

Products are Failing Blame the BA

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Agenda

- Challenges Products are Failing
- What is this Happening?
- Strategy Delivery Challenges
- Business Analyst: Act as a Product Owner
- Questions

Challenges – Products are Failing

- 80% of new consumer products fail (Christensen)
- 70% to 80% of new grocery store products fail (Blackburn)
- 40% of products fails (Castellion)
- Examples:
 - Kodak
 - Sears
 - Blackberry

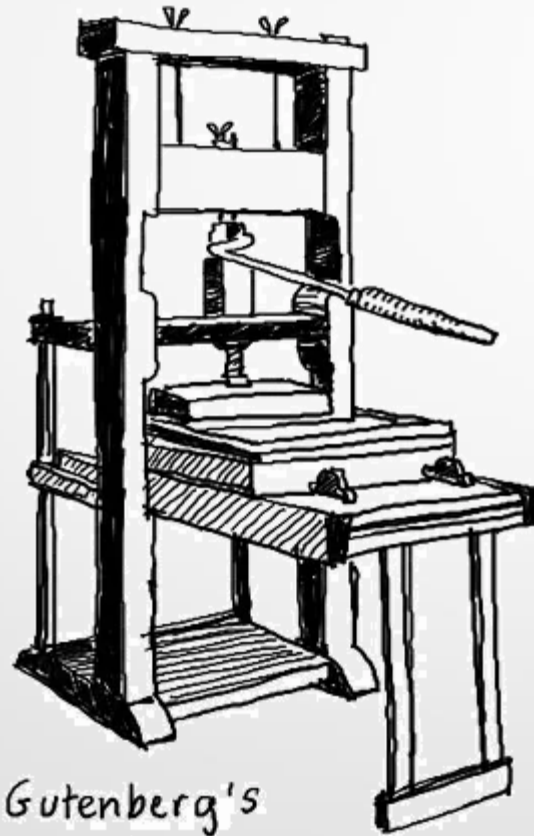
Product Development Challenges



Why is this Happening?

- The New Renaissance
- Industrial Age 4.0
- Four-generation workforce
- Human evolution

The New Renaissance



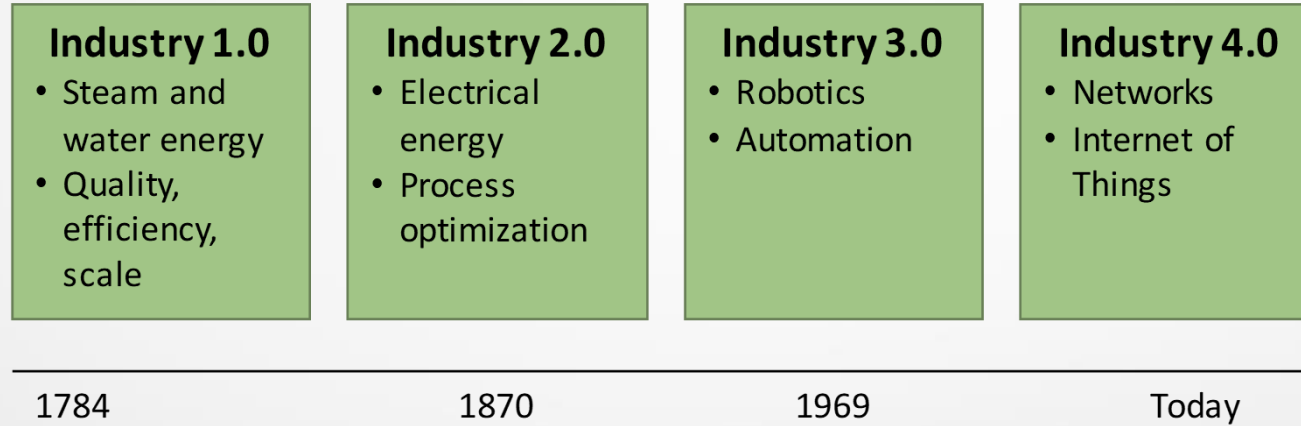
Gutenberg's
Press



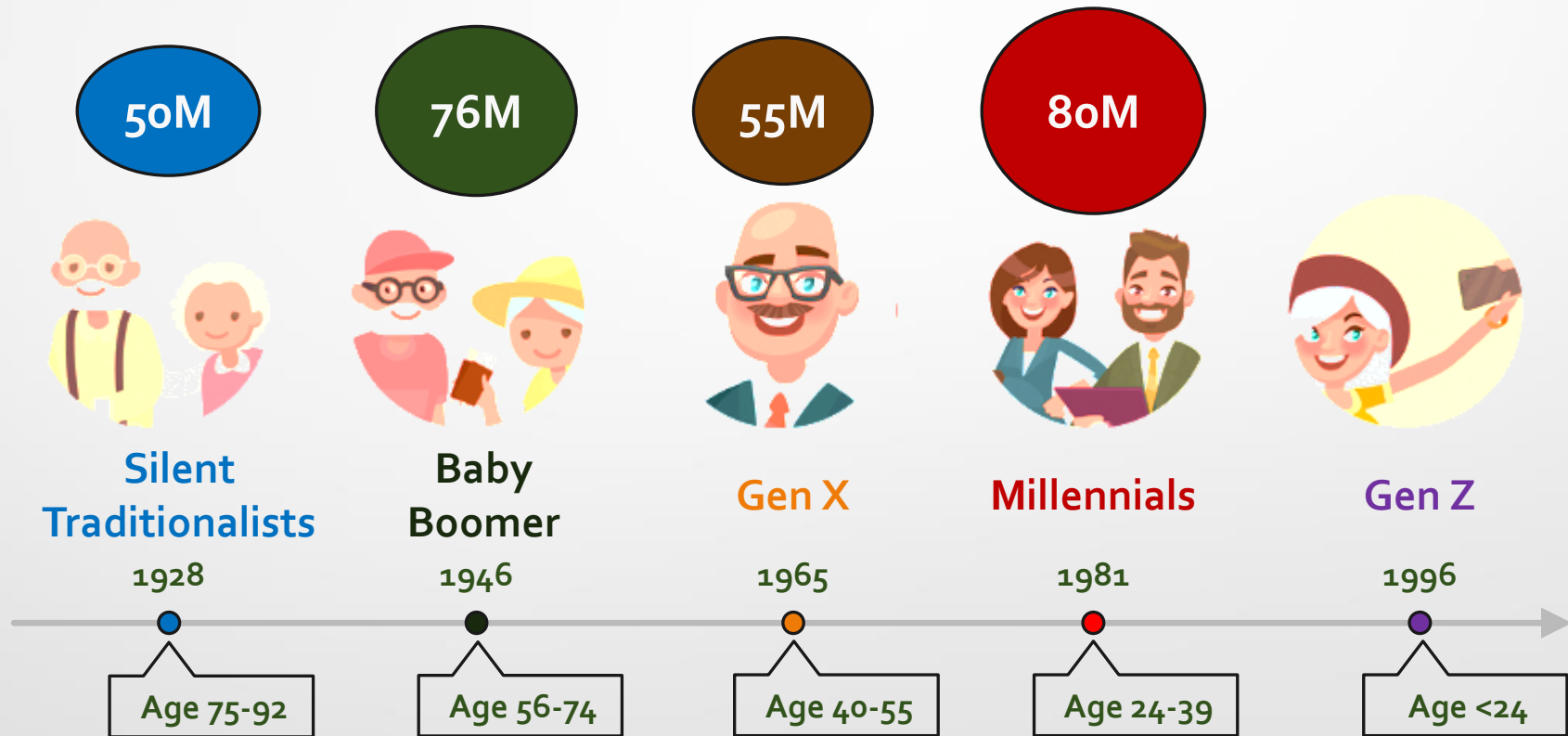
Industrial Age 4.0

Empowering Organizations

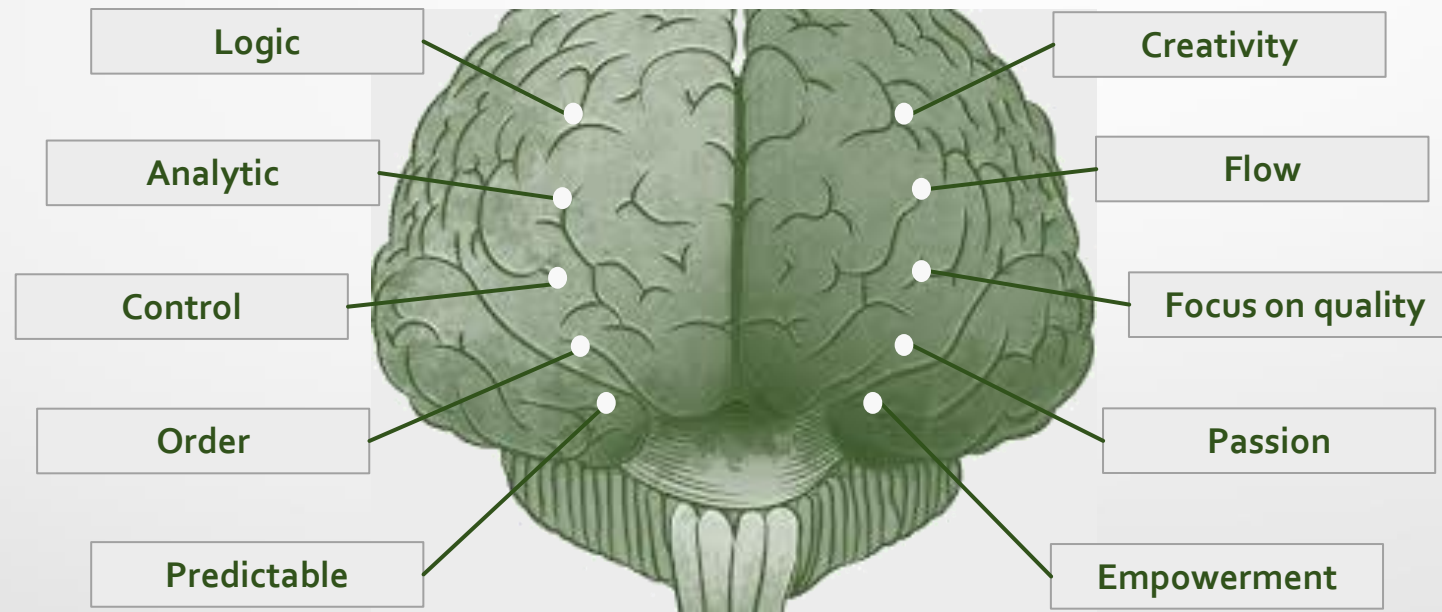
Empowering People



Five Generation Work Force



Human Evolution



Strategy Delivery Challenges

- Organizations have become complex systems of interconnected parts with too many dependencies and less flexibility

Culture

Change culture to deliver strategy

Structure

Support product delivery through organizational structure

Focus

Focus on the strategic goals and objectives

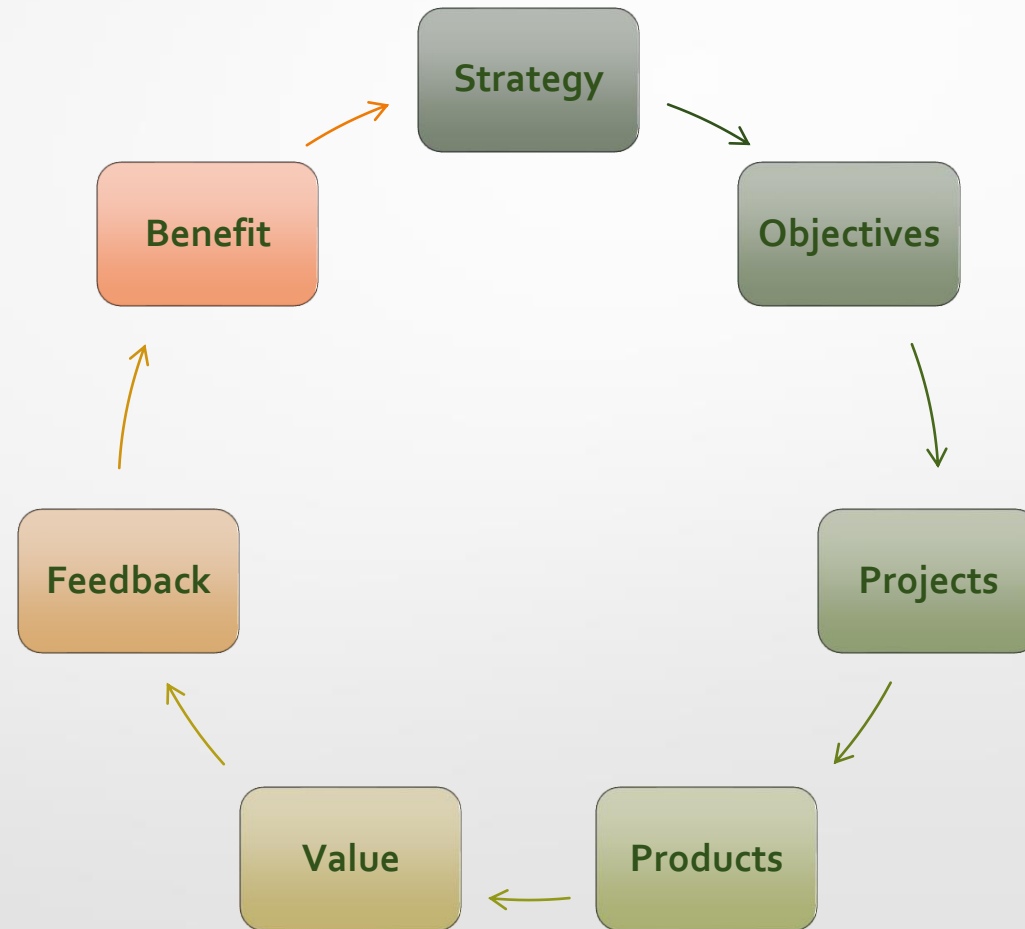
Execution

Use feedback to deliver products through iterations

Change

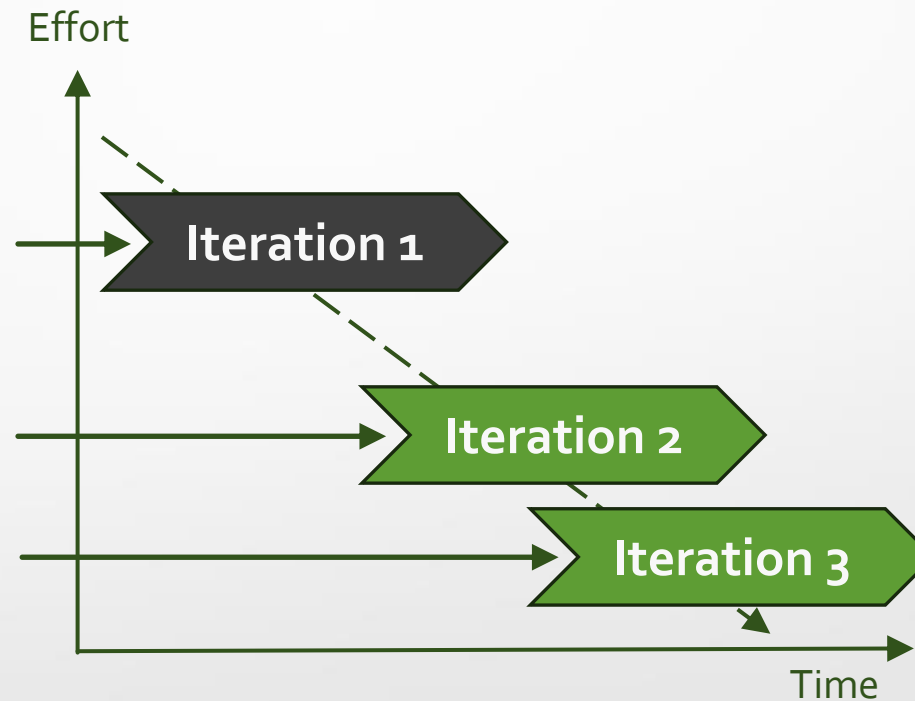
Update your strategy as priorities change

Strategy Implementation Circle



Iterative Development Approach

Backlog	
No.	Description
1	Log in/ Log out
4	Display trip
5	Print trip
2	Update trip
6	Share trip
3	Send alerts



MVP Concept – Transportation Vehicle



Source: Gen P New Generation of Product Owners Who Care About Customers

MVP Characteristics

Goal

- Need to ensure the product delivers value

Benefits

- Use the MVP to validate the benefits

Optimization

- Validate the product to avoid waste

Acquisition

- Acquire early adopters and get feedback

Focus

- Focus on delivering the value proposition

Business Analyst: Act as a Product Owner

**Active
Listening**

Listen to your customers and provide feedback continuously

Driving

Set priority based on 'needs' not 'wants'

Focusing

Focus on the one feature that delivers maximum value

Promoting

Promote your product as unique and valuable

Learning

Continue to gain additional skills and share what you learn

Questions

Thank you

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