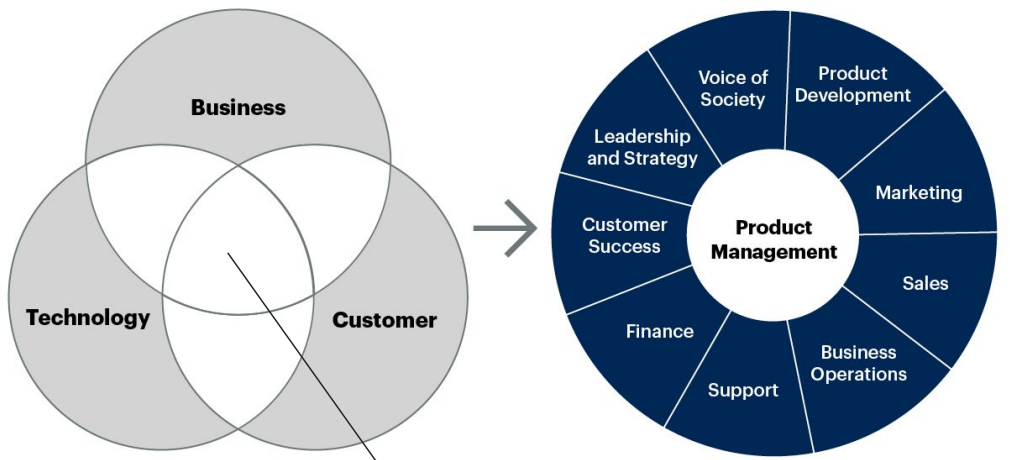
BUSINESS ACUMEN 20%

Market Tester - Measures the success of a new product or feature and decides either to scrap it or expand it
Online Marketer - Has a plan to launch products to the market and knows how to get early adopters.



Product Manager Skills

The Evolution of the Product Management Skills



[gartner.com](https://www.gartner.com)

Here you are

Source: Gartner
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How to be a Good Product manager?

GOAL : Success Product

Making the right decisions and on time

Understanding what needs to be prioritized and why

Product/Market
Understanding

Measuring
Performance

Stakeholder
Management

- User Interview
- User Testing
- Market Research

- Understanding the metrics and goals that have been set
- Understanding the progress of the metrics and goals that have been set

- Understanding the tradeoffs between tech and design.
- Understanding the position of the business team, e.g. sales, marketing.
- Understanding the position of the leadership team, CEO, CTO, CPO

Life - Cycles

Product Life Cycle

The stages of **growth** and **decline** a product experience between being introduced to consumers and being discontinued

Product Management's Role At Every Phase of the Product Lifecycle



Product Management Life Cycle



Product Management Lifecycle Relation with PM

Product Development Lifecycle

Research & Planning

- User research
- Market research
- Competitive analysis
- Requirement gathering
- Concept testing

Design

- Setting goals and metrics
- Creating User Requirements
- wireframing/ prototyping
- Copywriting
- Technical scoping

Implement/Test

- Creating PRD
- Testing
- Pivoting
- Unblocking engineers
- Expectation management
- Stakeholder management

Release

- Product Marketing
- Issue fighting
- Stakeholder education
- Measuring impact

AND MANY MORE

Product Management Methodology

Methodology Product Management?

Product management methodologies are the **mindset/concept used by PMs to develop a product**

These methodologies will make the software development process with engineers run smoothly and flexibly

The most popular methodology in the world of product:

WATERFALL **VS** **AGILE**

Waterfall VS Agile

Waterfall development



VS

Agile development



SCRUM

SCRUM is a framework/implementation that uses the Agile methodology.
SCRUM is Agile set to be done every 1-4 weeks.

Sprint Meetings

- **Sprint Planning** - Select tasks to be developed in the next 2 weeks.
- **Release** - Release the product to the market.
- **Standup** - Meeting for updates and potential pivots.
- **Backlog Refinement** - Clean up the backlog.
- **Backlog Grooming** - Estimate the effort for tasks.
- **Demo** - Demonstrate features built during those two weeks.
- **Retrospective** - Reflect on the last 2 weeks.

2 Week Sprint				
Week 1				
Monday	Tuesday	Wednesday	Thursday	Friday
Sprint planning Development	Standup Development	Standup Development	Standup Development	Standup Development
Week 2				
Monday	Tuesday	Wednesday	Thursday	Friday
Standup Development	Standup Development	Standup Release Development	Backlog Refinement/ Grooming Development	Standup Demo Retrospective Development

Product and Portfolio

Product vs Project

Products are designed to **meet the needs and desires of customers**, projects are established to **achieve specific goals** or objectives

The main focus of a product is to **generate value and revenue**, while a project is focused on **achieving a desired outcome** or solving a particular problem

DIFFERENCES BETWEEN

A PRODUCT MANAGER

AND

A PROJECT MANAGER



Product Managers own the "Vision."



Product managers synthesize and communicate "strategy."



A product manager is responsible for feature definition.



A vital focus area for a product manager is "Content."



A product manager spends a lot of time on "Feature Conceptualization."



A product may have multiple projects and project managers.



A product manager tries to optimize for the form and function of the product.



Product manager creates a Product Roadmap.



A senior product leader may manage a "Product Portfolio."



A product manager makes their name based on product success in the marketplace.



Project managers own "Execution."



Project managers consolidate work tasks and communicate "status."



A project manager (with help from business analysts) is responsible for requirements definition.



A project manager's core focus is on "coordination."



A project manager spends time on "Feature Delivery."



A project manager may manage a project or projects that span multiple products.



A project manager strives for optimizing cost, speed, and quality.



Project Manager creates the "Schedule."



A senior project leader may manage a "program."



A project manager makes their name based on project success internally.



Product Portfolio

A product portfolio is the **collection of all the products offered by a company**, each with a **different** growth rate and market share.

Analyzing a product portfolio is a task of assessing all the products of business sell for **performance, growth potential, and market share**

Knowing which **products are making the most money**, which have **low profits but growth potential**, and **which are underperforming** is crucial to economic success

Try search product portfolio from well known companies vs new/small scale companies!

Product Portfolio Example

Apple's product portfolio

Next, check out this example of **Apple's product portfolio**:

Computers	Phones	Tablets	Watches	Accessories	TV & Home
<ul style="list-style-type: none">• MacBook Air• MacBook Pro• iMac• Mac mini• Mac Studio• Mac Pro	<ul style="list-style-type: none">• iPhone 14 Pro• iPhone 14• iPhone 13• iPhone SE• iPhone 12• Refurbished iPhones	<ul style="list-style-type: none">• iPad Pro• iPad Air• iPad• iPad mini	<ul style="list-style-type: none">• Apple Watch Ultra• Apple Watch 8• Apple Watch SE• Apple Watch Studio	<ul style="list-style-type: none">• Apple Pencil• Magic Mouse• Magic Keyboard• AirPods• iPhone cases	<ul style="list-style-type: none">• HomePod• HomePod mini• Apple TV 4K• Nanoleaf A19 Bulb• Ecobee SmartThermostat

Benefit of Product Portfolio

- **Spread the risk**
When businesses diversify their product line, they can collect revenue from different markets.
- **Evaluate product performance**
Product portfolios allow businesses to take a data-driven, systematic approach to product performance analysis and product catalog optimization.
- **Identify innovation opportunities**
Portfolio diversification can often lead to exciting new ideas, rebranding, and a more market-friendly catalog.
- **Prevent cash flow freezes**
Consistent cash flow is crucial for day-to-day activities.
- **Economically allocate resources**
Reviewing the performance and growth rate of business products aids in decision-making.

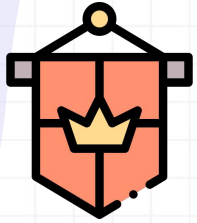
It will give information about which products should be obsoleted and which should be assigned extra resources

Any Question?

CoTD

Case study of The Day





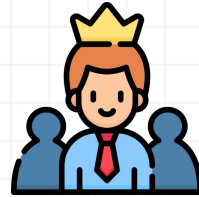
Organize your Clan!

1. Bentuklah *clan* beranggotakan **tiga orang**
(teknis pemilihan anggota ditentukan oleh dosen 🙌)
2. Tiap kelompok **wajib menunjuk** siapa yang menjadi *hipster* sekaligus menjadi *captain*, *hacker*, dan *hustler*



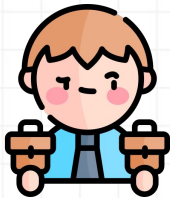
Which role suits you?

intip.in/clanEBusiness2026mu



Captain

Clan bakal berjalan tanpa arah tanpanya



Hustler

Product-nya kira-kira mau dipakai siapa?



Hipster

Product yang *aesthetic* nomor 1!



Hacker

Say no to bug in the products

Oleh-Oleh untuk ngabuburit

((sebagai kelas pengganti))

Carilah perusahaan yang memiliki lebih dari 2-3 product pada *product portfolio* nya

What you need to present?

- Menampilkan **daftar produknya** apa saja
- Menampilkan **segmen/focus tiap product**

Tidak boleh ada *clan* yang mencari perusahaan yang sama dan yang masih satu hirarki (silahkan mengisi kolom “Perusahaan untuk COTD 1” di sheet pengisian *clan*)

Teknis Pemberian Oleh-Oleh

- ❑ Perwakilan kelompok mengumpulkan hasil temuannya dalam bentuk **.pdf** di ilmu2 (**deadline: 4 Maret 2026**)
- ❑ Pada pertemuan selanjutnya, 1-2 *clan* mempresentasikan ide yang disusun dengan bahasan (anggota yang presentasi akan dipilih secara acak)

Oleh-Oleh untuk ngabuburit

((untuk minggu depan))

Tema tugas:

“A new product (F&B / service / physical product) that integrates technology to solve a real problem in Indonesian society”

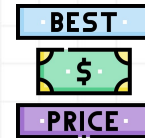
Untuk mengakomodir *behavior* masyarakat (khususnya gen Z) yang:



Si paling **digital**



El sosial media



Price Sensitive

Oleh-Oleh untuk ngabuburit

((untuk minggu depan))

Bersama *clan* masing-masing, susunlah sebuah ide product yang *unique* dan mampu memecahkan permasalahan sekitar. Gunakan pertanyaan ini untuk membantu menyusun ide

- What **real problem** are we solving?
- Who **experiences** this problem?
- **How often** does it happen?
- **Why hasn't it been solved** properly?

Susunlah hasil diskusi *clan* dalam sebuah ppt kreatif

Teknis Pemberian Oleh-Oleh

- ❑ Permasalahan yang diangkat harus berfokus pada poin ***Sustainable Development Goals*** (SDGs):
 - Penanggulangan **kemiskinan** (SDGs Poin 1)
 - Peningkatan **kualitas pendidikan** (SDGs Poin 4)
 - **Air bersih** (SDGs Poin 6)
 - Pelaksanaan **ekonomi** berkelanjutan (SDGs Poin 8)
 - **Kemitraan** (SDGs Poin 17)
- ❑ **Tidak boleh ada *clan* yang memiliki ide yang sama**
- ❑ Perwakilan *clan* mengumpulkan idenya dalam bentuk pdf di ilmu2
(deadline: 6 Maret 2026)



Klik gambar di atas untuk melihat detail poin SDGS