



Beyond the code:

Github for product management



Hello!

My name is Anne Thomas

I've recently co-founded a company called Shop Critique. We help Shopify merchants figure out what to fix on their sites.



What's product management?

Everyone has a different definition it seems!



***Product* management
does not equal
Project management**



My personal definition of product management is making sure everyone on the team is informed about the direction of the product and feels a sense of ownership



Do you need an official product manager?

Not exactly... but you might want to consider it!



**You're already
managing your
product!**



Why Github?

- It's free!
- You're already using it to store your code repositories
- Finding out the "why" is a lot easier - context for developers

Alternatives

- Trello
- ProductBoard
- Zenhub
- Gitlab
- Roadmap
- ProductStash



Some caveats.

- Non-technical people can get overwhelmed by Github
- Specific detailed timelines aren't easily tracked in Github (eg. Gantt charts)
- In order to vote/ comment on an issue, you need to be added to the repo

Questions ... so far?

Anything you want me to clarify or things you've always wondered about product management?





Ok, you're intrigued. How does this work?

Time to meet the fictional startup.



The scenario



Imaginary Shopify app company

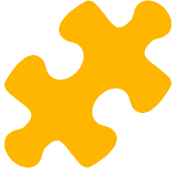
- Spelling and Grammar app
- Shoppable Instagram app
- Grffnck.com website



Quick intro to Github interface



Overview of our three repos



Internal vs External feedback

Internal issues

- Created by people on your team
- Can expect (or at least hope for) detailed info

External issues

- Submitted by customers/users
- Not always the clearest
- Beware the squeaky wheel
- Look for multiple reports

1

Setting up internal roadmap

Visibility is KEY.

2

Adding issue templates

Make it easy for people to submit feedback.

3

Using labels for organization

How to keep track of all the things!

4

Gather external feedback

Feature requests and bug reports

5

Emoji voting

Make it easy for your team to submit feedback.

6

Prioritize and organize

By using your data, your vision and a little bit of your gut.



Putting it all together.

- Submit features from Google form or internal
- Add labels to new issues
- Vote/comment on issues
- Prioritize issues and add to Roadmap
- Development team completes work in Github with project boards

Whew...
questions?





Product management resources

- [Inspired](#)
- <https://www.mindtheproduct.com/>
- <https://www.romanpichler.com/blog/>
- <https://svpg.com/>
- <https://medium.com/@joulee>



Github resources

- [Kamino issue duplicator](#)
- [Refined Github extension](#)
- [GitHub Help](#)
- [Intro to Git](#)
- [Git Cheatsheet](#)
- [In-depth Git book](#)



Thanks!

Let's connect!

You can find me at @alfalfaanne & anne@shopcritique.com

If you have a Shopify store, I would LOVE to talk with you!