

# 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.

$$(Reach \times Impact \times Confidence) / Effort$$

**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. Comprehend the Situation
2. Identify the Customer
3. Report Customer Needs
4. Cut Through Prioritization
5. List Solutions
6. Evaluate Trade-offs
7. Summarize 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

Profit = (Price × Vol) – (Fixed + Var Costs)

## Impact vs. Effort

The 2x2 Matrix for quick sorting.



## AARRR (Pirate Metrics)

User lifecycle and funnel health.

- |                    |                      |
|--------------------|----------------------|
| <b>Acquisition</b> | How do they find us? |
| <b>Activation</b>  | First "Aha!" moment? |
| <b>Retention</b>   | Do they come back?   |
| <b>Revenue</b>     | How do we monetize?  |
| <b>Referral</b>    | 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.