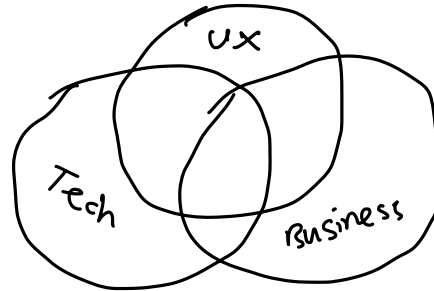# Digital Product Management Modern Fundamentals
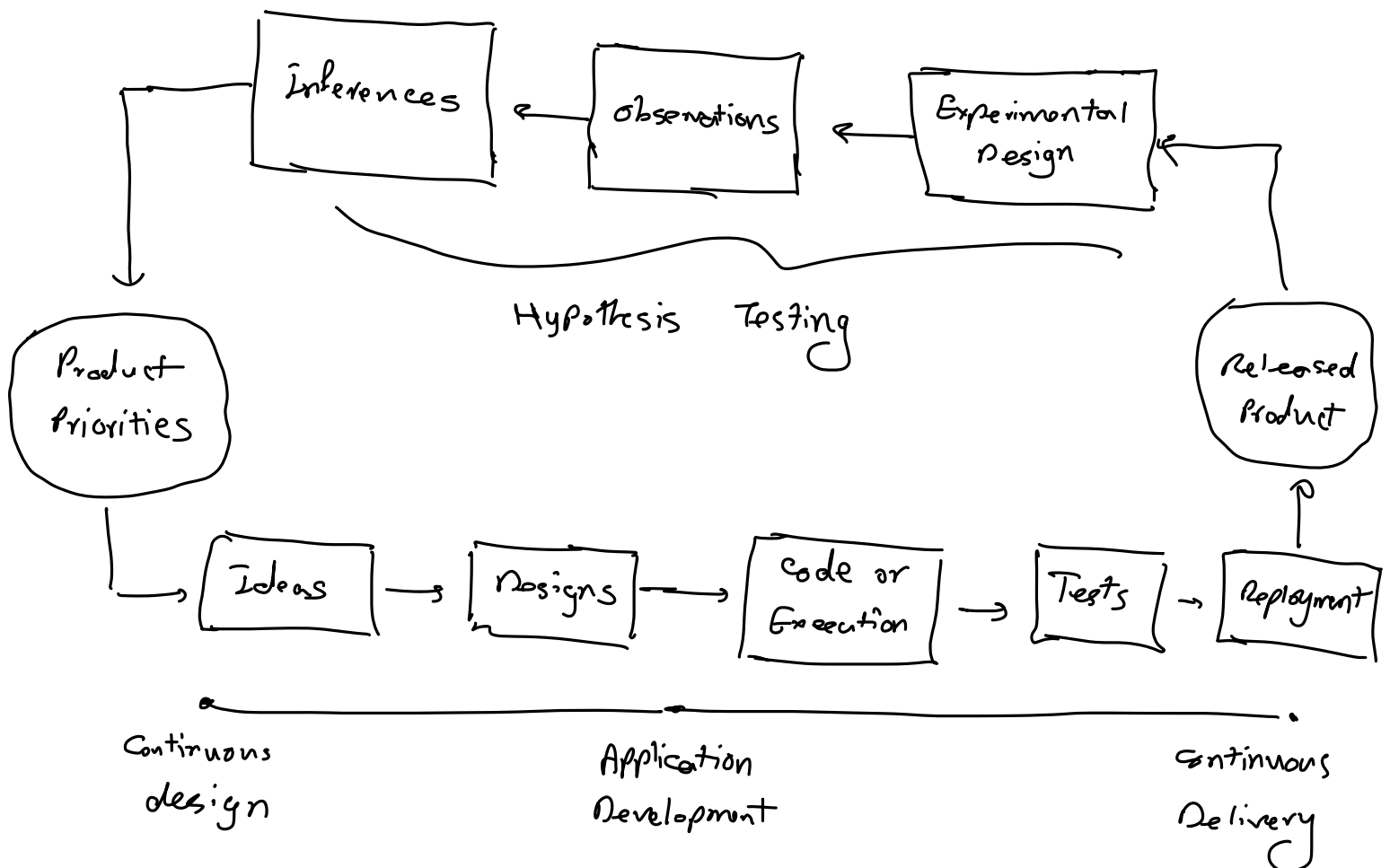
⚠ Product Management

typical venn diagram

UX
Tech
Business

⚠ first solving the right problem, then finding a good solution

⚠ Product Pipeline

| Inferences | ← | Observations | ← | Experimental Design |

Hypothesis Testing

Product Priorities

Released Product

Ideas → Designs → Code or Execution → Tests → Deployment

Continuous design

Application Development

Continuous Delivery

⚠️ Finding the right problem

- → Persona Hypothesis
- → JTBD Hypothesis

⚠️ Finding the right solution

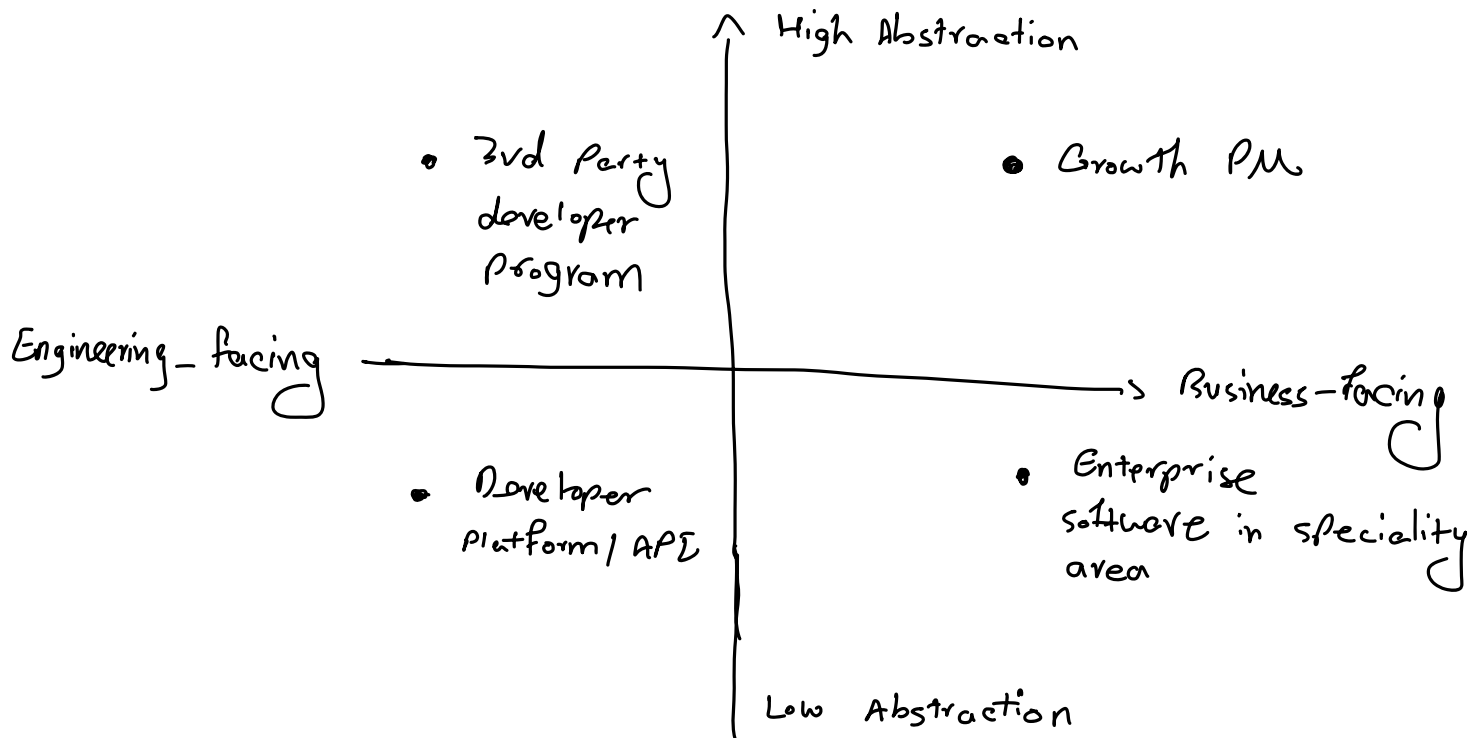- → Usability Testing

} Double Diamond framework

⚠️ Agile roles

- → Scrum Master / Agile Coach
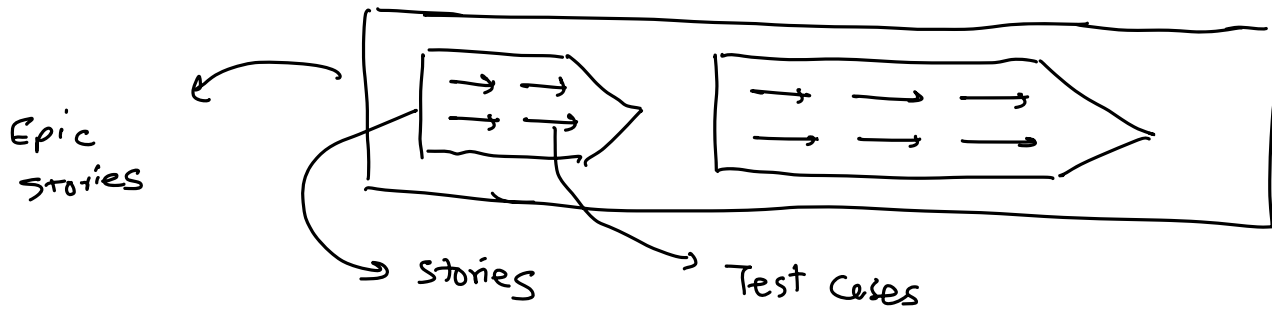- → Product Owner
- → Development Team

⚠️ Product Manager vs. Product Owner

Area	PM	PO
focus	Market	Dev / Eng.
Creates	Roadmap	Story / Backlog
Horizon	Program Increments	Iterations
Reviews	Features	User Stories

△ Types of PMs

High Abstraction

- 3rd Party developer program

- Growth PM

Engineering_ facing ——————————————→ Business-facing

- Developer Platform/ API

- Enterprise software in speciality area

Low Abstraction

△ Agile Story

Epic stories

Stories

Test Cases
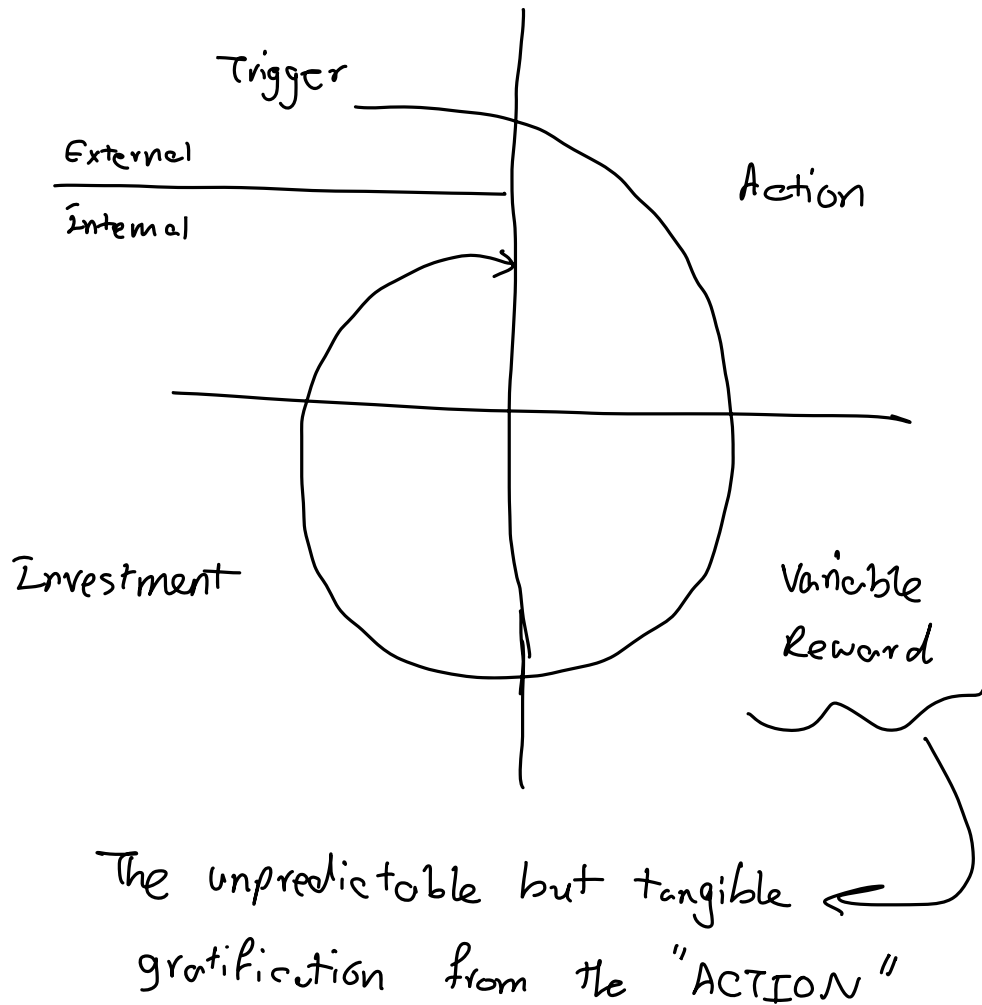
⇒ format: As a [Persona],

I want to [do something],

so that I can [realize a reward].

⚠️ The Hook Framework

Trigger

External
─────────
Internal

Action

Investment

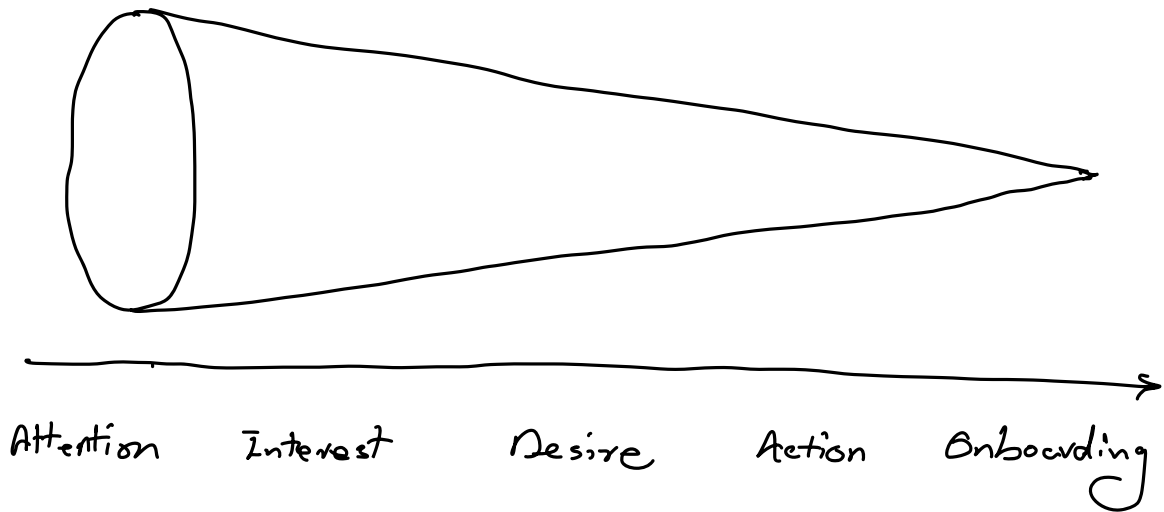Variable
Reward

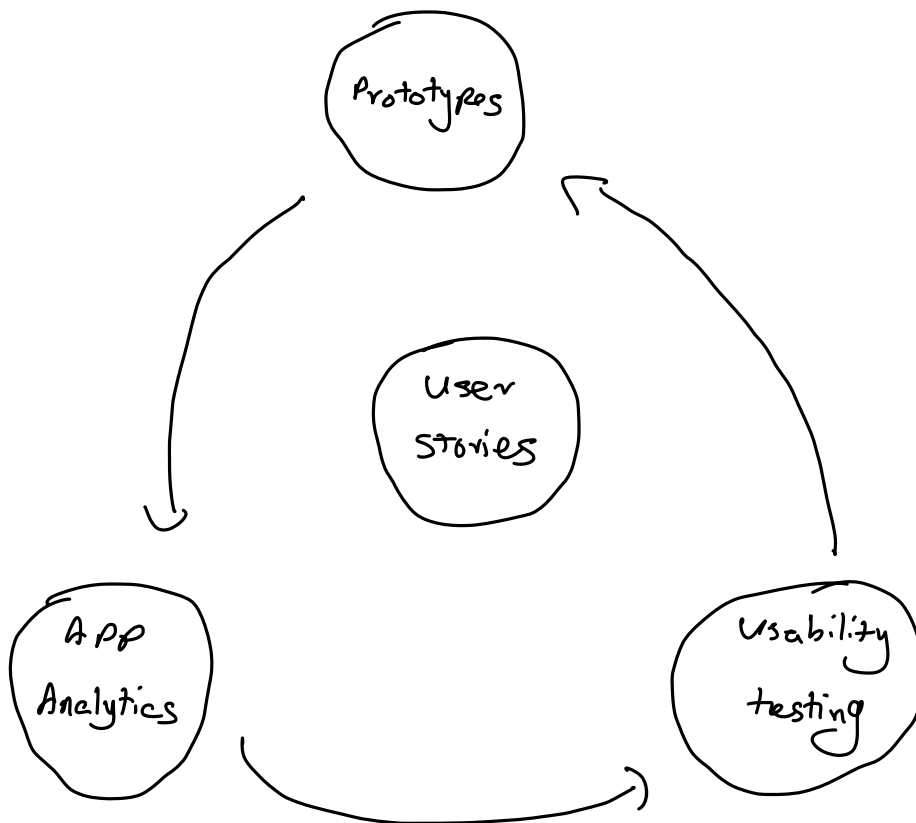The unpredictable but tangible
gratification from the "ACTION"

⚠️ How to collaborate with enterprise customers

- Anchor to problems vs. solutions
- write fully narrated stories
- Work in prioritized batches
- Test Appropriately & often
- Over-invest in training / onboarding
- Do Retro's on everything
- Design for variation

⚠ The Customer Funnel

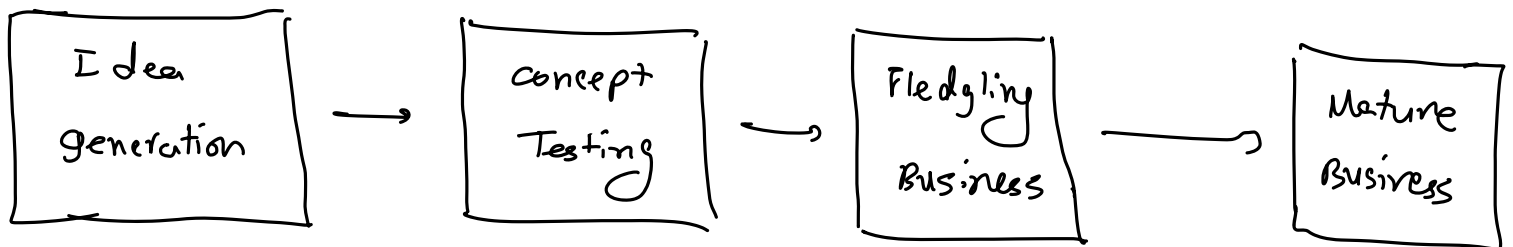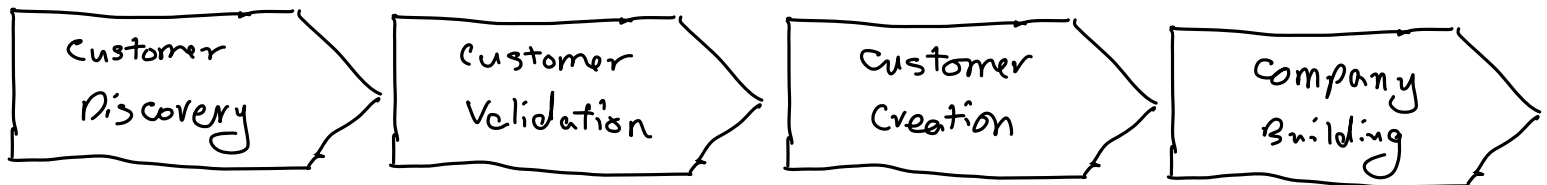Attention   Interest   Desire   Action   Onboarding

⚠ Finding the right solution

Prototypes

User Stories

App Analytics

Usability testing

⚠ Product Progress

	MVP	Product-Market Fit	Scale	
	Customer Discovery	Customer Validation	Customer creation	Company building
Pivotal assumptions	Nascent	Test, conclude revise, test,..	validated now tactical	validated now tactical
Product	N/A	MVP	focus: efficiency, extension	what would a startup do
ORG.	Customer Dev. Team	Customer Dev. Team	Full functional organization	Scalable Organization
Partners, channels	Probably too soon	Probably too soon	Yeah, maybe?	Yeah, definitely!

⚠ Corporate innovative pipeline

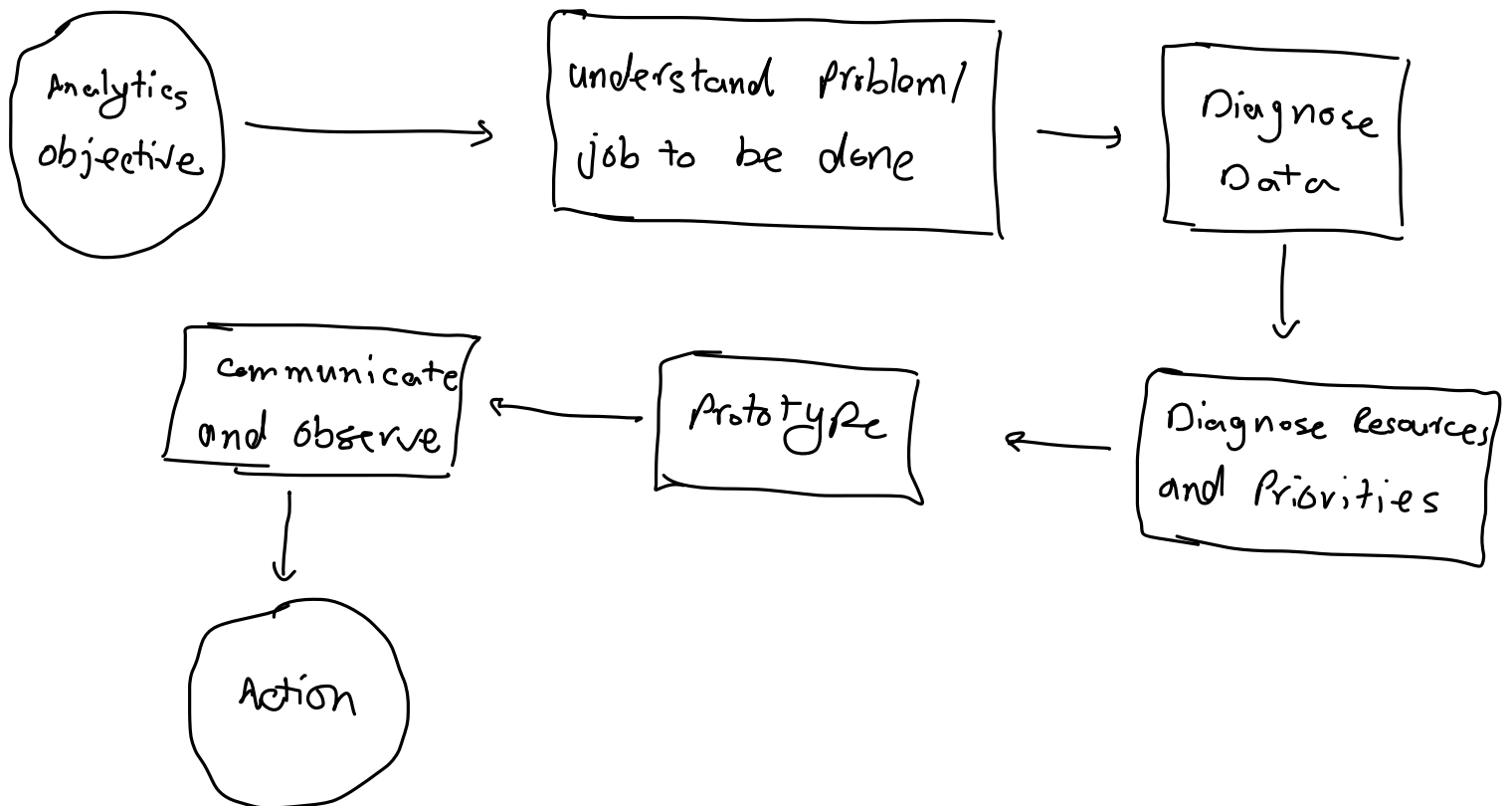MVP   Product-Market Fit   Scale

Customer Discovery → Customer Validation → Customer Creation → Company Building

Idea generation → Concept Testing → Fledgling Business → Mature Business

⚠️ Business Model Types

→ Infrastructure - driven

→ Customer scope - driven

→ Product - driven

⚠️ Actionable analytics

Analytics objective → understand Problem/ job to be done → Diagnose Data

Diagnose Data → Diagnose Resources and Priorities

Diagnose Resources and Priorities → Prototype → Communicate and observe

Communicate and observe → Action

⚠ The jobs of data science

└→ descriptive
  └→ what did they click?
  └→ who was that?
  └→ How hot is it?
  └→ How fast is it working?
  └→ where is it?

└→ diagnostic
  └→ who generally clicked that?
  └→ under what conditions does it break?
  └→ where does it go over the course of day?

└→ predictive
  └→ what will [such a user] click?
  └→ when will it break?
  └→ where will it be at 4 PM?

└→ prescriptive
  └→ what ad should we run for [such a user]?
  └→ Do we need to [service, replace] it?

Retrospective Agenda

- What went well?
- what could have gone better?
- what did we learn?
- what do we want to { keep, change, discard, add } next iteration?