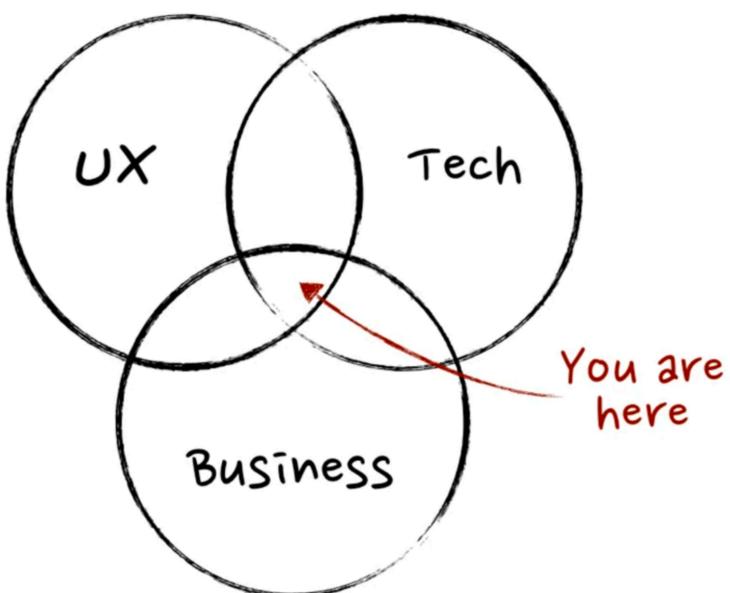


# Master Product Management skills by building a product



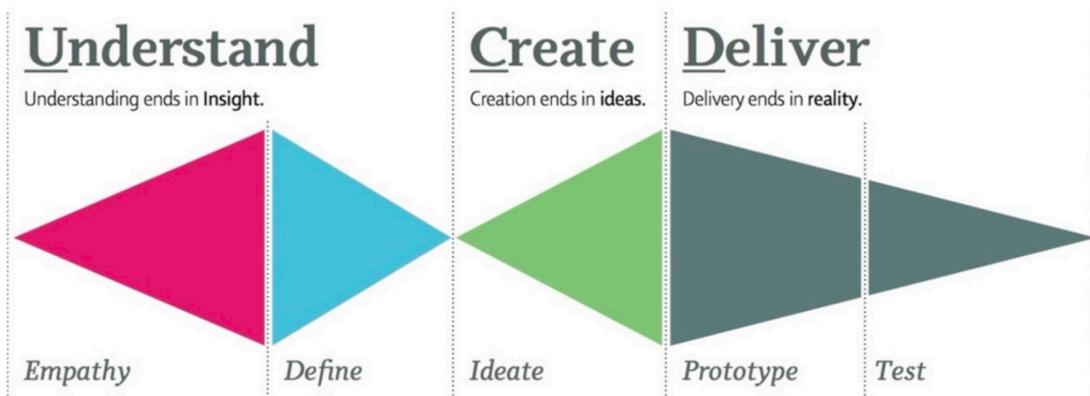
- ⚠ The PM role is all about setting the direction & the priorities for the team and providing them with necessary information & insights
- ⚠ Product Management Venn diagram



- ⚠ Product Manager is a business role in the first place and to do so, they need to be strong in various non-technical skills such as business & people skills
- ⚠ Conceptual knowledge alone won't count in the product manager role

⚠ Design thinking is an approach, strategy or methodology for creative problem solving and innovation

⚠ product development process



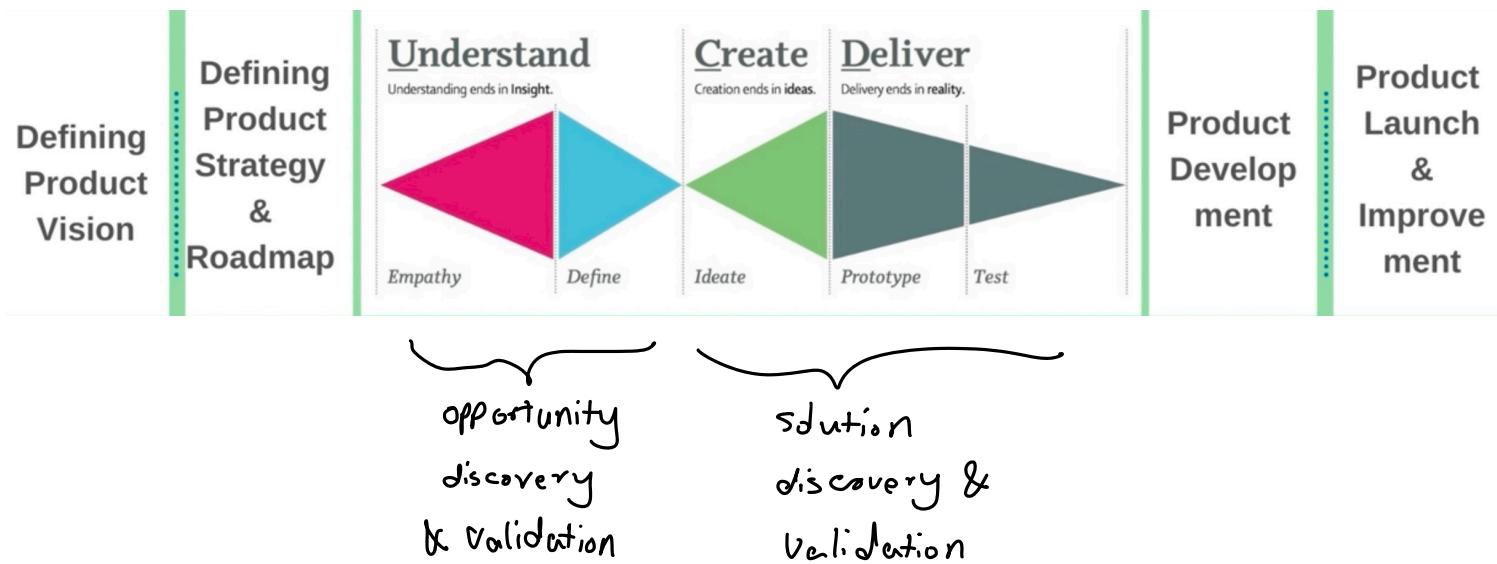
⚠ We emphasize with users & their problems and want to get a deep understanding of the problem that matters the most

⚠ In "Define" state, PM's goal is to come up with actionable problem statement that focuses on specific users and insights and needs uncovered during the "empathy"

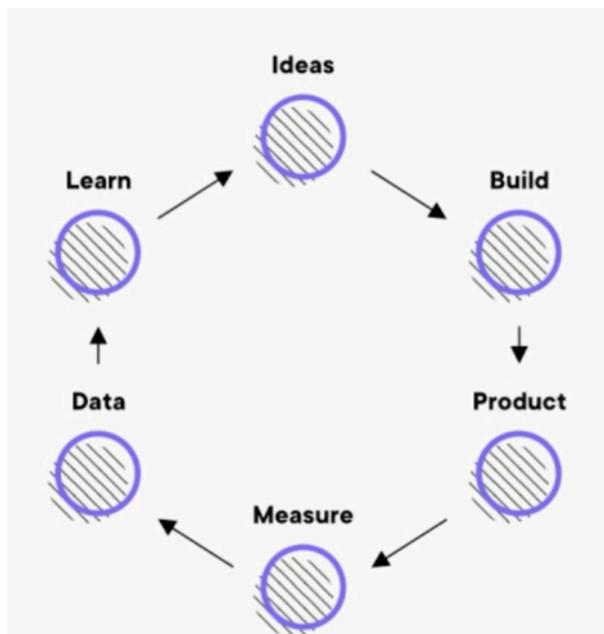
⚠ The goal of "ideation" is to explore a vast solution space - both a large number of ideas and a diversity among those ideas

⚠ The goal of "testing" is to refine your solutions, make them better, and continue learning more about your users

## ⚠ end-to-end product development process



## ⚠ Build - Measure - Learn



⚠ Validated learning allows us to take small steps in each product direction & test our assumptions about the problem or solution

⚠ MVP is a version of product which allows a team to collect the max amount of validated learning with the least effort

## ⚠ benefits of MRP

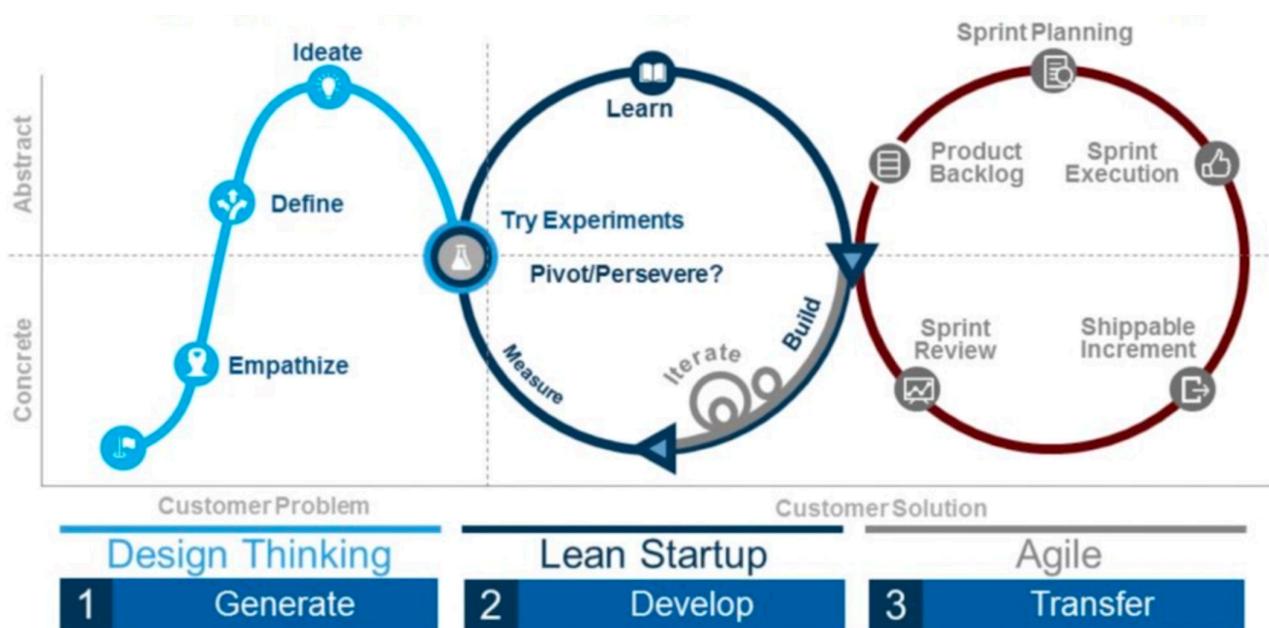
- it helps us deliver products that meet users' needs faster and with reduced cost
- the final product is more aligned with the needs of users

⚠ Agile is a process for managing a project that involves incremental & frequent delivery of small chunks of a project through cross-functional teams

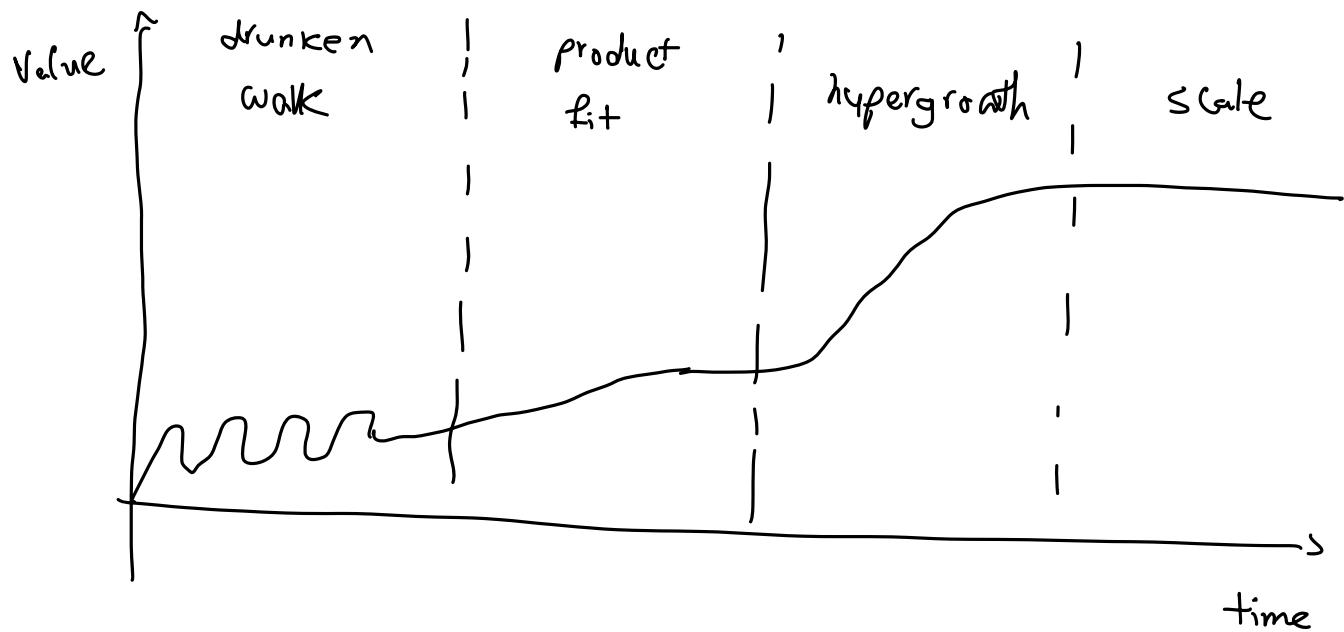
⚠ Agile focuses on

- maximizing the delivery of value to the customer
- reducing the risk of building products that do not satisfy market & customer needs

## ⚠ Product development process



## ⚠ product stages



⚠ you have a product market fit when you can repeatedly and profitably acquire passionate & loyal customers that are your product advocates & can not live without it.

↳ lack of PMF is the number one failure reason

⚠ Good product vision creates story about what you are building, who your customer is & why it matters

↳ it's the final destination you plan to reach with the product

⚠ A product strategy is a set of activities we plan to take to achieve product vision

- understanding of focus markets
- knowledge of customer needs & problems
- details of a product we are building
- trade-offs

⚠ A roadmap is a strategic artifact, while a release is all about execution

⚠ A product roadmap visually shows a product strategy over time as projects we plan to take to accomplish a vision

⚠ Sources of items in product roadmap

- customer interviews
- surveys
- stakeholder discussions
- data analysis
- customer journey maps

## ⚠ Ideas backlog

→ ensure discovery opportunities are scoped, prioritized and planned into the product roadmap

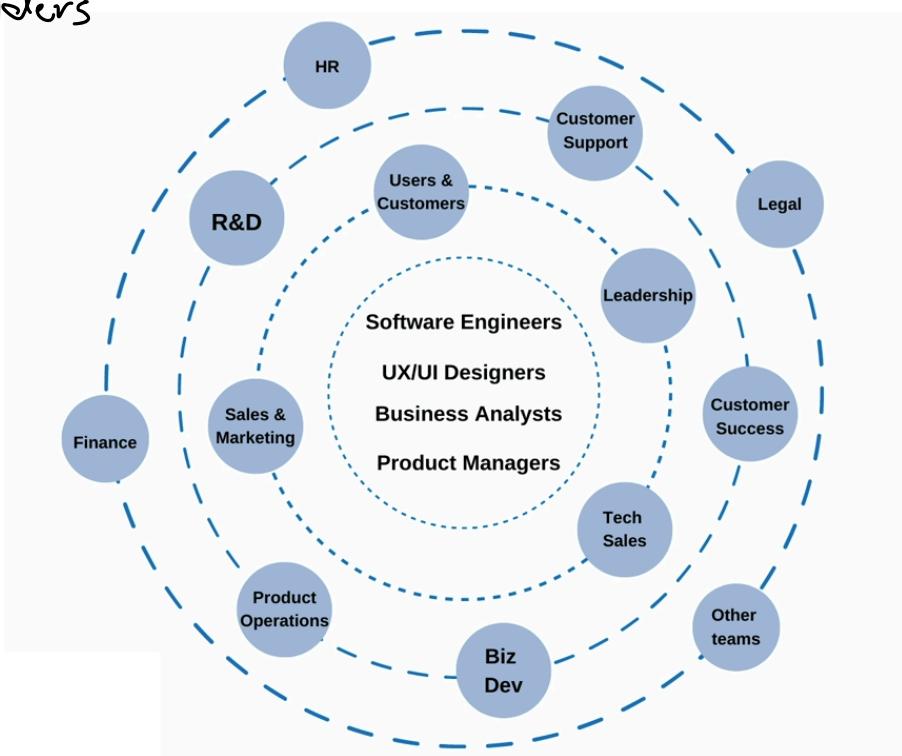
### Sources

- product stakeholders
- product analytics
- input from market research & analysis

## ⚠ Customer's sources for ideation

- customer interviews or surveys
- product reviews or testimonials
- customer support calls

## ⚠ Product stakeholders



## A) you brainstorm when

- to decide what product direction to choose
- to come up with possible solutions to a problem
- to develop ideas on how to set up a product launch

## A) User research process steps

- defining goals, objectives & hypothesis
- selecting a research method
- identifying target audience
- recruiting participants
- collecting insights
- analyzing and synthesizing research data
- documenting findings

## A) User research goals

- HOW & WHY the problem occurs
- WHO the target users are
- HOW they are affected by the problem

⚠ hypothesis is an assumption in a testable form

- I believe [type of people] experience [type of problem]  
when doing [type of task]
- I believe [type of people] experience [type of problem]  
because of [limit or constraint]

⚠ Prioritization techniques

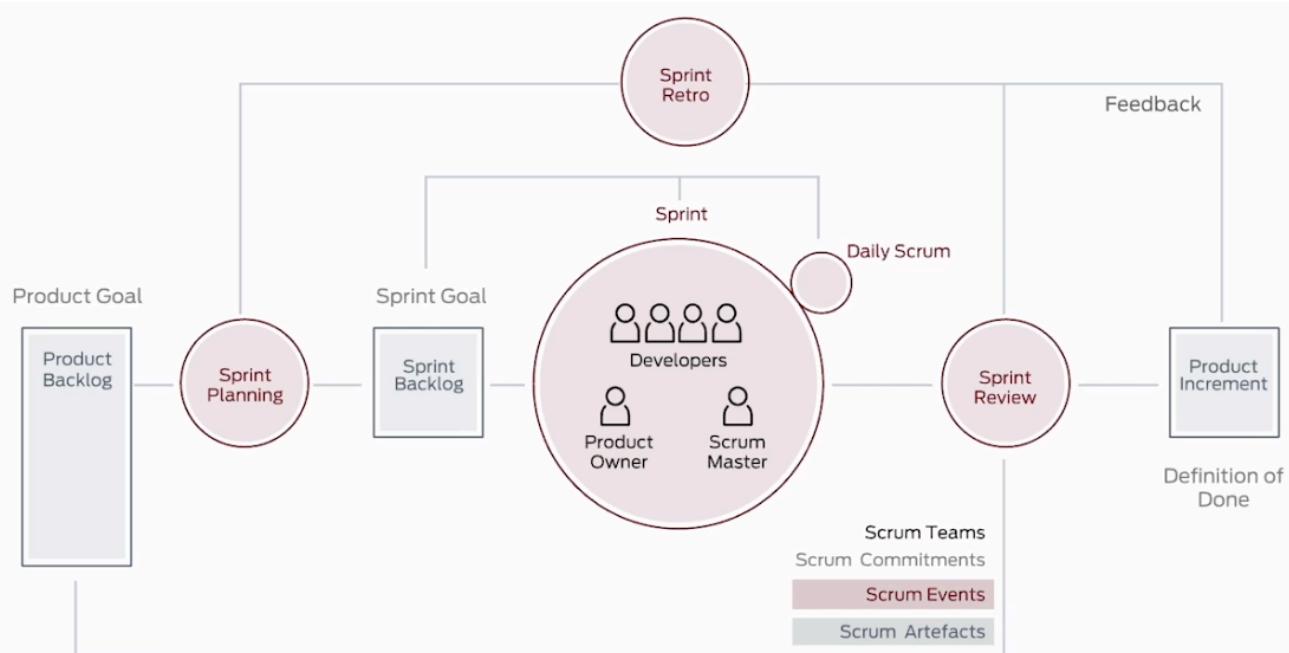
- critical path prioritization
- KANO model
- MoSCoW method
- "Buy a feature" technique

⚠ Prototyping techniques

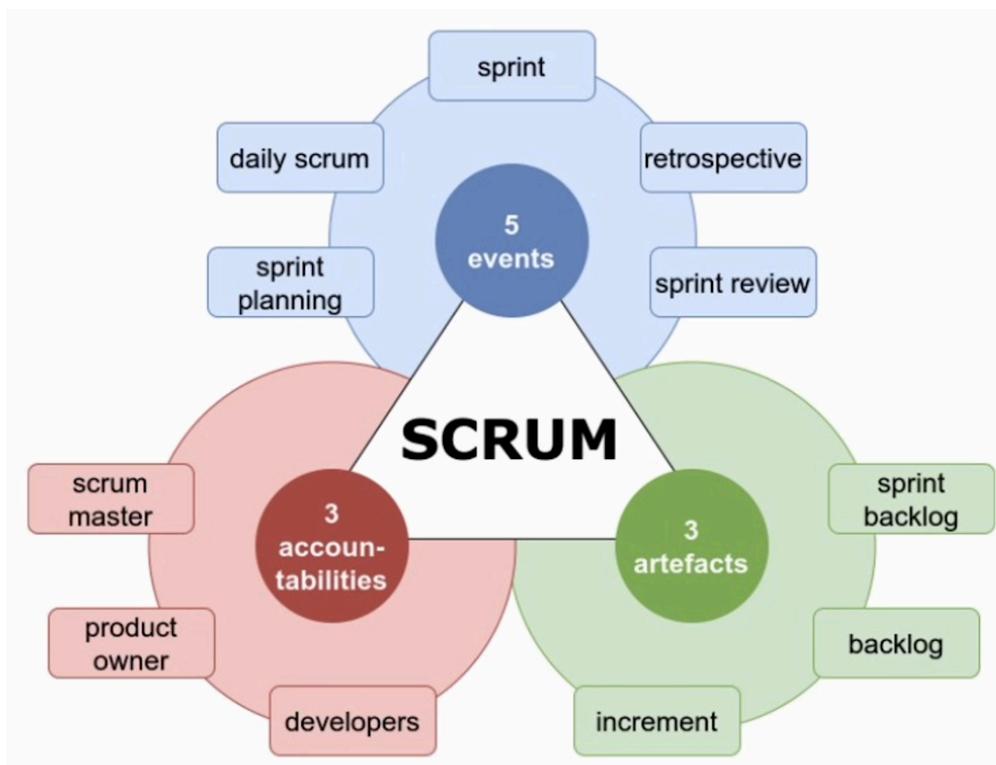
- ① fake door test      ② 404 test
- ③ storyboard      ④ paper prototype      ⑤ explainer video
- ⑥ simple landing page      ⑦ clickable prototype
- ⑧ extreme programming spike      ⑨ wizard of Oz
- ⑩ mashup or no-code prototype experiment

⚠ The dual-track development suggests we begin working on a product by discovering what to build

⚠ Scrum is an agile

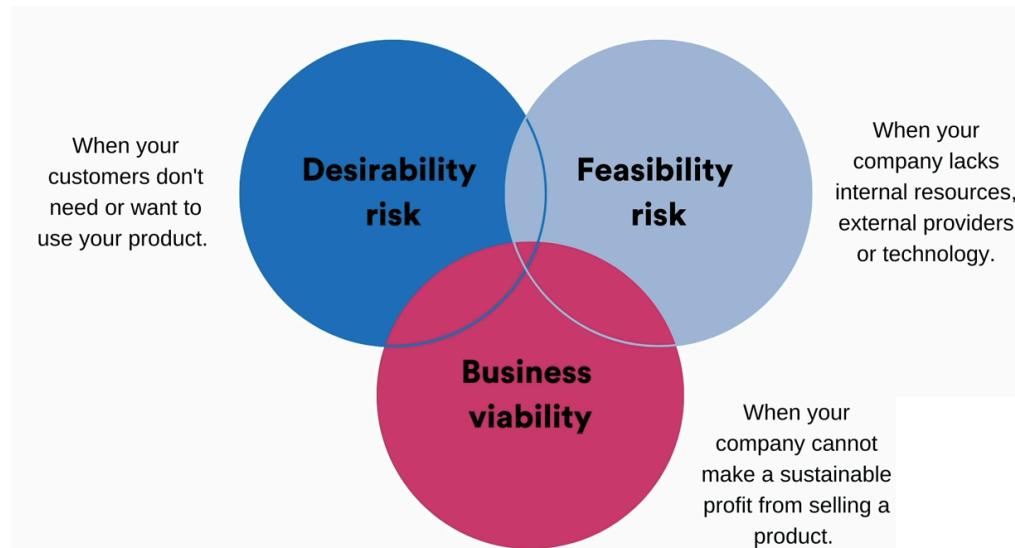


⚠ Scrum events, artifacts & accountabilities



- ⚠ acceptance criteria are conditions software must meet to be accepted by a user, customer, or other stakeholders
- ⚠ the story mapping technique helps agile teams to overcome common issues when working with traditional flat product backlogs

### ⚠ type of risks



- ⚠ Impact mapping is a powerful collaborative planning technique that improves alignment between the leadership and the developers

- It helps to strategize and plan product discovery and development work from finding why you are developing a product and what goals you want to achieve
- It prevents team from getting solution-centric or losing focus while building products or delivering product features

## ⚠ Impact mapping steps

- define "why"
  - ↳ what's the goal we're trying to achieve?
- define actors
  - ↳ everyone who can influence the goal you want to achieve
- define impact
- define "What" (deliverables)
- define user stories
- define experiments

## ⚠ Market sizing parameters

- total addressable market (TAM)
  - ↳ describes total expected annual revenues within an entire market you're observing
- serviceable market (SAM)
  - ↳ the portion of TAM that a company seeks to market within its specific product or service
- serviceable obtainable market (SOM)
  - ↳ the market size that a company is realistically targeting to capture in a short

period of time

## ⚠ Type of competitors

- direct
- secondary or indirect
- replacement

## ⚠ Goals of competitor analysis

- early stage
  - understand if there is a competition
- growth stage
  - keep track of competitor's growth tactics and how they upsell their products
- maturity stage
  - make sure that your product remains relevant and continues to grow

## ⚠ Defining a target user makes us focus on addressing the needs of that specific target segment of users

- ⚠ A user persona is a fictional person made up based on information about real people who might use your product

## A User research methods

- in-depth interviews
- contextual interviews
- diary studies
- participatory design
- user journey mapping
- usability study
- card sorting
- event tracking
- A/B testing
- customer surveys

A A problem statement helps us frame the problem in a way that's actionable for ideating & designing solution alternatives

- templates
- [type of people] experience [type of problem] because of [limit / constraint]
  - [type of people] needs a way to [user's need] because / but / surprisingly [interview insight]

⚠️ Validating a hypothesis means you're confident enough to continue investing time and effort in solving a particular problem or research question

⚠️ list of criteria to check when validating a hypothesis

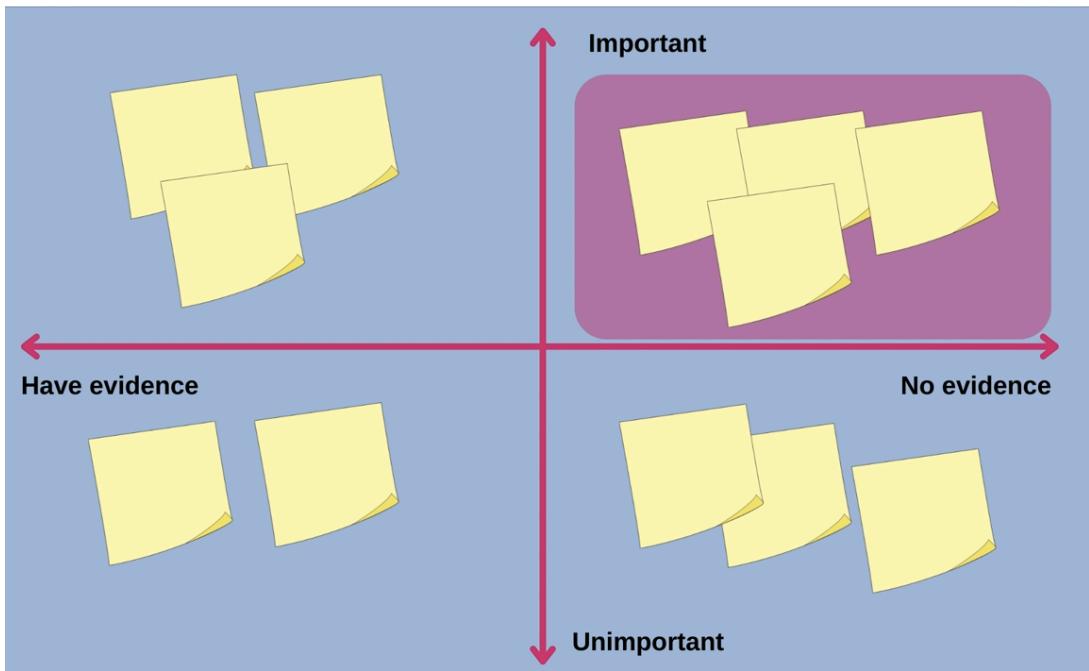
- a customer confirms that there is a pain point or a problem
- a customer is actively looking for a solution to that problem
- a customer invested something to solve the problem
- nothing prevents the customer from finding a solution to the problem

⚠️ Assumptions at every stage of product

- drunken walk : product desirability
- PMF : you can get customers to pay for your product
- growth : we can deliver the solution in a profitable way

⚠️ Leap of faith assumptions carry the most risks and, as a result, need to be tested or validated

## ⚠ riskiest assumptions



## ⚠ Usability testing goals

- find problems with your product design
- determine how you can improve your design
- continue learning about behaviors of your users

## ⚠ test types

- qualitative : focused on collecting findings & insights into how users deal with your product
- quantitative : help collect metrics or benchmarks regarding user experience

## ⚠ How to prepare & run usability test

- explain that this is not a real product yet, but just a prototype
- ask what this prototype is about and what problem it solves
- state the task name without instructions on how to do it
- tip: the best results come from testing with no more than 5 users
- tip: consider inviting about 3 to 4 users from each category

⚠ A product release is a product that's technically complete, tested, and ready to hit the market

⚠ A product launch is a much bigger event when your org. is ready to tell the world about major product updates

- soft or gradual
- hard or full-scale

## A pre-launch tasks

- ensure product readiness
- ensure product documentation is ready
- ensure product has built-in analytics
- how will you assess the launch success?
- go-to-market strategy readiness
- you have plan how to enable stakeholders for launch

## A post-launch task

- closely monitor product metrics & user feedback

## A product interview process

- HR screening interview
- take-home challenge
- product interview
- product design interview
- cultural fit interview
- closing interviews with leadership, CPO, CTO, head of product, ...

A to deal with a take-home assignment, pretend you already work as a PM for a company you're interviewing with

A STAR technique

↳ situation, task, action, result

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