

How Designers Can Be Effective Product Leaders

Anthony Daniel II

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Week

1

Day

3

Due

Fri

Make this look better...

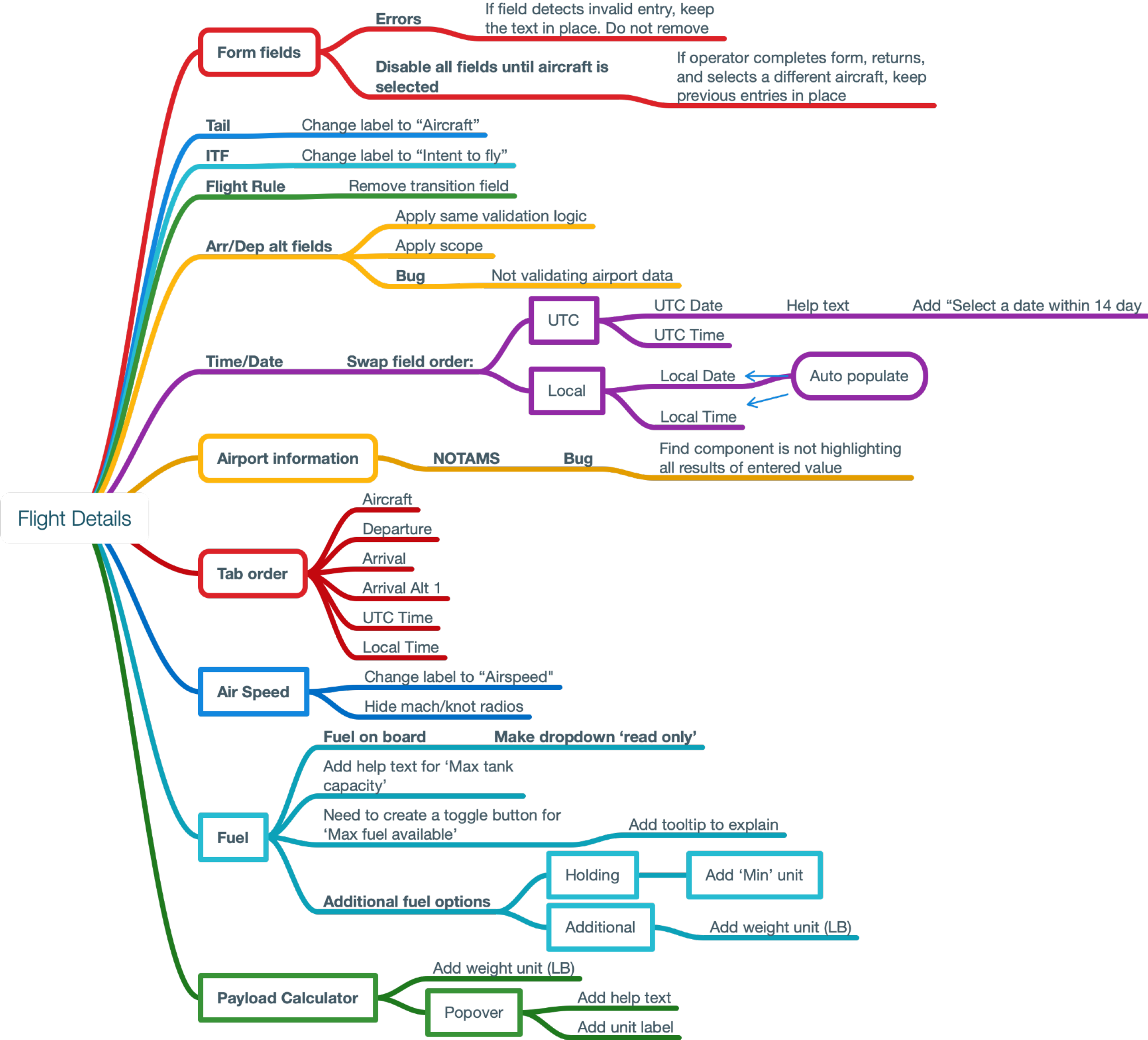


Me: "Okay!"



Attempting to solution

With little context.



Product leadership requires a vision.

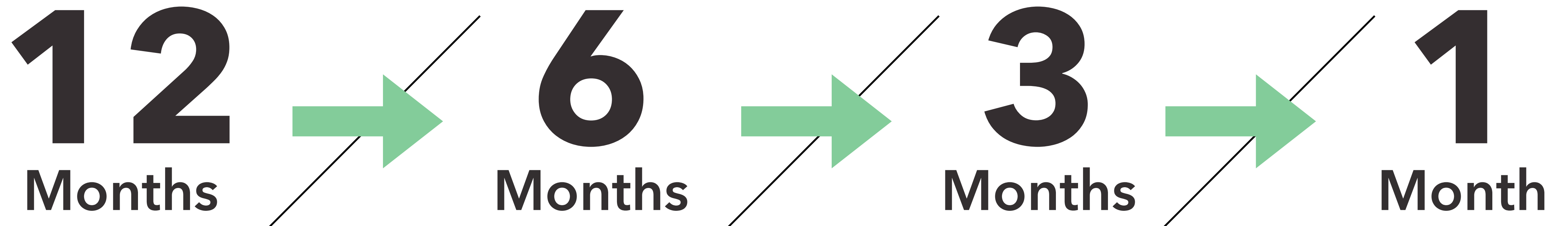
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Have the vision

Why are we building this?

Why is it important?

What does success look like?

Align to the product roadmap



Immerse yourself.

Immerse yourself

Read

Find a mentor

Watch videos

Sit with customers

Use the product

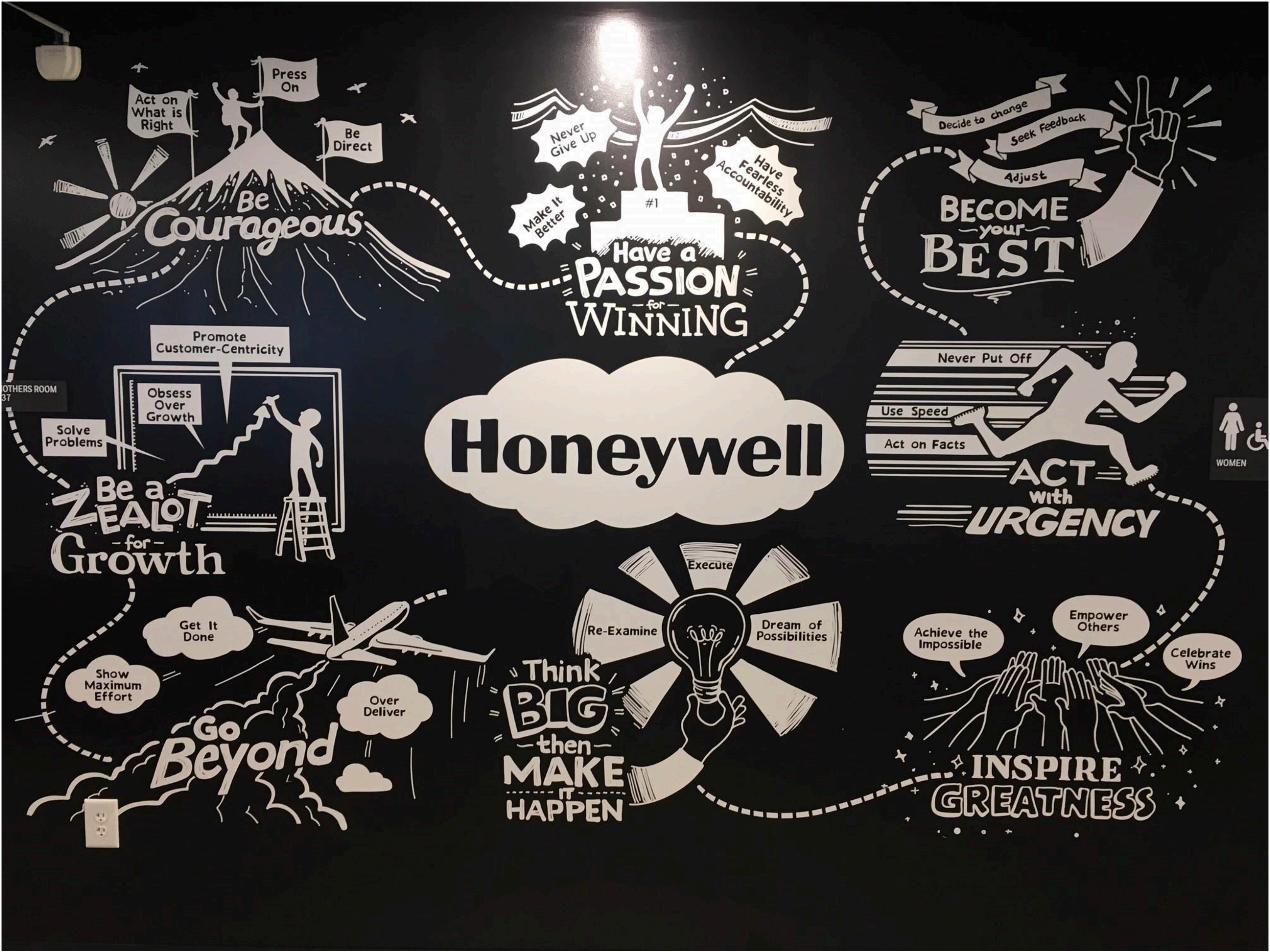
Study competitors

Look outside the industry

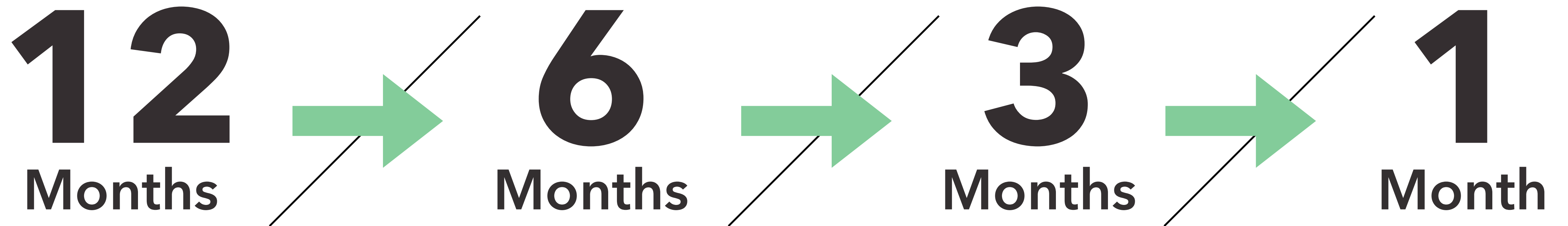
Find training

Understand how you are evaluated.

8 Behaviors at Honeywell



Define your personal roadmap



Communicate to empower.

Speak their language

Stakeholders

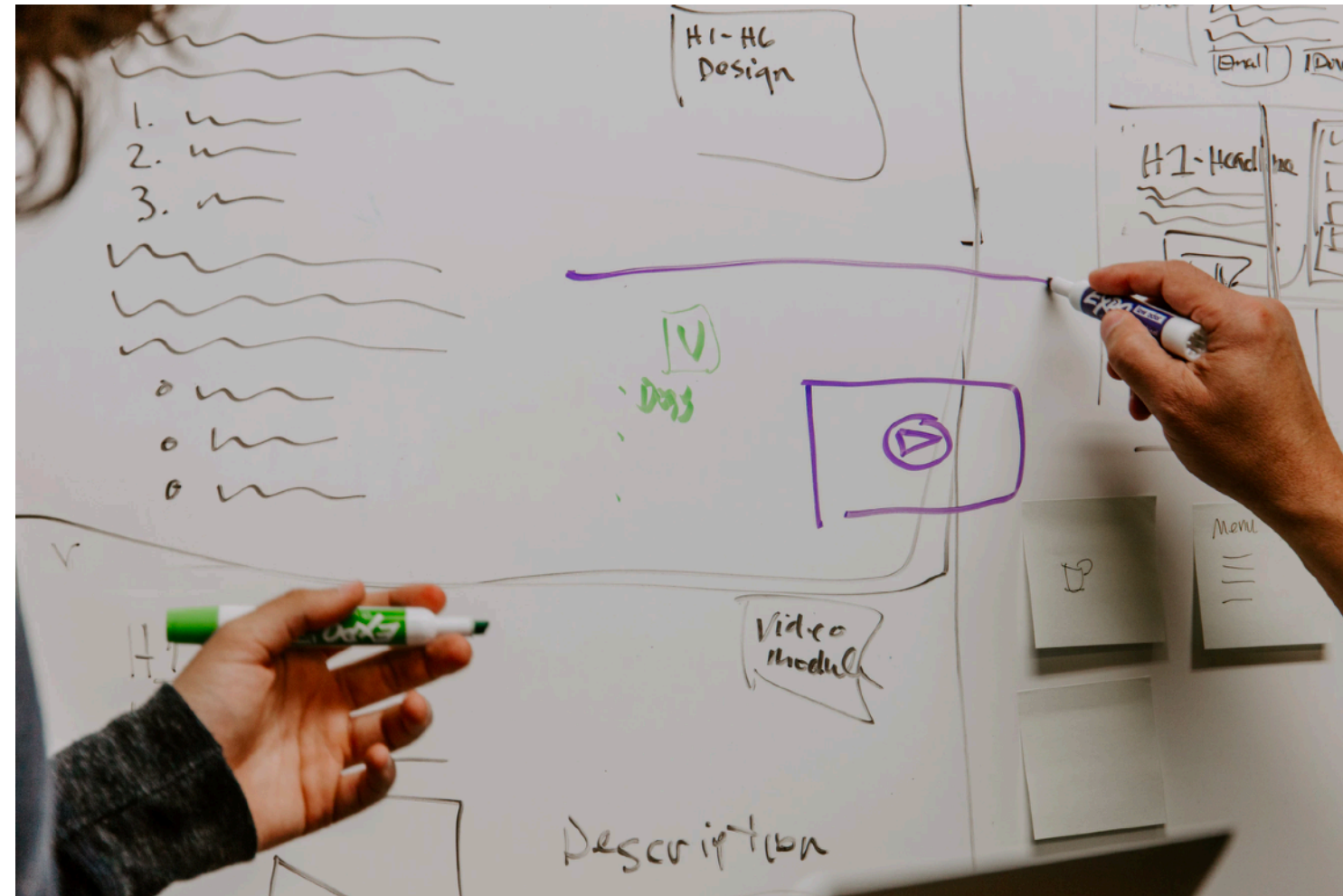
Teammates

Customers

Communicate design



Involve your developers early



Influence through lo-fi sketches



Write acceptance criteria

Be inclusive

We will be successful if...

Have guiding principles.

My F.A.R.E. principles

Frictionless

Did we reduce difficulty to help the customer reach their goal?

Assistive

Are we deeply learning to provide predictive suggestions?

Relevant

Is the design/data contextual and unique to the customer?

Empowering

Did we create a self-service platform for our customers?

Get the product to market.

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Get the product to market

Prioritize enablers

backlog is not a checklist

Customer releases over sprints



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