

Project / Product Management frameworks

& Methods Master Class

- ⚠ A framework is a set of guidelines or a structure that forms a base of any business or a process
- ⚠ A product management framework is a set of steps that a company follows during the product creation process to optimize the time it takes to develop a quality product
- ⚠ why product management framework is important
 - team unity
 - profitability
 - comprehensive work

⚠ How to choose a product management framework

- flexibility
- covers the entire product life cycle
- includes tasks and key documents
- associated training

⚠ Learn Software development

- set of principles used by a whole organization to improve the development process, build better products and increase the chance for greater success in the market
- helps you focus development on value, flow and people. Its essence lies in three elements : build, measure & learn

⚠ Agile Software development

- individuals and interactions over processes and tools
- working software over comprehensive documentation
- customer collaboration over contract negotiation
- responding to change over following a plan

⚠ Scrum methodology

- a time - constrained product development framework that consists of sprints as pre-set periods of working cycles



⚠ Kanban methodology

↳ a method for a clear sign-based scheduling system that conveys information between processes and enables just-in-time delivery by maintaining the production at an optimal level

⚠ Scrum → time constrained

Kanban → capacity constrained

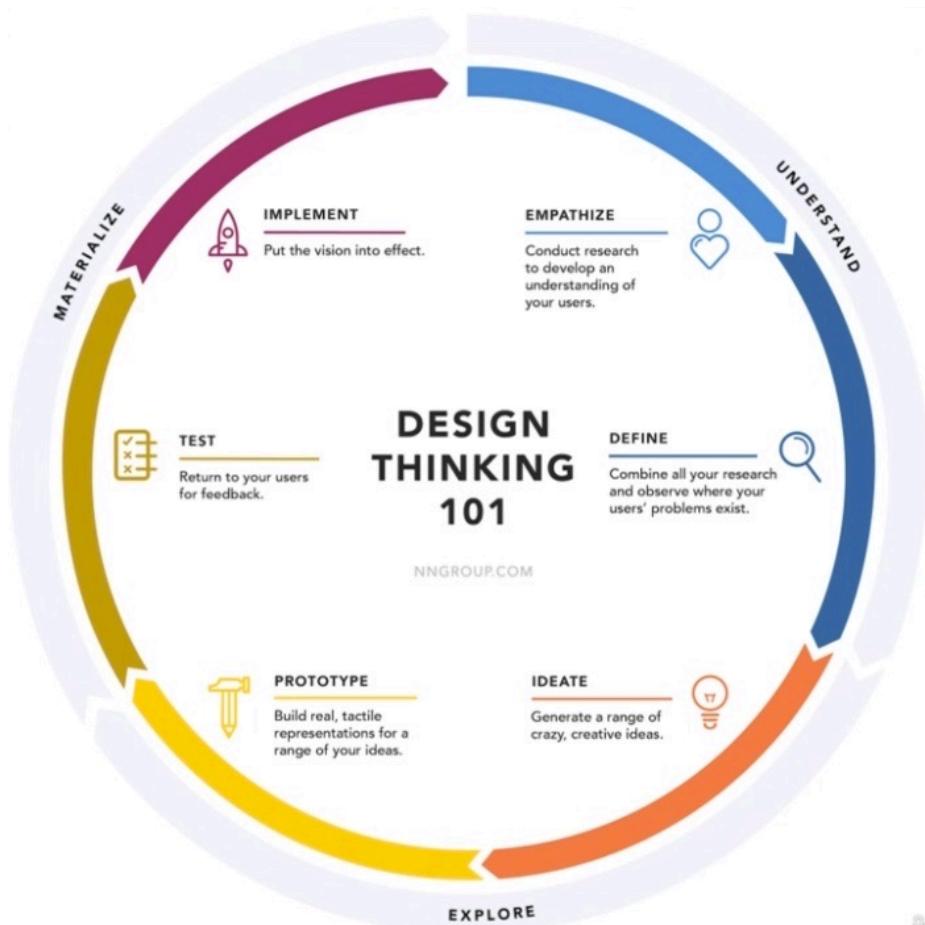
⚠ Waterfall development model

↳ unlike agile models, Waterfall focuses on taking the time to build the final product & then move into a maintenance mode.

- ① Requirements ② Analysis ③ Design
 → ④ Code ⑤ Test ⑥ Maintenance

⚠ Design Thinking

- set of principles that use human-centered design to understand user needs, validate the ideas through prototype testing and iterate accordingly
- five iterative phases :
- ① Empathize ② Define ③ Ideate
 - ④ Prototype ⑤ Test



A Job to be Done (JTBD)

→ a customer centric theory of understanding what motivates customers to invest in a product or service

→ A simple JTBD outline:

When [situation], I want to [motivation], so that [desired outcome]



A SMART goals

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

A KPIs (Key Performance Indicators)

→ quantifiable metrics that used to determine strategic, financial, and operational business performance in the long term. KPIs typically revolves around set of goals, targets, and industry benchmarks

→ types of KPIs:

- ① Customer-focused
- ② Process-focused
- ③ Financially-focused

A OKRs (Objectives, key results)

↳ A goal setting framework that helps teams establish clearly defined objectives as goals and then break down the goals in to the relevant & measurable key results and milestones to track the progress



⚠ North Star framework

- north star metric is the single, most important metric used to predict growth on the product-led path to success
- every goal you set needs to be aligned with your North Star metric as the main KPI

⚠ HEART framework

- a framework for user-centered metrics as well as a process for mapping product goals to metrics
- ① Happiness ② Engagement ③ Adoption
④ Retention ⑤ Task Success

	GOALS (Critical user tasks)	SIGNALS (Channels of getting UX metrics)	METRICS (Quantifiable UX metrics)
Happiness	User satisfaction	Users feedback from surveys, interviews	Satisfaction rating, net promoter score
Engagement	User content discovery	The amount of time users spend in the app,	Number of shares, average sessions length, page views
Adoption	User onboarding	App downloads, new registrations, using new features	Download rate, registration rate, feature adoption rate
Retention	User loyalty	Returning users, subscription renewals	Subscription renewal rate, churn rate
Task success	User goals completion	Usability studies, user behaviour analytics	Task completion

⚠ Timeline roadmaps

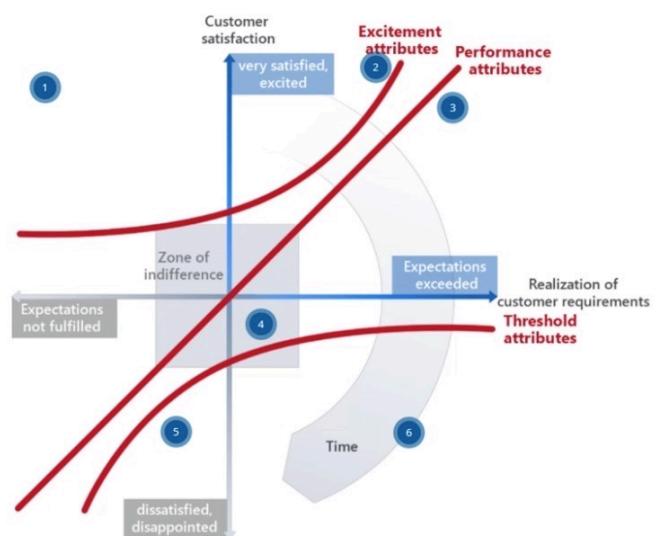
- a visual representation of a strictly time-constrained workflow.
- outlines every single task & step your team members need to take to achieve the final goal

⚠ Flexible roadmaps

- can be a release-based, an outcome based roadmap, a roadmap based on customer requests or any other type that suits your needs that aren't strictly related to a specific timeframe

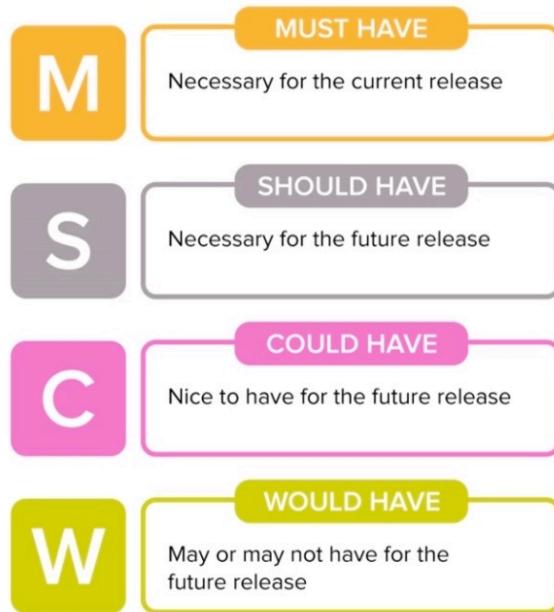
⚠ Kano Model

- threshold attributes
- Performance attributes
- Excitement attributes
- Indifferent attributes
- Reverse attributes



⚠ MoSCoW Method

↳ one of the most common prioritization methods



⚠ RICE framework

→ when discussing a potential feature update or experiment idea, you should consider

- ① Reach
- ② Impact
- ③ Confidence
- ④ Effort

→ RICE score = $\frac{\text{Reach} \times \text{Impact} \times \text{confidence}}{\text{Effort}}$

⚠ Impact - Effort Matrix

↳ helps prioritize features more clearly, identifying and proposing to others a clear path that allows you to find the right solution



A Eisenhoover Matrix

↳ the core principle between this matrix is the distinction between important and urgent tasks



A Opportunity Scoring

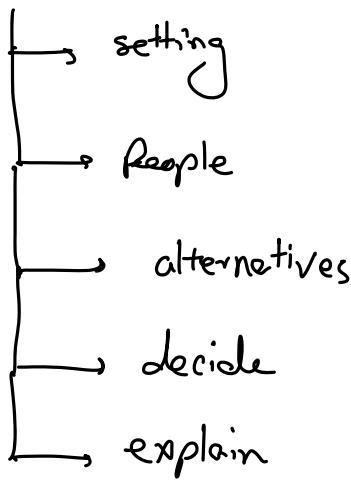
↳ aka opportunity analysis or gap analysis . this feature prioritization framework heavily relies on user feedback.

A DACI framework

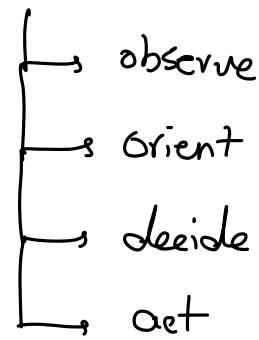
→ Driver
→ Approver
→ Contributors
→ Informed



A SPADE Framework



A OODA loops



A CIRCLES method

↳ a problem solving framework that helps PMs provide a meaningful response to any questions coming from design, marketing, ...

CIRCLES Method

- 1. Comprehend situation — what? Who?
Why? How?
- 2. Identify customer — RR Personas
- 3. Report customer needs - as ___, I want __ so that __
- 4. Cut, through prioritization → ROI estimate?
- 5. List solutions
- 6. Evaluate trade-offs - thoughtful, analytical, objective
- 7. Summarize recommendation - What,
recap,
why us others

⚠ Root Cause Analysis (RCA)

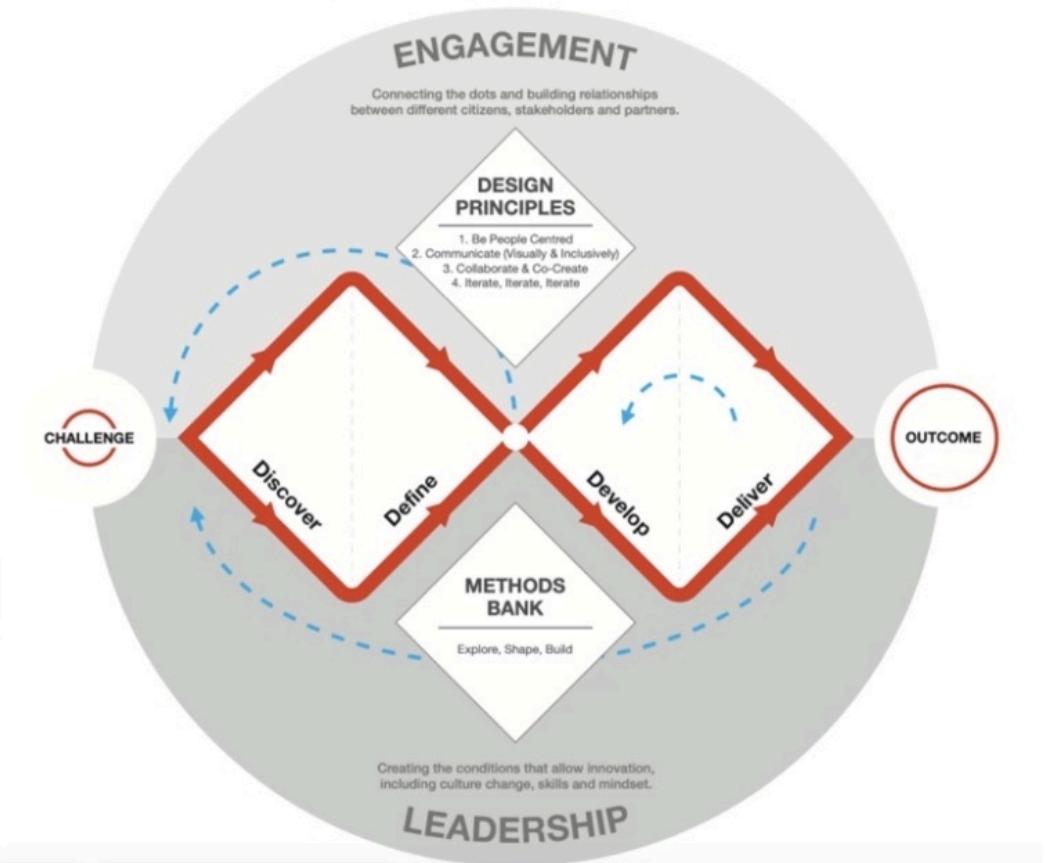
↳ problem solving method that aims at identifying the root cause of a problem by moving back to its origin as opposed to techniques that only address & treat the symptoms

⚠ TRIZ framework

- ↳ a toolkit, set of principles and an innovation technique
- ↳ Theory of Inventive Problem Solving

⚠ Double Diamond framework

- Discovering customer problems and pain points by talking to them directly
- Defining specific challenges you want to solve, based on the insights from discovery
- Developing potential solutions through a cross-functional team collaboration
- Delivering feasible solutions, testing them out & improving those that work best



Anssoff Matrix

↗ Market Penetration
 ↗ Product Development
 ↗ Market Development
 ↗ Diversification



△ Minto Pyramidal principle

- this technique is based on MECE principle, meaning that the divided pieces are mutually exclusive (ME) of each other and collectively exhaustive (CE) in terms of the whole
- is applicable to crafting comprehensive documentation, reports, presentations or any group activities where you need to narrow the ideas down