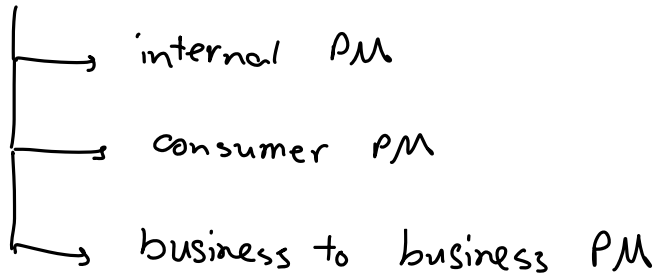


Ultimate Product Manager

cheat sheet get the job

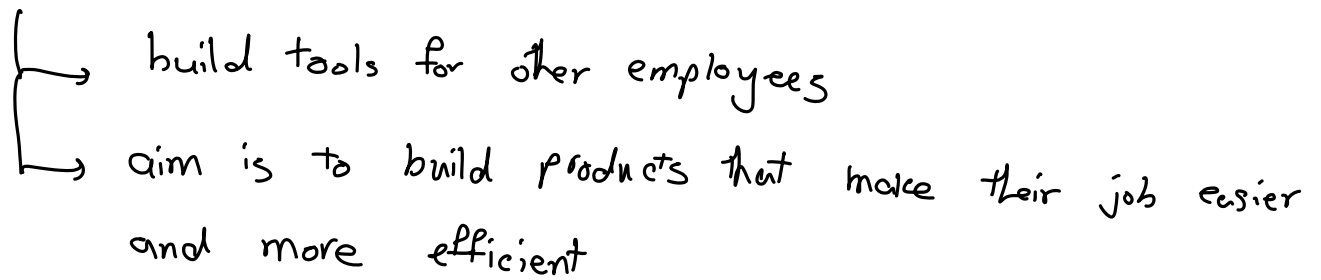
⚠ Product management role varies from company to company

⚠ types of a product manager

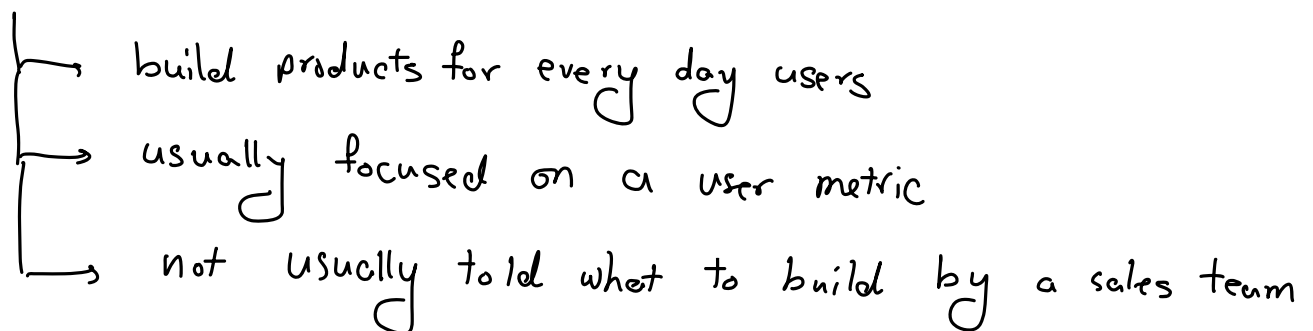


⚠ stakeholders are the people with an input or opinion on the product you're building

⚠ internal product managers



⚠ consumer product managers



⚠ business to business product managers

- ↳ build products for other companies
- ↳ main stakeholders: sales team & external clients

⚠ project manager is responsible for accomplishing a project, not a success goal

- ↳ a project has a clearly defined timeline & budget
- ↳ project management is an essential skill for product managers

⚠ Product life cycle

- ↳ introduction
- ↳ growth
- ↳ maturity
- ↳ decline

⚠ major phases in product development process

- ↳ ① ideation ② plan ③ develop
- ④ iteration ⑤ launch ⑥ steady state
- ⑦ maintain or kill

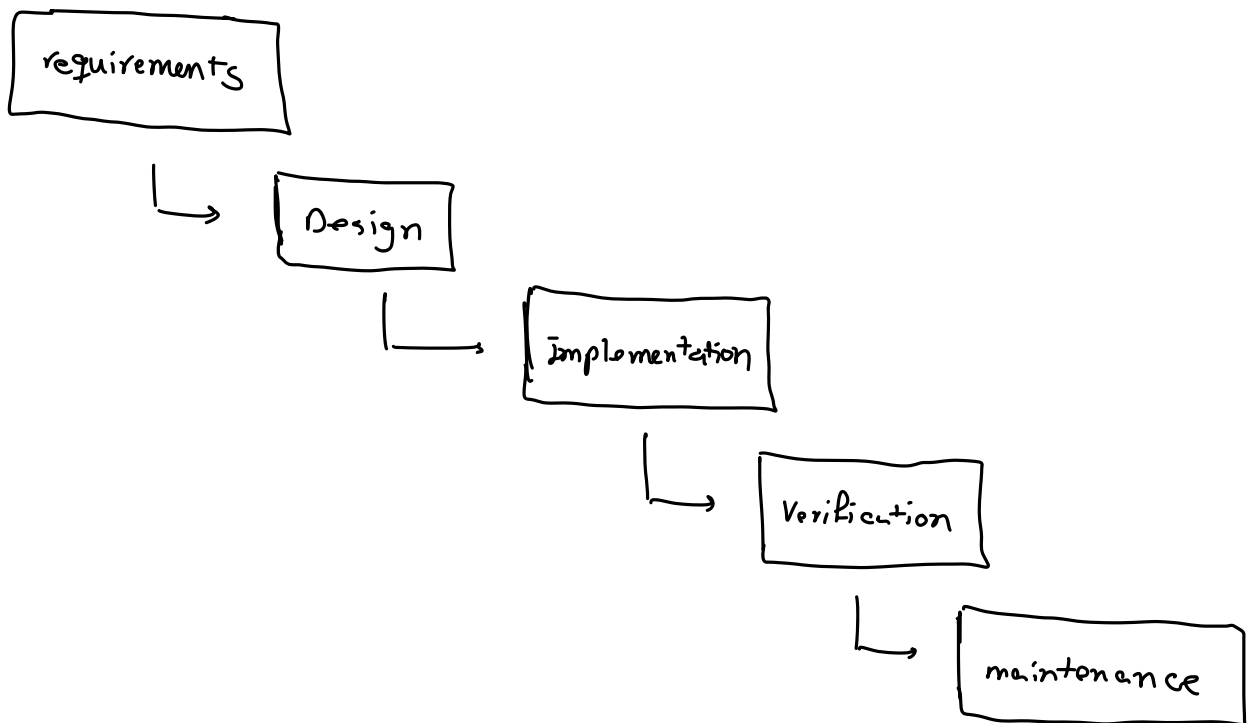
⚠ Lean is a product development methodology that removes all necessary work and effort until you're sure it needs to be done

⚠ Agile is a way of applying lean methodology to software development

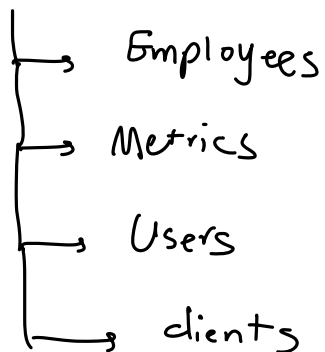
↳ scrum is popular agile software development framework

⚠ Kanban doesn't have rigid meetings & doesn't use sprints

⚠ Waterfall Development



⚠ ideas come from 4 main places (E.M.U.C)



⚠ Popular ideation metrics

- brain storming
- focus groups
- mind mapping
- story boarding