

Creator Studio: Seamless Developer Experience

My Role: Product Manager of Creator Studio

Project: 10 Months

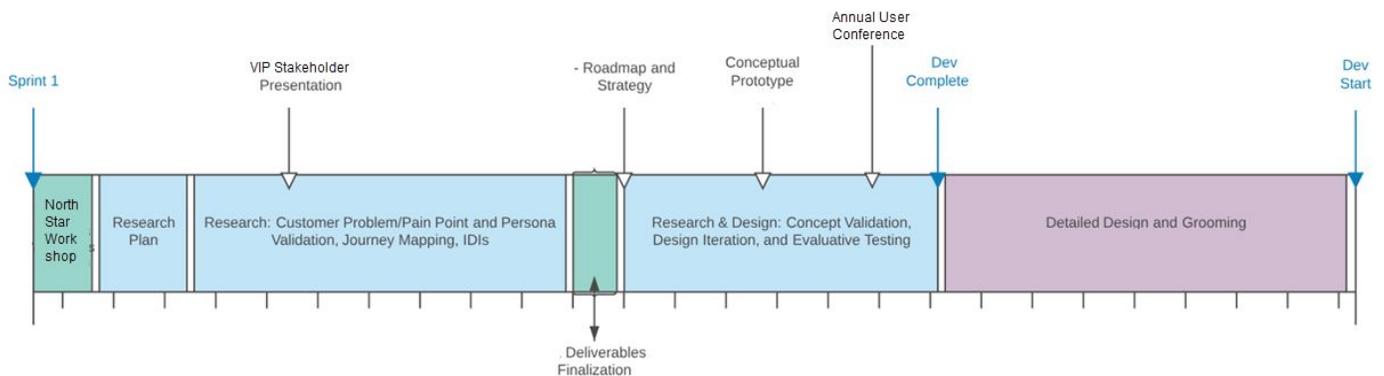
Outcome: Leadership made a strategic decision to change the target user after development foundations had been coded and are being used to jumpstart the evolution of the product. The vision has been redesigned, assigned to multiple teams and staffed 3-4x the design, product, and engineering resources. The initial target user is still in scope, but a year or so farther on.



Responsibilities Before Dev Start:

- Work with design to do UX Audits
- Provide product guidance and context to research and design
- Accompany research to focus groups, concept validation session and user interviews
- Drive entire team toward the goal of building the product (dev start)
- Review Research and Design Outputs

- Create User Flows, Product Specs and Feature Documentation
- Evaluate MVP scope with Engineering, design, leadership
- Create and groom prioritized backlog of epics, stories
- Create or collaborate with team on alignment materials and presentation to explain personas, problems to be solved or jobs to be done, why the product is important and necessary, and how it will be built



Pre-Dev Start Phases and Deliverables:

- User Segmentation Study: The Research team did a long study and presented the results prior to the North Star
- Builder Framework: UX Audits of current suite of experiences for presumed job to be done. The goal was to identify similar UI patterns, and where there were opportunities to simplify the user journey. I worked closely with a designer and a UX architect to evaluate and proposal a direction on merging the diverse experiences.
- North Star: Workshop with Multiple PMs, Designers, researchers and
- Research: User Discovery
- Research: Concept Validation
- Terminology Study: I was the primary stakeholder

Post-Dev Start Responsibilities:

- Scrum master tasks and PO for Scrum team
- Escalate Risks and Open Dependencies
- Coordinate between engineering and design