



**TECHPRODUCT**  
MANAGEMENT

Essential Training for IoT Product Managers

# PRODUCT MANAGEMENT FOR THE INTERNET OF THINGS

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BY 2020: 50 BILLION  
CONNECTED DEVICES

# HAPIfork

## User Manual



HAPI.com





# Egg Minder

*THE SMART EGG TRAY*



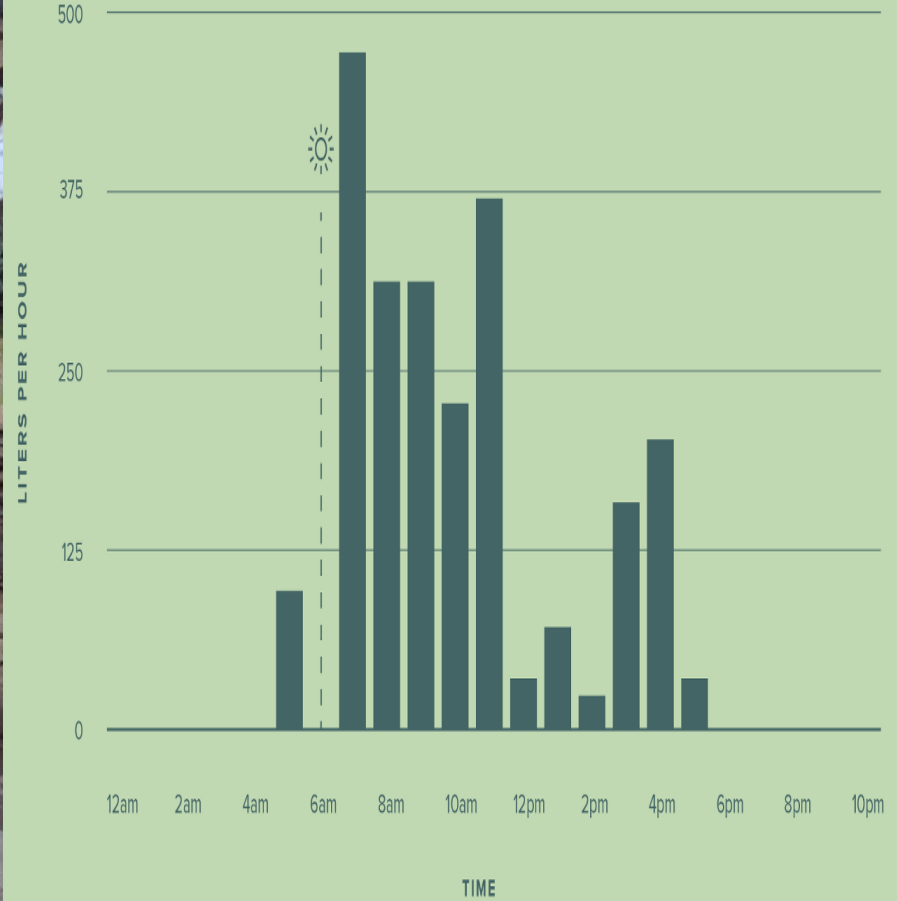








 charity: water









“The Internet of Things is ground zero for a new phase of global transformation powered by technology innovation, generating significant economic opportunities and reshaping industries.”

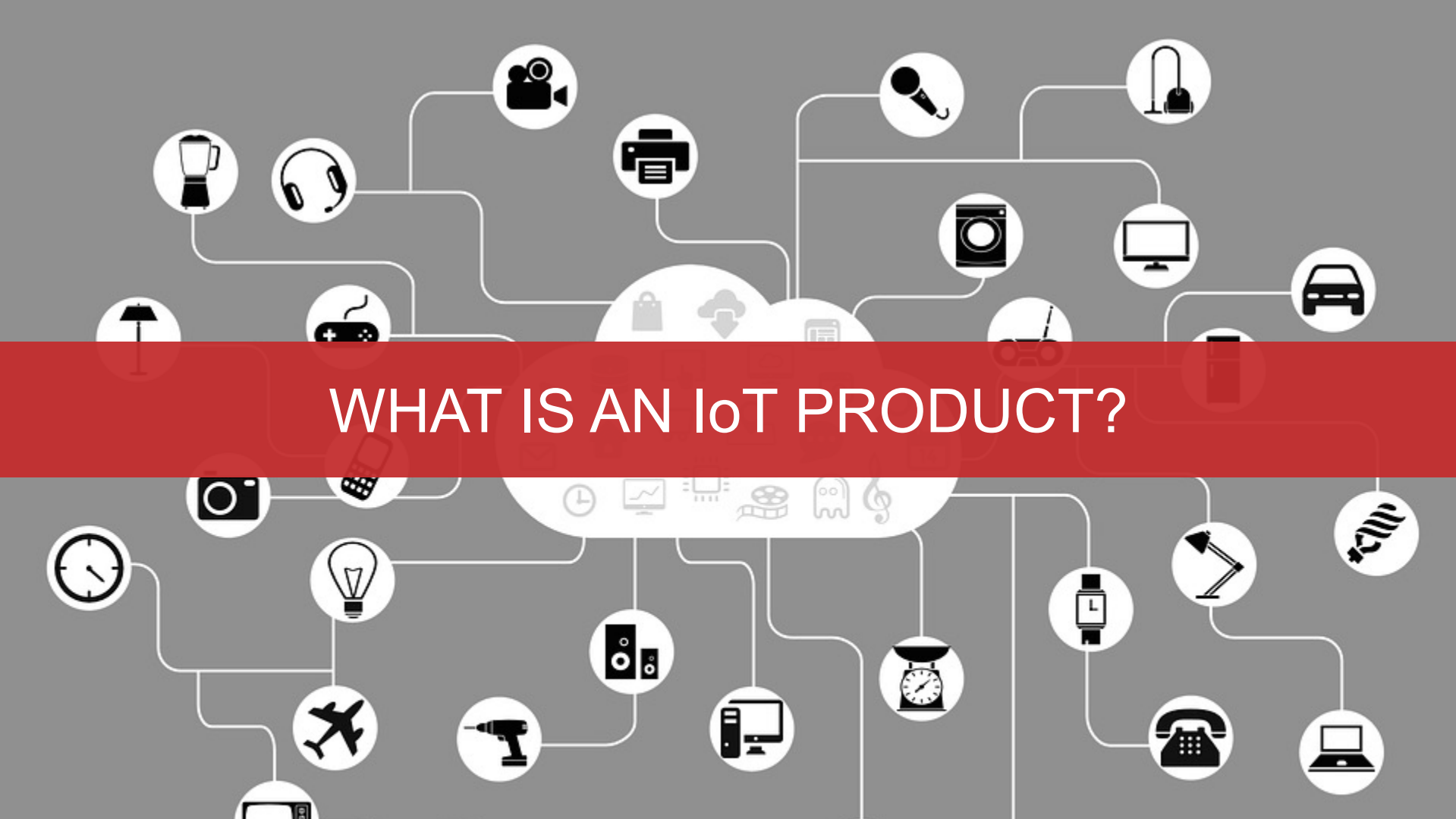
Mark Benioff  
CEO, Salesforce



# Who is Doing It?







# WHAT IS AN IoT PRODUCT?



# EXAMPLE: WIND TURBINE - PREDICTIVE MAINTENANCE

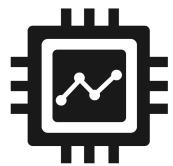




# When to Perform Maintenance?

1. When wind turbine breaks...
2. On a fixed schedule
3. Only when needed

# Wind Turbine Predictive Maintenance via IoT



Device  
Hardware



Device  
Software



Communications



Cloud  
Platform



Cloud  
Applications





**People don't buy IoT,  
they buy a solution  
to a problem**



Never run out of great-tasting water.

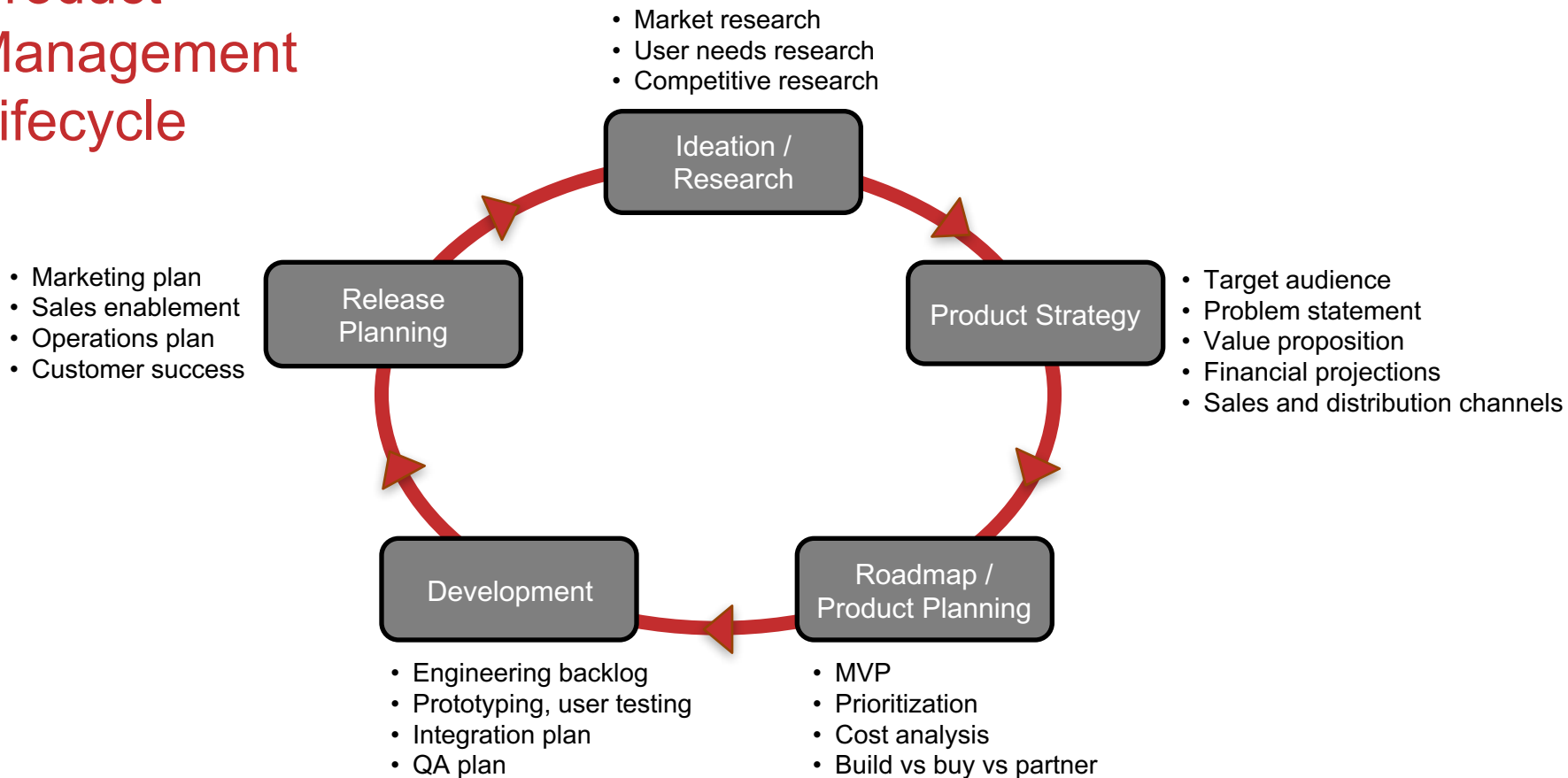
Experience the first smart Brita pitcher to replenish your filter for you...



A network diagram with a central white circle containing icons for a clock, line graph, circuit board, film reel, ghost, and musical note. White lines radiate from this center to various peripheral circles, each containing a different product icon. The background is a solid grey color.

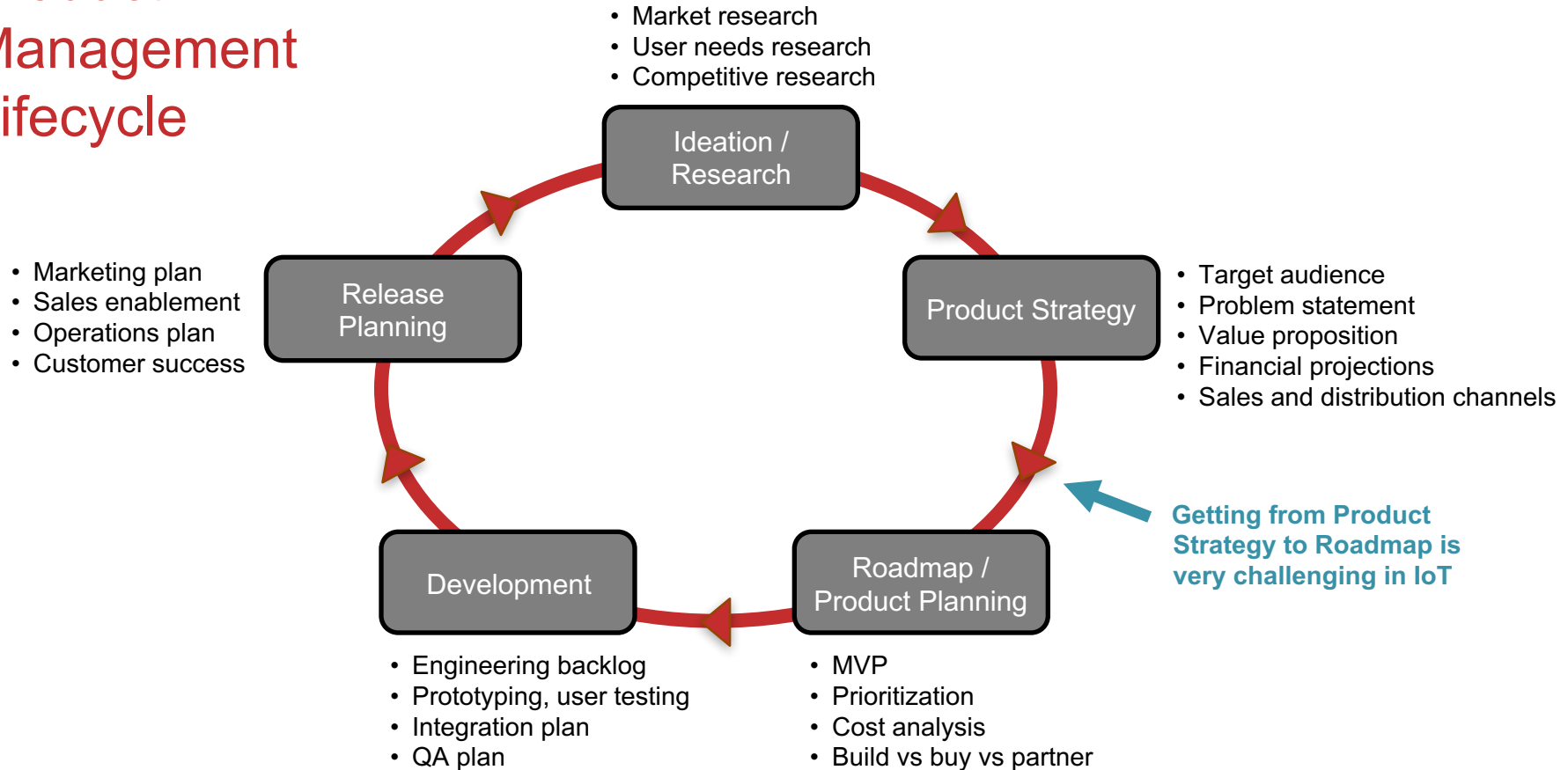
# THE PRODUCT MANAGEMENT LIFECYCLE

# Product Management Lifecycle

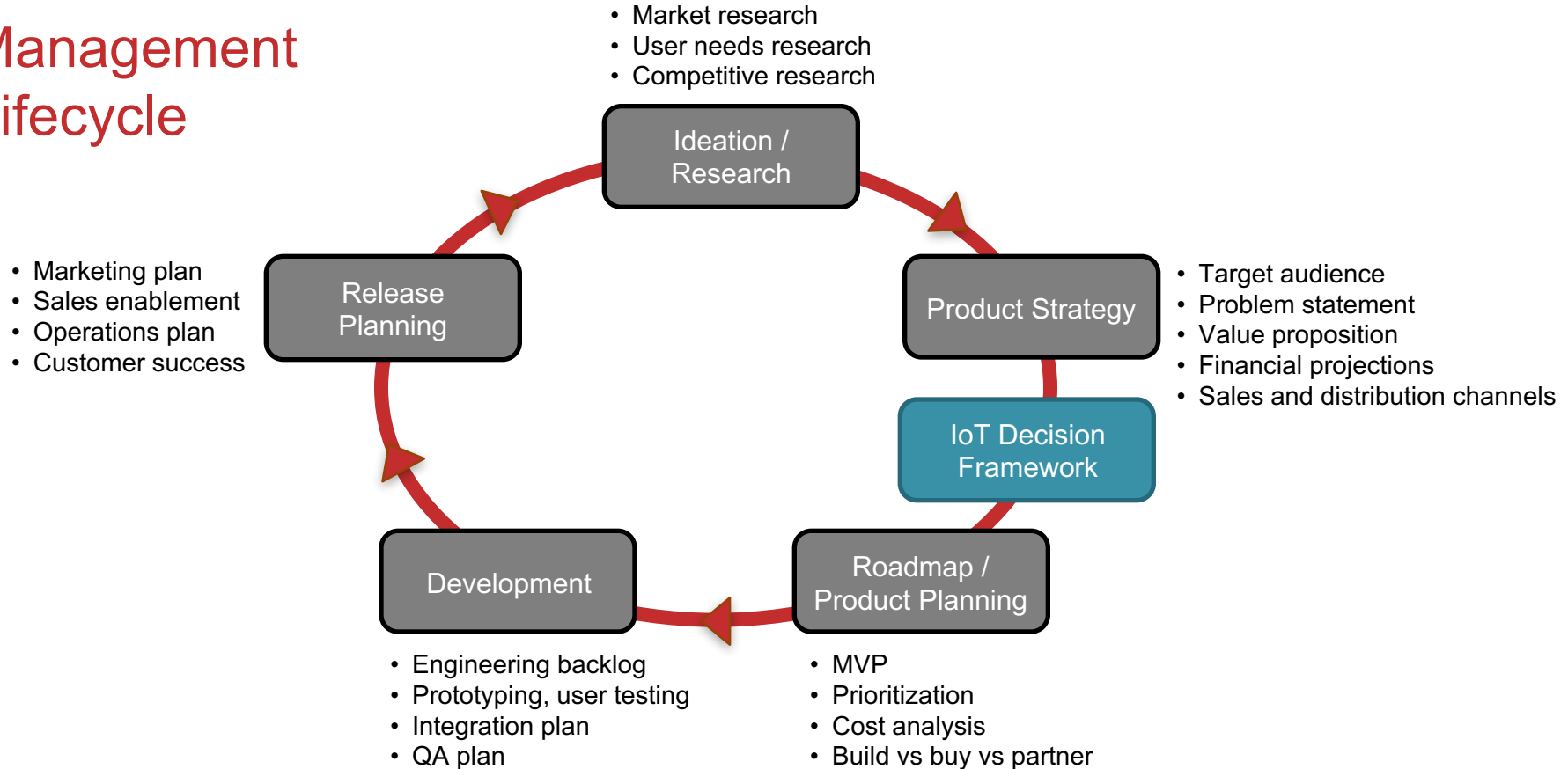




# Product Management Lifecycle

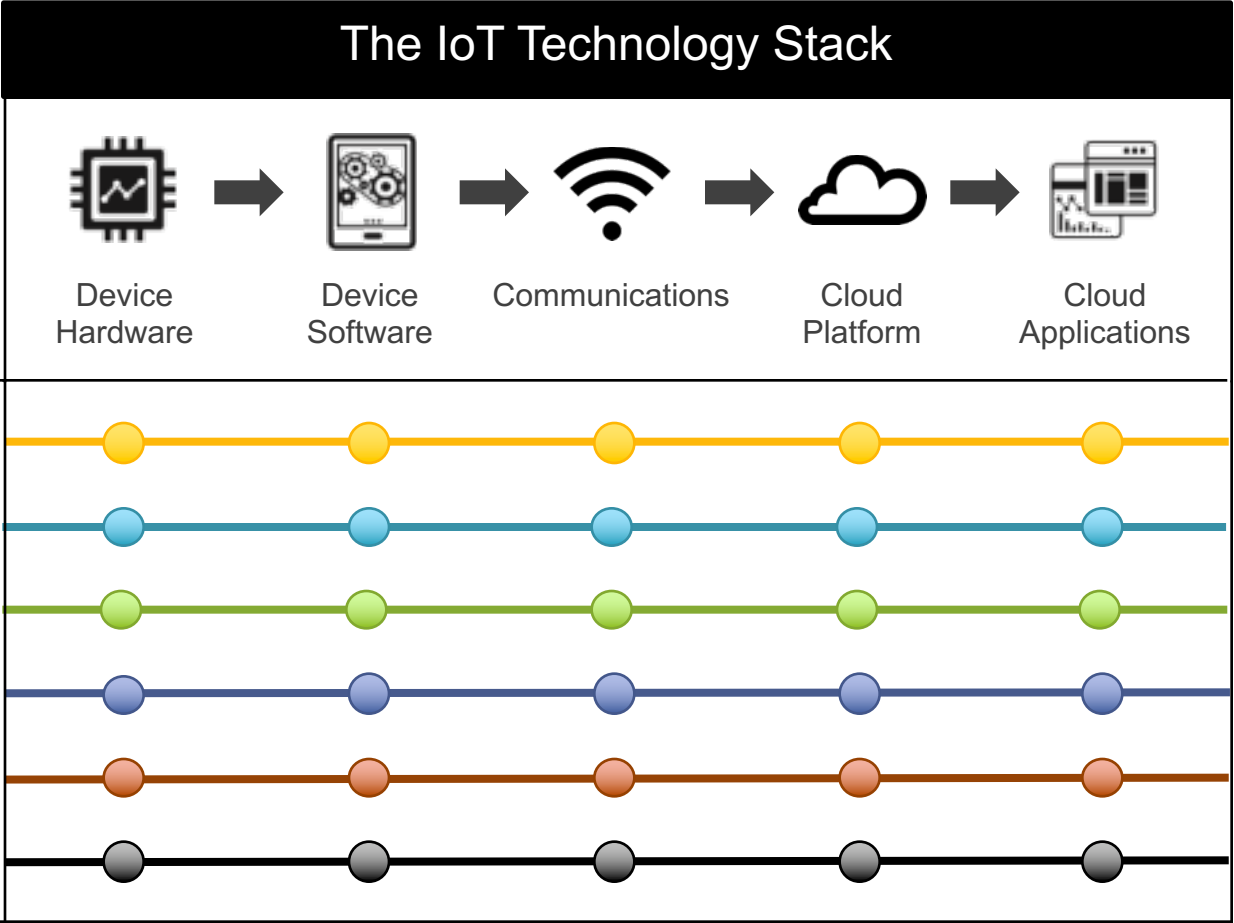


# Product Management Lifecycle



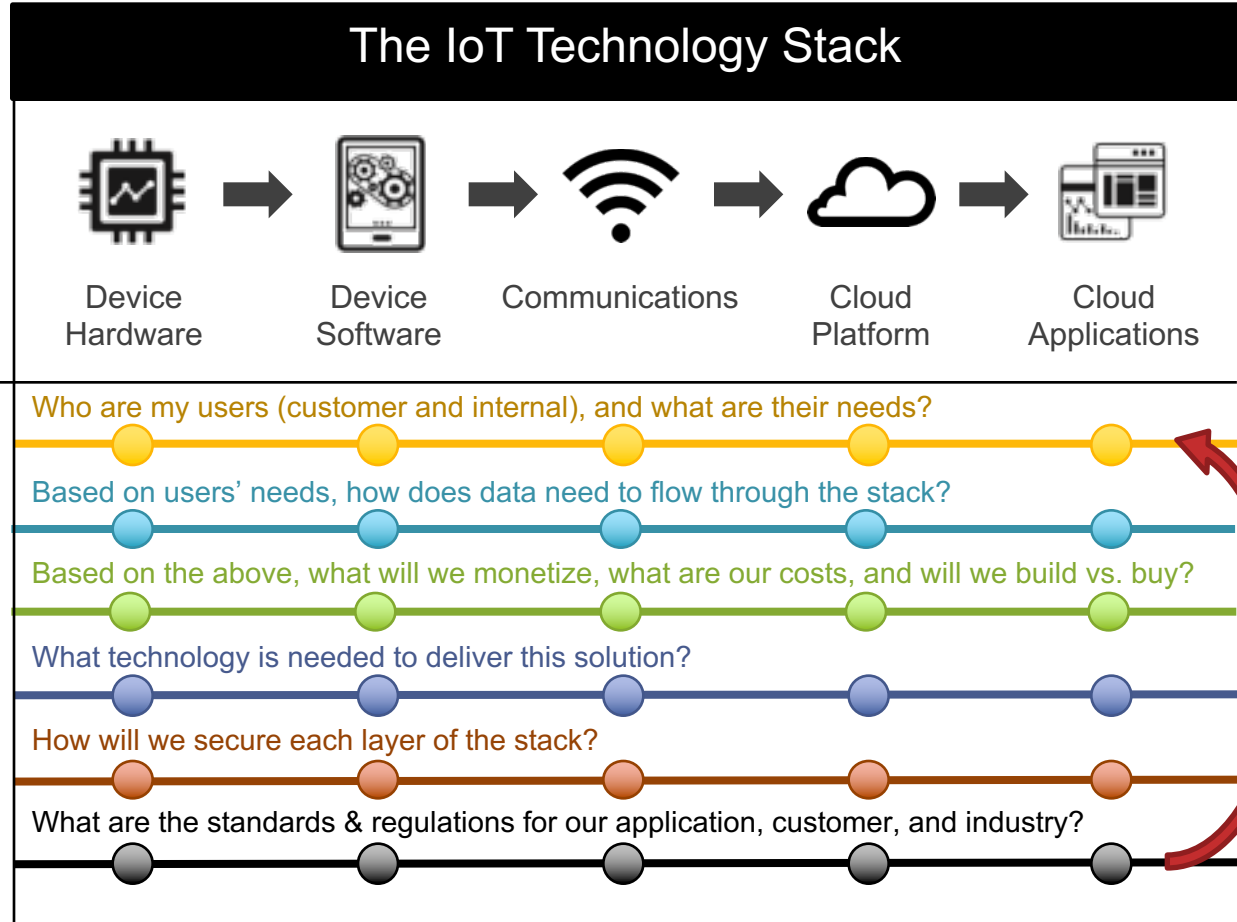
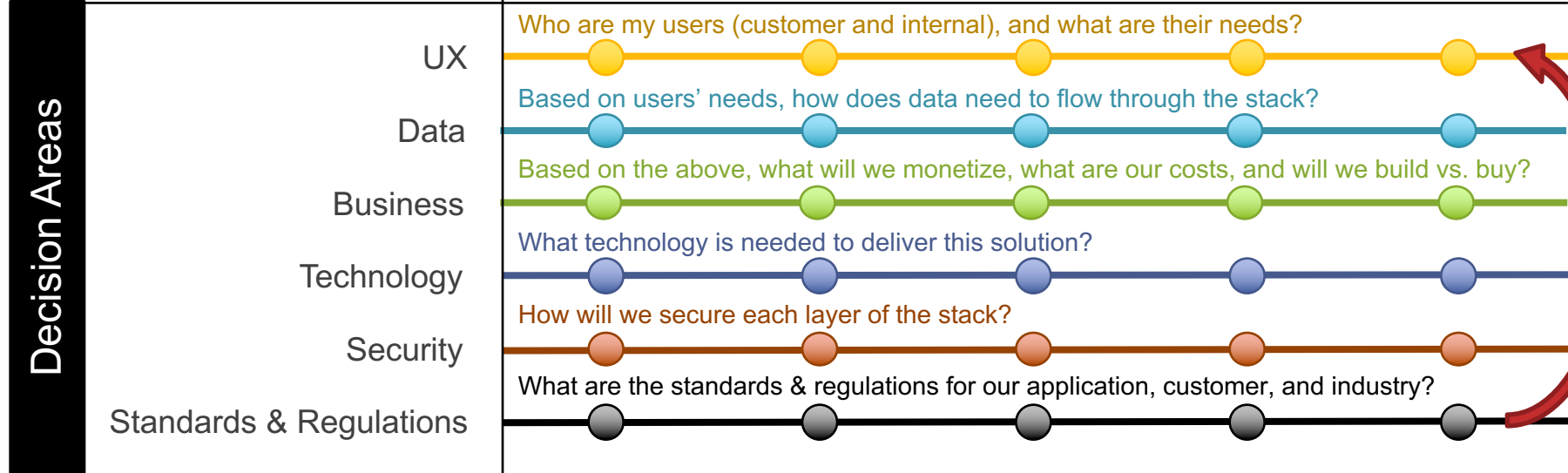
**The IoT Decision Framework** is a strategic tool that helps you bridge the gap between product strategy and product planning.

# The IoT Decision Framework



# The IoT Decision Framework

## Decision Areas



# When Can I Use This Framework?

- Creating new products
- Defining new features
- Evaluating potential partnerships

# Example: Nest Thermostat



# The IoT Decision Framework

## The IoT Technology Stack



Device  
Hardware



Device  
Software



Communications



Cloud  
Platform



Cloud  
Applications

*You are here*

Decision Areas

UX

Data

Business

Technology

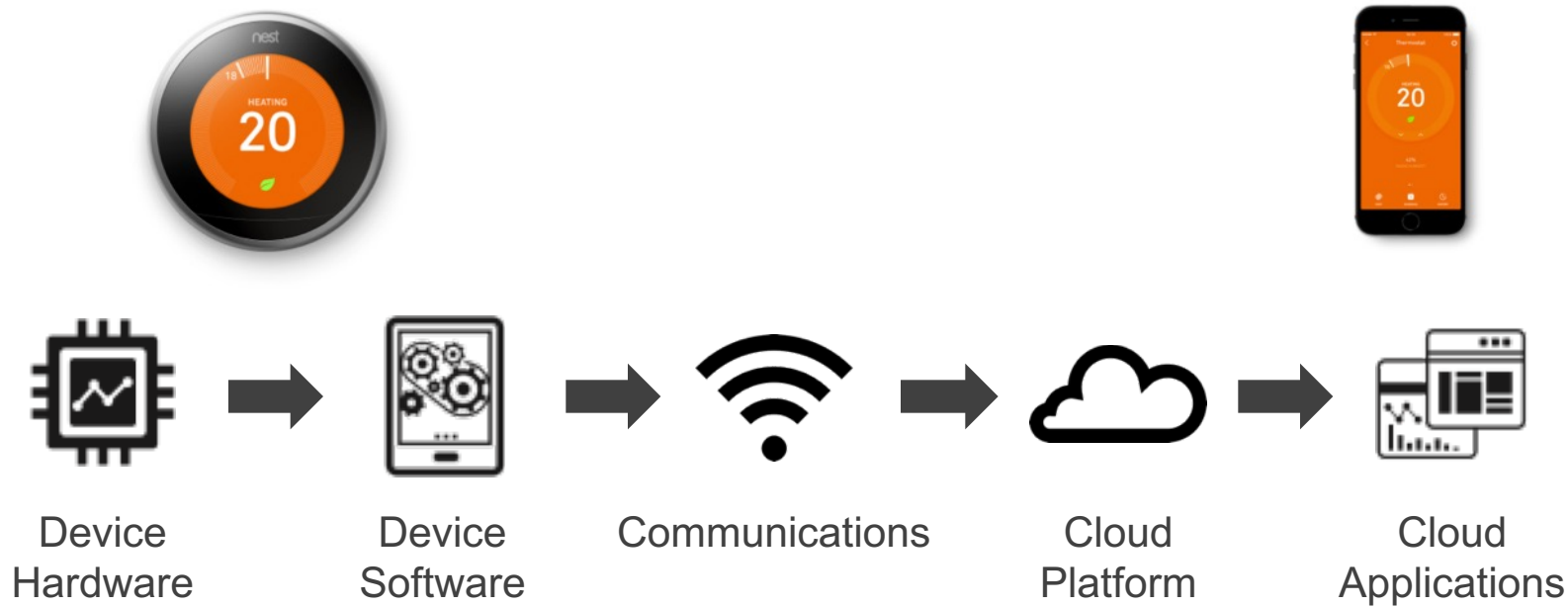
Security

Standards & Regulations





# Data Considerations at Each Layer of the IoT Stack?



# Data Considerations: Nest Example



Device  
Hardware

- Temperature
- Motion



Device  
Software

- When / what to transmit
- Diagnostic / health data
- Settings / account info



Communications

- Bandwidth
- Use house network?



Cloud  
Platform

- How much data to store and for how long
- 3<sup>rd</sup> party data



Cloud  
Applications

- What data to send to your app

# Key Takeaways

- Building IoT products is hard
- More and more products will become “IoT Products”
- Understanding how to manage IoT Products puts you a step ahead



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# Thank You!

**The IoT Product Manager Online Course**

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