Nurturing product makers among cross-functional partners

eileen wang

@eileendoodles

www.linkedin.com/in/wangeileen
Where I’m coming from

Fine arts degree
@ Tufts University
Artists :)

Account manager @ 3 startups
Acq. Microsoft, Giphy, Wix
CEOs, CTOs, engineers, designers, customers, support

Product Manager
@ Pluralsight
Content creators, teachers, marketers, corporate strategists, product managers, many many engineers

Carnegie Mellon University
Masters in product innovation
Professors, all kinds of designers and engineers, people who are eager to learn and make mistakes

Contract product manager for 2 different startups

Product boot camp, Freelance UX research, Cat portrait artist
Product managers, cat people, frustrated people in their career
Lean on your cross functional partners to ask better questions.
70% of Fortune 500 companies use Pluralsight to train tech skills

My product preps learners for tech certification exams
My stakeholders

Technology domain leaders - 10+

Machine learning engineers - 3

Taxonomist

Learners - 500k+

Development team - 3

UX Designers - 2
Bi-directional partnership

Technology domain leaders - 10+

Development team - 3

UX Designers - 2

Machine learning engineers - 3

Taxonomist

Learners - 500k+
360° view of the problem

- Content producers
  - content freshness
- Platform product team
  - discoverability
- ML engineers
  - lack of data definition
Who can tell us more?

**hypothesis**

Showing related contextual information at the point of discovery can drive content start rate.

**what questions do we have?**

- What does structured guidance for the learner look like?
  - design
  - SMEs

- How do we organize information for the learner?
  - SMEs
  - design

- What does an MVP of the data structure look like?
  - engineering
  - design
  - taxonomy

- How do we curate our most strategic content?
  - SMEs
  - design
  - ME engineers

who can help answer these questions?
Prototype different POVs simultaneously & learn quickly

3 different prototypes & POVs

Design  Content  Engineering

Stress-test the information architecture/content, UX, and business value in parallel
Design

Content

Engineering
Create tighter feedback loops

**SME critique (fast cycles)**
Use experts who understand the full context to de-risk solution’s individual aspects

**Ship to learn (slow cycles)**
Rely on users to measure solution’s holistic quality
Enthusiasm doesn’t come from participation

Enthusiasm comes from feeling ownership
Questions?
You can DM me on Twitter too

Thank you :)