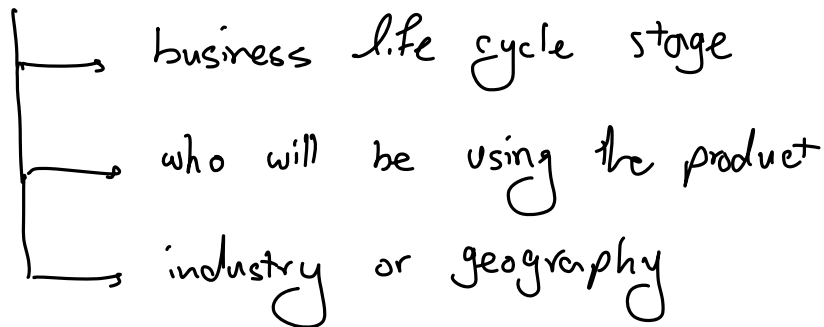


How to transition to product management (and succeed)

⚠ PMs are involved in core strategic growth-driving decisions

⚠ Why product managers responsibilities varies?



⚠ list of common product stakeholders



⚠ Sources of ideas

- ① customers
- ② users
- ③ internal stakeholders
- ④ product metrics
- ⑤ industry and competitors

⚠ who is product manager?

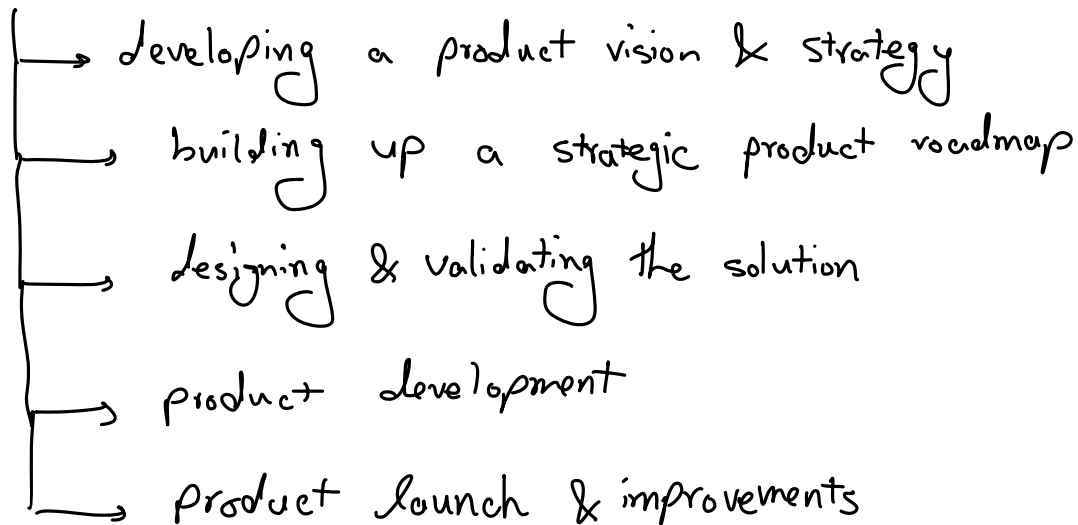
“

Behind every great product there is someone
who led the product team to combine technology
and design to solve real customer problems
in a way that met the needs of the business.

”

MARTY CAGAN

⚠ The end-to-end product management process



⚠ you can repeatedly and profitably acquire passionate and loyal customers

⚠ vision \Rightarrow final destination you plan to reach with a product

⚠ Product strategy

↳ set of activities or milestones we plan to take to achieve the product vision

⚠ Product roadmap

↳ shows a product strategy over time as a series of projects

- ↳ first component : time-frame
- ↳ second component : project
- ↳ third component : theme
- ↳ fourth component : business goals

⚠ Problem Analysis

- ↳ customer interviews and surveys
- ↳ interviews with internal stakeholders
- ↳ data analysis
- ↳ creating and analyzing customer journey

⚠ why do prototyping instead of directly developing

- users may not like a new product / redesign
- It can be too expensive to build
- It can fail to bring expected investment returns
- It can be hard to produce due to tech limitations

⚠ Prototypes are created by designers and engineers
in order to validate solution against's customer's needs

⚠ what is an MVP

- the smallest possible solution that brings value to our customers is viable for our business & technologically feasible

⚠ what is a release plan

- specifies in detail how we solve the problems

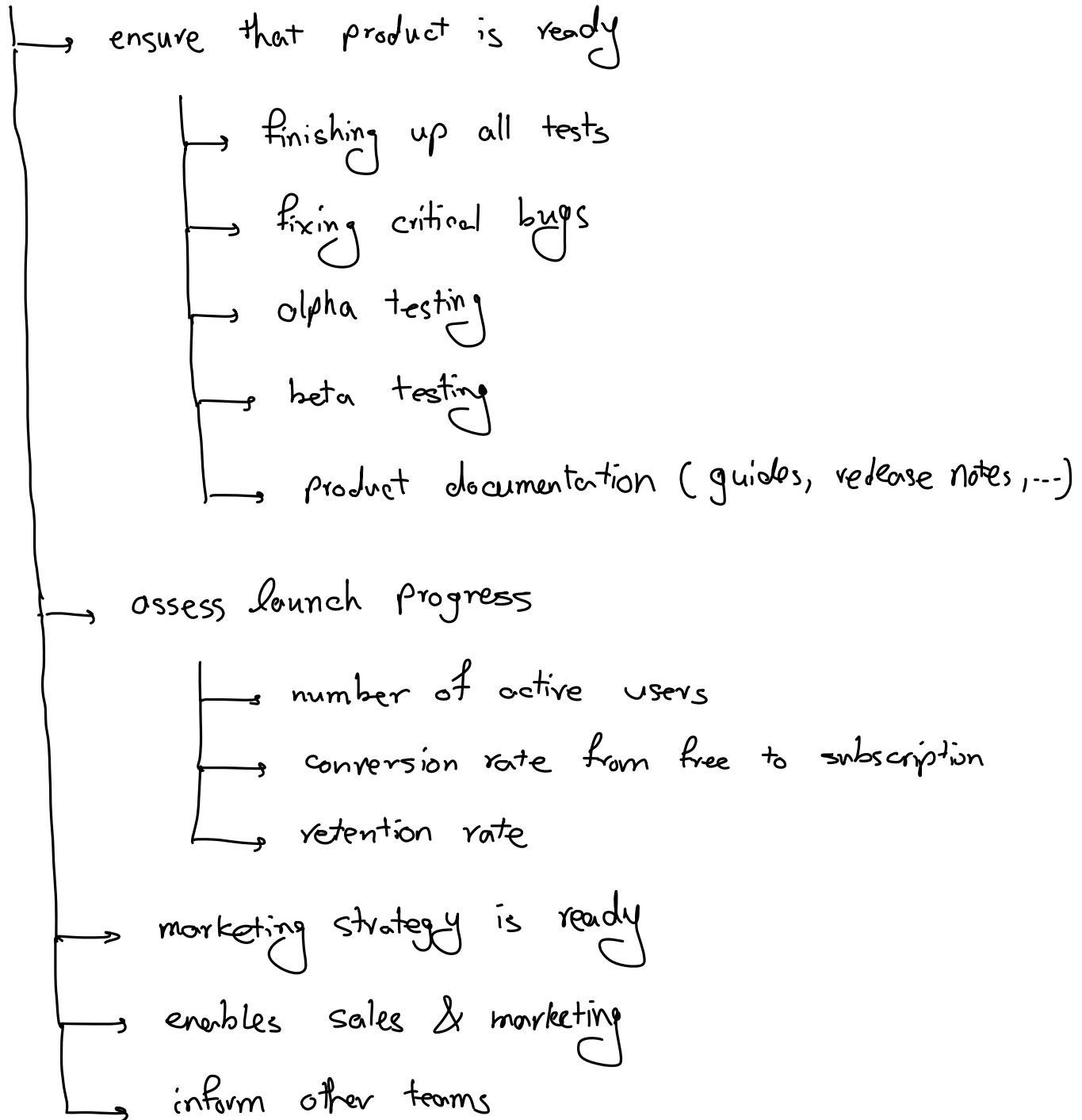
⚠ Tech fundamentals

- agile development vs waterfall process
- scrum framework
- product owner role
- G2G product development & testing

⚠ product launch

↳ introduction of a new product or product change to the market for target customers & partners to find out about it and start using it

⚠ pre-launch tasks



⚠ types of PM

- B2B
- B2C
- Internal

⚠ B2B PM

- buyers and users are usually different
- expertise in the target industry
- relatively small user base
- complex expensive & challenging to sell

⚠ B2C PM

- millions of customers in user base
- buyer and user are the same
- distributed without dedicated sales team
- care more about fascinating user experience

⚠ AI Product team

- software engineers
- product designers
- data scientists
- data engineers

⚠ Growth PM is hired when business needs to scale

⚠ 90 Percent of what PM is doing on a day to day basis will still include problem definition and prioritization communications, stakeholder management, product design, launch & improvement

⚠ strategies to transfer into product management

- └→ internal transfer
- └→ business incubation program
- └→ building a side project