

Digital Transformation and Digital Product Owners

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2019 ANNUAL ASEE SYMPOSIUM ON SOFTWARE &
SYSTEMS ENGINEERING EXCELLENCE

FEBRUARY 23, 2019

What is “Digital Transformation?”

What exactly will be transformed?

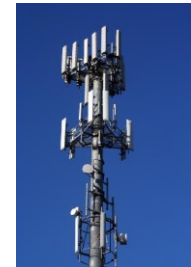
How will the transformation take place?

What will be the benefits and risks?

Typical (vague) explanations

- “Digital transformation is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.”
- “Digital technology is enabling broad transformation of companies in every industry and of all sizes. Social, mobile, Analytics and Cloud together form the digital ecosystems disrupting the threshold of what it means to stay competitive. Therefore, businesses need to build foundational digital capabilities in order to meet the changing demands of the market and its invisible hand has forced the transformation as evidenced in repeated surveys.”
- NOTE: These actual quotes don’t really answer the three basic questions or give actionable direction on how to carry out a transformation

Previous Technology Transformations



Technology Product Transformation

- Technology **enables**
 - Innovative products (goods & services) **delivering**
 - **Services** not previously available to customers and end users

- Transformation is through product usage
 - Value is service experience provided

Digital transformation explanation (simplified)

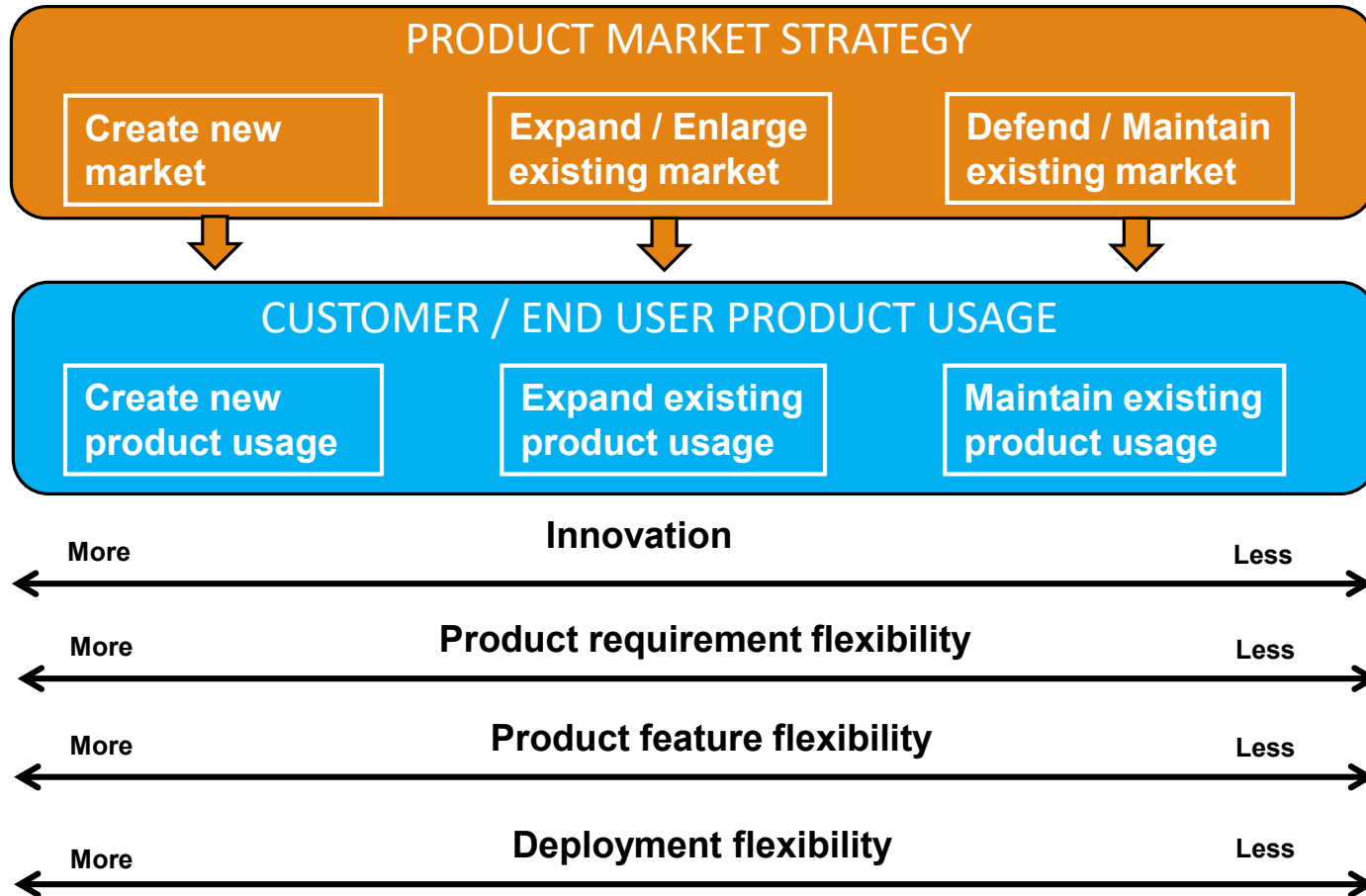
Creation and widespread usage of innovative software enabled products that provide valuable, previously unavailable services to a broad range of customers and end users.

Note: Digital Upgrade ≠ Digital Transformation

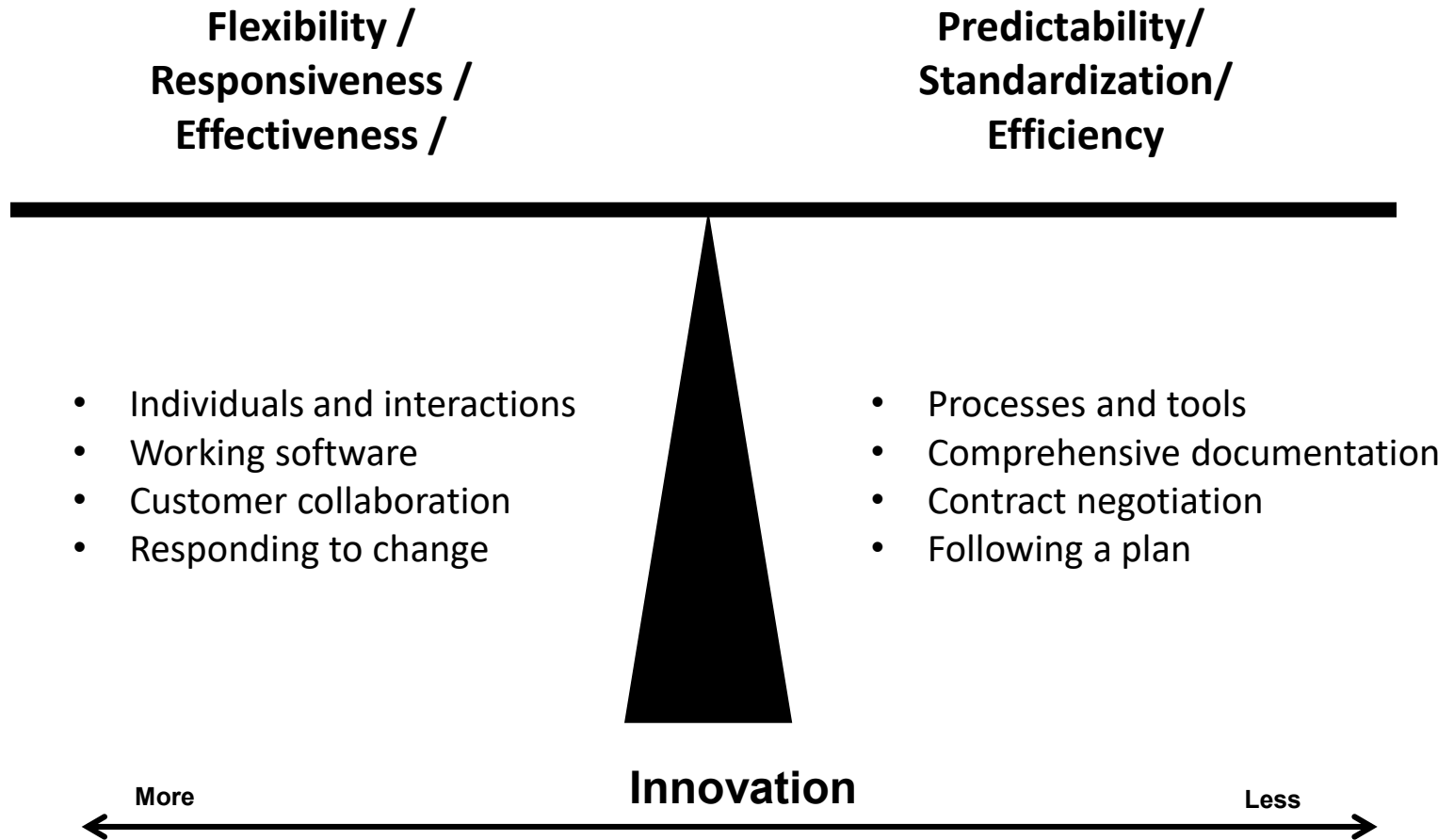
Products are created by projects

- A project is a temporary endeavor undertaken to create a unique product or service
- Product innovation requires project innovation
- A digital product owner must integrate the product innovation with the project innovation

Product innovation management



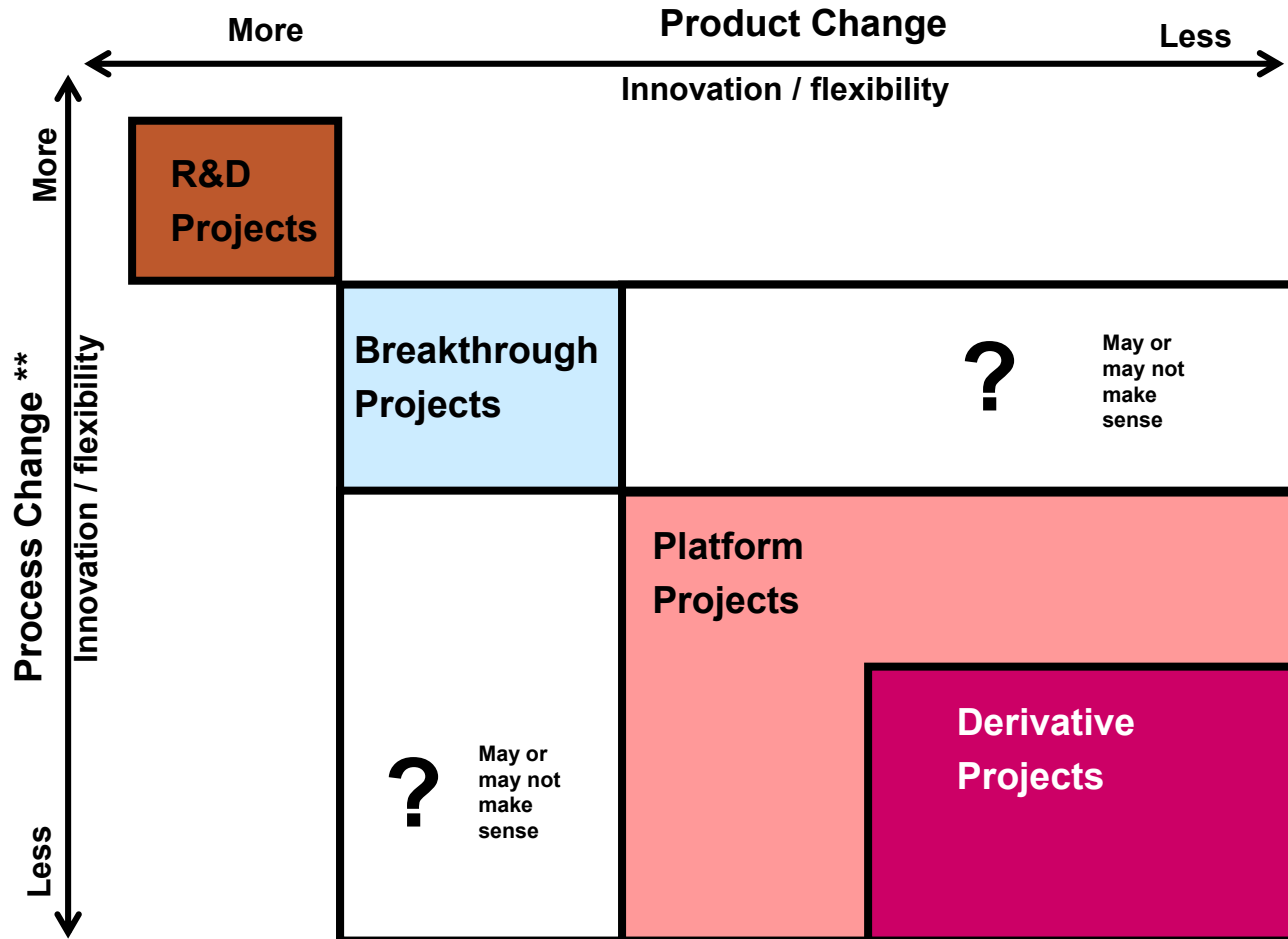
Achieving & Maintaining Project Balance



Project innovation assessment

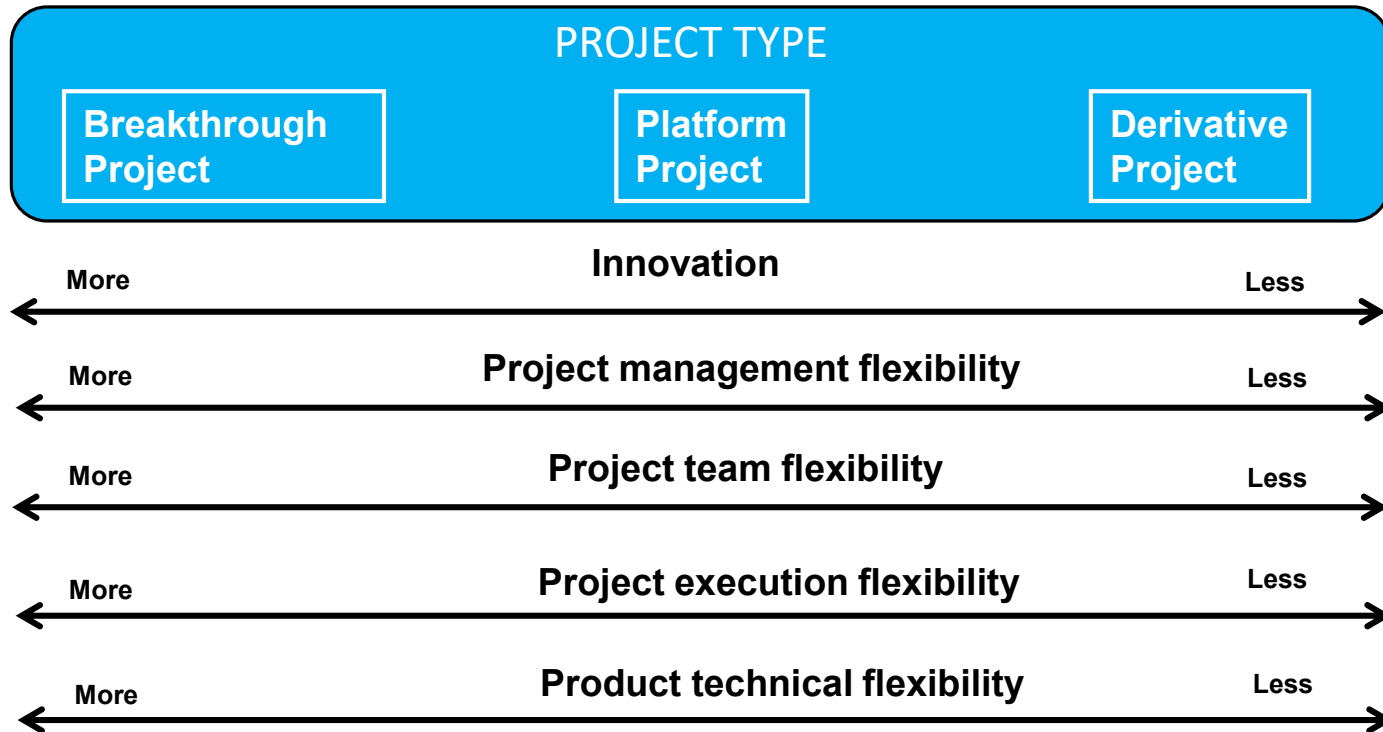
(from Wheelwright & Clark *)

* *Creating Project Plans to Focus Product Development*, Steven C. Wheelwright and Kim B. Clark, *Harvard Business Review*, September 2003

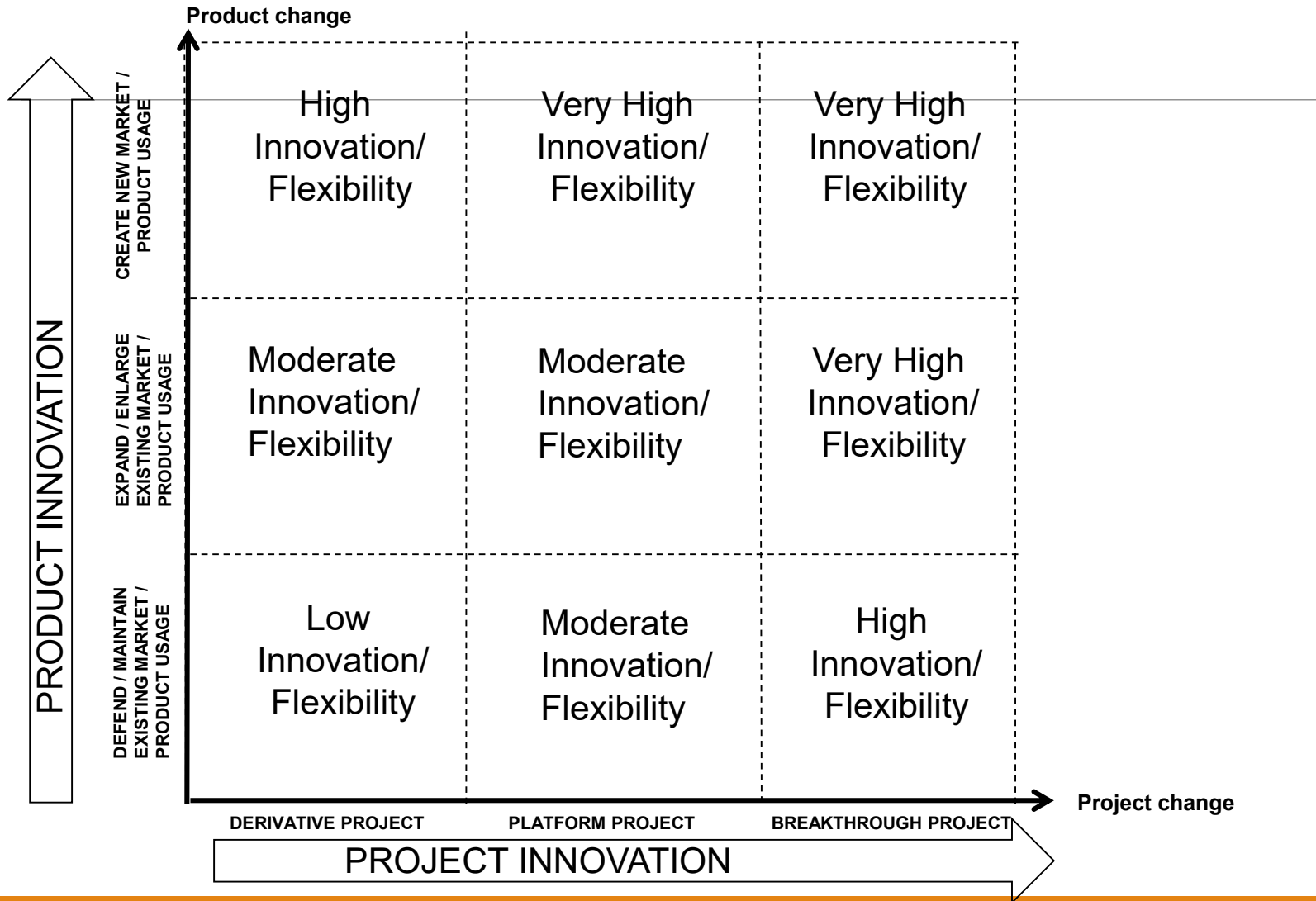


** Process change can be in any Critical business process – not Limited to production or product Development processes

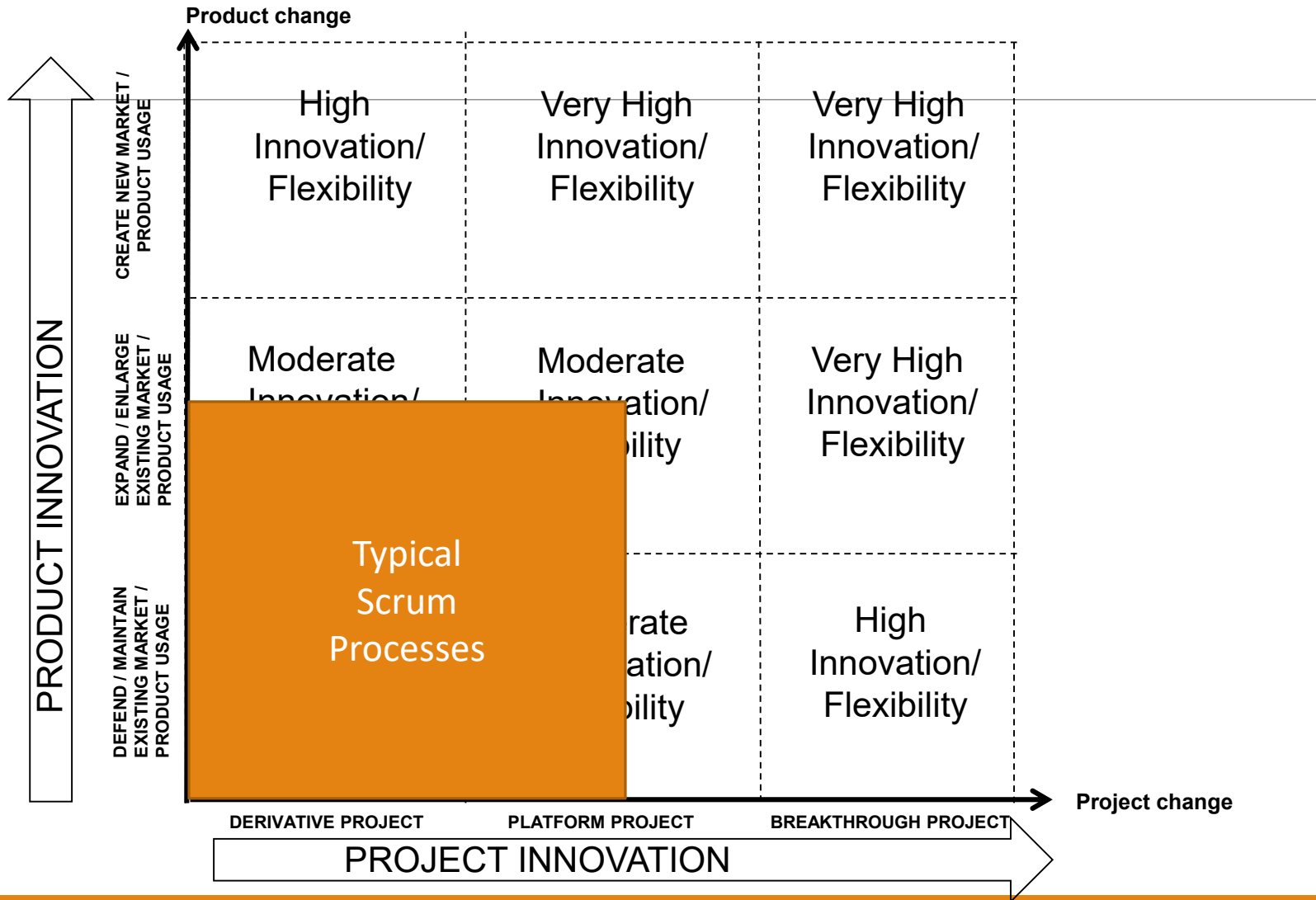
Project innovation management



Product development innovation/flexibility matrix



Product development innovation/flexibility matrix



Digital Product Owner “Hall of Fame”



"Create products that you can proudly recommend to friends and family, if your product is great, money will follow. Make sure your product is high quality and it's something that people would love to use."

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."



"There are two ways to extend a business. Take inventory of what you're good at and extend out from your skills. Or determine what your customers need and work backward, even if it requires learning new skills. Kindle is an example of working backward."

"If you build a great product or service, people will talk about it. But it starts with having something that's worth talking about"



"If you have a product that's really gaining a lot of usage, then it's probably a good idea."

"We should be building great things that don't exist."

"Have a healthy disregard for the impossible and actually build new solutions."

Q&A
