

September 21, 2018

How Do Product Managers Work with Interaction Designers



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How Do You Differentiate Between PM + UX?

Description	Job Title
Gather requirements by talking to users/stakeholders	?
Develop requirements, specifications, and enhancements	?
Work closely with the engineering team to scope, validate, and iterate new features and services	?
Develop detailed personas, use cases and functional requirements to communicate these needs to engineering	?

How Do You Differentiate Between PM + UX?

Description	Job Title
Gather requirements by talking to users/stakeholders	Senior User Experience Designer
Develop requirements, specifications, and enhancements	Sr. Product Manager
Work closely with the engineering team to scope, validate, and iterate new features and services	Product Marketing Manager
Develop detailed personas, use cases and functional requirements to communicate these needs to engineering	Product Manager- User Experience

- 1) <http://venturefizz.com/jobs/senior-user-experience-designer>
- 2) <http://venturefizz.com/jobs/partner-integration-sr-product-manager—core-product-commerce>
- 3) <http://venturefizz.com/jobs/product-marketing-manager-10>
- 4) <https://www.linkedin.com/jobs2/view/11261574>

What's the Difference?

Product Management Is Not User Experience

April 07, 2014 | By **Jeff Lash** |    

Let's get one thing clear right away. Product management and user experience (UX) are both necessary roles in pretty much any company that creates products. But they are different.

What's the Difference?

As important as UX is, it's not product management, and confusing the two belittles the importance of both of these crucial roles.

Product Management Is Not User Experience



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<https://www.siriusdecisions.com/blog/product-management-is-not-user-experience>

Product Marketing, Product Management, and UX

Product Marketing

Responsible for clarifying which market segments will be targeted, and the buyer needs within those segments that make the creation of an offering attractive.

Product Management

Responsible for overall commercial success of offering. Determine capabilities needed to address the needs defined by product marketing.

User Experience

Responsible for the experience of using the product, especially its ease of use. Translates buyer needs, user needs and required capabilities into a design.

How It Should Work

Product Managers

- Responsible for overall success of the product
- Includes requirements and design, but also marketing, pricing, technical aspects, portfolio, etc.
- “Conductor of the orchestra”

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Interaction Designers

- Responsible for ensuring product is designed to meet users needs and be easy to use
- Objective advocate for user needs and good design
- Member of the orchestra (along with Marketing, Sales, Development, etc.)

Product Management Responsibilities vs. Reality

Product managers should

Be market-focused

Conduct research with buyers/users

Create a product and portfolio strategy

Manage product roadmap and lifecycle

Identify and manage requirements

Help marketing build the GTM plan

Be more strategic than tactical

Product Management Responsibilities vs. Reality

Product managers should	Instead, they often
Be market-focused	Are internally-focused
Conduct research with buyers/users	Don't conduct research themselves (if at all)
Create a product and portfolio strategy	Don't create a product or portfolio strategy
Manage product roadmap and lifecycle	Focus on the short-term plan
Identify and manage requirements	Create and manage specifications
Help marketing build the GTM plan	Throw stuff over the wall to marketing
Be more strategic than tactical	Are more tactical than strategic

Interaction Design Responsibilities vs. Reality

Interaction Designers should

Understand business context

Clarify roles and responsibilities and drive for understanding with team members

Advocate for a user centered process but understand other factors involved

Focus on end goals and how deliverables can help achieve those goals

Interaction Design Responsibilities vs. Reality

Interaction Designers should	Instead, they often
Understand business context	Ignore, do not care about, or are not interested in business context
Clarify roles and responsibilities and drive for understanding with team members	Assume others understand the interaction design roles, responsibilities, and deliverables
Advocate for a user centered process but understand other factors involved	Only focus on the “ideal” UCD process and do not acknowledge other forces at work
Focus on end goals and how deliverables can help achieve those goals	Focus more on deliverables and process than the end product

How Can PMs Work Better With IDs?

- Include them early
- Provide them with context
- Participate in “their” customer research and include them in “yours”
- Leverage their expertise beyond just “design”
- Give them guardrails; provide clarity on scope, requirements
- Stay out of the details (except when they ask)
- Provide objective and appropriate feedback on their work
- Give them latitude to do their job

How Can IDs Work Better with PMs?

- Take the initiative – don't wait to be asked
- Make strong recommendations
- Help PMs understand decisions they need to make and help them make them
- Seek to understand the “big picture” – market, competition, sales process, strategy, etc.
- Don't divide user needs and business needs -- these should be one in the same
- Get them out of the office to meet with users!
- Ask Product Managers, “How can I help you meet your goals?”

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