Choose your own
adventure

"I want to learn the essentials. Nothing extra"

Want an 80/20 course?

For those of you that want to learn the subject but not suck up every drop of information (we have lives outside of this, you know). Can't promise an 80/20 solution but we can cut out the fat for you.

total time: 4~ hours

Skip to

Ideas and User Needs

Where ideas come from as a PM ▶

Getting to the real user needs ▶

Competitive & Market analysis

Introduction to Finding competitors ▶

Direct / Indirect / Potential competitors

& their impact ▶

The 5 criteria for understanding competitors ▶

The last 3 criteria for understanding competitors ▶

What's a feature table? ▶

Putting together a feature table ▶

Monitoring competitors ▶

Customer Development

What is customer development? ▶

Who you should talk to ▶

How to get them to talk ▶

How to run a customer interview correctly ▶

Good questions, bad questions ▶

Building user personas off your interviews ▶

The Product Manager & the data diet ▶

Conceptualizing the solution

Introduction to wireframing ▶

Let's jump into sketching ▶

Intro to Balsamiq ▶

Iterating on your product with Metrics

Introduction to Metrics ▶

Metrics of all kinds ▶

Real life examples of metrics ▶

How to pick good metrics ▶

Tracking your metrics in practice ▶

Building the product - Project Management for PMs

Introduction to Epics ▶

Let's get into Epic specs ▶

User stories and acceptance criteria ▶

Roadmapping ▶

Prioritization ▶

Estimations and velocity ▶

Working with people and stakeholders

General communication skills ▶

Working with engineers ▶

Working with designers ▶

Technology for product managers

Why learn technology? ▶

Understanding the front end, back end, and tech stacks ▶

Understanding APIs ▶

Want to learn about getting a job?

Start at: Getting relevant experience ▶

Extra time: 43 min