

SaaS Product Management:

Become a SaaS PM

⚠ PM solves the customer problem at scale & make the product better, faster or affordable

⚠ Product Management principles

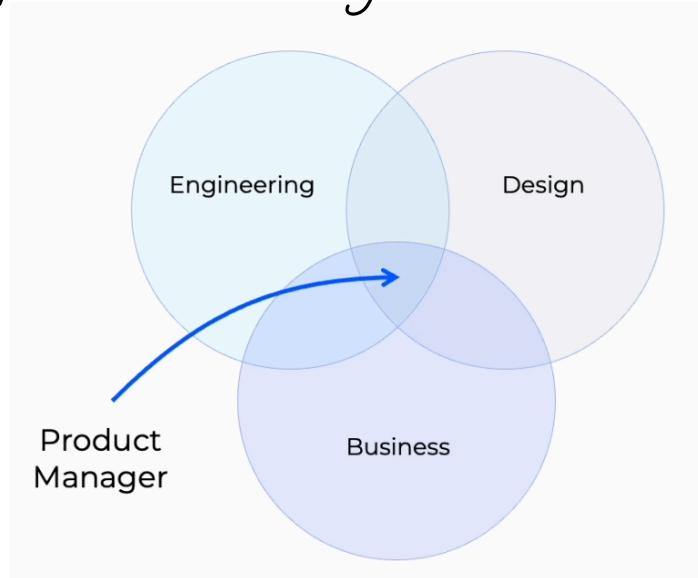
- ↳ focus on the user, and the money will follow
- ↳ know your competition but don't copy it

⚠ Product manager is the CEO of the product

↳ who? & what?

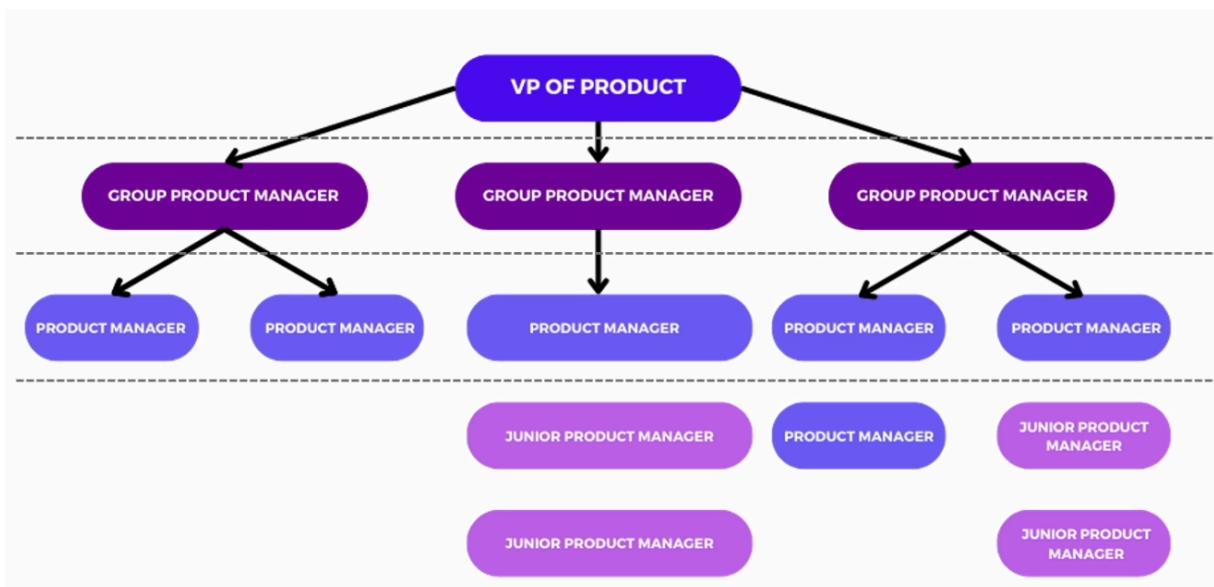
- ↳ what feature to build?
- ↳ who to build it for?
- ↳ what would be the pricing?
- ↳ revenue & business model?

⚠ Product Management Venn diagram



⚠ The job of the product manager is "to discover a product that is valuable, usable & feasible"

⚠ Product chapter hierarchy



⚠ what does a product designer do

- customer onboarding flow
- number of interaction (cognitive load)
- delightful moments

⚠ what does a product developer / engineer do?

- build user interface
- solve complex technical problems
- work in Infra (Devops)

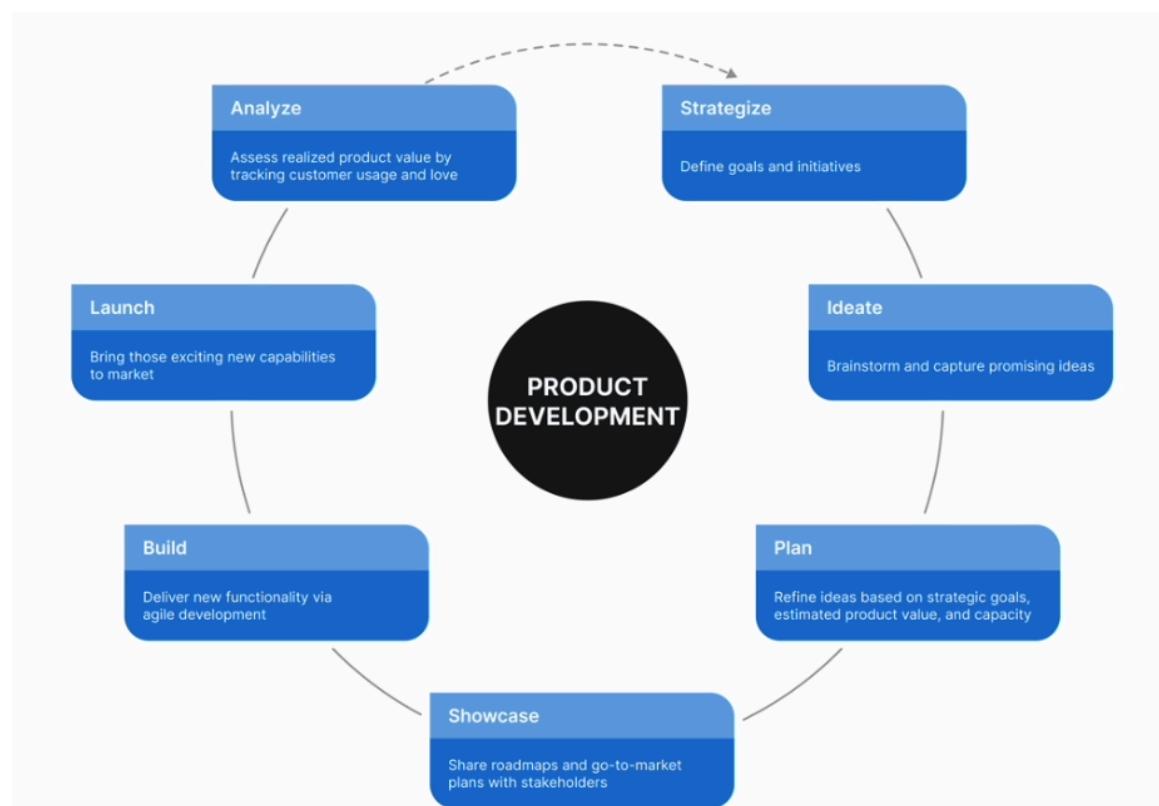
A Day in the life of a PM

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00 AM	Slack / Email	Slack / Email	Slack / Email	Slack / Email	Slack / Email
9:00 AM	Daily Prep	Daily Prep	Daily Prep	Daily Prep	Daily Prep
10:00 AM	Daily Standup	Daily Standup	Daily Standup	Daily Standup	Daily Standup
11:00 AM	Priorities meeting Prepare for upcoming sprint activities	Sprint planning / or Grooming Session I Update tickets / housekeeping	Sync with engineers Update tickets / housekeeping	Grooming Session II Biweekly 1:1	Sprint Retro Update tickets / housekeeping
12:00 PM	Eat / Email / Slack	Eat / Email / Slack	Eat / Email / Slack	Eat/Email/Slack	Eat / Email / Slack
1:00 PM	Review backlog and ideas	Product work (research scope and requirement docs & analytics)	Marketing Meeting		Product work (research scope and requirement docs & analytics)
2:00 PM	Sync with engineers	Sync with engineers	Review backlog and ideas	Common Deliverables	
3:00 PM	Product Panel	Sync with engineers	Product Panel	Sync with engineers	CSUC & SSE meeting
4:00 PM	Design Reviews	Product Strategy, and team progress	Design Reviews	Product Strategy, and team progress	Feedback on other project initiatives
5:00 PM					
6:00 PM	Follow-up (emails, Slack, tickets, etc.)	Follow-up (emails, Slack, tickets, etc.)	Follow-up (emails, Slack, tickets, etc.)	Follow-up (emails, Slack, tickets, etc.)	Follow-up (emails, Slack, tickets, etc.)

LEGEND

- Prep or Research
- Grooming / Unblocking
- Product Strategy & Grooming
- Cross Team Meetings
- Follow-up / Housekeeping

A Product development is the process of taking an idea from concept to delivery & beyond



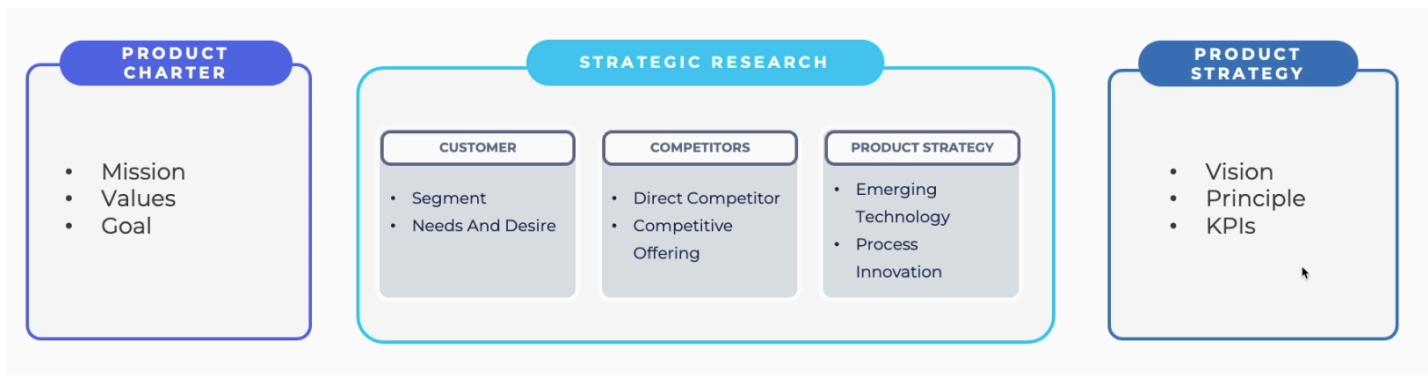
⚠ A great product focuses on

- user pain point
- simplicity of experience
- affordable & Scalable

⚠ Product Management role must align to the goal of the business



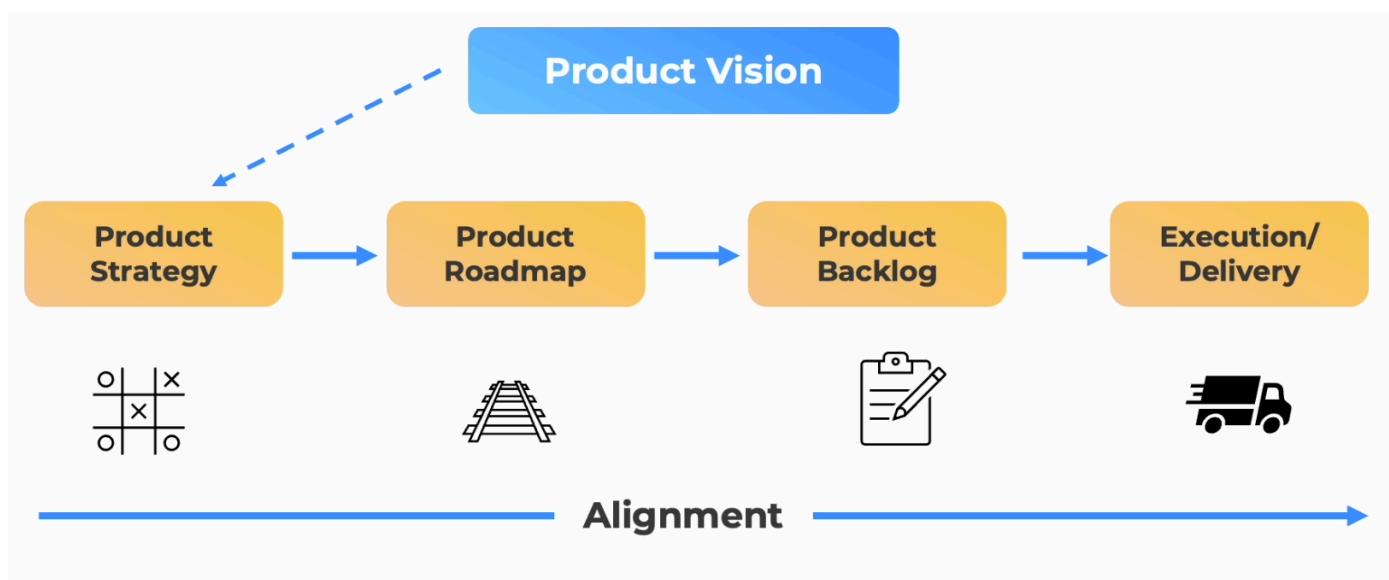
⚠ effective product strategy is rooted in deep understanding of customers, competitors & capabilities



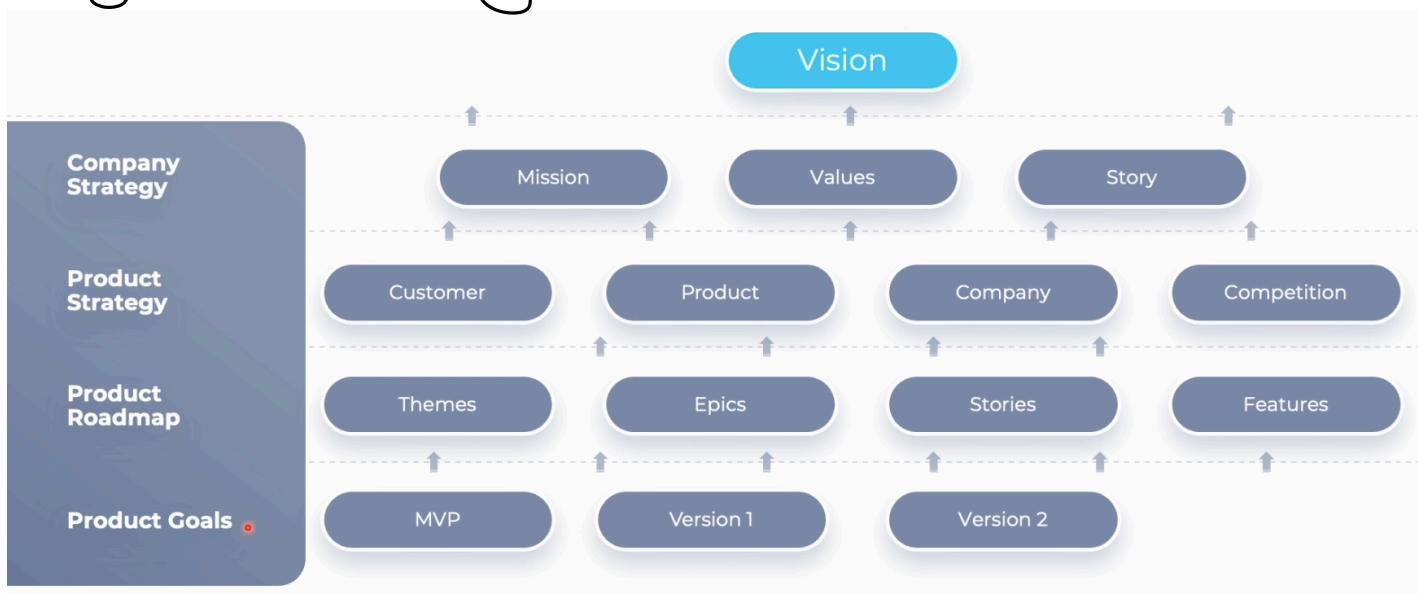
⚠ Different methods for product strategy

Product (Vision)	Customer (Solution)	Competition (Market)	Company (Alignment)
Methods <ul style="list-style-type: none">• Vision Mapping• Funnel Insights• Innovative Solutions	Methods <ul style="list-style-type: none">• Jobs to be Done• Journey Mapping• Voice of customers	Methods <ul style="list-style-type: none">• Competitive SWOT• Feature Gap Analysis• Competitor Roadmap	Methods <ul style="list-style-type: none">• Business Goal Map• Strategic Initiatives• Stakeholder Requests

⚠ from Product vision to execution



⚠ Product strategy helps you guide on "what" you are building, "why" you are building it & "how"



⚠ A product vision statement is quite short & concise unlike other tools and techniques like personas, user stories, ... because we may not know enough about our potential users

For (target customer)

Who (statement of need or opportunity)

The (product name) **is a** (product category)

That (key benefit, reason to buy)

Unlike (primary competitive alternative)

Our product (statement of primary differentiation)

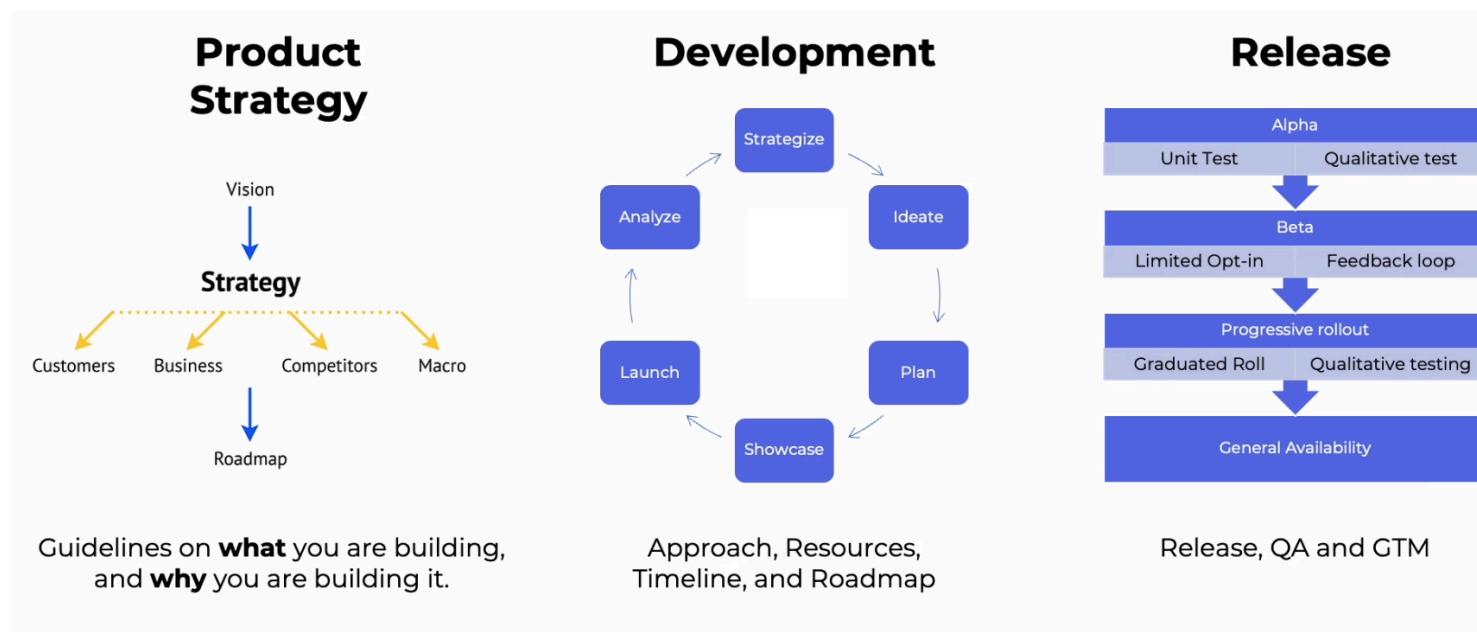
⚠ product vision board

 Vision Brief Inspiring goals for the product encapsulated with big ideas and motivation			
 Target Group Whom will the product Serve?	 Needs What problem does it solve for the user?	 Product How does the product meet the needs?	 Business Goal How will the product benefit the company?
Users <ul style="list-style-type: none">• Working professional• University Students• Working mom Demographic Medium- High paying families lives in Urban cities	Groceries delivered at your doorstep	Discovery – Find all fruits vegetables and kitchen items Time – Select the slot and day of delivery	Open up new revenue line Utilize the existing logistic network free during the day

⚠ Steps to define a product strategy



⚠ Product Management Foundation



⚠ Key questions in each stage

- ↳ vision : why are you building the exact product?
- ↳ Persona : Who is your ideal customer?
- ↳ positioning : how do you fit it in the market?
- ↳ differentiation : how is your product better than others?
- ↳ goals : what do you want to achieve now?

⚠ common problems in SaaS products?

- integration with existing systems
- user interface & experience
- customization & flexibility
- scalability issues
- performance consistency
- cost & ROI
- quality of customer support

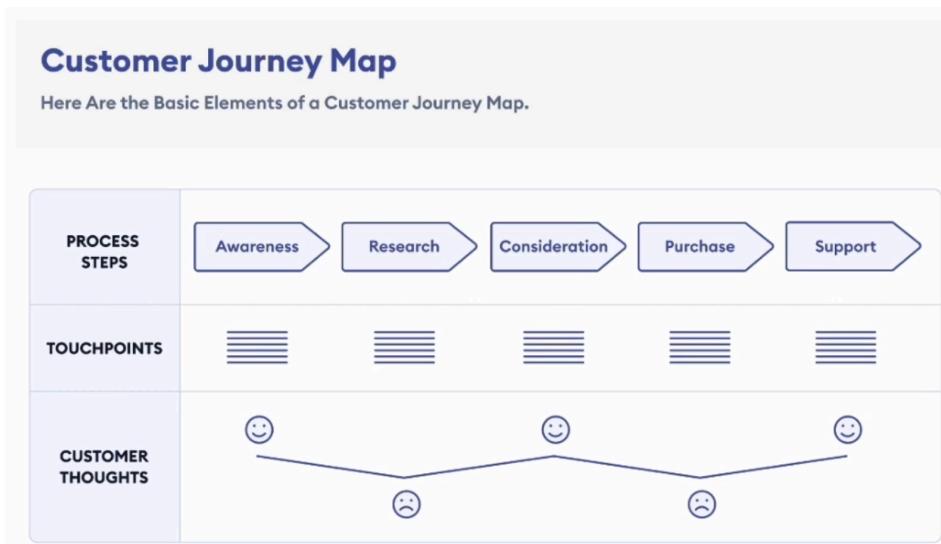
⚠ User interview topics for persona identification

- background & demographics
- business operations & CRM usage
- technology integration & adoption
- engagement & feedback
- data management & analytics

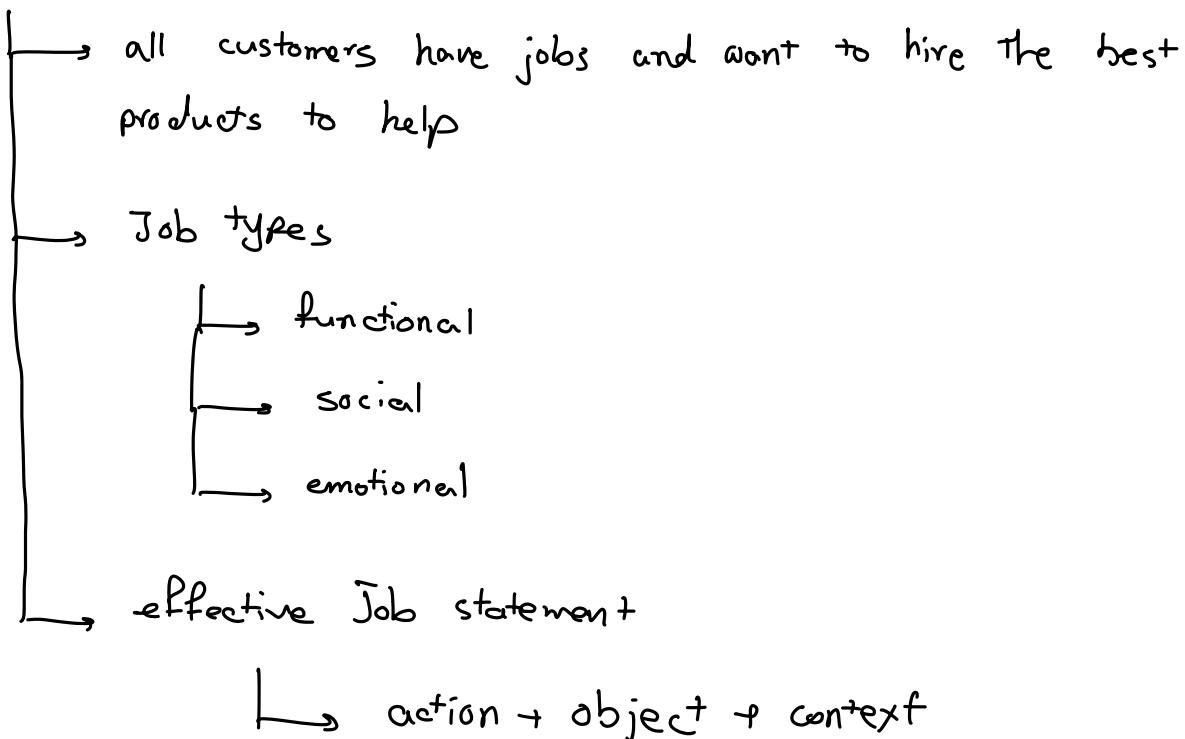
⚠ purpose of a user persona is to create empathy for customers. It can help you distill the most important attributes of people who use your product

⚠ An empathy map is a tool that helps you discover how your target audience thinks, feels & behaves so you can better understand their wants & needs

△ A journey map is a path user takes, across different touchpoints while interacting with your brand. It can help you understand how users are interacting with your product, brand or service & what their needs, motivations, and pain points are

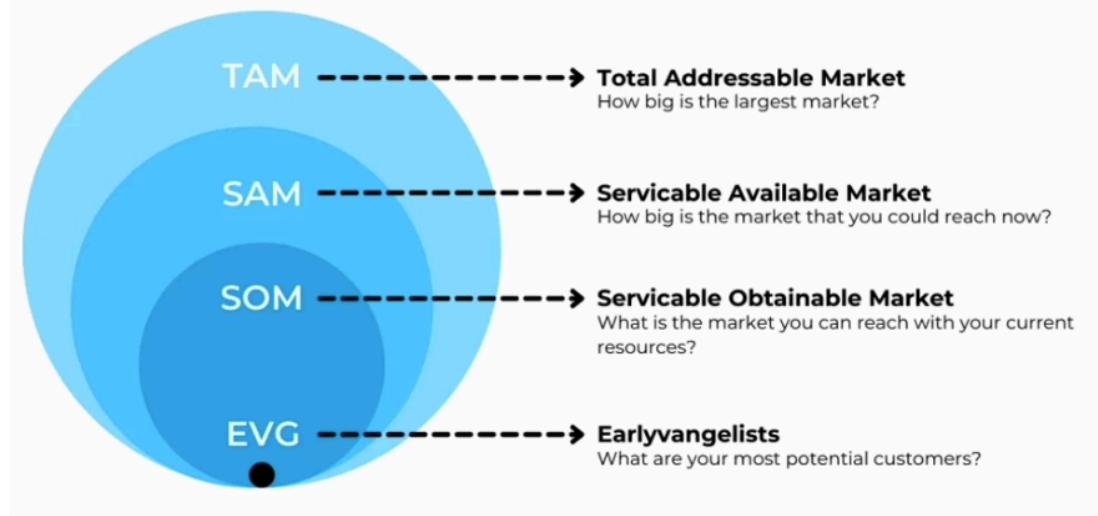


△ Jobs-to-be-done framework

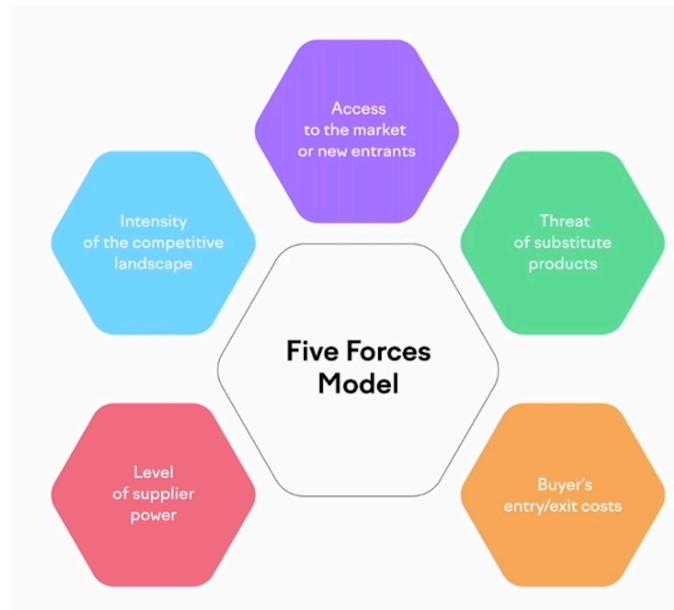


⚠ Market Sizing

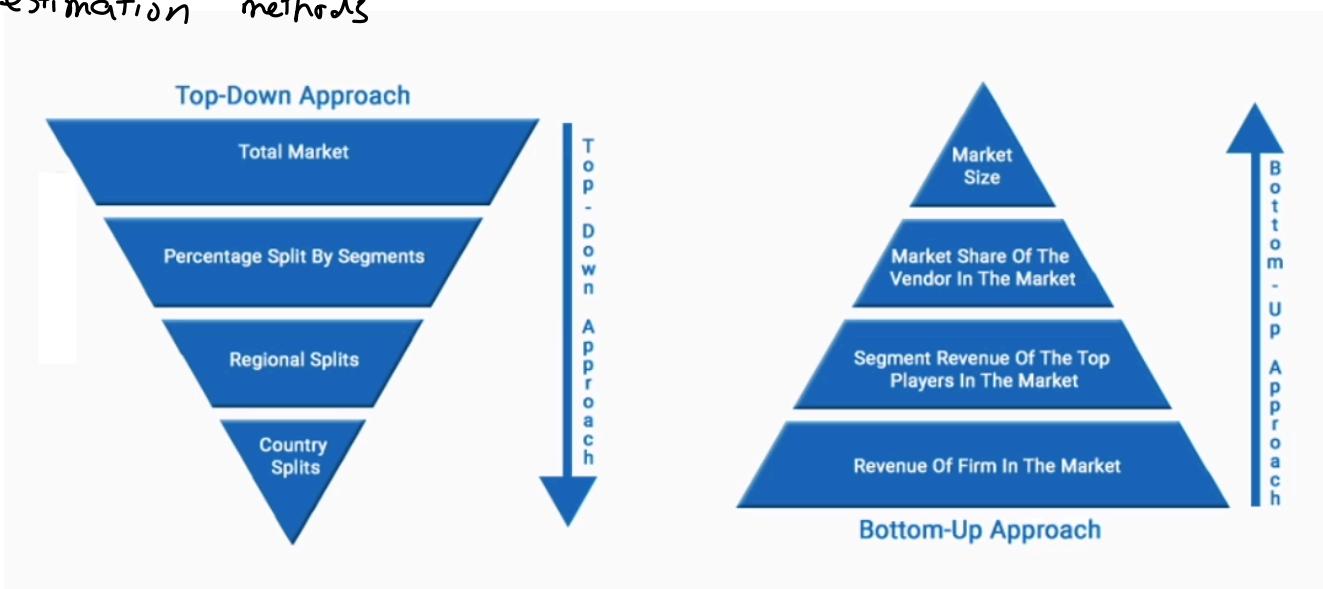
TAM SAM SOM



⚠ Market + five forces



⚠ estimation methods



A Porter's 5s

- threat of new entry
- threat of substitute
- power of suppliers
- power of buyers
- market rivalry

A SMART goals

- specific
- measurable
- achievable
- relevant
- time-bound

A objective - key results framework (OKR)



⚠ differentiators are what make your product stand out to the target audience - they define your ability to surpass competitors & opportunities to generate profits in the long run

↳ main factors:

- ① quality
- ② pricing
- ③ design
- ④ service & interactions
- ⑤ features
- ⑥ customizations

⚠ revenue models

- free or ads-supported
- freemium
- tiered
- ala-carte
- subscription
- free trial
- razor blade model

⚠ to evaluate the actual results of your product, you should define actionable metrics (or KPIs) to track

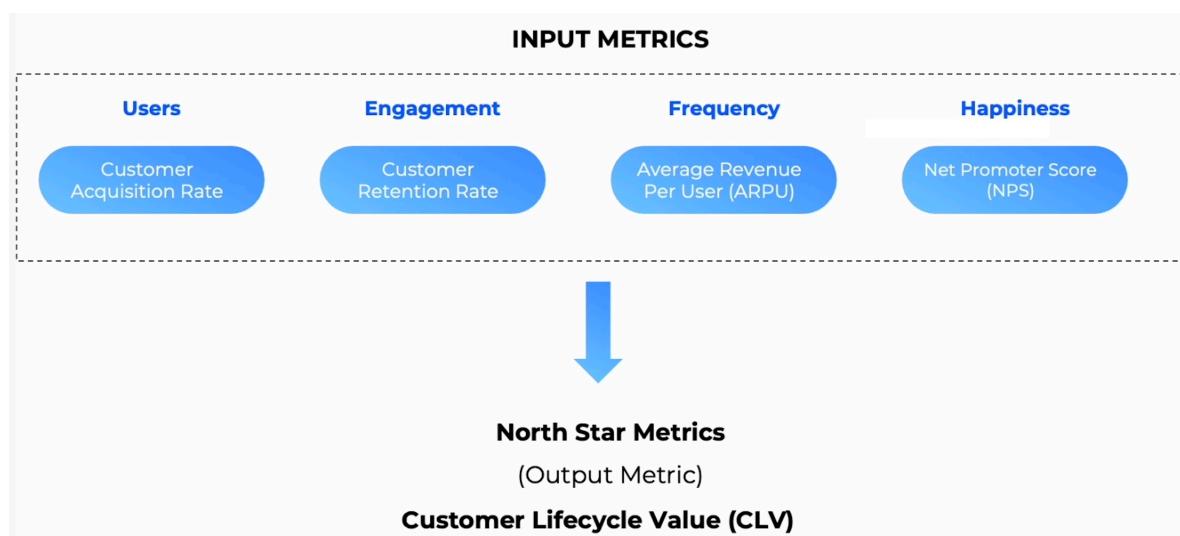


⚠ AARRR metrics

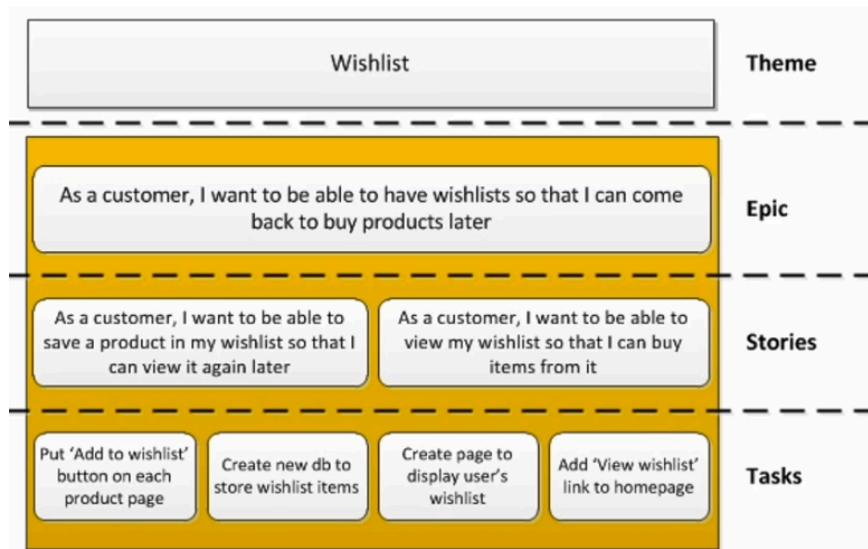
acquisition
activation
revenue
retention
referral



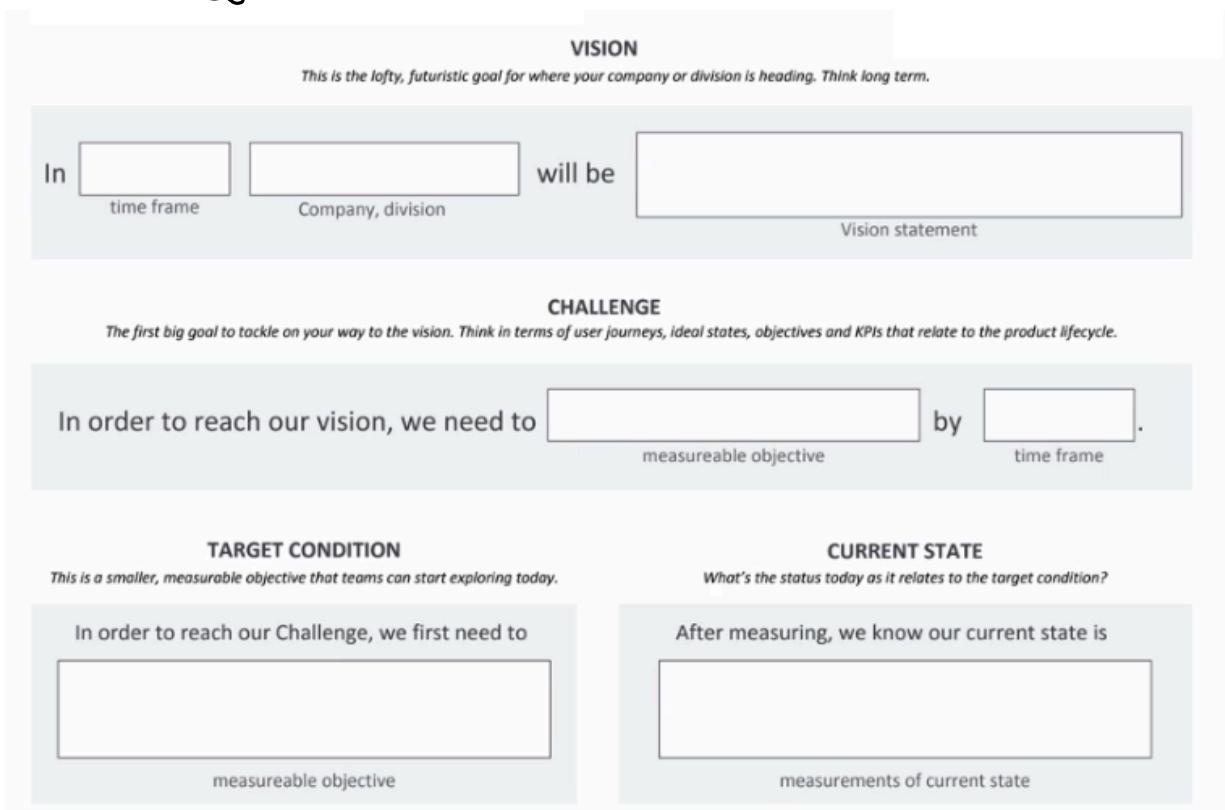
⚠ North Star metric for a SaaS product



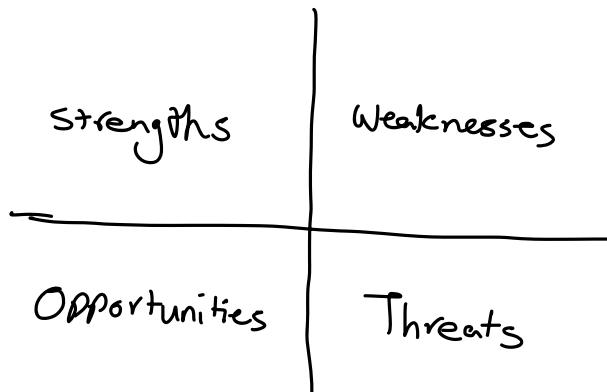
⚠ Product tasks breakdown



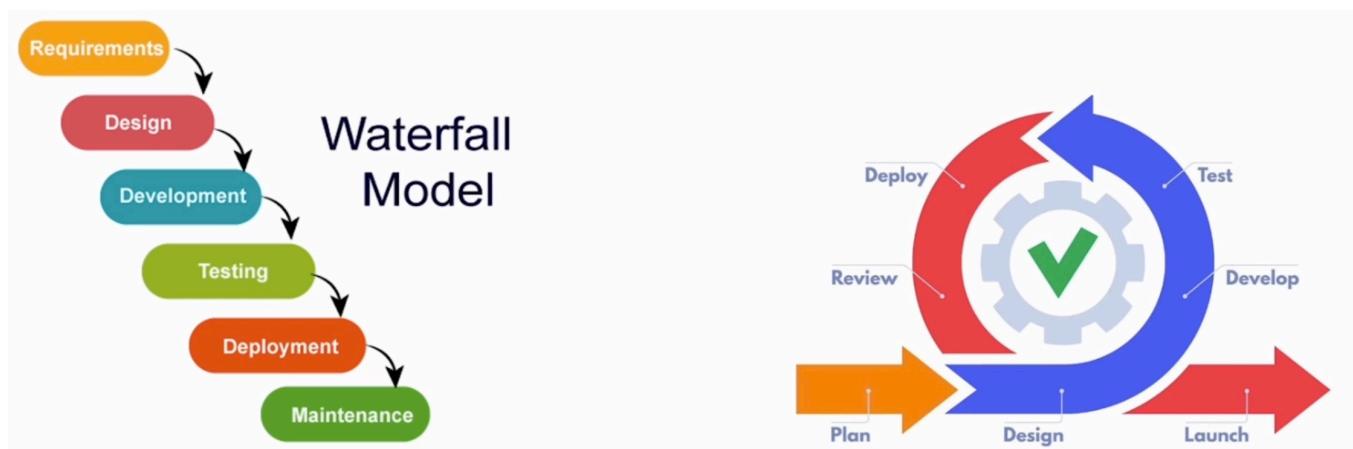
A product strategy canvas



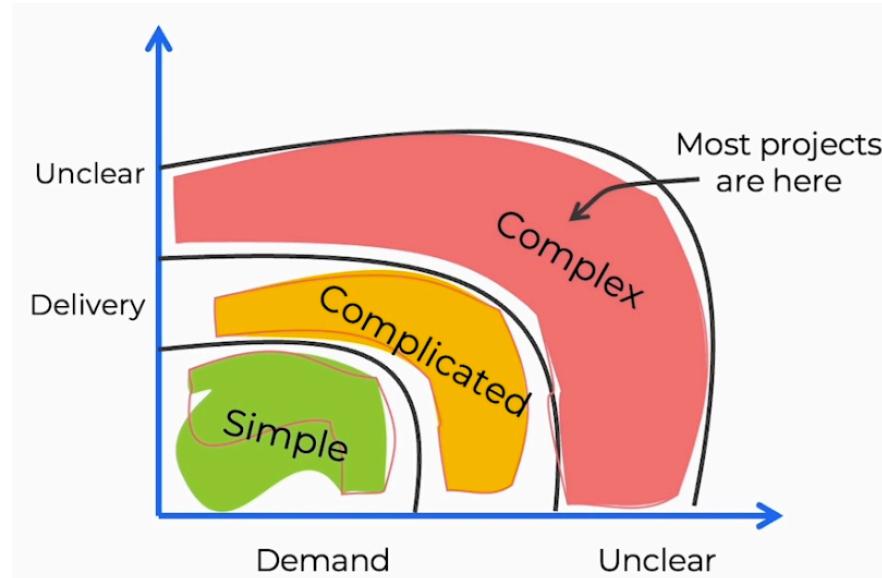
A SWOT analysis



A Waterfall is a linear approach to software development whereas Agile is an iterative, team based approach



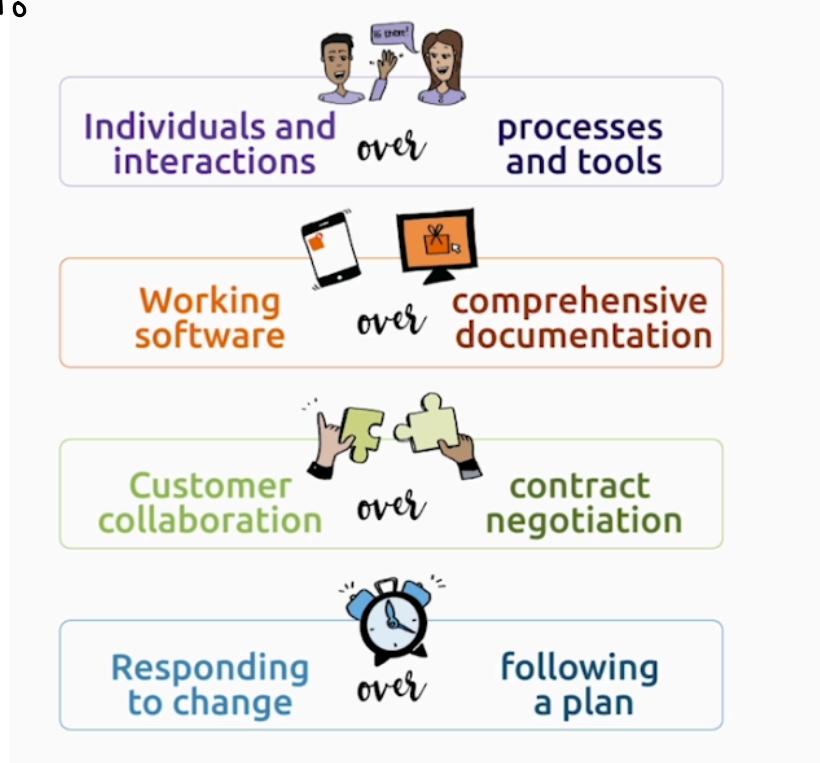
⚠ Waterfall is not suitable for most of software products



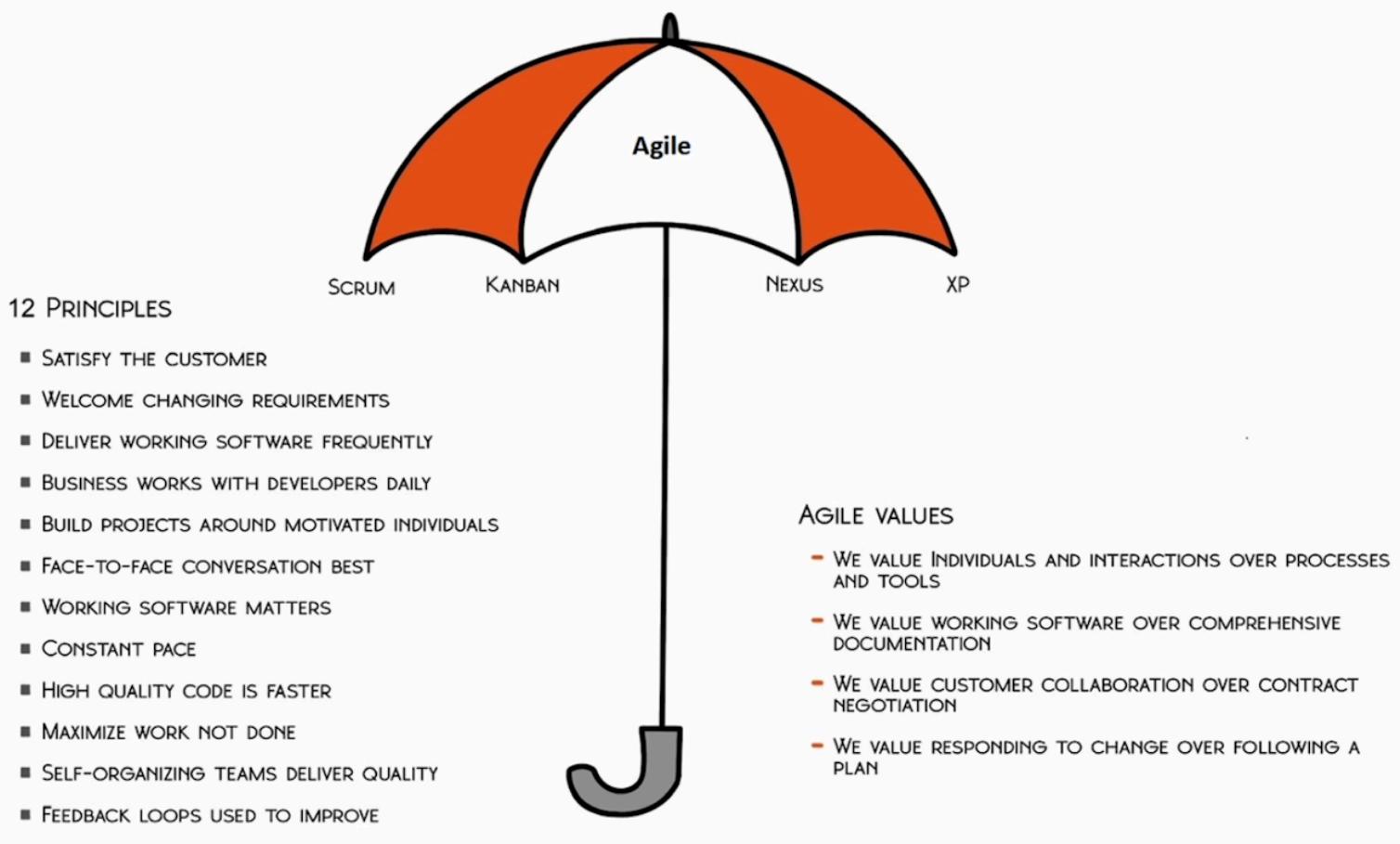
⚠ Waterfall vs. Agile

Waterfall	Agile
Waterfall is a sequential product management process	Agile is an incremental and iterative product development process.
In waterfall the final product is envisioned and known at the beginning	In Agile as result of new market or technology input, the final product changes during development.
In waterfall when one step is finished, there is a huge cost to go back and fix if problems are found later	Agile by nature is flexible, so issues found could be fixed in the next sprint.
In Waterfall the product is tested only at the end, which is a huge risk	In Agile each iteration is tested and qualified before moving forward.
Example : Construction project	Example: Software product

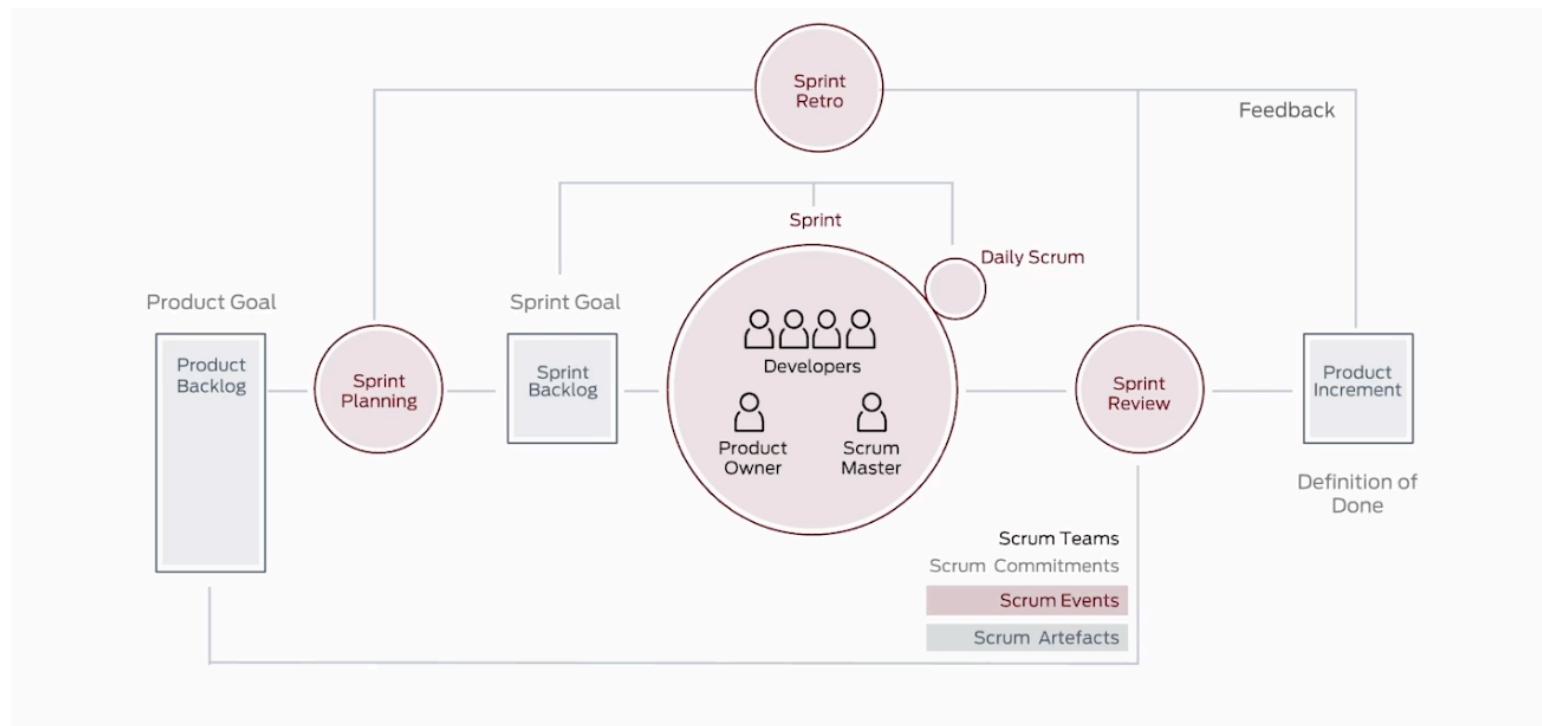
A Agile Manifesto



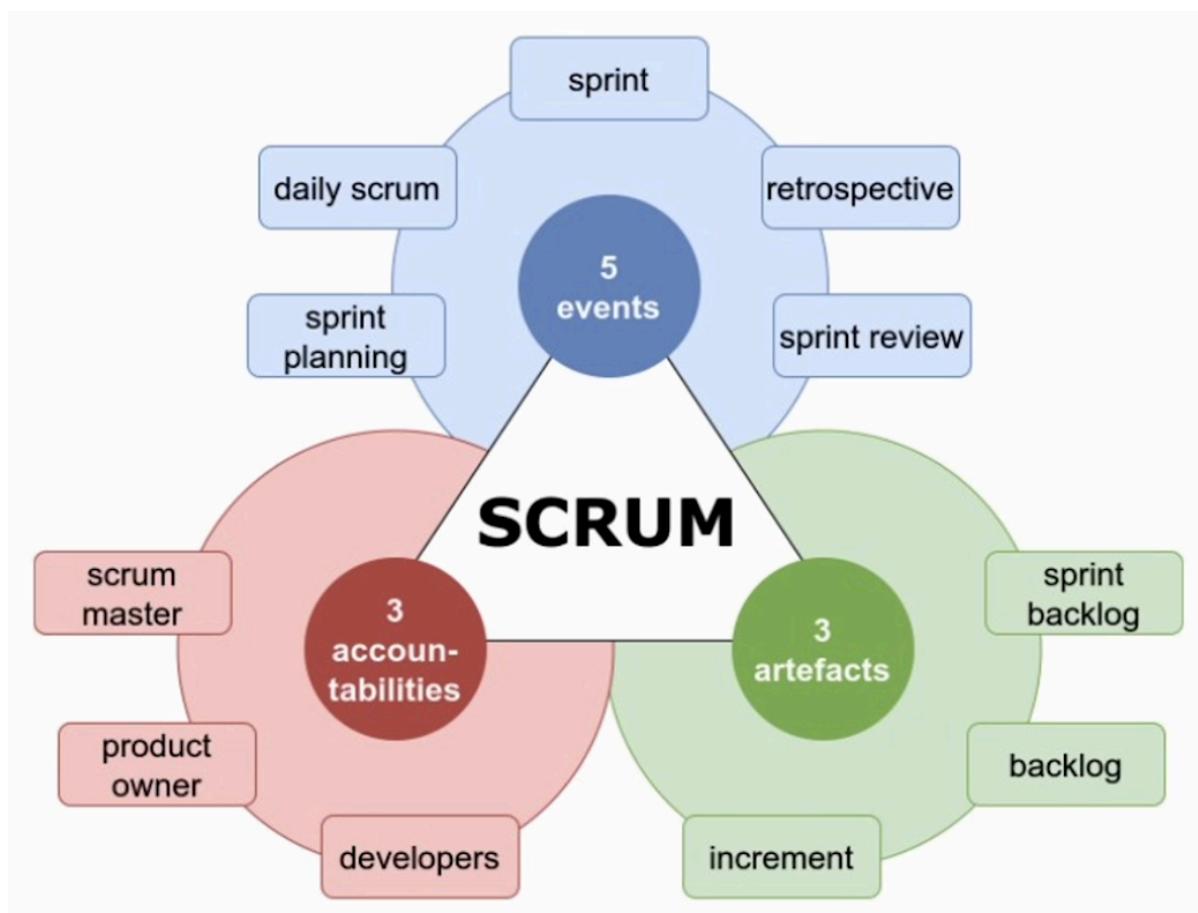
A Agile principles, values & frameworks



⚠ Scrum is an agile framework based on iterative & incremental processes



⚠ Scrum events, artifacts & accountabilities



⚠ Scrum artifacts



⚠ user behavior tracking steps

- identify acquisition sources
- user segmentation
- set feature usage events
- calculate value exchange (monetization)
- financial analysis

⚠ Marketing analytics only explains the first step of the user journey

⚠ The layers of product analytics

Step 1. Data



Collection, processing, and management of raw data

Step 2. Build and Track



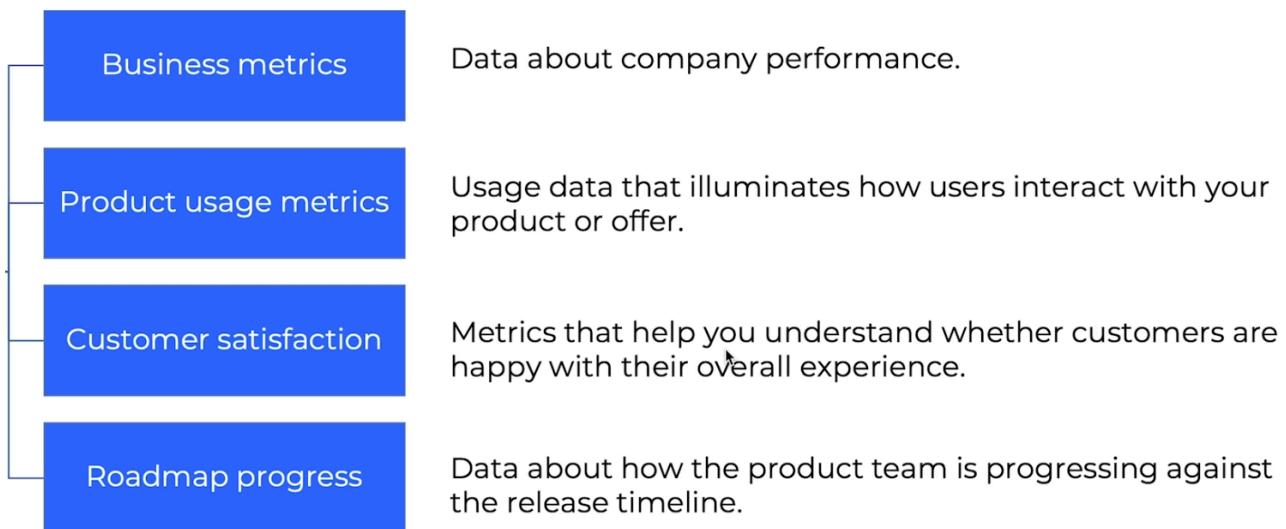
Building new features and measuring performance

Step 3. Analyze and Report



Define parameter and generate Reports.

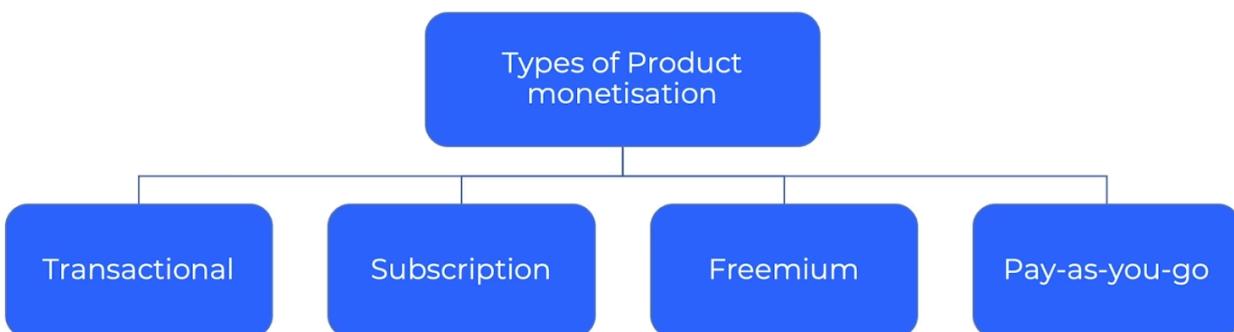
⚠ types of product data



⚠ Value Moment = Aha! moment

Value exchange = business model

⚠ types of product monetization



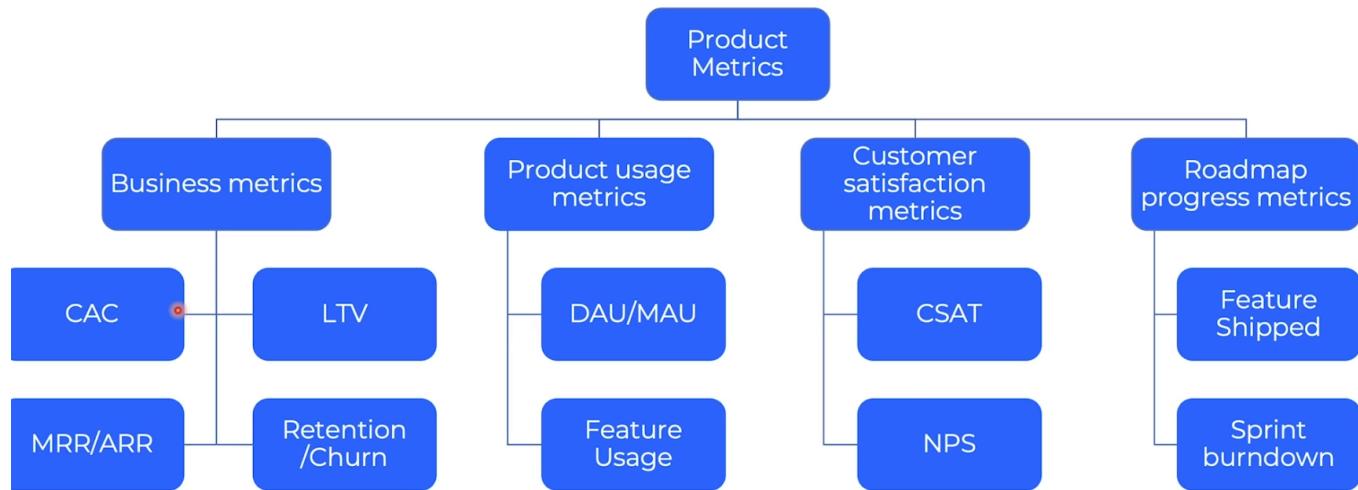
⚠ Metrics are used majorly for three purposes

- what to build?
- how to build it?
- how is the product performing?

⚠ Why metrics are important to monitor

- help your users discover aha! moment
- help you know what features are / aren't popular
- help you measure success of a product feature
- help you improve customer onboarding & retention
- help you determine points of user's satisfaction / dissatisfaction

⚠ Product metrics



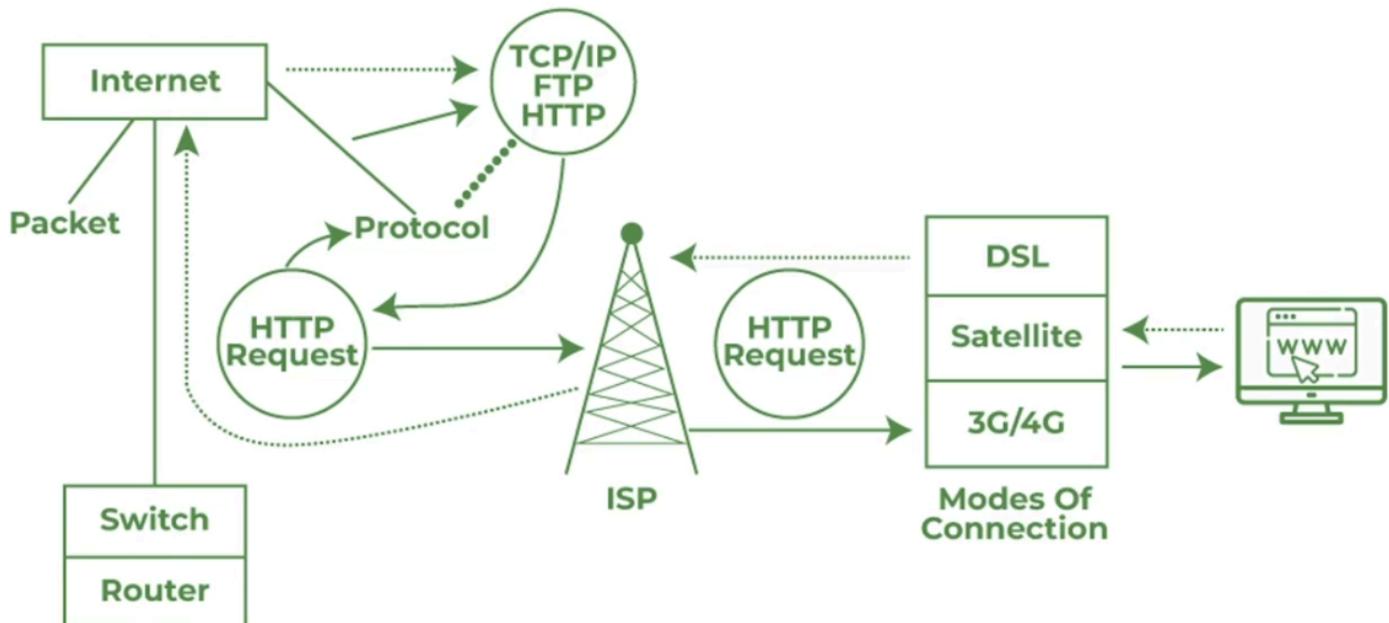
⚠ North Star metric

- the most important metric for the long-term success of your product
- benefits to have a NSM
 - customer obsession
 - consensus
 - growth

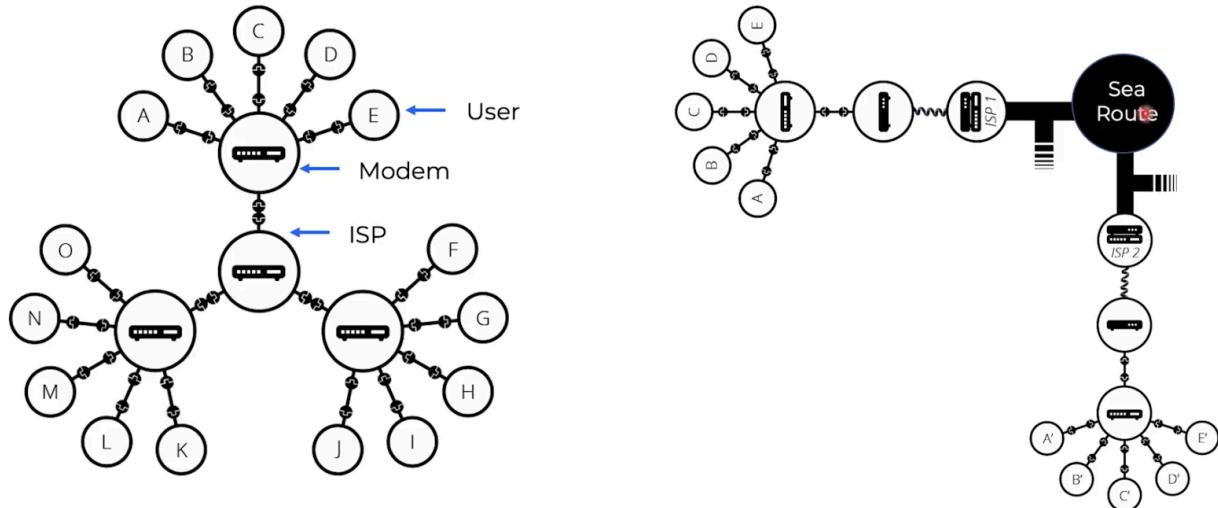
⚠ product metrics for different industries

		Financial Services	SaaS	Retail & Ecommerce	Media
Reach	Question	How many people have used the product in a recent time period?			
	Sample metric	Account holders, Signed-in users (3-month window), Subscribers	Users from paid accounts, Active licenses	Active buyers (6-month), Paid subscribers	Paid subscribers, Viewers (3-month window)
Activation	Question	What percentage of new users have onboarded and experienced your product's value?			
	Sample metric	Made first deposit within 7 days	Completed registration within 30 days	Completed first purchase	Watched 5 videos in the first 7 days
Active usage	Question	Are people showing up regularly and performing a key action?			
	Sample metric	Weekly active users (WAU), Monthly active users (MAU)			
Engagement	Question	How engaged are your active users?			
	Sample metric	Transactions, Deposits	Viewed reports, Multi-feature users	Conversions, Recommended product views	Minutes watched, Article reads Divided by active users (WAU or MAU)
Retention	Question	How many of your active users come back?			
	Sample metric	7 or 30 day retention			
Business-specific	Question	How else does your business deliver value?			
	Sample metric	Savings / Debt ratio of users, Fraud events / User	ARR / DAU, Support tickets / WAU	Average purchase price, Cart abandonment rate	Shares / WAU, Multi-device users / WAU

⚠ How internet works ?



⚠ The Internet is a large network of computers which communicate all together

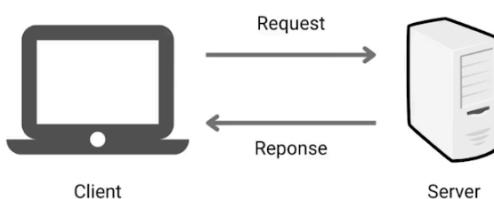


⚠ ISP is the company charges you for using the internet

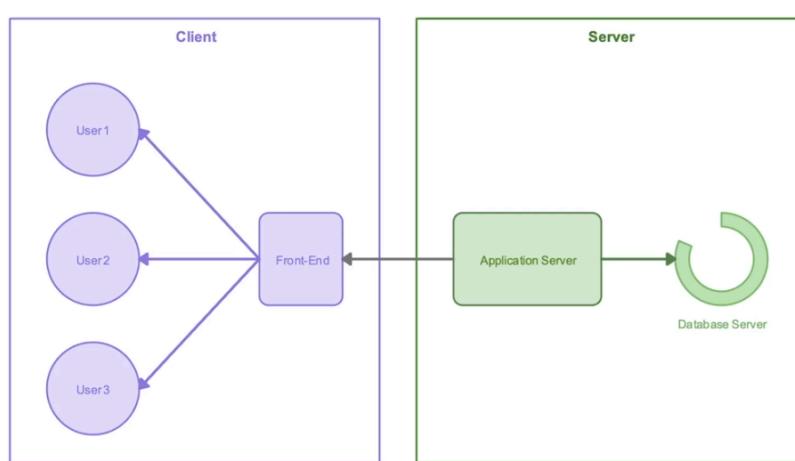
⚠ DNS is similar to a phone book that has domain names & relevant IP addresses

⚠ client-server model

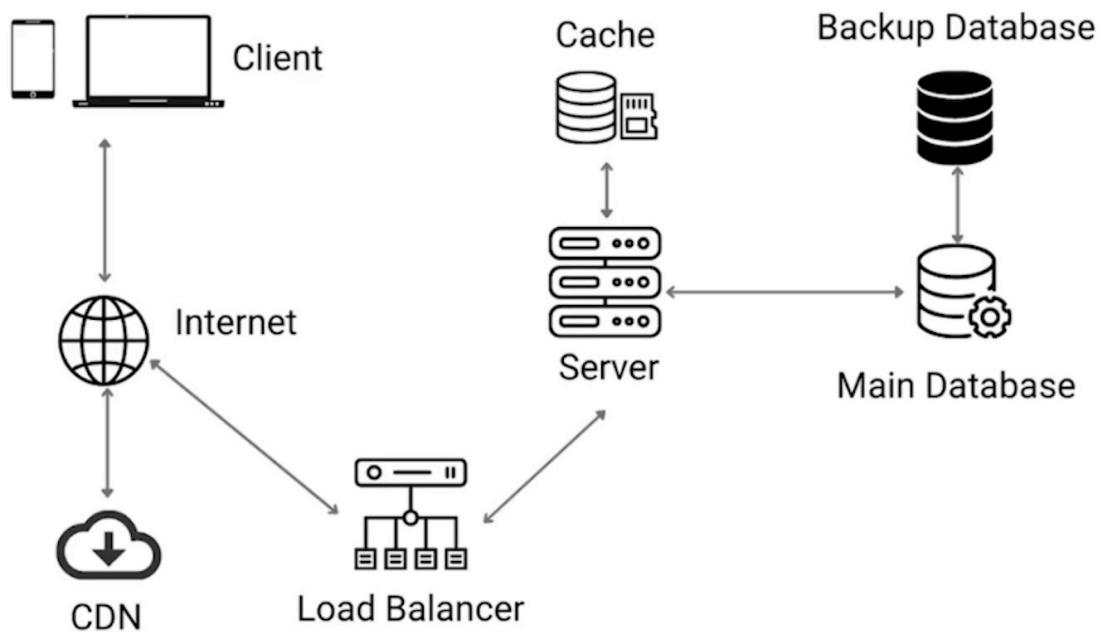
The client is the end-user computer that shows the user interface (UI)



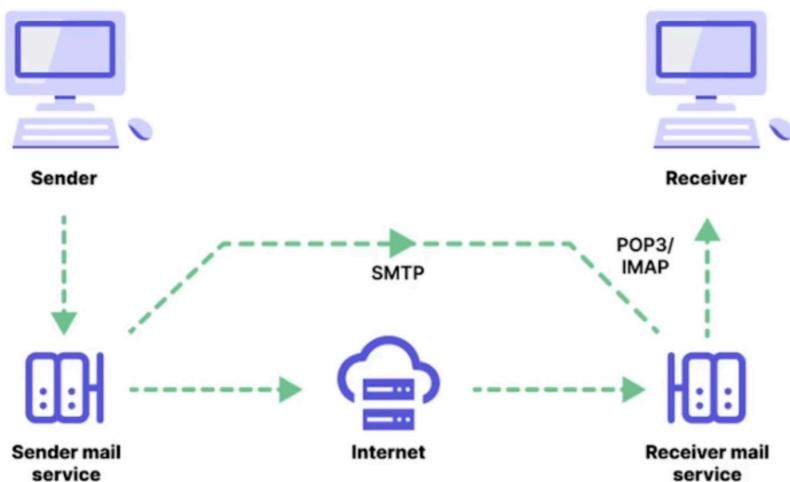
The Server receives the client requests and sends the data back.



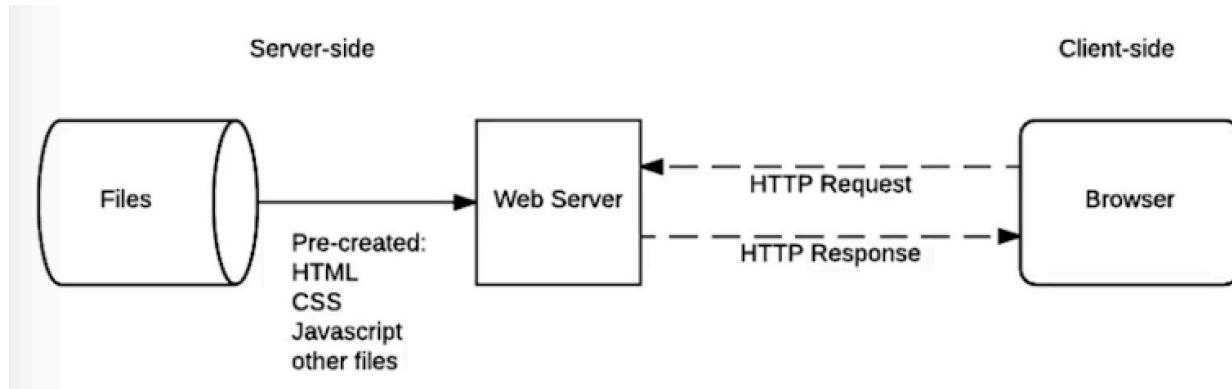
⚠ Advanced client-server architecture



⚠ SMTP protocol is used to transfer emails between mail servers



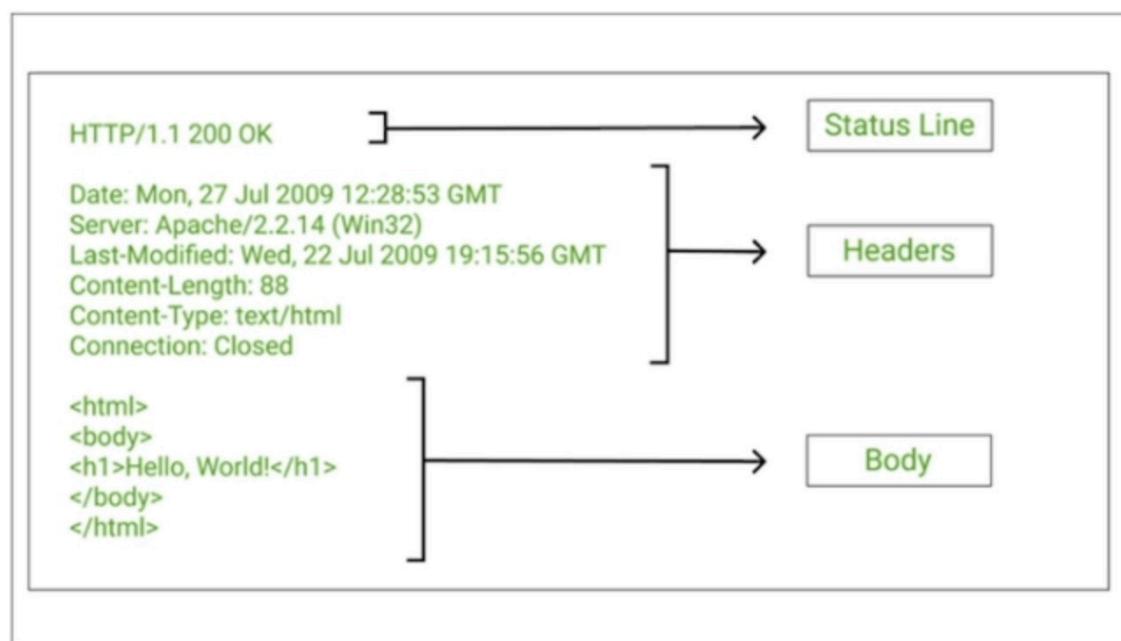
⚠ HTTP protocol is used to transfer data from web server to web client



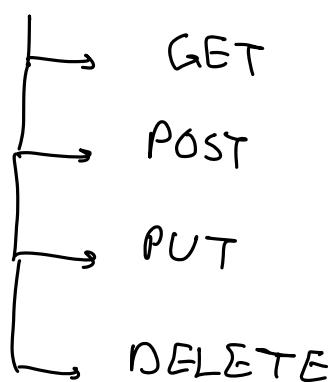
⚠ URI / URL structure



⚠ HTTP response structure



⚠ HTTP popular methods



⚠ APIs are mechanisms that enable two software components to communicate with each other using a set of definitions & protocols

