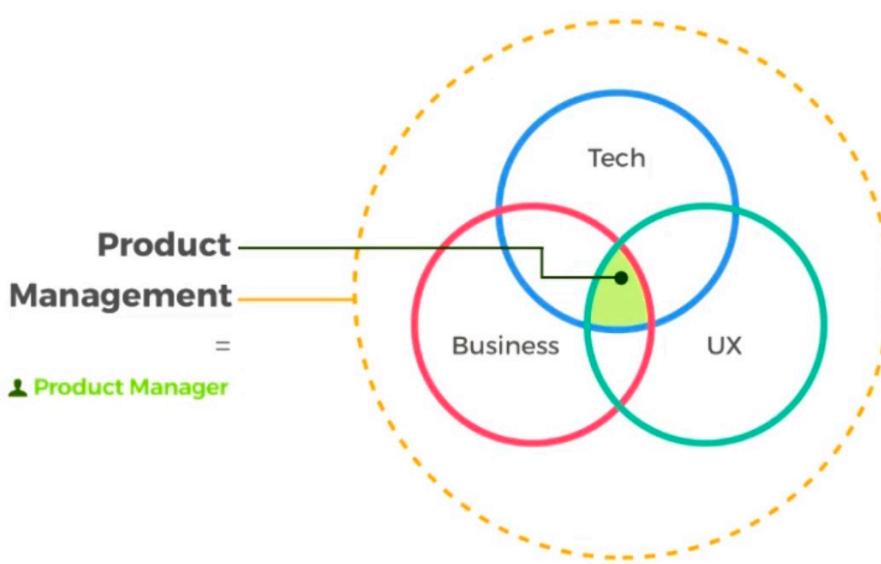


Product Management 101, Essential skills for success

△ Product Management is the process of creating, managing, and successfully deploying great products that meet customer needs. This multi-stage process spans many space that include setting goals, objectives & executing them.



△ Product backlog

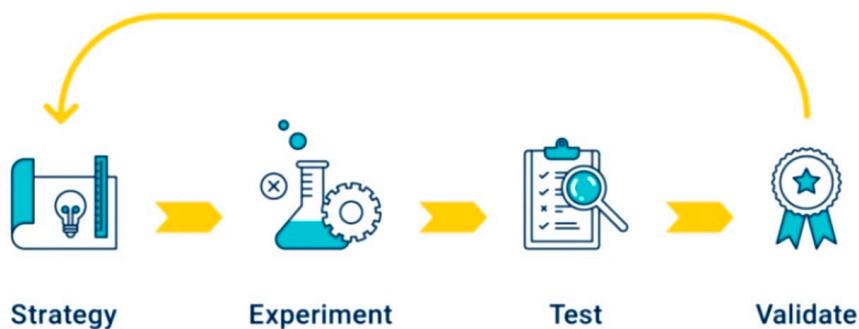
↳ A list of deliverables your team must complete in order to achieve successful agile product development. The product owner manages and creates the backlog. This serves as the single source for requirements for the entire project. Product backlogs are often grouped into:

- ① features
- ② defects
- ③ technical debt
- ④ research

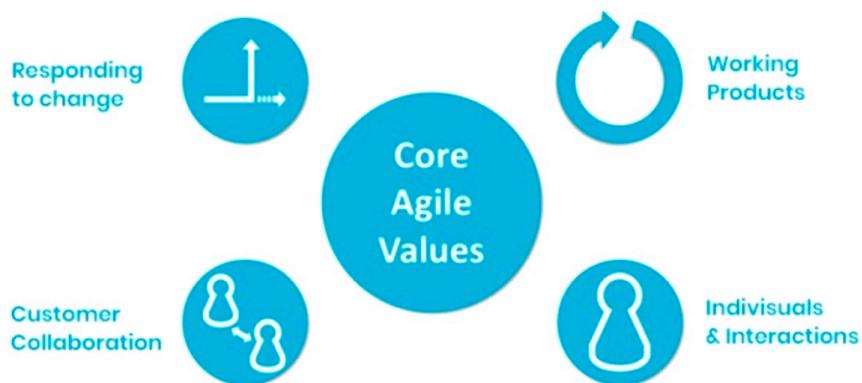
⚠ Agile Product Management

↳ Agile allows you to keep the traditional product management process intact

Agile Flow



⚠ Agile teams are cross-functional, self-organizing teams that include designers, programmers, business analysts. The project manager is responsible for using customer-related information if it is provided by the product owner



⚠ Agile software development lifecycle

↳ includes all steps involved in building & maintaining software.



⚠ The Peak Product manager

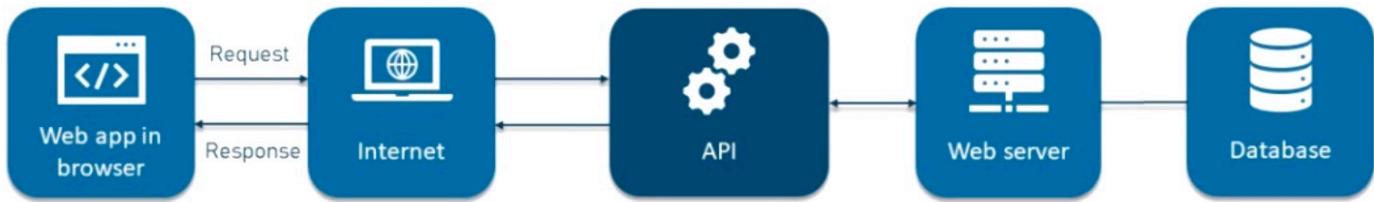


- areas :
- ① Customer Insight ② Product strategy
 - ③ Influencing People ④ Product Execution



AP2

↳ Two systems communicate with each other via programming interfaces



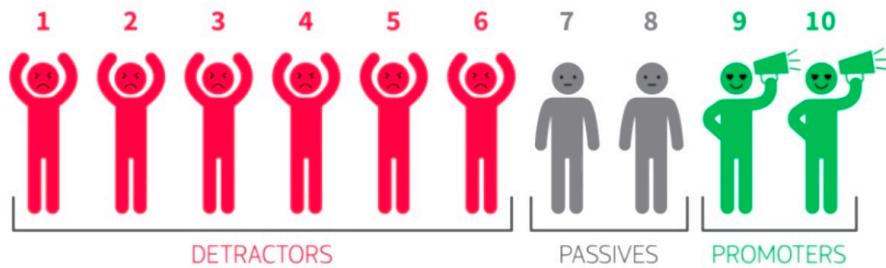
Devops

↳ can be best viewed as a culture , and not a single project. Its primary objective is to ensure that development teams can focus on solving important problems rather than on tools and processes



⚠ The magic metric is the metric that most matters to your product goals. You can identify a magic metric that has been proven to impact your most important product goals

NET PROMOTER SCORE



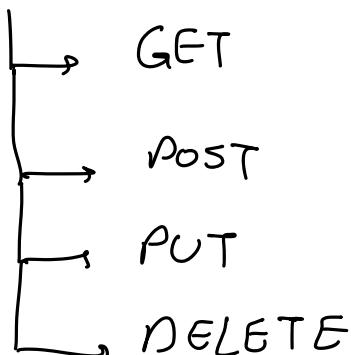
$$NPS = \%PROMOTERS - \%DETRACTORS$$

⚠ Lifetime value = Average value \times number of sales \times transactions \times retention time period

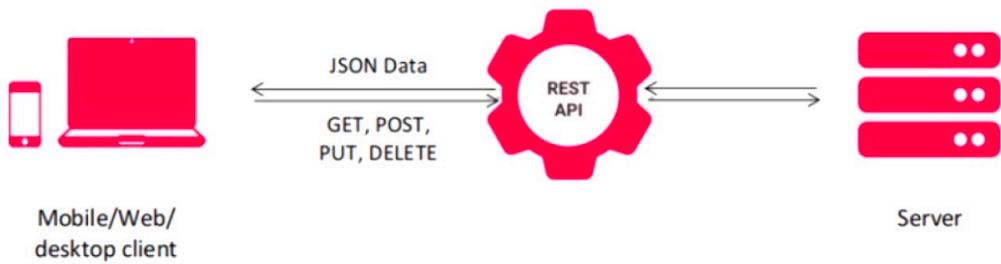
Customer lifetime value = lifetime value \times profit margin

⚠ CTR = $\frac{\# \text{ Clicks}}{\# \text{ Impressions}} \times 100$

⚠ REST API methods



A REST API model



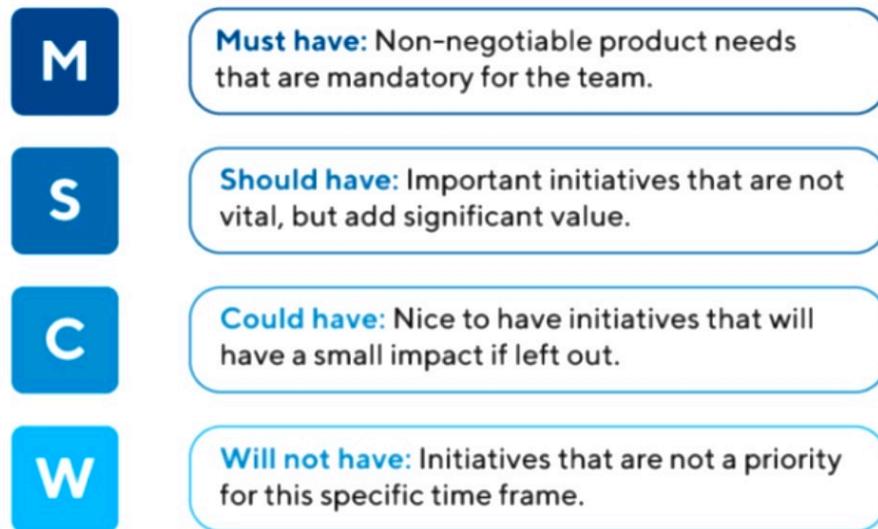
A Experience Management

↳ process of assessing every interaction that people have with a company to identify areas for improvement. The ultimate goal is to close the experience gap

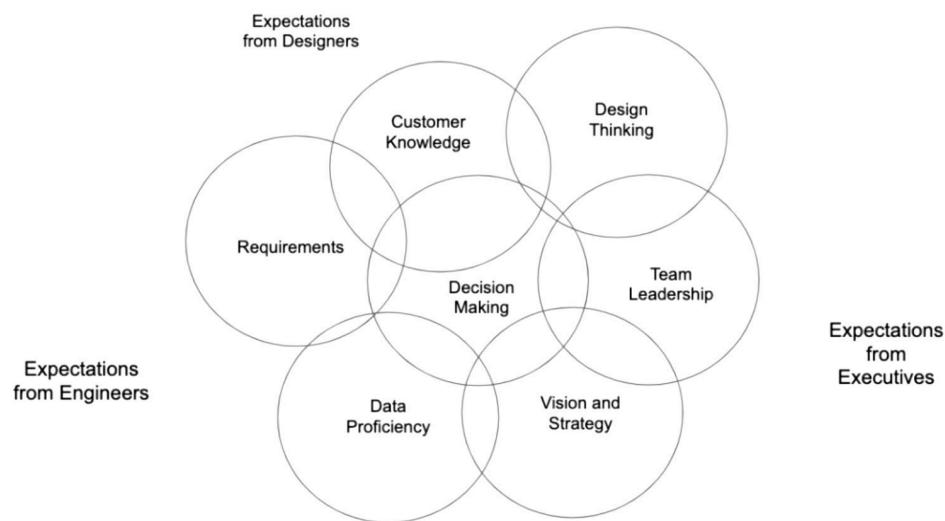
A Product Manager vs. Project Manager

Product Manager	Project Manager
<p>Researching</p> <p>setting product vision</p> <p>communicating vision to stakeholders</p> <p>developing strategic plan</p> <p>creating & maintaining Product roadmap</p>	<p>breaking down initiatives into tasks</p> <p>Planning project timelines</p> <p>allocating project resources</p> <p>monitoring task completion</p> <p>communicating progress to stakeholders</p>

⚠ MoSCoW method



⚠ Great Product manager (areas)



Must Have

1. Outstanding intellectual ability, able to process and synthesize information
2. Excellent communication
3. Demonstrated leadership
4. Collaborative and effective within the company culture

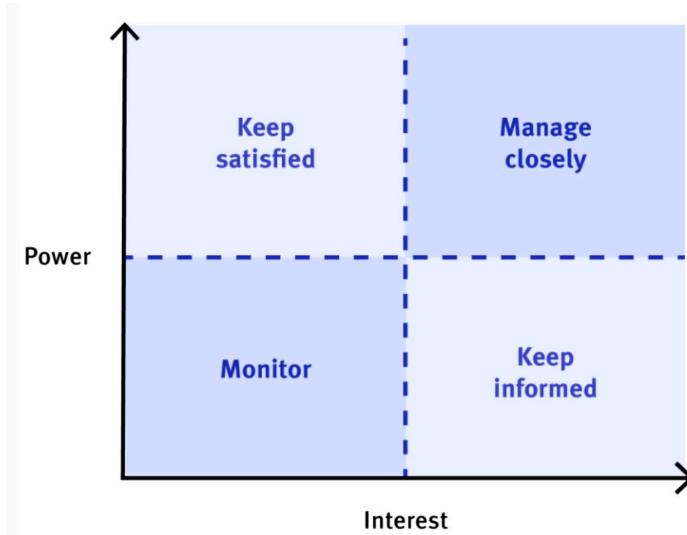
Good to Have

5. Knack for knowing what users/customers want
6. Strategic/analytical thinking
7. Technical background
8. Entrepreneurial spirit

Bonus

9. Writes code
10. Creates designs
11. Runs quantitative analysis

A The Power-Interest Matrix



A Product Managers can monitor their product's performance and use metrics to help them ensure that they're improving and working towards a winning product strategy



⚠ key product management metrics & kpis you need to track

- ① retention rate
- ② customer acquisition cost
- ③ lifetime value
- ④ session duration
- ⑤ net promoter score
- ⑥ Recurring Revenue
- ⑦ Reflect rate

⚠ Net promoter score

↳ to track customer satisfaction



$$\text{Smiley icon } \% - \text{Frowny icon } \% = \text{NET PROMOTER SCORE}$$

⚠ A Customer Effort Scores (CES) measures the effort required to achieve desired outcome for your product or service

$$CES = \frac{\text{Sum of all customer effort scores}}{\text{total number of responses}}$$

⚠ other metrics → Daily / weekly / monthly Active Users

A Benefits of NPS



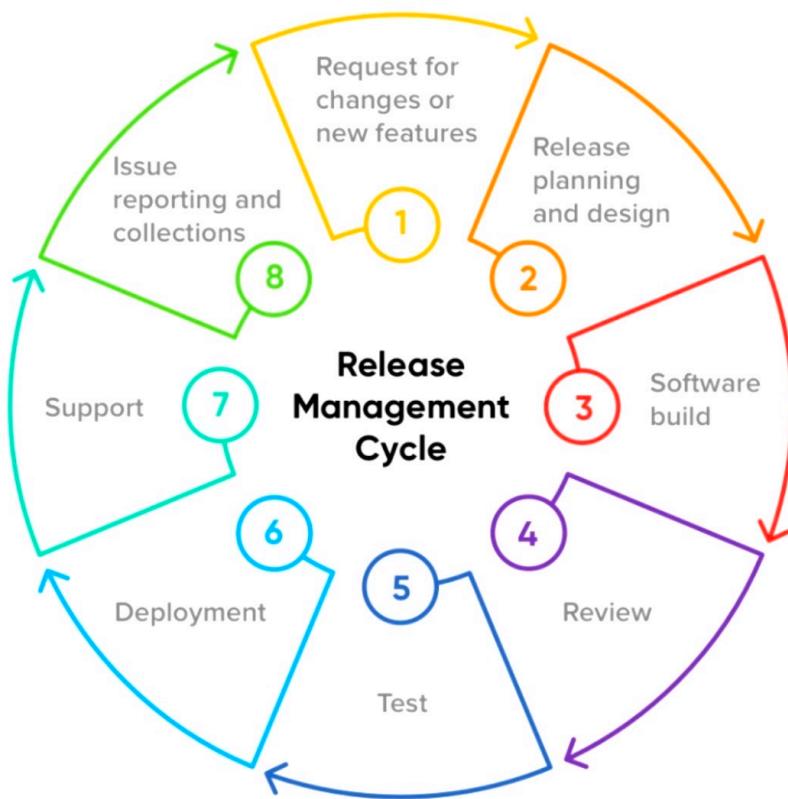
A other satisfaction metric

$$\begin{array}{l} \xrightarrow{\quad} \text{First call Resolution (FCR)} \\ \xrightarrow{\quad} \text{FCR} = \frac{\text{calls where customer issue was resolved}}{\text{total calls}} \end{array}$$

A Metrics for customer retention

\hookrightarrow Customer churn rate

⚠ A release or unit is the release of one or more component modifications to a product in the production environment. Before a release is successful, changes are tracked & tested

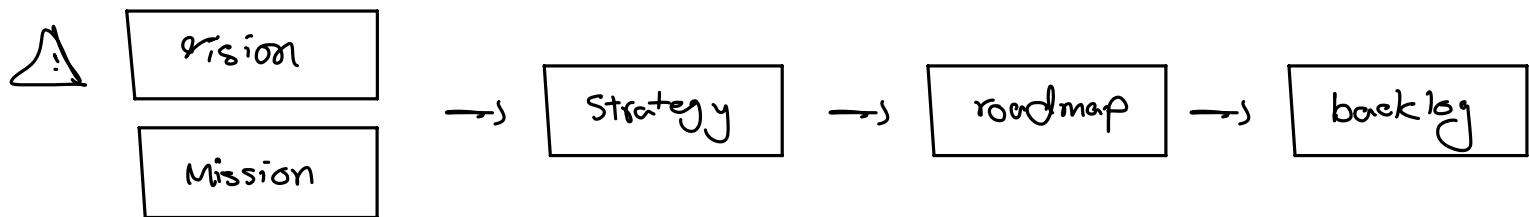


⚠ Scope Management

Project Scope Management Process

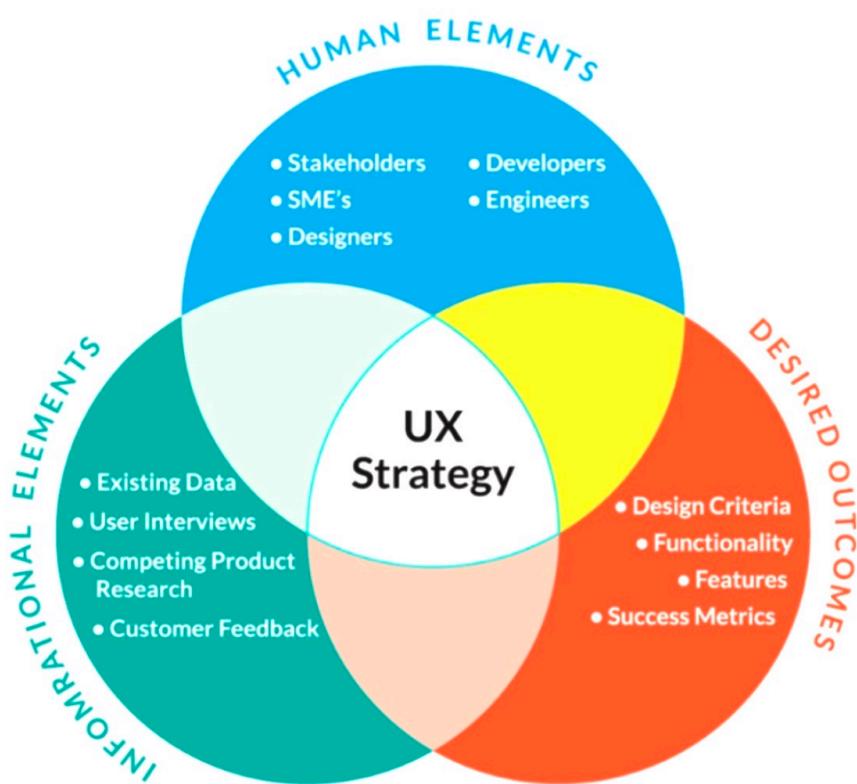
Process	Project Group	Key Deliverables
Planning Scope Management	Planning	
Collecting Requirement	Planning	Required Documents
Defining the scope	Planning	Project Scope statement
Creating the WBS	Planning	WBS dictionary, directory and breakdown
Validating the Scope	Monitoring and controlling	Acceptance of deliverables
Controlling the scope	Monitoring and controlling	Change Request Documented

⚠ A strategy roadmap is a guideline that outlines what each team member must do to reach their business goals. A product roadmap is an important product planning tool, which guides multiple team members during the development phase



⚠ A product roadmap allows product managers and teams to communicate their vision, priorities, and direction for their product

⚠ Measurement of UX strategy effectiveness



A The skills companies need most in 2020

- soft skills
 - ① creativity ② persuasion ③ collaboration
 - ④ adaptability ⑤ emotional intelligence
- hard skills
 - ① Blockchain ② cloud computing
 - ③ analytical reasoning ④ artificial intelligence
 - ⑤ UX design ⑥ Business analysis
 - ⑦ affiliate marketing ⑧ sales
 - ⑨ scientific computing ⑩ video production

A 5 important Ecommerce Subscription kPIs to track

- MRR / ARR
- ARPA
- CAC
- churn
- CLV or LTV

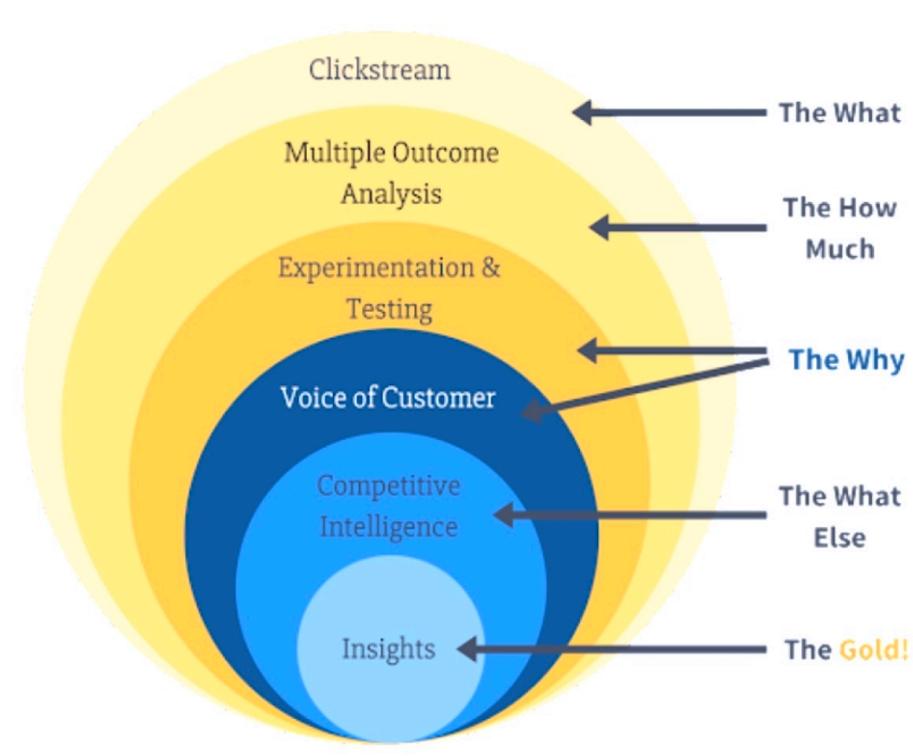
A Power Users

↳ Small to medium-sized groups of highly-engaged or knowledgeable users. They're naturally motivated to give feedback and make a great group to interact with.

A Voice of the customer is the method for understanding customer's needs, expectations, and perceptions of your brand, product and company



A How to use the voice of customer to improve business



A Simple SAAS product strategy framework



A lifecycle of user feedback

