

ARTICLE 5: HOW UX HELPS WITH PRODUCT MANAGEMENT

Whether you're a single-product startup or a larger operation within a corporation, the role of the Product Manager is imperative to both the internal systems and external presentation of your company. In recent years, some professionals in the field have declared the categories of Product Management and User Experience Design to be mutually exclusive, as some business strategies deliberately exclude the input of the user in order to develop a longer-term "roadmap" for their product.

In the world of online consumption and multiple device browsing, however, it's clearer than ever that good UX design is crucial to the success of any business, website, or application; as the job of a product manager is to oversee the lifecycle of a specific product, they too should be paying attention to UX, recognizing that the level of consumer comfort with a brand will directly affect the sales of a product, often regardless of the product's individual attributes. With finely-tuned knowledge of their user demographic, product managers can ultimately create a stronger product campaign that uses this insight to aid them in their communications with design teams, engineers, and in creating good overall business strategy.

Product Management and User Experience do overlap.

The role of a product manager includes internal communication between the engineering team, the sales support team, a company's CEOs, and the overall business management and strategy of one particular product. They want to serve both the customer and the business, ensuring that the product brings in revenue while also serving its users at the highest standard possible. UX Design, meanwhile, focuses solely on the customer, analyzing their psychology when making purchases to create a better, more comfortable user process from beginning to end. UX investigations help designers to understand the user persona of a product, which, in turn, helps the Product Manager address customer problems both within the company and with the public that is purchasing the product.

Customer feedback builds stronger products.

With the advent of more and more cloud-based applications, it's crucial that companies selling a product understand how that product is marketed and branded to the public. By crowd-sourcing for information, which includes taking questionnaires and customer interviews, making focus groups, creating surveys, and testing a product's usability, UX designers can improve a website or application's "flow" while product managers can consult and enhance the original design of the product. Of course, their role requires them to make certain decisions when it comes to the changes they'll call for, but once they have more user information, they can develop stronger communications with the stakeholders, the marketing team, the engineering team, and the site designers.

UX helps with both Inbound and Outbound Roles.

Ultimately, product managers want to produce design innovation which comes from the intersection of three categories: "desirability and usability," "technology and feasibility," and "business viability." With thorough UX research to inform their decisions, they can strike the

balance between understanding their user's needs and achieving the business's real objectives, all the while creating more insightful inbound product roadmaps, leading the internal engineers and designers, and managing the external press and branding of the product. This task is always made easier once the company captures company feedback and involves UX design, iterations, and research in the decision making process.

Sources: [1] <https://brainmates.com.au/brainrants/is-ux-part-of-product-management/>
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