Products and Engineers

The story about software engineering and products

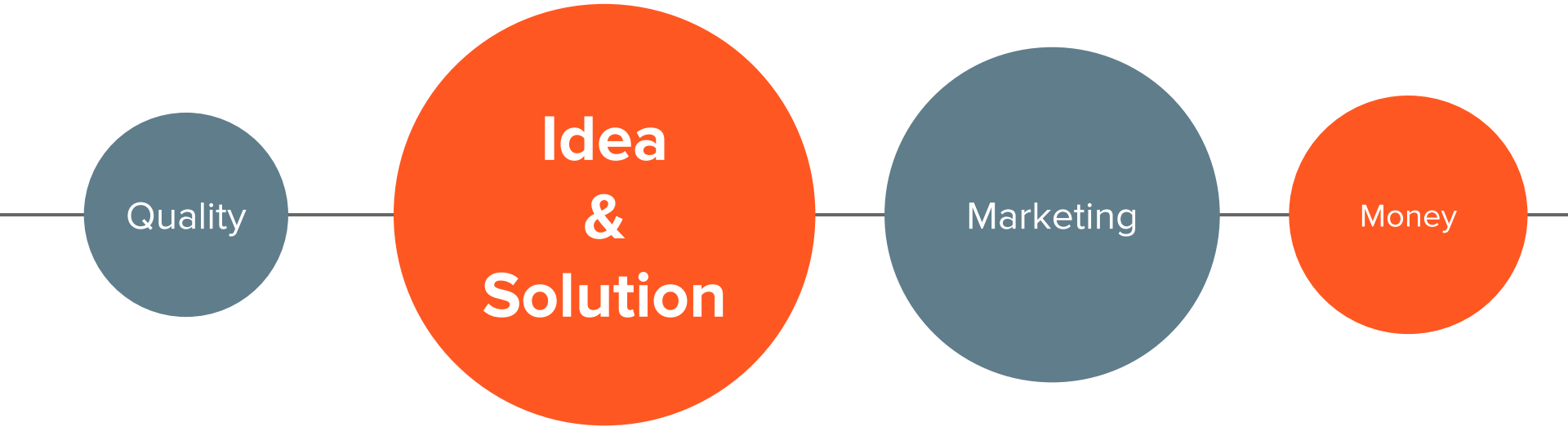
Kamil Kubacki - ProductTank Krakow, 2017.

Great products are built by great product teams.

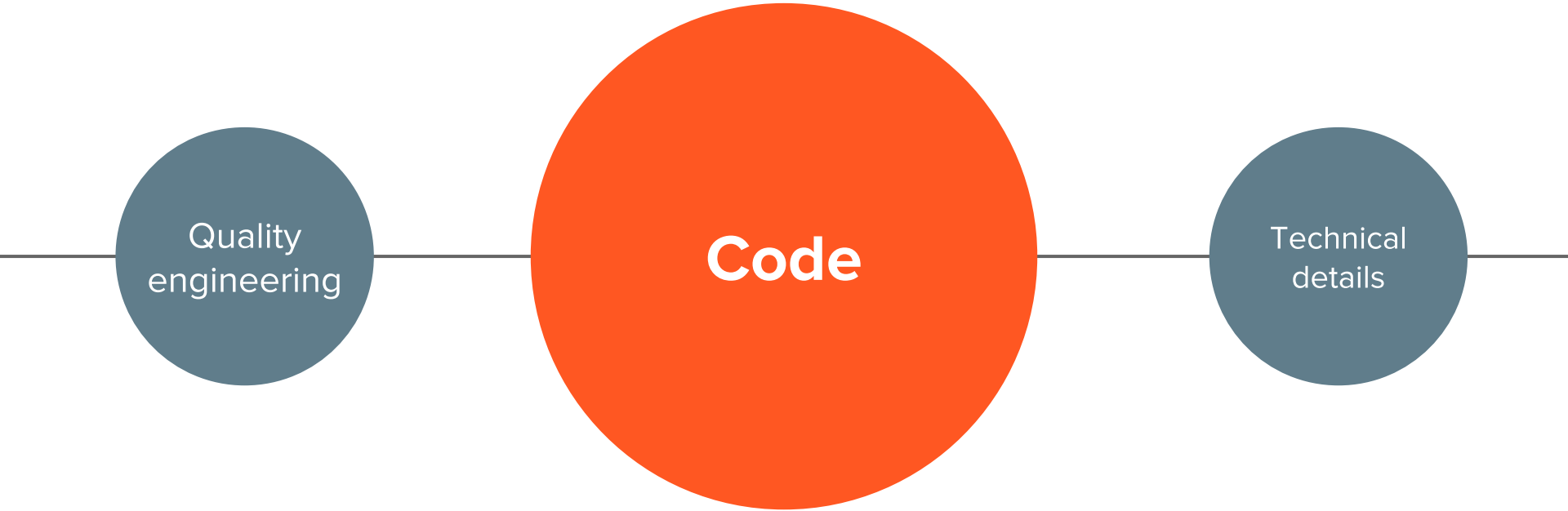
An Engineer

A Product Owner

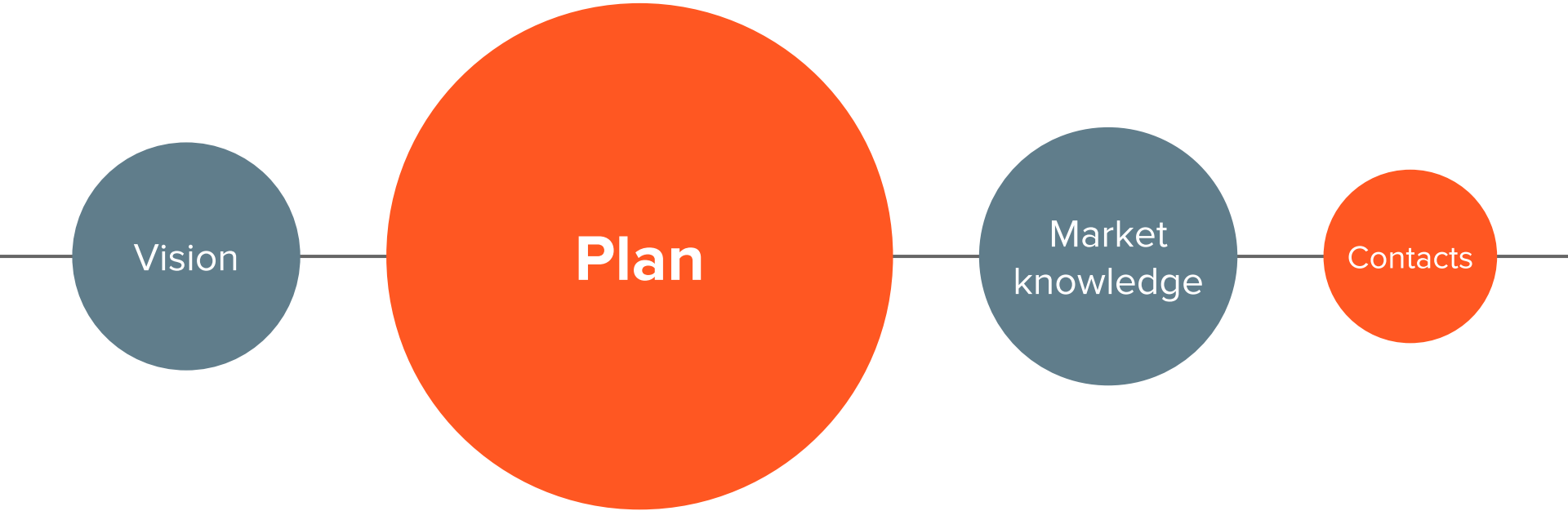
A product



An engineer



A product owner



Each of us has own needs and plans.

Product Owner's needs

Engineer's needs

Product's needs

Focus on product, mate.

Engineer's changes

Why?

Who?

How?

Strategy?

Product Owner's changes

Who?

Why?

How?

Technology?

The power of changes.

Engineer

- The idea
- Market and industry
- Knowledge about product
- Business background
- Money

Relation

- Understanding
- Trust
- Estimates
- Technology
- Peace of mind
- Deadlines

Eventually me!
PRODUCT

Product

- Idea and solution
- Technical details
- Quality
- On schedule

Those kind of skills have a name.

Product Engineering

Product Engineer

Clients are seeking those skills.

Building a house.

Furniture.

Big, profitable application.

Small, new application.

The future.

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Thank you

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