

EVERYTHING'S A PRODUCT

How To Apply Product Management Practices
to Technology Services



MATT STRATTON



THE MOST DANGEROUS DEVOPS EVANGELIST

let me tell you a story...











The Changing Role of Product

Marty Cagan
Silicon Valley Product Group
Management Festival, Zurich

svpg silicon valley
product group

your it services can be products

you have customers, right?

if you don't know who your customers are, go figure it out

we'll wait

"My role is geared toward internal development rather than developing a product that we ship externally out to our customers. I set the direction of where we're going as a team and what initiatives we're going to take on to improve the lives of PagerDuty's developers."

-- Marguerite des Trois Maisons, SRE Product Owner, PagerDuty

some examples of things you can productize:

- service requests
- software delivery process
- infrastructure as code

< Tweet



Emily Freeman @editingemily · 2/21/18
I love it when my mother texts me to say she finds my tweets and y'all's responses funny.
😂 I love you, @pamelahfreeman.

 3   12 



Matty McStrattyface
@mattstratton





Replying to @editingemily and @pamelahfreeman


Your mom is sooooo going in my talk tomorrow now.

2/21/18, 4:12 PM


||| View Tweet activity

1 Like



Emily Freeman @editingemily · 2/21/18
Replying to @mattstratton and @pamelahfreeman
Aww! She's great and deserves waaaay more credit than she gets. ❤️

Tweet your reply

humor me, please

emily's mom is
watching to make
sure you do



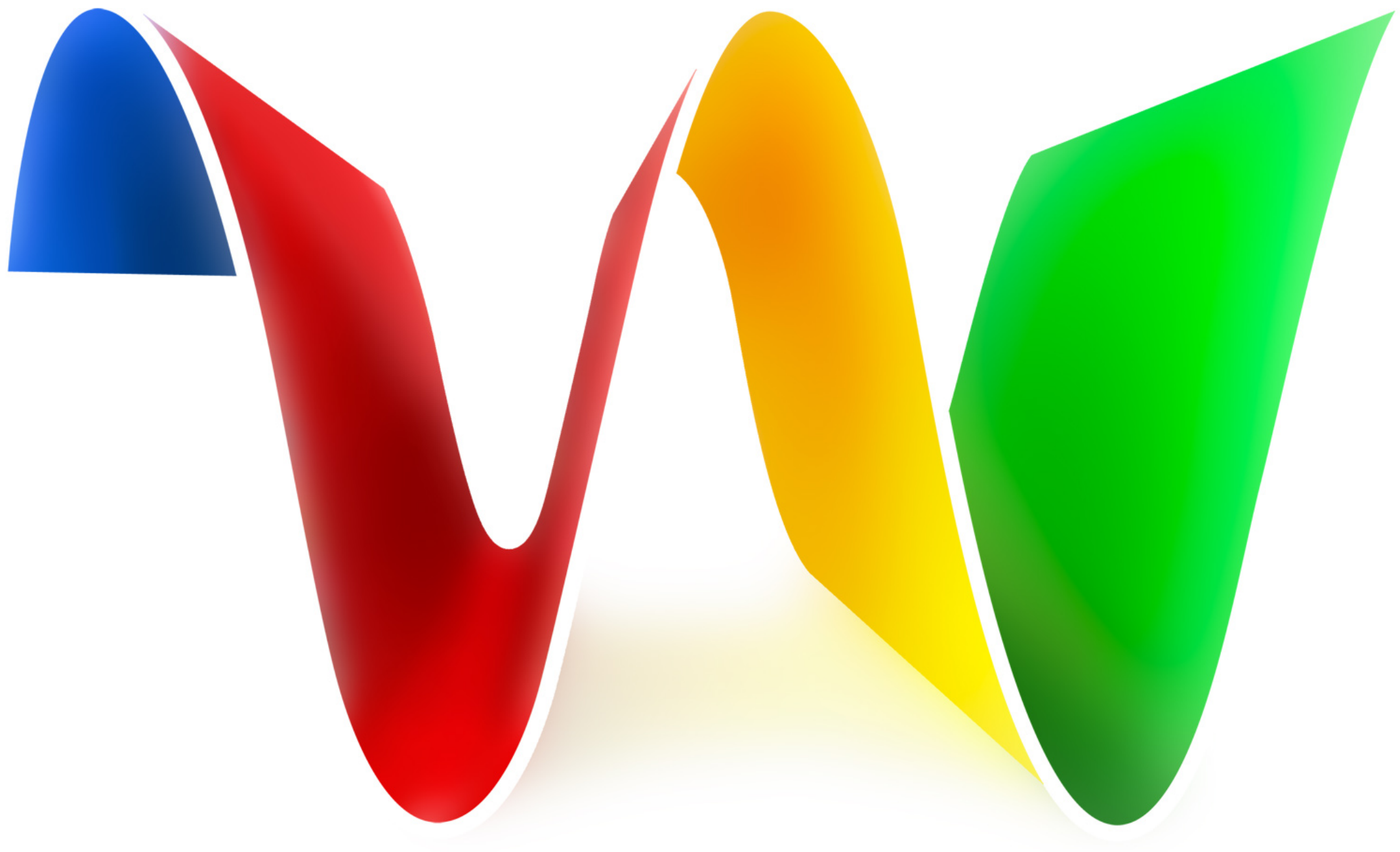
pamela freeman

@pamelahfreeman

📍 Florida

📅 .Joined .January 2009

at least half of our ideas are going
to fail



Google™ wave



1:17 PM
Sat 9/20



- Applications
- Card
- Calculator
- Drake
- Formulas
- BackTrax
- Dash Board
- IndexFixer
- Newtlio
- RENOTE TOWN
- Toolbox
- InOut
- Options
- Prefs
- Strom
- Time Zones
- Internet Setup
- Owner Info
- Styles
- Net Hopper
- Writing Practice
- Contrast
- Works
- Volume
- PhotoTake



MessagePad 2100

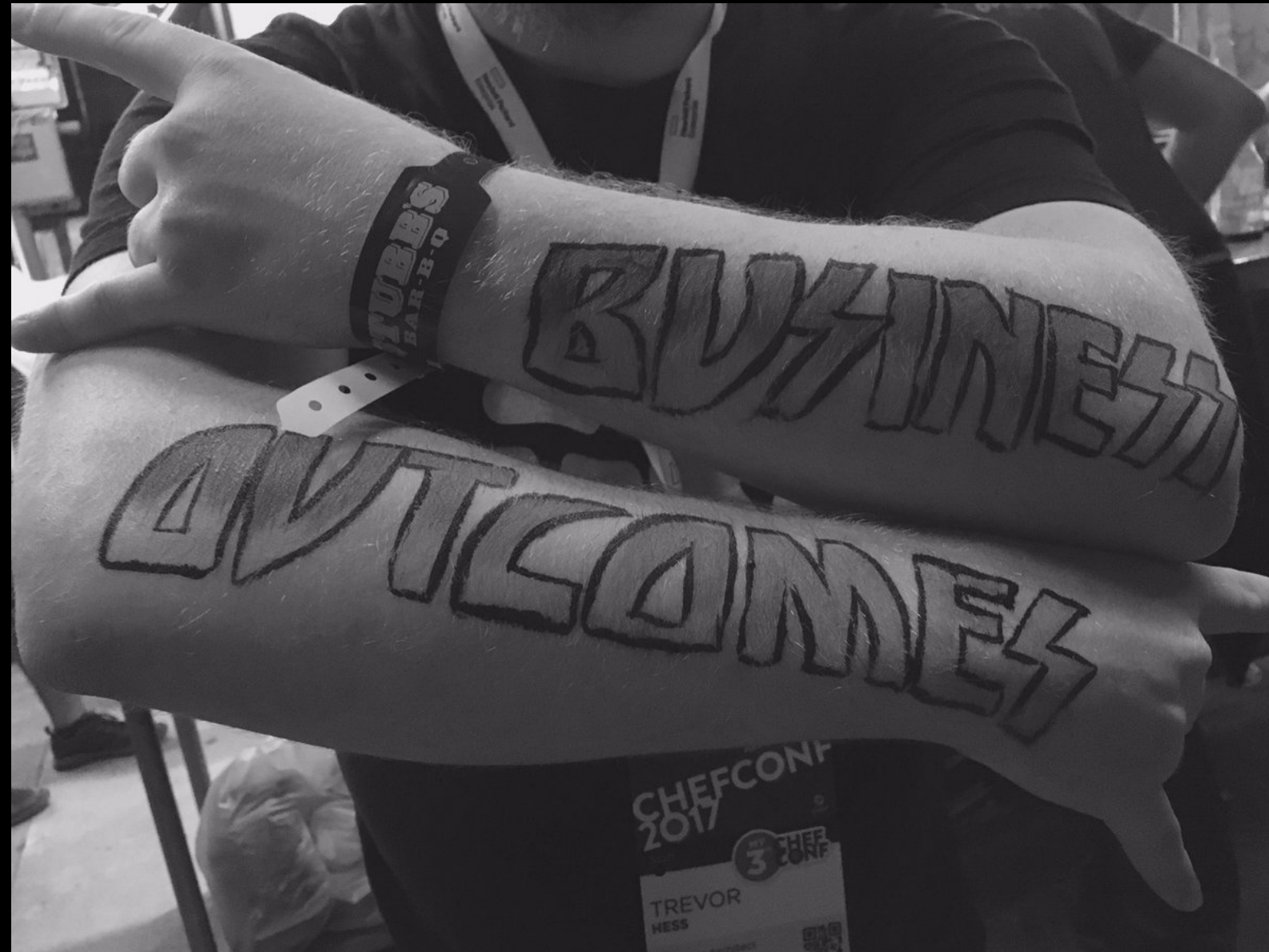


this is why roadmaps are bad

PRODUCT ROADMAP TEMPLATE					 MY PRODUCT ROADMAP	
		2016	2017	2018	2019	2020
PRODUCT LINE	MAJOR THEME	<div>Task Description Here</div>	<div>Task Description Here</div> <div>Task Description Here</div>	<div>Task Description Here</div>	<div>Task Description Here</div>	<div>ThemeVision</div> <div>Description of major themes for 2020</div>
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SURPRISE AND DELIGHT WITH POWERPOINT						

and if you have one you should feel bad

output vs outcome



discovery

- it's always happening
- it's not just for your boss or for fancy-pants architects
- it's not saying "yo, what are your requirements?"

establish compelling value

user experience over engineering

The most important thing is to know
what you can't know

— *Mark Andreessen*

test feasibility during discovery

minimum viable prototype

bad example of mvp

- We are going to create an MVP of our Chef implementation.
- We'll do this by installing the chef client on 10,000 nodes
- Then we will write an MVP cookbook that simply checks to see if a file is there we are used to seeing

know your business

know your customer

- why do they do what they do?
- and what exactly *do* they do?

**WHAT WOULD
YOU SAY**



YOU DO HERE?

keep gathering feedback

How likely are you to recommend this Jenkins pipeline to a friend or family?

1 2 3 4 5 6 7 8 9 10

Very Unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very Likely

Would you use this pipeline again?

- ☐ Yes
- ☐ No

always be doing discovery



avoid analysis paralysis

you're never going to be done

and that's okay

emily's mom will still love you

she is rooting for you

and so am i

IT'S A QUESTION PARTY!

MY FAVORITE!



- twitter.com/mattstratton
- github.com/mattstratton
- arresteddevops.com
- mattstratton.com/speaking
- pagerduty.com/blog/employee-spotlight-sre-product-owner

