

Expert Talk on
“Product Development Phase- Story Telling”
18-12-2021
(Under the Banner of IIC, IED Cell)

- ❖ **Date : 18th December-2020**
- ❖ **Time:** 3:30pm onwards
- ❖ **Institute:** G. H. Patel College of Engineering and Technology
- ❖ **Venue:** Online platform **(MS Teams)**
- ❖ **Coordinator:** Mr. Umang Jani
- ❖ **Convener:** Dr. Himanshu Soni, Principal, GCET

❖ **Banners (Support from professional Societies)**

Sr. No		Name of Co-coordinator/Mentor/Counselor at GCET
1	Institution's Innovation Council (IIC)	Dr. C V Sheth, Convener
2	IED Cell Incharge	Dr. Mitesh Vegad

❖ **Speakers:**

Sr. No	Name of the Speaker	Brief Introduction
1.	Mr. Ashlesh Patel	Mr. Ashlesh Patel is alumni of mechatronics department, GCET. He has completed his bachelor's degree in 2019. He has founded DIY Spars and co-founded Creato Labs in bakrol. He has received an award in Makerfest Vadodara 2019 for securing second place in the competition.

❖ **No of Participants:** 17-Students, 03-Faculties

❖ **Objective:**

- To train the students in the product development phase storytelling

❖ **Outcome:**

- ❖ Attendees learn how to utilize skill of storytelling for product development.

❖ **Expenditure:** ---NIL----

❖ **Photographs:**

❖



G H Patel College of Engineering & Technology
(A Constituent College of CVM University)



Talk on Product Development Phase- Story Telling

Mr. Ashlesh Patel is founder of Creato Labs and
Alumni of Mechatronics 2019 batch.



Mr. Ashlesh Patel



18th December 2021



3:30 pm



<https://msteams.link/NELP>



ORGANIZED BY: INCUBATION & ENTREPRENEURSHIP DEVELOPMENT CELL GCET
ENTREPRENEURSHIP, START-UP, INCUBATION AND INNOVATION CELL CVMU

Talk on Product Development Phase- Story Telling

34:29

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Ashlesh Patel (...), Dr Ketan M (...), 120021005..., 120020905..., On hold, 120021005..., +12

Participants

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Mr Umang Jani (Organizer)

12002090501018

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3:58 PM 12/18/2021

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2. What do you want them to feel?
3. What do you want them to do?

Form the Story

1. What are the conditions that have to lead to conflict? For example, has the world changed in some way but not in others?
2. What is the conflict?
3. How can the conflict be resolved?
4. What can you/your product do to resolve this conflict?
5. Why are you the right person to resolve this conflict?

Polish the Story

1. Is your story clear?
2. Is there something relatable that you can use to simplify the story? Some sort of metaphor, some analogous story that will make it easier to grasp?
3. What would you say if you had half the time and space to tell the story? What will you cut?

PMs are product storytellers, so getting the story right is critical for product success. A well-crafted product story has the power to connect colleagues and stakeholders across the organization with the heart of the product—the *why* that brings a great product to

Ashlesh Patel (Guest)

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31:01

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Participants

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180110106005 (On hold)

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190110119013

200110119525

Ashlesh Patel (Guest) (Meeting guest)

Dr Ketan M Tamboli

Dr Mitesh S Vegad

Dr Smitaben Joshi

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Suggestions (5)

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We connect when stories resonate by tapping into our shared humanity. Therefore, keep this question front and center as you craft your story: *Why should anyone care about this?*

Anna Marie Clifton, product manager at Coinbase, shared her [storytelling strategies](#) with Mind the Product. Here's Clifton's framework for crafting a good story:

- 1) Develop empathy: Who is the user you're describing? What is their day like?
- 2) Establish context: What is the problem that user is trying to solve?
- 3) Describe the conflict: What is getting in the way of the user solving their problem?
- 4) Resolve their conflict: How can you solve the user's problem?

Ashlesh Patel (Guest)

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17:30

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Participants

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Ashlesh Patel (Guest)

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"Storytelling is an important and often overlooked part of a Product Manager's job. ... As a product manager, you don't just have to tell that story to your customers, but also to the teams involved in development, management, and stakeholders."

What are the two functions of a product story?

The product story has two key functions: to explain the *why* and the *how* of a product.

First, it explains the *why* behind the product—the *product vision*, which is the overarching long-term mission of a product. The product vision guides everyone involved in a product's development (e.g., the product team, developers, senior leadership, marketing, etc.) towards the shared objective they're trying to achieve with a product. Given that, it communicates concisely where the product hopes to go and what it hopes to achieve in the long term.

Merryweather continues:

"Your 'why' is what sets you apart from other businesses with similar products, helping customers choose you in the first place and then

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16:28

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6 Steps for Creating a Well-Crafted Product Story

productplan.com/learn/well-crafted-product-story

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6 Steps for Creating a Well-Crafted Product Story

Product managers are the ultimate storytellers because storytelling is at the very heart of product development. A well crafted product story goes the distance in communicating product vision and answering the *why* and *how* of bringing a product to life across the organization and throughout the product development process.

Architecting a great product story that makes people care about your roadmap doesn't happen by chance. Instead, it's an intentional effort baked into product strategy.

Yes, roadmaps provide a product plan for development. However, don't miss the opportunity to use roadmaps to tell your product story and connect your team to that story. Here's how to use a roadmap to tell your product story in a way that sells your product idea, initiatives, and ultimately your product.

Ashlesh Patel (Guest)

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12/18/2021

❖ **List of attendees:**

Name/Enrolment Number	User Action	Timestamp
Mr Umang Jani	Joined	12/18/2021, 3:23:47 PM
Dr Smitaben Joshi	Joined	12/18/2021, 3:34:14 PM
Dr Mitesh S Vegad	Joined	12/18/2021, 3:34:19 PM
Ashlesh Patel (Guest)	Joined	12/18/2021, 3:26:13 PM
Rizvan Varya (Guest)	Joined	12/18/2021, 3:26:40 PM
21MED58	Joined	12/18/2021, 3:34:12 PM
12002100501036	Joined	12/18/2021, 3:33:22 PM
12002100501035	Joined	12/18/2021, 3:40:33 PM
12002100501034	Joined	12/18/2021, 3:35:20 PM
12002100501030	Joined	12/18/2021, 3:27:34 PM
12002100501025	Joined	12/18/2021, 3:33:17 PM
12002100501017	Joined	12/18/2021, 3:34:15 PM
12002100501011	Joined	12/18/2021, 3:38:46 PM
12002100501008	Joined	12/18/2021, 3:36:48 PM
12002100501003	Joined	12/18/2021, 3:37:36 PM
12002100501001	Joined	12/18/2021, 3:36:40 PM
12002090501042	Joined	12/18/2021, 3:40:10 PM
12002090501018	Joined	12/18/2021, 3:35:32 PM
190113106007	Joined	12/18/2021, 3:36:42 PM

190110119013	Joined	12/18/2021, 3:40:40 PM
180110106005	Joined	12/18/2021, 3:35:39 PM

Link to Join expert talk: <https://msteams.link/NELP>

Recording Link:

https://drive.google.com/file/d/1bmUwiY-akg5Vk4z7_1lTgcRJyg9LmCXA/view?usp=sharing