

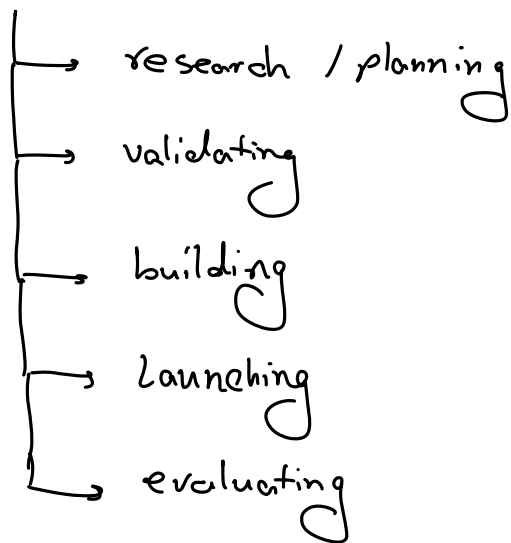
Product Management Master class :

Become a Product Manager

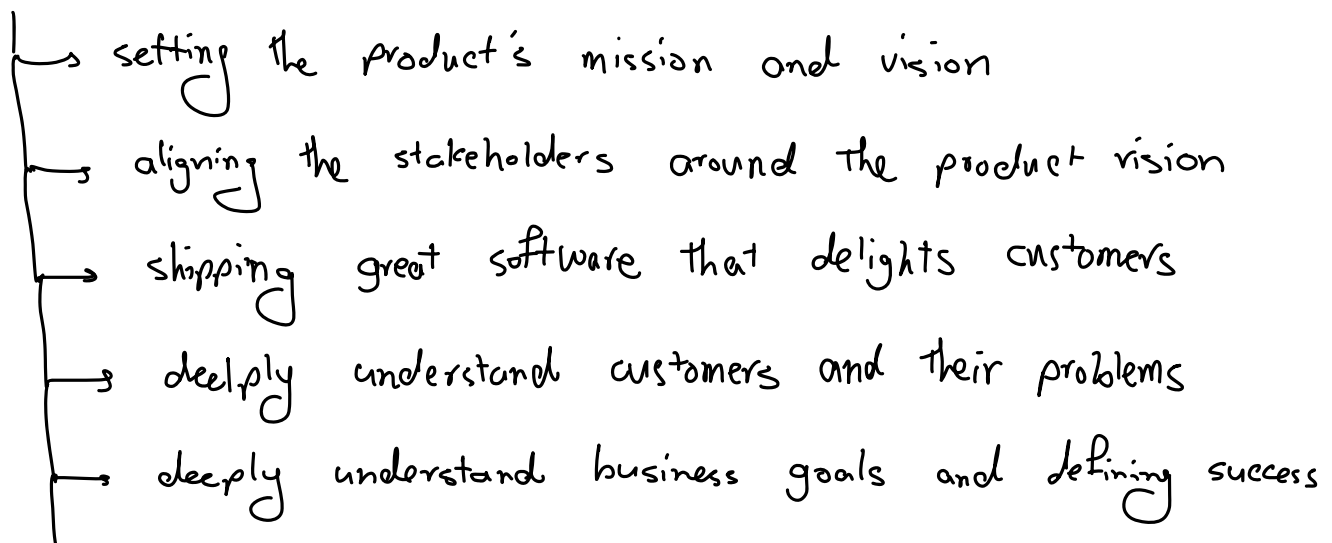
⚠ Who is a product manager?

↳ A person who is responsible for overseeing a product development from the idea stage to the completion stage

⚠ Product Management lifecycle



⚠ responsibilities of a product manager



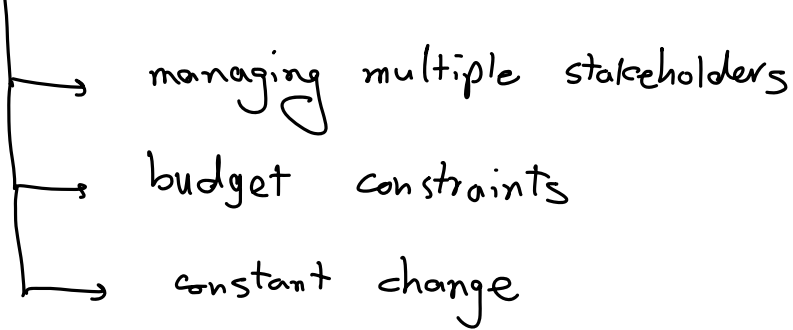
- prioritizing what to build next
- monitoring industry trends and competitors

⚠ types of product managers

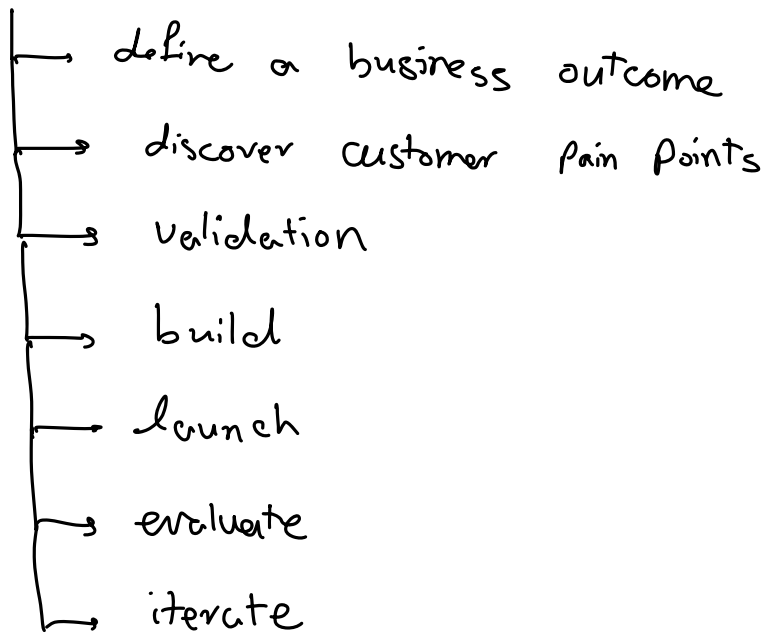
- technical PM
- platform PM
- growth PM
- enterprise PM
- AI PM

⚠ Product management challenges

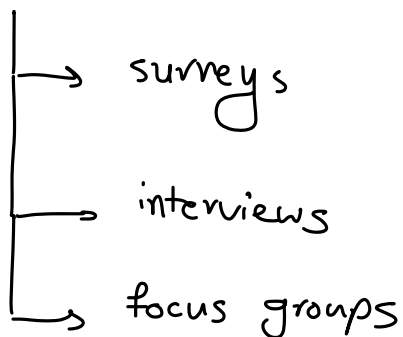
- influencing without authority
 - limited power
 - building relationships
 - data driven arguments
 - collaboration
- prioritization
 - defining priorities
 - balancing needs
 - data driven decisions



⚠ Product Management life cycle



⚠ Customer research and insights



⚠ creating customer personas

① demographics ② behavioral traits

③ motivations and goals ④ challenges and pain points

⚠ How to validate product ideas

- customer feedback
- product usage data
- in-app surveys
- market research

⚠ Scrum

- a structured, time-box, iterative approach that breaks down product development into sprints. each sprint produces a potentially shippable product increment

⚠ Kanban

- a visual workflow management tool that emphasizes continuous delivery without the structure of time-boxed iterations

⚠ How to build MVP

- identify core problem
- define essential features
- build, test, and gather feedback

⚠ Common prioritization frameworks

- MOSCOW (Must / Should / Could / Won't)
- RICE (Reach / Impact / Confidence / effort)
- Icano model

⚠ How to measure launch success?

- sales volume
- customer acquisition cost (CAC)
- customer engagement
- customer retention
- media coverage

⚠ product performance metrics

- retention rate
- churn rate
- customer satisfaction