

# Product Manager Frameworks Cheat Sheet

A consolidated guide to Prioritization, Strategy, Design, and Execution.

## PRIORITIZATION

### What to Build Next

#### RICE Score

Quantitative scoring for roadmap sequencing.

$$\frac{(\text{Reach} \times \text{Impact} \times \text{Confidence})}{\text{Effort}}$$

**Reach:** Users affected (e.g., per month).

**Impact:** Magnitude (3=High, 0.25=Low).

**Confidence:** % certainty in estimates.

**Effort:** Person-months/weeks.

## DESIGN & SENSE

### Designing Solutions

#### CIRCLES Method™

Standard structure for "Design X for Y".

1. **C**omprehend the Situation
2. **I**dentify the Customer
3. **R**eport Customer Needs
4. **C**ut Through Prioritization
5. **L**ist Solutions
6. **E**valuate Trade-offs
7. **S**ummarize Recommendation

## STRATEGY & BEHAVIORAL

### Business & Interviews

#### Strategy Fundamentals

##### The 4 Ps (Marketing)

Product, Price, Place, Promotion.

##### Market Entry Check

1. Market Attractiveness 2. Company Fit 3. Financials 4. GTM Strategy.

##### Profitability Equation

$\text{Profit} = (\text{Price} \times \text{Vol}) - (\text{Fixed} + \text{Var Costs})$

## Impact vs. Effort

The 2×2 Matrix for quick sorting.

### Quick Wins

High Impact / Low Effort

### Major Projects

High Impact / High Effort

### Fill-Ins

Low Impact / Low Effort

### Thankless

Low Impact / High Effort

## AARRR (Pirate Metrics)

User lifecycle and funnel health.

**Acquisition** How do they find us?

**Activation** First "Aha!" moment?

**Retention** Do they come back?

**Revenue** How do we monetize?

**Referral** Do they tell others?

## STAR Method

For behavioral questions ("Tell me about a time...").

**Situation:** Brief context (10%).

**Task:** The goal or conflict (10%).

**Action:** Crucial (60%) . specific steps *you* took. Use "I", not "We".

**Result:** Quantifiable outcome (20%).

## Kano Model

Categorizing by user satisfaction.

- **Must-Haves:** Basic expectations. Absence causes anger; presence doesn't add value.
- **Performance:** Linear. The more/better, the happier the user (e.g., speed, battery).
- **Delighters:** Unexpected value. Creates loyalty.

## Jobs To Be Done (JTBD)

Framing requirements with empathy.

*"When I [Context],  
I want to [Action],  
So I can [Benefit/Goal]."*

## Estimation / Sizing

Process > Exact Number.

1. Clarify the scope.
2. Create a high-level equation.
3. Break down into variables.
4. Estimate with round numbers.
5. Calculate & Sanity Check.

## MoSCoW Method

Agile prioritization for specific releases.

**Must Have:** Non-negotiable.

**Should Have:** Important, but workaround exists.

**Could Have:** Nice to have if time permits.

**Won't Have:** Not this time (future).

## Double Diamond

The design process model.

### DIAMOND 1: PROBLEM

Discover (Research) → Define (Scope)

### DIAMOND 2: SOLUTION

Develop (Ideate) → Deliver (Prototype)

## Root Cause Analysis

Investigating metric drops.

- **Internal:** Tech bugs, UX changes, bad deployment.
- **External:** Competitors, Seasonality, Regulation, Economy.
- **Behavioral:** Use the "5 Whys" technique.