Product Management Master class: Beame a Roduct Manager

1 who is a product manager?

a product development from the idea stage to the completion stage

A Product Management lifecycle

research / planning

validating

building

launching

evaluating

responsibilities of a product manager

setting the product's mission and vision

aligning the stakeholders around the product vision

shipping great software that delights customers

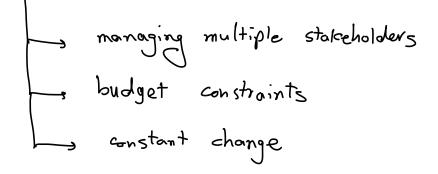
deelply understand customers and their problems

deeply understand business goals and defining success

prioritizing what to build next monitoring industry trends and competitors A types of product managers platform AM

growth PM _ enterprise PM ! Product Management challenges - influencing without outhority Limited power building relation ships data driven arguments de fining prioritises balancing needs

data driven desisions



1 Anduct Management Sife cycle

define a business outcome

discover customer pain points

sulidation

build

lounch

evaluate

iterate

Customer research and insights

______s surveys _______s interviews ______s focus groups

McCleating customer personas

- 1) demographics (2) behavorial traits
- 3) motivations and goals 4) challenges and Pain Points

\overline{V}	How	+0	validate	produc+	ideas
			customer	feedback	
		->	product	usage d	eta
			in-capp	feedback usage de surveys research	
			morket	research	

/ Scrum

L, a structured, time-box, iterative approach that breaks down product development into sprints each sprint produces a potentially shippoble product increment

Iconbon

Les a visual workflow management tool that emphasizes

continuous delivery without the structure of time-boyed

iterations

1 How to build MVP

identify care problem

soldine essential features

build, test, and gather feedback

	prioritization frame works
	MOSCOW (Must/Should/Gould/Wonf) RICE (Reach/Impact/Confidence/effort) Plans model
	reasure luunch success?
\	sules volume
	customer acquision cost (CAC)
	customer engagement
—	customer retention
	sules volume Customer acquision cost (CAC) customer engagement customer retention media Coverage
1 Product	performance metrics
 3	vetention rate
	churn rate customer satisfaction
لے	customer satisfaction