

Roles in Product Engineering

Cycles can be short or long, depending on the product, the area of business, and the engineering methodology.

Levels of Operation

Feature (entry-level)

Product (mid-level to senior)

Multi-product (senior to principal)

Company-wide (partner+)

Industry-wide (VP, fellow)

Team Managers

How do we keep the process and everyone involved working smoothly toward the overarching goals?

How do we help customers understand and use the solution most effectively?

Who are our target customers and what are their needs or problems?

Which problems do we want to solve and/or which needs do we want to fulfill, and when? How do we protect intellectual property? (e.g. Patent Law)

How will we solve the current set of problems or fulfill the current set of needs (to every functional detail including performance criteria)?

How do we implement those solutions that meet all performance and delivery goals, and instrument for telemetry?

How do we help our customers overcome difficulties and listen to how well our solutions are working, including analysis on data from production monitoring?

How do customers discover the solution and understand its benefits?

How do we get the solution to customers (including pre-launch/beta testers)?

Does the implementation of the solution actually solve the problems and meet performance criteria, both during production and after release?

Support/Data Engineers

Product Planners

Marketing

Product Managers; Attorneys

Release Managers

Program Manager, UX Designers

Test/Quality Engineers

Developers, Graphic/Sound Designers

Content Developers