Framework ain't silver bullet
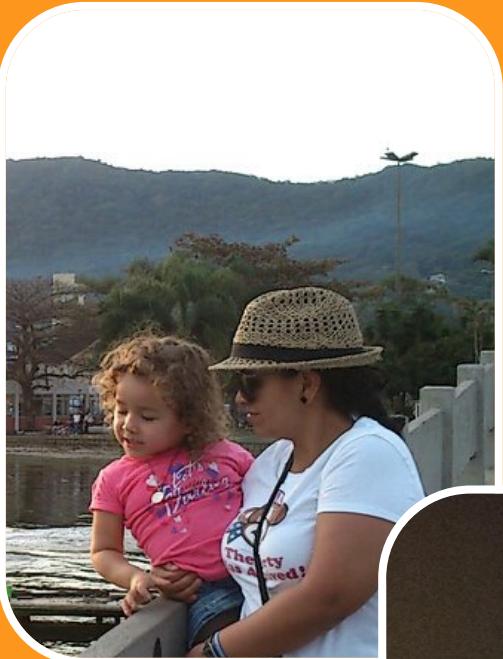
By Paula Hurtado

¡HOLA!

Eu sou Paula Hurtado

Product Manager - Globalization

RD Station (aka Resultados Digitais)

Me conta-te em paula.hurtado@rdstation.com

YouGo #Girl!

paula_hurtado 12:54 PM

migaaaaaaaaaaaaaaa

socorrrroooooooooooooooo

YOU GOT THIS!

AGENDA

Frameworks de estratégia
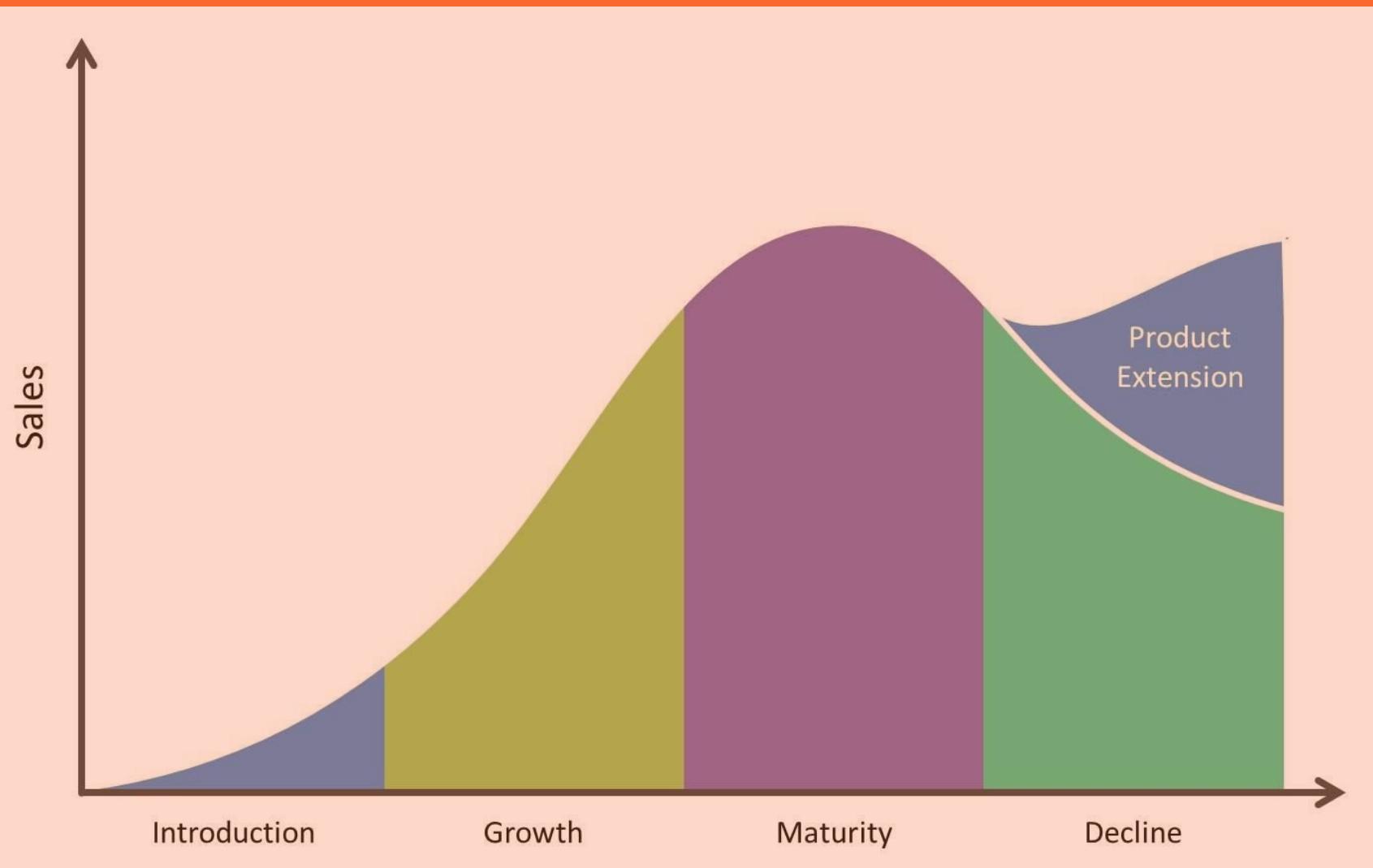
Frameworks de priorização

Frameworks de descoberta

Vamos conversar?

Frameworks
De estratégia

Sales

Introduction   Growth   Maturity   Decline

Product Extension
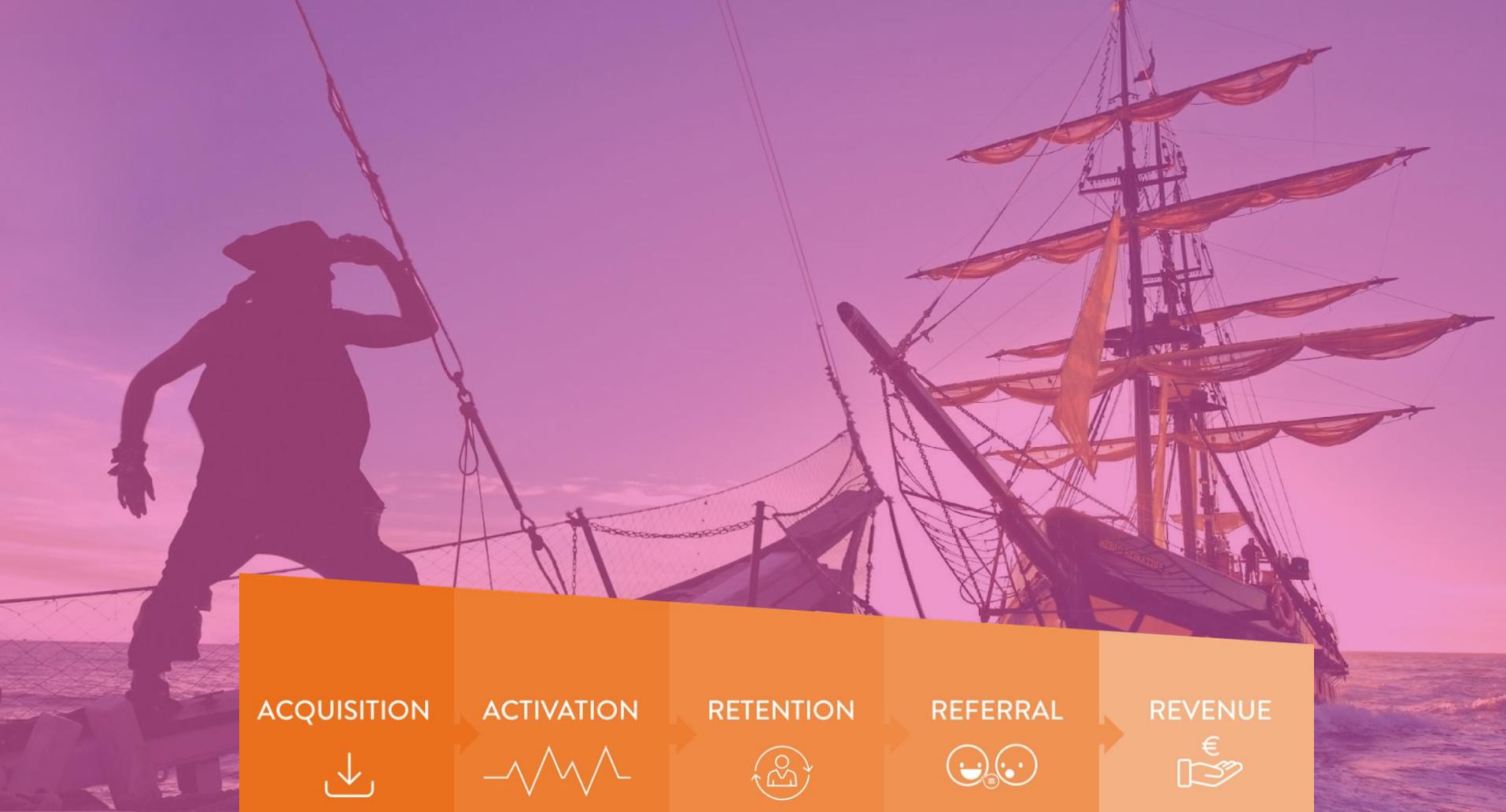
By Paula Hurtado

As métricas do pirata

AARRR

By Paula Hurtado

ACQUISITION   ACTIVATION   RETENTION   REFERRAL   REVENUE

Source: Qwamplify

By Paula Hurtado

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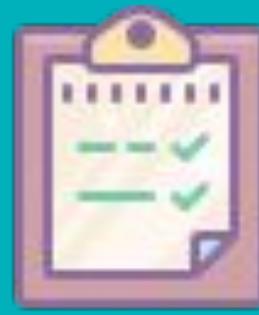
Frameworks
De descoberta

JOBS TO BE DONE

"...Eu quero voar..."

By Paula Hurtado

"...Eu quero voar..."

JOBS TO BE DONE

By Paula Hurtado

Main Job to be Done

Aspectos funcionais

Aspectos Emocionais

Dimensão pessoal

Dimensão social

Related Jobs to be Done

Aspectos funcionais

Aspectos Emocionais

Dimensão pessoal

Dimensão social

By Paula Hurtado

JOBS TO BE DONE

Verbo **+** Objeto do Verbo **+** Contexto **+** Exemplo

JOBS TO BE DONE

Voar **+** Um avião **+** de papel **+** hoje

The 4 Big Risks

By Paula Hurtado

Marty Cagan
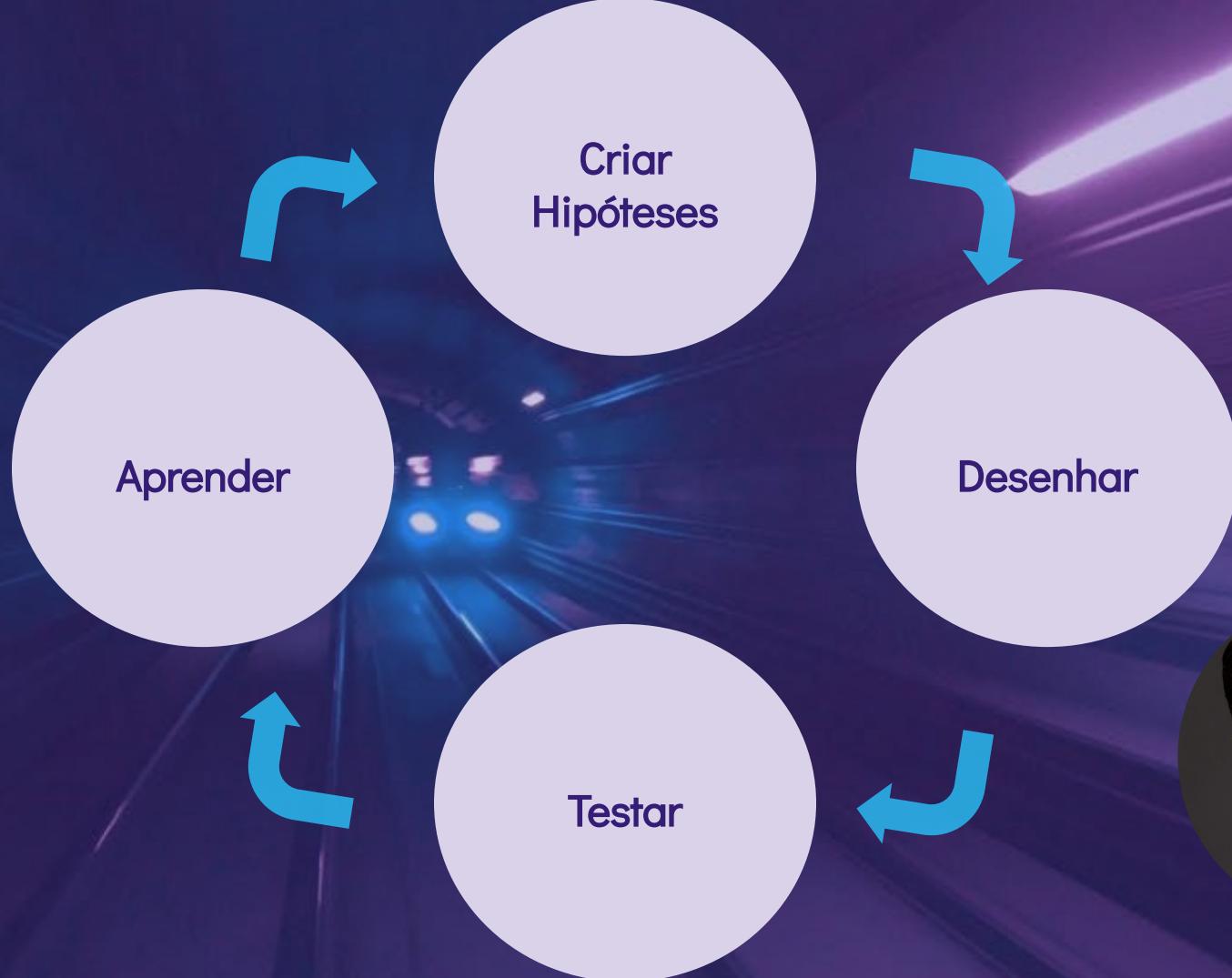
The Lean Product Process

By Paula Hurtado

Product

- UX
- Feature Set
- Proposta de Valor

Product Market Fit

Market

- Necessidades não atendidas
- Mercado Objetivo

Test with customers

By Paula Hurtado

Criar Hipóteses

Desenhar

Testar

Aprender

Dan Olsen

By Paula Hurtado

Frameworks De Priorização

GUT (SUG)

Gravidade
Urgência
Tendência

By Paula Hurtado

Score	Gravidade	Critério Objetivo	Conceito
1	Sem gravidade	Causa desconforto na operação, gera frustração na experiência	
2	Pouco grave	Impede a conclusão de um fluxo de operação. Só é possível concluir por retentativa ou work around	Intensidade, profundidade dos danos que o problema pode causar se não se atuar sobre ele.
3	Grave	Interrompe um caso de uso. Não é possível contornar ou remediar a situação sem intervenção da RD	
4	Muito grave	Causa prejuízo reversível à operação de marketing do cliente, como indisponibilidade de dados/operações	
5	Extremamente grave	Causa prejuízo irreversível à operação de marketing do cliente, como perda de informações ou de oportunidade	

Score	Urgência	Critério Objetivo	Conceito
1	Pode esperar	Mais de 6 meses para eclosão dos danos ou resultados indesejáveis - pode ser feito no trimestre que vem, sem grilo	
2	Pouco urgente	Mais de 3 meses para eclosão dos danos ou resultados indesejáveis - temos que resolver neste trimestre	Considera o tempo para a eclosão de danos ou resultados indesejáveis se não se atuar sobre o problema.
3	Urgente, merece atenção em curto prazo	Mais de 1 mês para eclosão dos danos ou resultados indesejáveis - temos que resolver neste mês	
4	Muito urgente	Até 1 mês para eclosão dos danos ou resultados indesejáveis - temos que resolver nesta semana	
5	Necessidade de ação imediata	Esta semana já teremos resultados indesejáveis - temos que resolver imediatamente	

Score	Tendência	Critério Objetivo	Conceito
0.5	Ameniza	As ações que já foram ou estão sendo executadas tendem a amenizar o problema ao longo do tempo	
1	Não irá mudar	Permanece estável	
2	Piorar a médio prazo	Aumenta linearmente com o aumento do número de clientes	Considera o desenvolvimento que o problema terá na ausência de ação.
3	Piorar a curto prazo	Aumenta exponencialmente com o aumento do número de clientes ou do engajamento promovido em uma feature	
5	Piorar rapidamente	Aumenta exponencialmente com a projeção de uso e a inclusão de novas condições no uso do produto	

Issue Exemplo #20507

⊘ **Open**   **Paulahur** opened this issue just now · 0 comments

---

Paulahur commented just now   +😊 ···

> Não esquecer de adicionar às labels: tipo de issue - Bug, Technical Debt, Ux Debt, Time, Esforço - Low, Medium e High, Feature e GUT

> Não esquecer de adicionar screenshots (print da tela).

[Bug] Exemplo 1:

Assignees ⚙

No one—assign yourself

Labels ⚙

[G][3] Grave

[T][0.5] Ameniza

[U][2] Pouco Urgente

By Paula Hurtado

RICE

Reach
Impact
Confidence
Effort

Score	Reach	Objective criterion	Concept
#	# of users/accounts that will see the modification	How many users/accounts will be affected by the change in a quarter? Example: Project 1:500 customers spend a month in this part of the feature flow, and 30% choose this option. Then the range is 500 × 30% × 3 = 450 customers per quarter. Project 2: All Customers using the feature (2000/quarter) will see the modification. The range is 2.000 customers per quarter. Project 3: The modification will have a one-time effect on 800 customers, without an ongoing effect. The range is 800 customers per quarter.	Percentage of accounts/users that would be impacted in 1 quarter by change.

Score	Impact	Objective criterion	Concept
0,25	Minimal impact	Small tweak in the relevant metrics. No new use cases. One ticket arrives every 6 months at most. In case of bug/problem: It is a tweak of UI or very specific stream that causes discomfort/frustration on the user, but does not prevent use.	Impact of modification on an important business/functionality metric. In the event of a bug, it is the severity of the bug (for the customer marketing operation). Not the size of the project, a small modification can bring a huge impact on the metrics.
0,5	Low impact	Modification that will bring low impact on relevant metrics. It does not appear on the site. No new use cases, perhaps an extension in an existing use case. It will reduce tickets that reach every quarter. In case of bug/problem: can prevent a secondary flow of operation, but it is possible to complete the flow via reattempt or workaround.	
1	Average impact	Modification will bring an average impact on the relevant metrics. It can appear as detail amid a larger differential on the site. Small new use case. It will reduce tickets that arrive monthly. In case of bug/problem: Interrupts a use case, cannot circumvent without RD intervention.	
2	Big impact	Modification will bring great impact on the relevant metrics. It's the kind of thing that's quoted as a differential on the site. Great new use case. It will reduce tickets that arrive weekly. In case of bug/problem: causes reversible damage to the customer marketing operation, such as data/operation unavailability. Possible incident.	
3	Giant impact	Modification is ground breaking in the metrics (moonshot), it has the possibility of opening new business fronts and opportunities. It is something that is at the center of the value proposition on the site or has its own website. It will reduce tickets that arrive daily. In case of a bug/problem: Irreversible damage to the customer's marketing operation, such as loss of information or opportunity. Incident.	

Score	Confidence	Objective criterion	Concept
50%	Coin Flip	Reach and impact can be lower than estimated. The effort can be higher. Throwing a coin to the top has the same chance of deciding whether the prioritization is correct.	Degree of confidence you have in the other 3 categorizations (Reach, Impact and Effort).
80%	Almost sure	One of the variables (Reach, Impact or Effort) may be wrong, the other two are right on account of collected data.	
100%	Shot and Fall	We have quantitative metrics for reach, user search for impact and a good estimate of engineering for effort.	

Score	Effort	Objective criterion	Concept
0,5	Quick win	It takes well less than 1 person/month to deliver. Example: 1 Week of PM study, do not need design and 1 week of implementation of 1 dev.	People/month-amount of people (including PM, Designer, QA and Dev) that would be needed using a whole month of their work to complete the work.
1	Small	It takes about 1 person/month to deliver. Ex: 1 Week of PM study, 1 week of design and 2 weeks of a dev to implement.	
2	Middle	It takes about 2 people/month to deliver. Ex: The project will take 1 week of planning, 1-2 weeks of design and 2-4 weeks of Dev.	
3	Large	It takes about 3 people/month to deliver. Ex: Project needs 1 weeks of planning, 1-2 Design and 6-8 weeks of Dev.	
4	Giant	It takes about 4 people/month to deliver. EX: Project probably does not fit in 1 quarter. Example: The project will need several weeks of planning, a considerable design time, and at least 2 months of dev.	
5	Pqp	It takes 5 people/month to deliver. Ex: You understood	
#	...	If you take more people/month, just put the number	
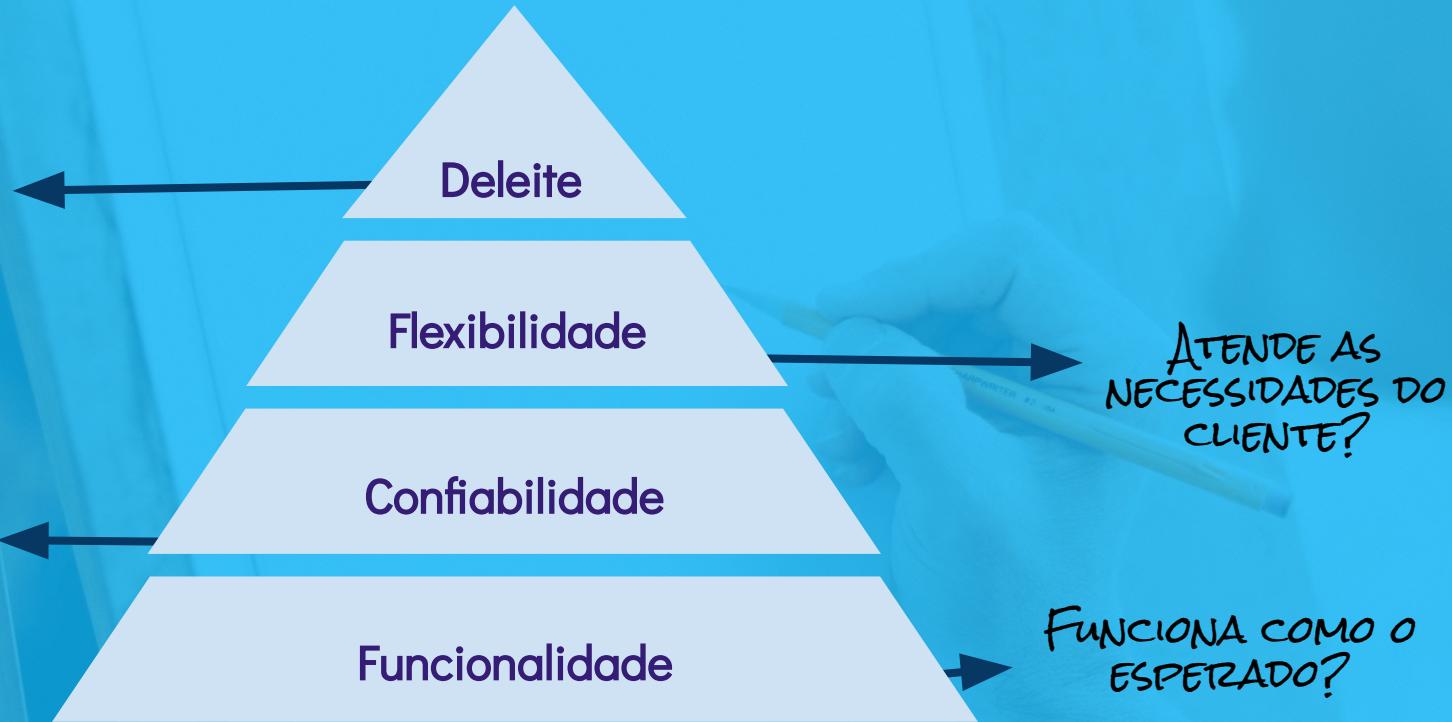
$$RICE = \frac{Reach \times Impact \times Confidence}{Effort}$$

Hierarchy of User needs

By Paula Hurtado

É prazeroso?

Deleite

Flexibilidade

Atende as necessidades do cliente?

Confiabilidade

Funciona repetidamente?

Funcionalidade

Funciona como o esperado?
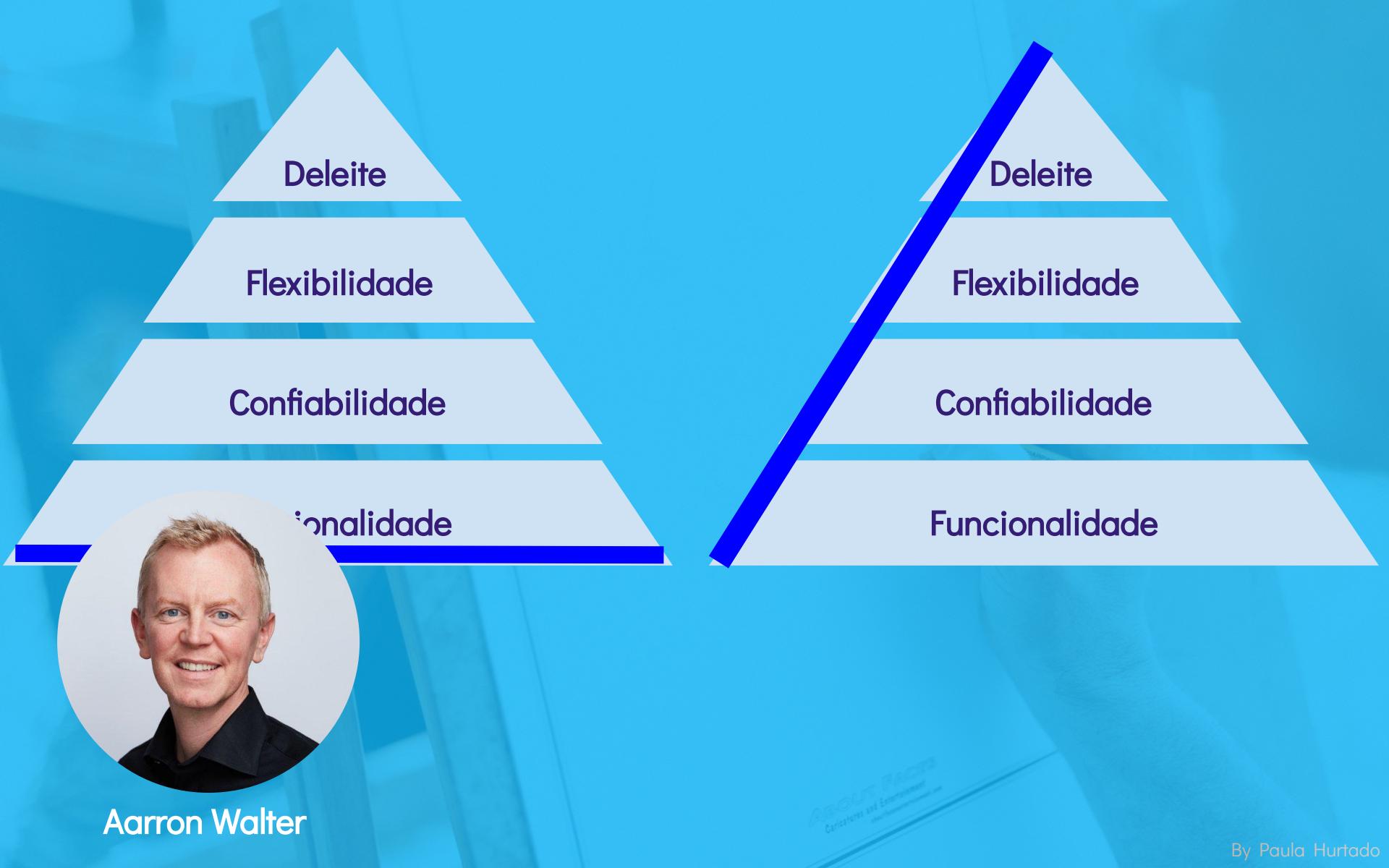
By Paula Hurtado

Deleite

Flexibilidade

Confiabilidade

Funcionalidade

Aarron Walter

Finals Thoughts

A 🚀 TEAM

We're hiring!

Ship It!

Obrigado!

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slides on
http:/http://bit.ly/FrameworksTDC19

Vamos Conversar?

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A

TEAM

We're hiring!