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The ultimate enchantment: A product whispers to business and product developers

What if your “product” spoke to you?
And why is this perspective important?
What can you do to stun your customer?
About your presenter

• 2014: First time speaker: Agile2014 and Scrum Gathering2014
• 2014: Formed the Agile Immersionists Meetup in San Antonio and wrote Agile Immersionist Method (A.I.M) a 10 session training program for Agile embodiment
• 2013: Began using 5 step presencing method (Introspection, suspension, ukemi, retrospection and moving forward) for Agile coaching
• 2013: First submitted Product Persona: Workshop for product development

Raje is forever grateful to Agile meetup attendees who allowed her to test concepts and ideas; and to the reviewers of Agile2014 for enabling this presentation to get a form.
Inspiration for this workshop

• When I questioned  - What must happen?

• Labelling my future  - The relevance project

• Listening to TEDtalks - The art of seduction

• Realizing that every action I do serve three key purposes

• First submitted for SGNOLA2014 ( in nov2013). What you see is after many iterations of reviews.
About Product Persona

A practice where we listen as the product speaks for itself:

As it walks through its desires to exist in this world

As it narrates its story from

- Being an idea
- To being created
- What it could be
- Where it can go
- What it sees as its future
About Product Persona

Product is in the forefront.

- Everyone else “fades” to the background & serving the product
- Discovering its capabilities & connecting with its endless possibilities
- Understanding urgency & becoming passionate
What it enables

Discover: product resiliency

Establish: core

Clarify: how to engage

Identify: (the one) pervasive factor
What it enables

What now.

It is about the combined depth of knowledge we generate

It is about what should we explore... how deep, how vast, how soon, how often.

It is not what next. It is always what now, what must
Workshop

(Also refer to handouts and material provided)
Product definition

“A product” is an intended deliverable that provides value (either tangible or intangible)

Examples:
- This session is a product; Agile2014 has about 200 similar products
- Other products: Mobile app, banking system, cook book, a song, etc.,

A product may mirror its creators (Ego state)

OR

A product may live its life (Product Persona)
Real threat for products

Idea owners: Being possessive about a future that has not yet happened

Vs

Idea generators: Becoming passionate about a future that can be defined
Real world examples

1. A food blog that is getting a life as an app.

2. A book that desired to be known and felt before it was even written.
Similar thought processes

Product Personification (Publication date: Jan 2014)
Thankyou!

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