Minimalism as a concept in Product Management

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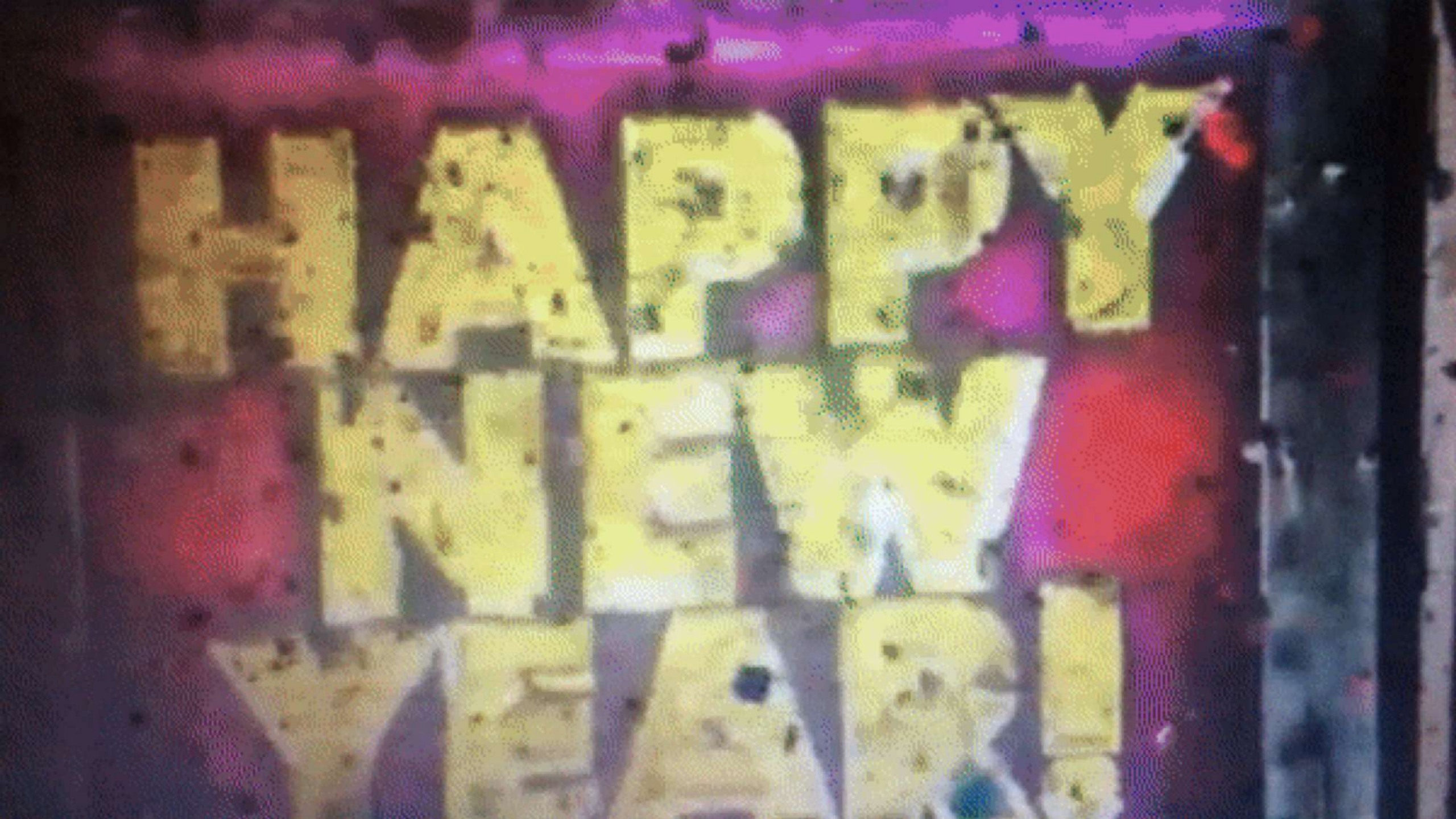
Tweet your Questions @EsmarMesic

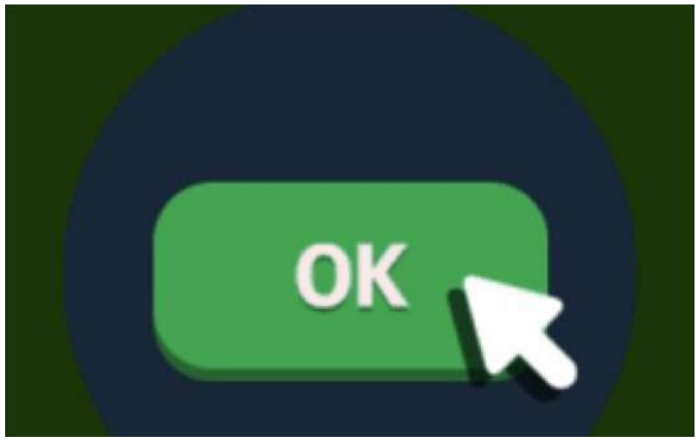
World today

- Consumption world
- How do we dress?
- #ootd
- Consume more, have more, gain more
- Hype, noise
- Too much information


HAPPY

Billboard attack

Crazy buttons



Big corporations from my experience – when you think of them:

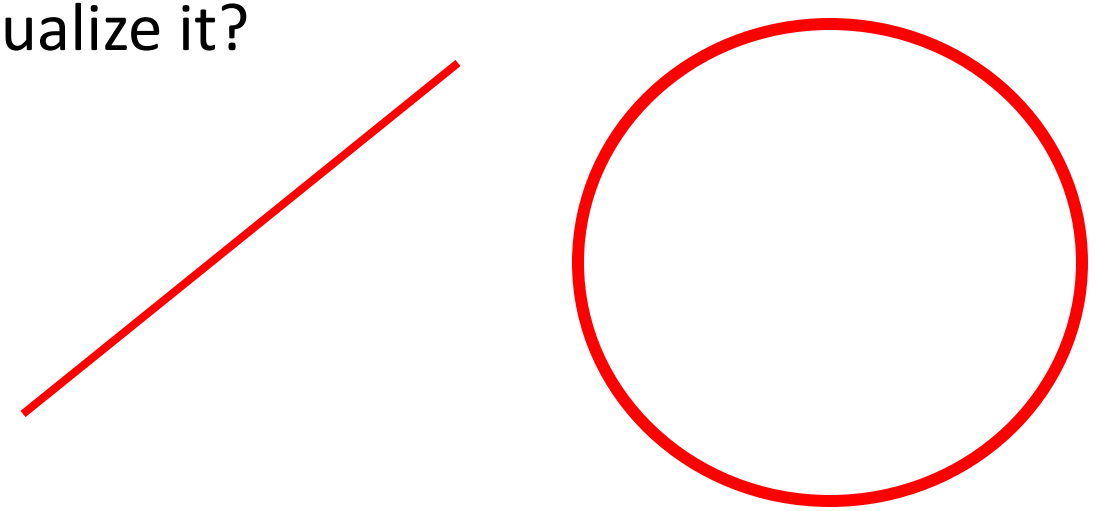
- Something slow, slow machines with slow processes
- Low quality of communication
- Complex communication matrix
- Bunch of levels
- Long-term plans (give me a plan for 10 years!)
- Legacy systems almost irreplaceable
- Software updates are too difficult

Startup mindset:

- Not having long-term plans.
- Things are happening really really FAST
- Usability testing
- Launch MLP – Minimum Loveable Product
  - Smallest possible thing you can build to fulfill the basic narrative and delight the users
- Lean approach
- Data driven
- Launch and learn, I don’t wanna show you twice
- Learn what’s wrong and remove the uncertainty
- Release frequency too high, build every day

Minimalism in it’s pure form

- No noise, distractions… Peacefulness?
- Try to visualize it?



- It’s a lifestyle.
- Different types: Aesthetic, Essential, Experiential, Sustainable, Thrifty
- Focus on thrifty – on time, on budget, faster time to market

Minimalism: it’s all about

- Avoiding distractions
- Simplify
- Focusing

There is no such thing as “feature complete”.

Tools

YAHOO!
What's New
Check Email
Personalize
Help
Yahoo! Auctions
bid & sell for free
Win 6 days in Hawaii!
Go to fox.com
Park Your
Domain Free
Search
advanced search
Yahoo! Mail - Get your free e-mail account today!
Shopping - Yellow Pages - People Search - Maps - Travel Agent - Classifieds - Personals - Games - Chat
Email - Calendar - Pager - My Yahoo! - Today's News - Sports - Weather - TV - Stock Quotes - more...
Arts & Humanities
Literature, Photography...
News & Media
Full Coverage, Newspapers, TV...
Business & Economy
Companies, Finance, Jobs...
Recreation & Sports
Sports, Travel, Autos, Outdoors...
Computers & Internet
Internet, WWW, Software, Games...
Reference
Libraries, Dictionaries, Quotations...
Education
Universities, K-12, College Entrance...
Regional
Countries, Regions, US States...
Entertainment
Cool Links, Movies, Humor, Music...
Science
Biology, Astronomy, Engineering...
Government
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Social Science
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Shop for your Valentine
Y! Clubs - create your own
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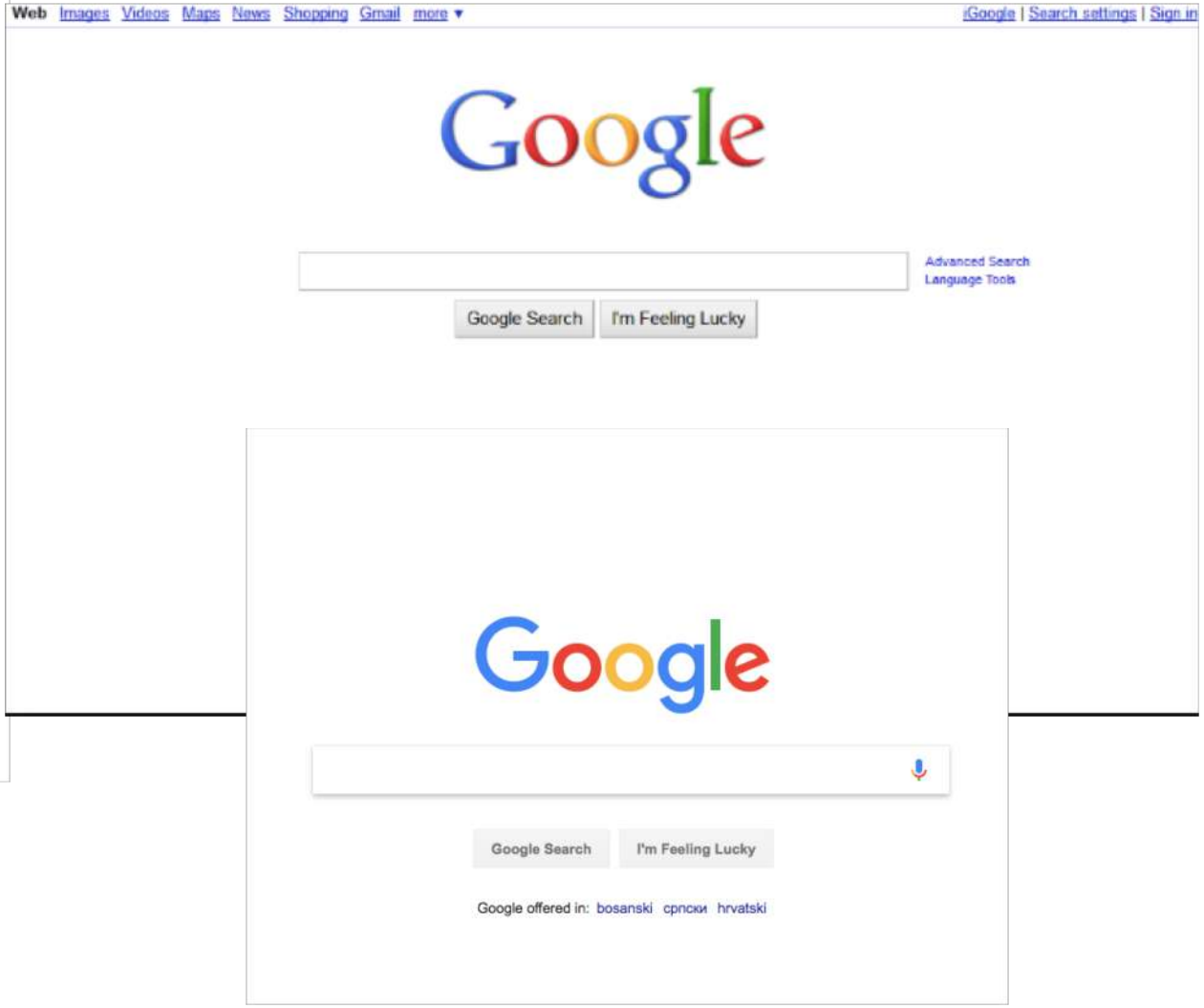
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iGoogle | Search settings | Sign in
Google
Advanced Search
Language Tools
Google Search
I'm Feeling Lucky
Google
Google Search
I'm Feeling Lucky
Google offered in: bosanski српски hrvatski

73 Comments Share Save ...

672

Posted by u/LanterneRougeOG 7 days ago

We conducted an opt out survey on new Reddit. Here are the results.

Hey r/beta,

We know y'all love data as much as we do. We also know that you have lots of questions about the state of the redesign. So, I'm here with my admin hat on to share some recent survey data on how redditors are using new Reddit and give a breakdown of the results, which show why some people are opting out.

Overall Numbers

Let's start with some usage numbers about new Reddit. It's hard to believe that we started the alpha testing of new Reddit way back in August 2017. We opened it up to beta testers in March of 2018, and in April we began to increase the number of redditors who

548 Comments Share Save ...

77

Posted by u/AltitudinousOne 7 hours ago

Setting up sidebars that work on both NEW and OLD reddit is cancer

What were they thinking?

Now we have to set up two lots of sidebars, each of which is invisible from the other?

1. Only post beta mode feedback for the desktop site
2. Check the current beta features before posting
3. Disable extensions before reporting
4. Check for duplicates
5. Be nice to each other

RELATED COMMUNITIES

r/redesign	10,812 subscribers	SUBSCRIBE
r/ideasfortheadmins	9,588 subscribers	SUBSCRIBE
r/help	56,570 subscribers	SUBSCRIBE
r/bugs	3,348 subscribers	SUBSCRIBE
r/redditmobile	56,729 subscribers	SUBSCRIBE

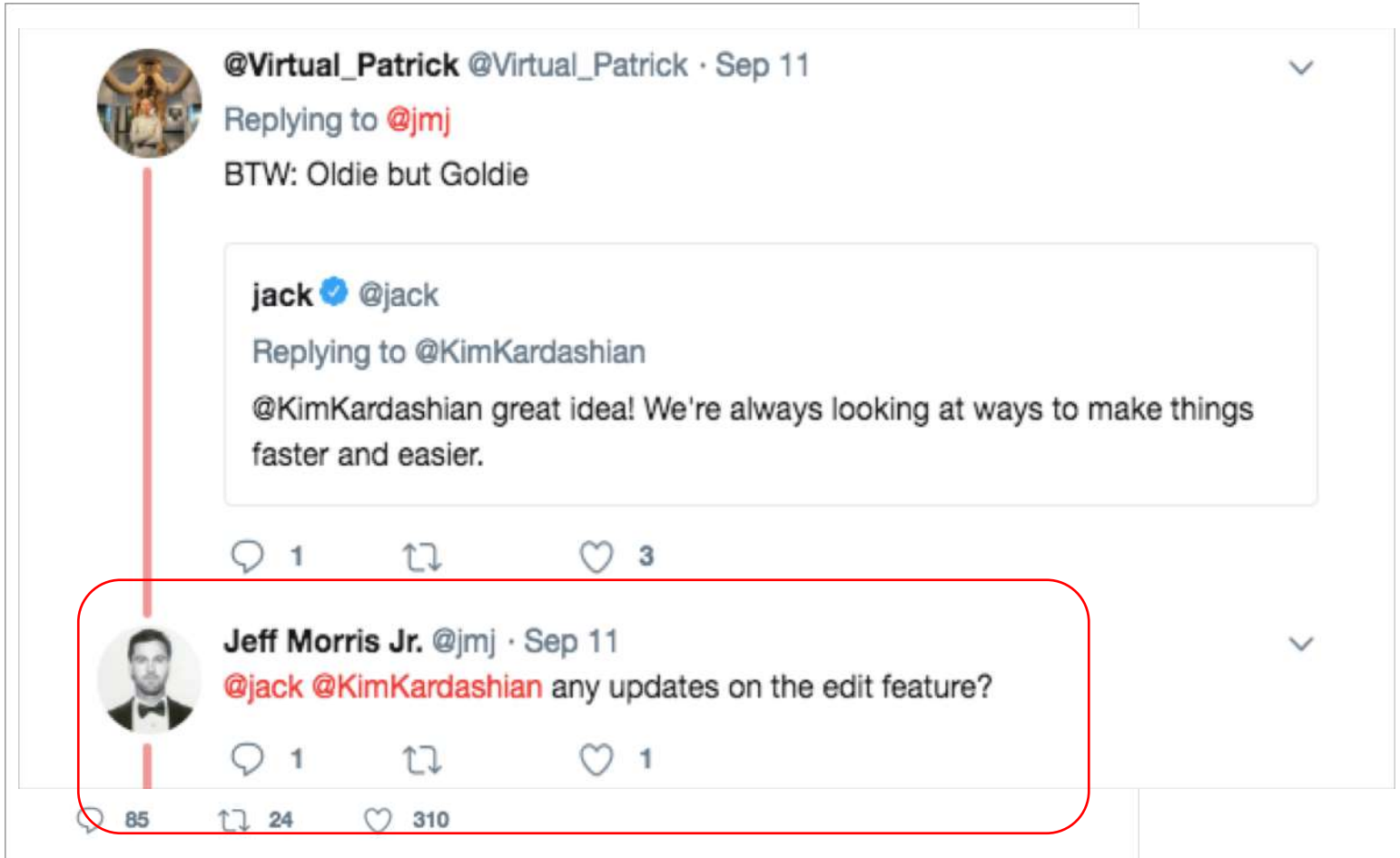
MODERATORS

u/MiamiZ engineer

celebs	jobs	rofo	cell phones	toys+games
comp	jokes	science	clothes+acc	trailers
				writing / editing

Tools

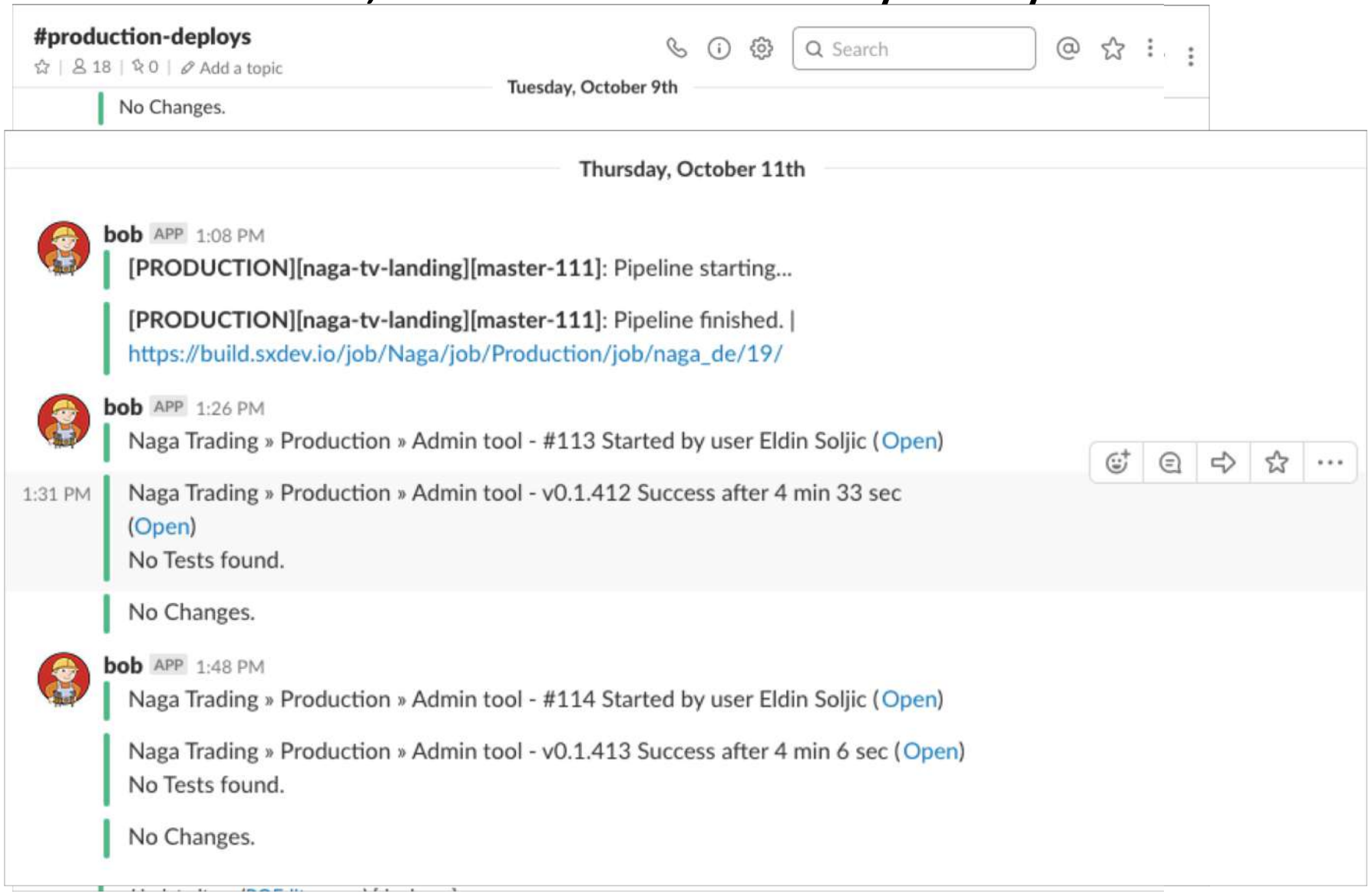
- Involve your key users



Tools

- Cut the “religious” debates
  - Strong personal convicts plus professional passion
  - How to stop it?
- Usability Testing
  - Does not prove anything
  - Let customer use what you build, without your interference
  - They are stupid vs It’s not intuitive

Launch & Learn, so build every day



Minimalism Manifesto

1. The main thing is to keep the main thing the main thing.”
2. Focus is essential.
3. Adding features makes it harder to keep that focus.
4. I want every line of code to be able to justify its existence, and work multiple jobs, too
5. Minimalism is intentional
6. Remove of everything that distracts you
7. …

Before Q&A

- I already knew that, we've been doing that for decades", you're probably right
- Should be inspiring and useful in your context

Q&A

- Task for you right now: Count how many things do you have with you right now? Are all of them necessary?
- Who has the smallest number of things?

THANK YOU!

”Simplicity is the ultimate sophistication”

Leonardo da Vinci