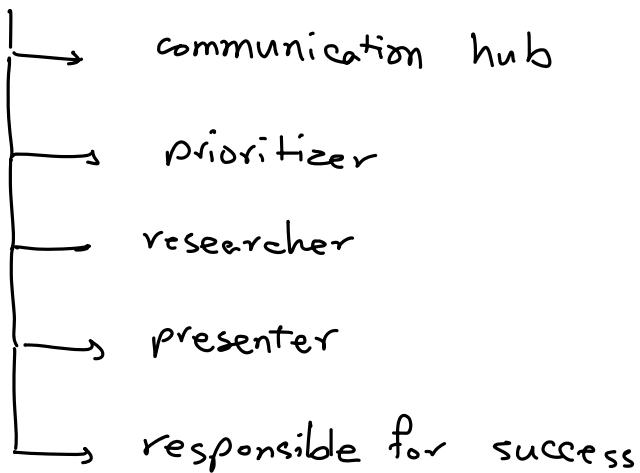


Product Management Complet Course

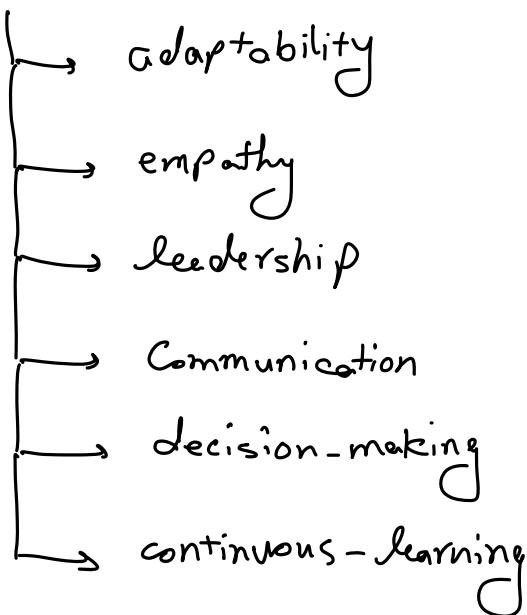
from Zero to Hero

⚠ A product manager is essentially the conductor of the product orchestra



⚠ Product managers align business goals with customer needs & ensuring product success in the market

⚠ Good product manager's traits



⚠ what is a product

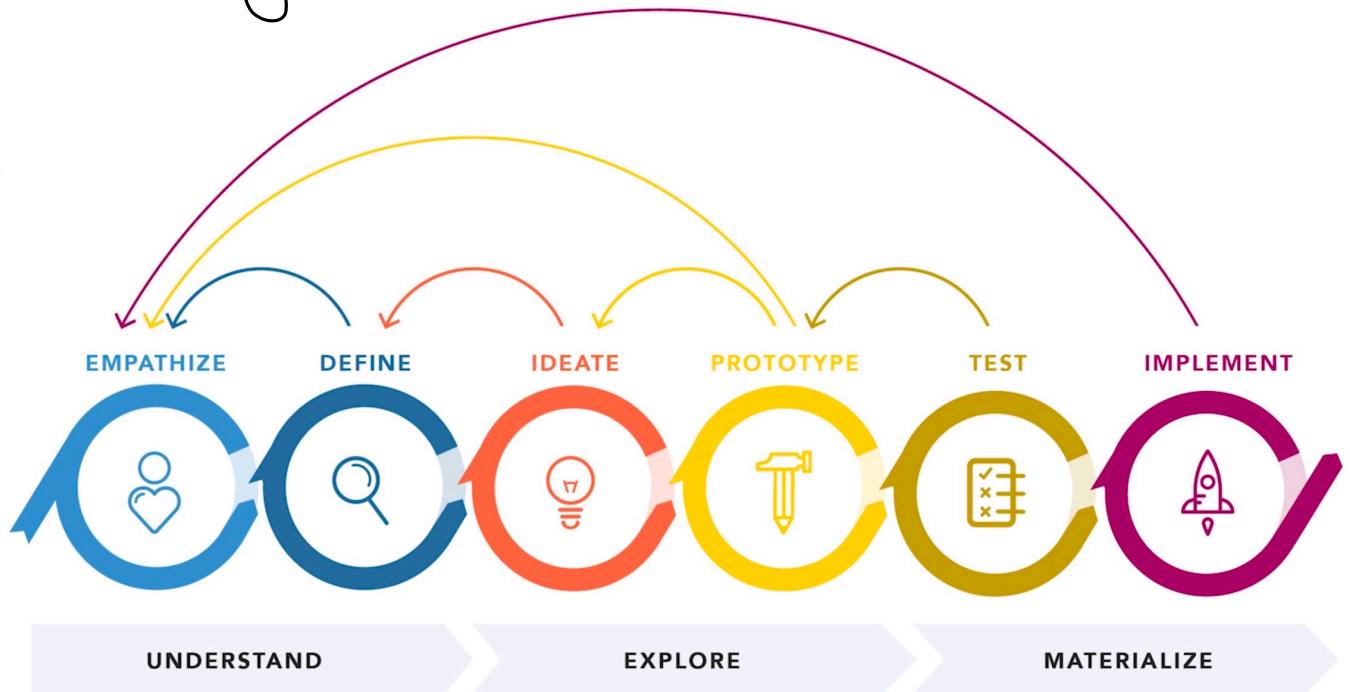
- solution to a problem
- features that meet a need
- experience that customers value

⚠ A project manager is meticulously fixated on timelines & budgets

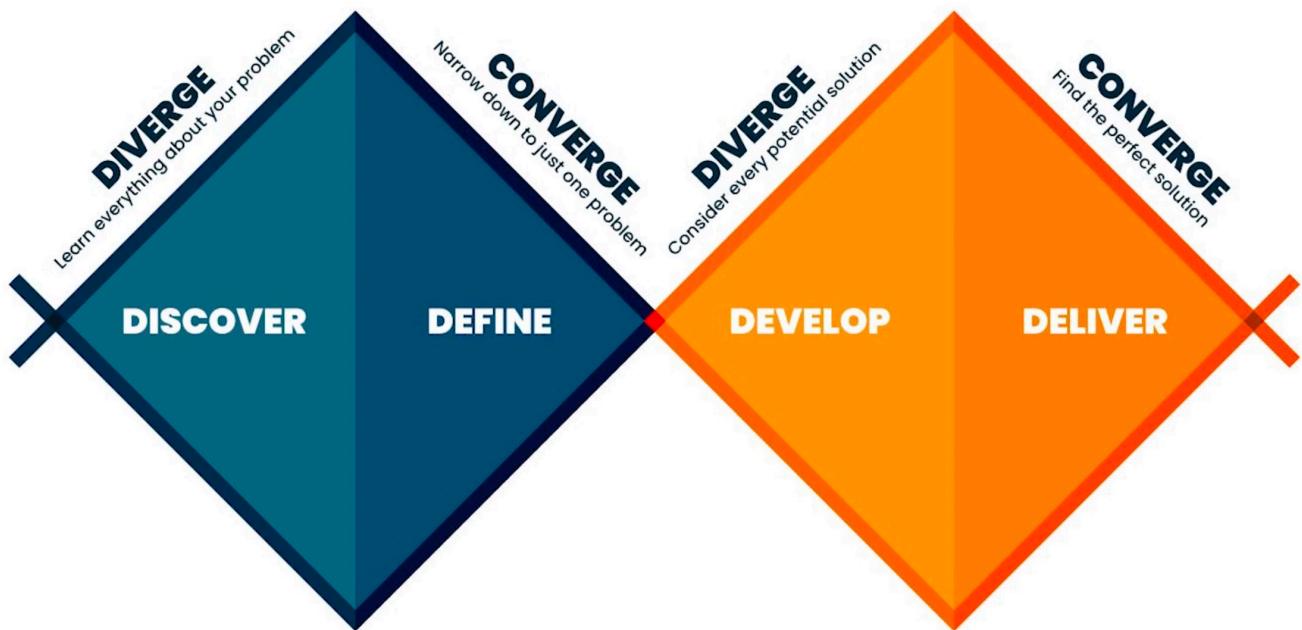
⚠ A day in the life of a PM

- checking mails & tech news
- checking KPIs, user reviews & feedback
- standup & Scrum ceremonies
- writing tickets
- lunch :)
- testing
- deep work
- various tasks

Design thinking



Double diamond framework



⚠ global vision

↳ a prediction of what the world will look like in a few years or decades in terms of technology relevant to the company

⚠ the product vision statement acts as our north star, guiding every decision & action

⚠ product vision statement schema

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)

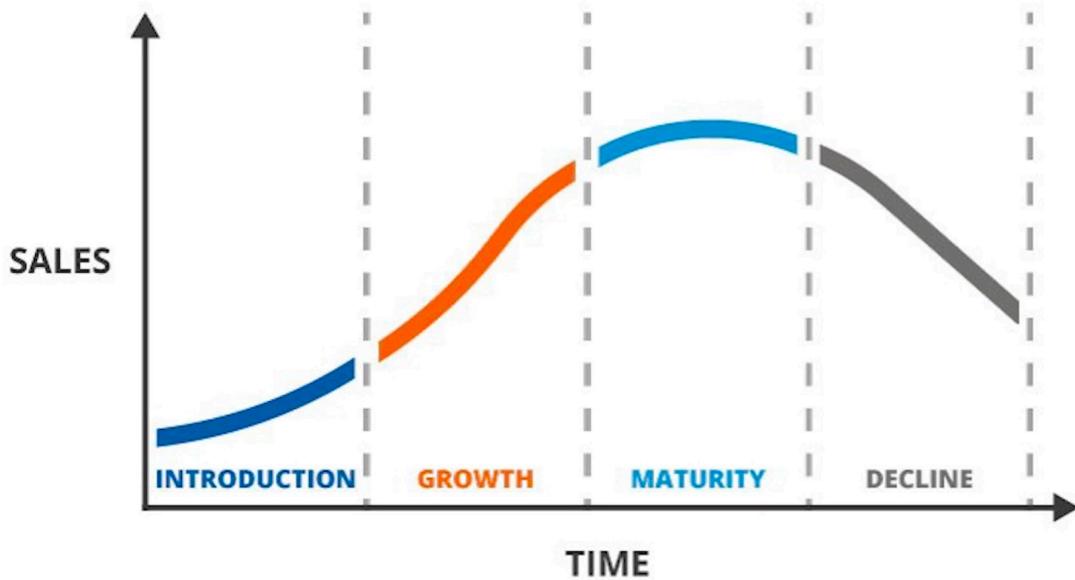
Our product (statement of primary differentiation)

⚠ objectives - key results (OKRs)

→ while leaders and executives set high level objectives, the key results, the measurable outcomes are a shared responsibility

→ is not a tool, is a mindset

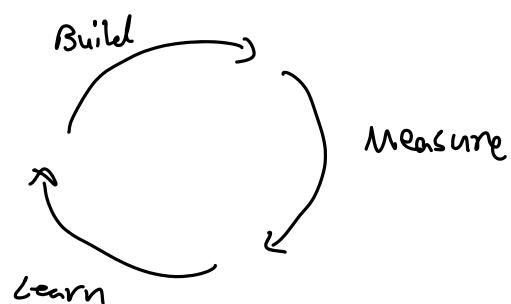
⚠ product life cycle



⚠ product development process

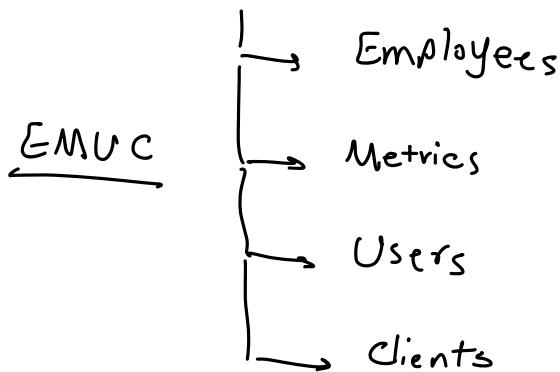
- ① conceive
- ② plan
- ③ develop
- ④ execution
- ⑤ iterate
- ⑥ launch
- ⑦ steady state

⚠ Lean product development



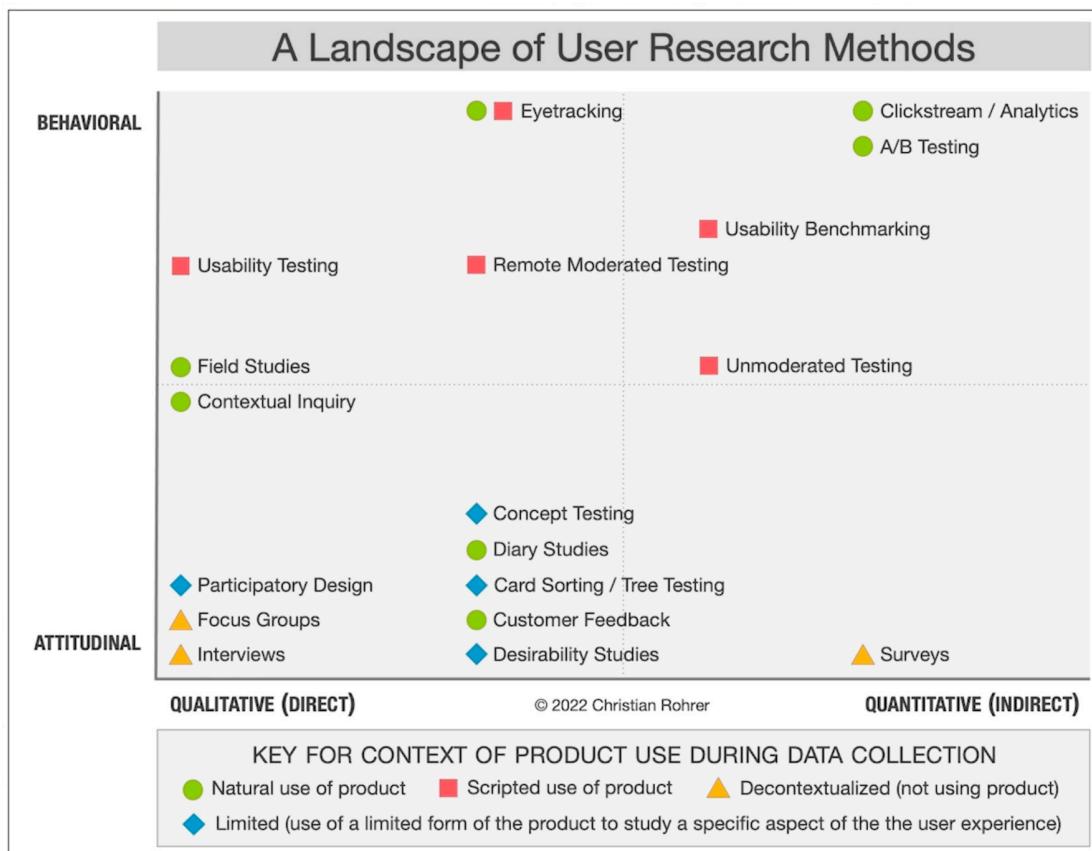
⚠ Agile is not just a set of practices, it's a cultural shift that values flexibility, adaptability & continuous improvement

⚠ Where do product managers get ideas from?



⚠ understanding your users on a deeper level, allows you to anticipate the needs & design solutions that truly resonate

⚠ Research Methods Overview



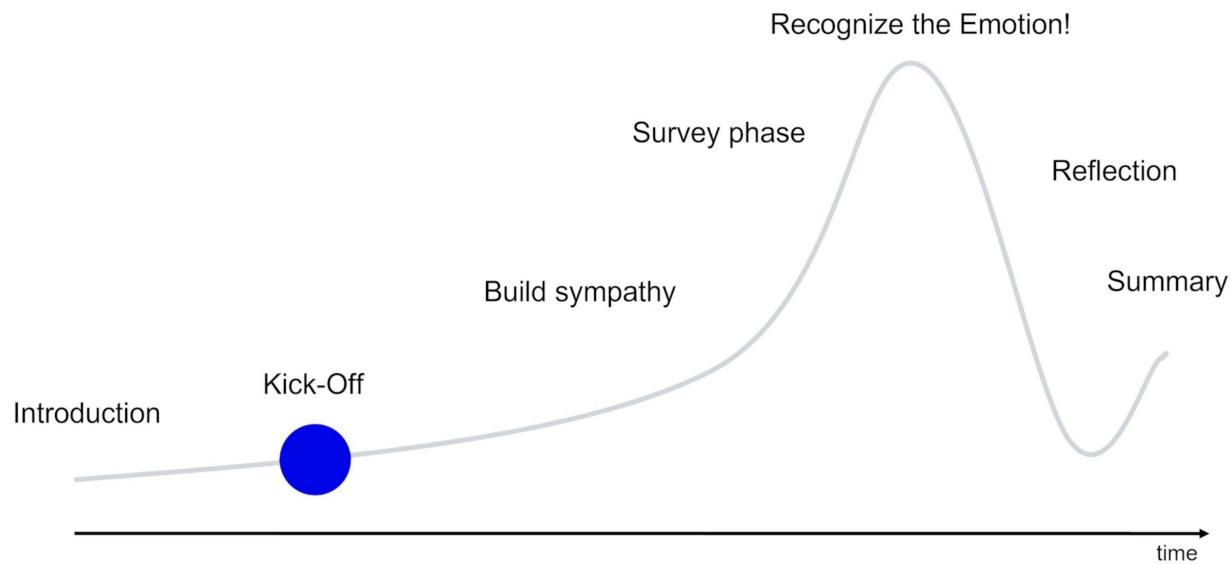
⚠ 3 criteria to select a target audience

↳ group size + Pain: Payment + accessibility

⚠ four types of interviews

- explorative
- satisfaction
- efficiency
- validation

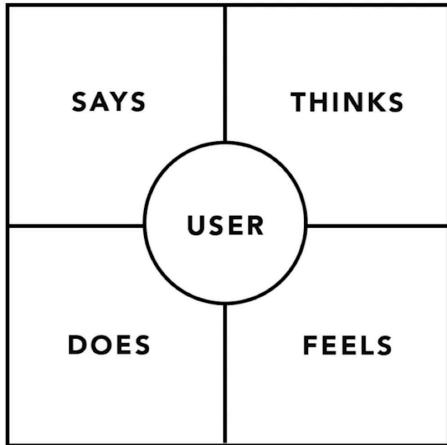
⚠ how to run good interviews?



⚠ Each persona is a unique entity, representing a segment of a user base, from demographics to motivations

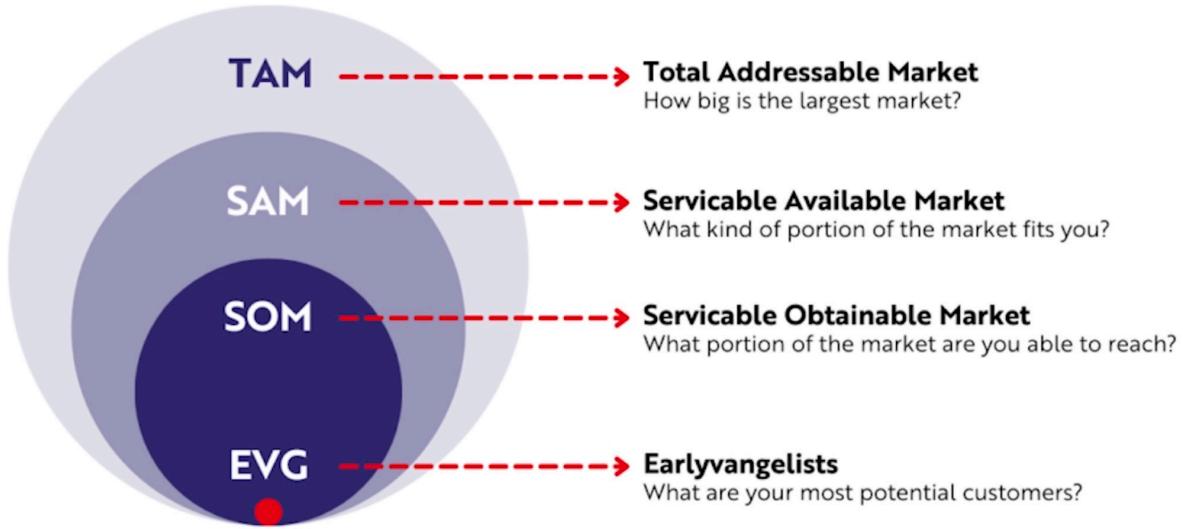
⚠ Affinity diagram helps a PM categorize sort & find patterns within the wealth of insights we've collected through interviews & user research

⚠ Empathy map



⚠ Customer journey mapping systematically captures the user experience illustrating every touch point, emotion & interaction with our product

⚠ Market size terms



⚠ competitor's types

- direct
- indirect
- potential
- substitute

A Feature table

#	Competitor A	Competitor B	Competitor C
Feature 1	✓	✓	✗
Feature 2	✓	✗	✓

A Five Criteria that form the pillars of competitive judgement

- product team
- size of user base
- brand
- design
- speed

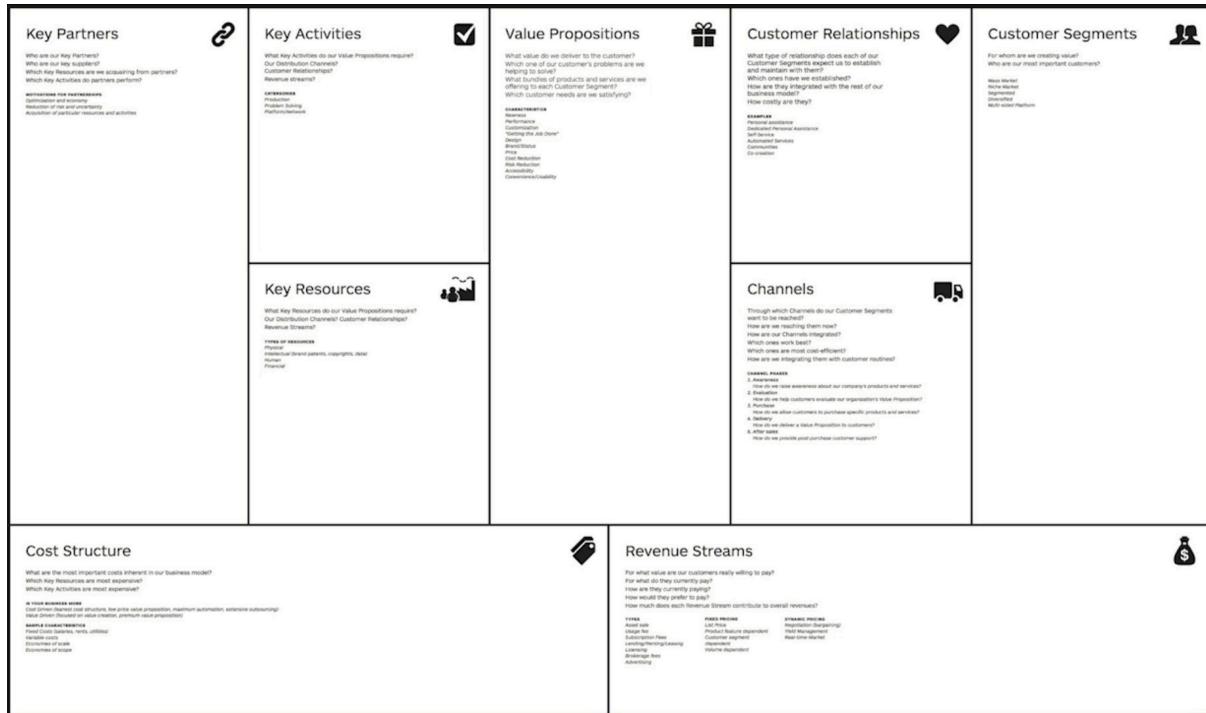
A Solution ideation techniques

- headstand
- brain storming

A Minimum Viable Product (MVP)

- strategic tool designed for idea validation & risk mitigation
- steps to build
 - ① product ideation
 - ② assumption identification
 - ③ hypothesis building
 - ④ defining MCOS
 - ⑤ selecting type of MVP

⚠ business model Canvas



⚠ A hypothesis is not just a guess, it's a well-crafted statement that guides or experimentation

⚠ prototyping techniques

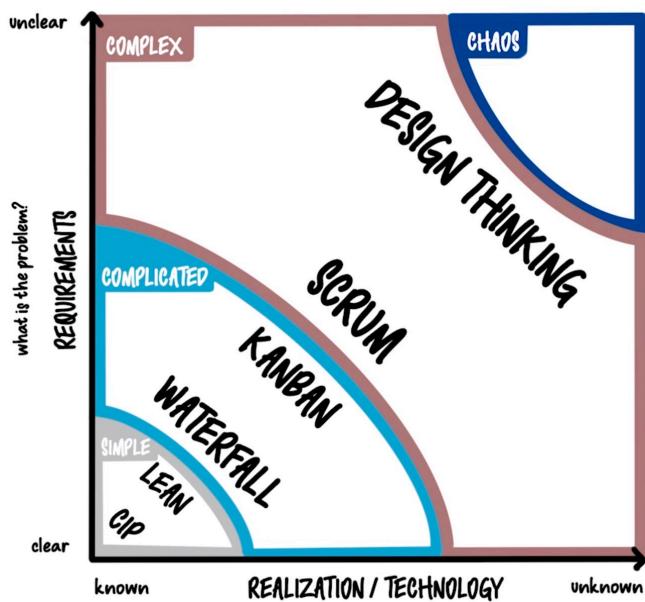
- fake door testing
- story boarding
- explainer videos
- paper prototypes
- landing page
- A/B testing
- clickable prototypes
- wizard of Oz

⚠ A wireframe is a skeletal outline that helps you conceptualize the layout & functionality

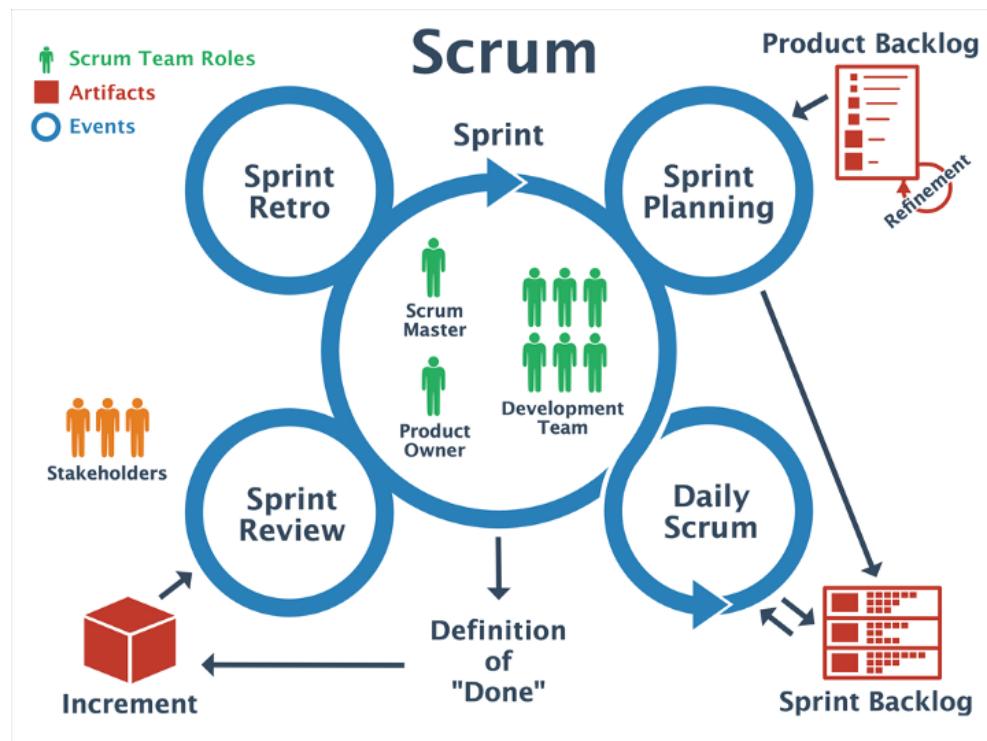
⚠ fidelity rate comparison

↳ wireframe < mock up < prototype

⚠ when to choose Scrum / Kanban / Waterfall?



⚠ Scrum overview



⚠ An epic is essentially a large body of work that can be broken down into smaller, more manageable tasks

⚠ best user stories are INVEST

- ↳ independent
- ↳ negotiable
- ↳ valuable
- ↳ estimable
- ↳ small
- ↳ testable

⚠ MoSCOW method

↳ must / should / could / won't here

⚠ User story template

↳ As a [user persona],
I want [an action],
So that [benefit]

⚠ acceptance criteria are set of conditions that define when a user story is successfully completed

⚠ Velocity is the sum of story points completed in a Sprint

⚠ A product roadmap is a dynamic blueprint that aligns your product with the protocols of your organization

- aligning your roadmap with strategic objectives is paramount
- regularly updating & sharing your roadmap fosters transparency & builds trust

⚠ RICE score = $\frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}}$

⚠ WSJF score = $\frac{\text{cost of delay}}{\text{estimated size}}$

cost of delay = business value + time criticality + risk reduction

⚠ Metrics types

- exploratory
- reporting

⚠ HEART metrics

- ① happiness ② Engagement ③ Adoption
- ④ Retention ⑤ Task Success

⚠ AARRR metrics

- ① Acquisition ② Activation ③ Retention
- ④ Revenue ⑤ Referral

A pre-launch tasks

- define clear objectives
- market research
- knowing your users

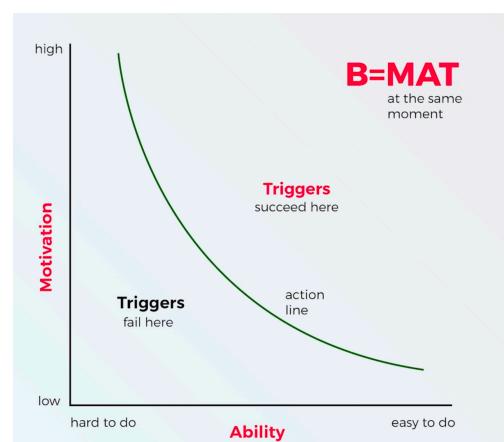
A Usability testing is a crucial aspect of product development that ensures your design not only looks good but also works seamlessly for your users

- steps
- ① set clear objectives
 - ② select right participants
 - ③ simulate real-life scenarios
 - ④ observe user's behavior
 - ⑤ ask open-ended questions to understand "why"

A go-to-market (GTM) strategy encompasses everything from product positioning to the tactics you will use to reach your audience

A Behavior = Motivation + Ability + Trigger

fog behavior
model



⚠ Variable rewards add an element of unpredictability to user experience
this unpredictability creates excitement & curiosity, making users more likely to engage repeatedly

⚠ stakeholder mapping



⚠ why learn technology?

- simplifying communication with engineers
- enhancing estimation skills
- navigating technical discussions
- enabling informed decision-making
- future-proofing your skillset

⚠ A cloud is a network of servers that deliver computing services over the internet

- ↳ offers scalability, flexibility & accessibility

- ⚠ Front-end is the user's gateway, the visual part of your product that users interact with
- ⚠ Back-end is the engine room, where the data is stored, processed
 - ↳ business logic happens
- ⚠ APIs enable different software systems to communicate seamlessly
- ⚠ Databases are like digital warehouses that store & organize data
 - ↳ relational database : SQL
 - ↳ non-relational database
 - ↳ in-memory database

