PM Series III: Breaking the Mold in PM

WHEN DATA MISLEADS

1 Data Overload vs. Insightful Action

Why: An excess of data can paralyze decision-making.

What: Focus on actionable insights rather than data accumulation.

How: Prioritize data that directly informs user experience improvements. Scale back on analytics to focus on core metrics.

Result: Streamlined decision-making process and enhanced product relevance.

2 Confirmation Bias

Why: Data can be unconsciously used to support pre-existing beliefs.

What: Challenge assumptions and seek diverse perspectives.

How: Implement a 'devil's advocate' approach to critically assess data interpretation. Re-evaluate the feature(s) thought to be successful but not meeting user needs.

Result: More objective decisions and avoidance of costly missteps.

3 Real World vs. Numbers

Why: Numbers can't capture the full spectrum of human experience.

What: Complement data with real-world user feedback.

How: Beyond analytics, conduct user interviews, observe product usage in real scenarios, and gain insights that numbers alone can't provide.

Result: A more user-centred product development approach.

Coming Up Next

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SUBTRACTION IN PRODUCT FEATURES

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