Product Management

for Software Engineers

1. Introduction to product management
2. Product thinking
3. Product discovery
4. Market research
5. Product roadmap and execution
6. Product growth & analytics
7. Stakeholder management for PMs

Let’s start with a quick survey!

Check the Chat 💬

Why should you even listen?

> Entrepreneur, 2000+ clients, 0.5 million USD in yearly revenue

> Led 1 mn to 5 mn growth & 2x retention

> Led 10k to 500K users growth

> Led 250k to 3.5 Mn MAU growth

About Me

In the last 24 months with I've helped 500+ individuals learn and break into product management

Pavan Dasari
Microsoft

Soumya Tiwari
BuilderAI

Chandan Reddy
CRED

Palash Navlani
MamaEarth

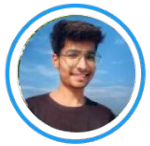
Kairvi Chona
Leap Scholar

Milan Mohanty
FrontRow

Diella Zuhdiyani
Binar Academy

Chetan Khunti
Airtel

Abhishek Mishra
WakeFIT



Piyush Patel
Upraised

Aseem Aishwarya
FreshWorks

Shreyansh S.
Drip Capital

Zeeshan Anjum
Muvi

Abhishek Soni
Unacademy

Nikita Shah
Wrench

Aishwarya Jain
Fampay

Deepak HK
AirAsia

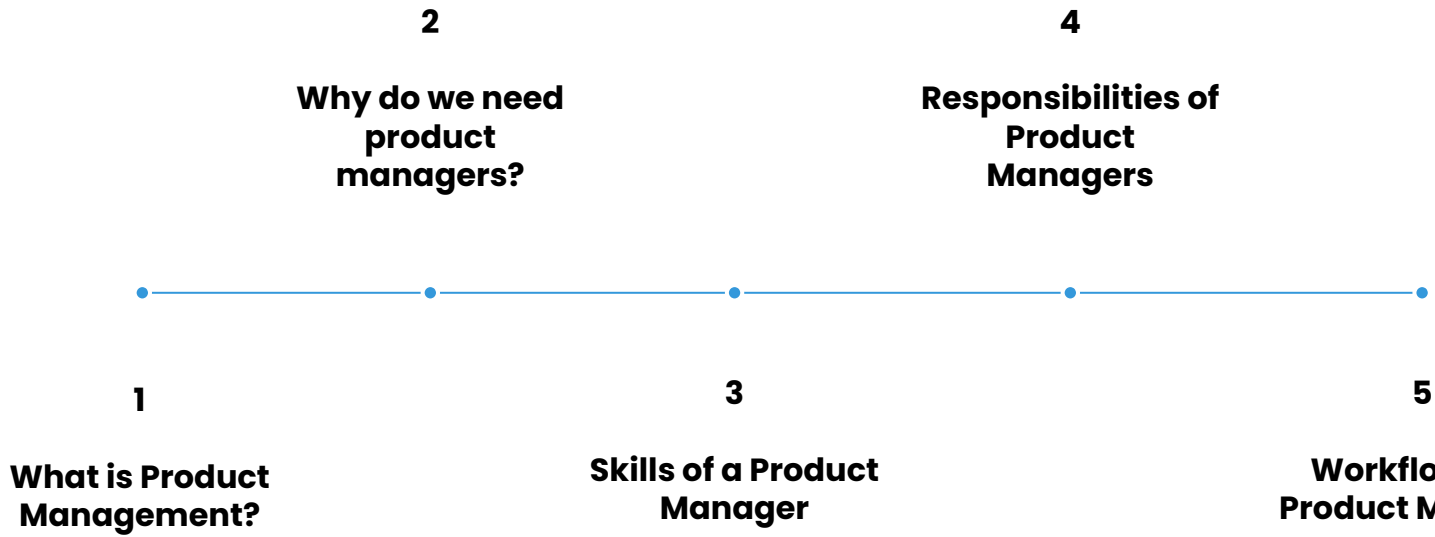
Balaji Nikhil
Interview Kickstart

Mansi Bhati
GTM Buddy

Faizullah Baig
Accenture

Arvind Yadav
PAYTM

Introduction to
Product Management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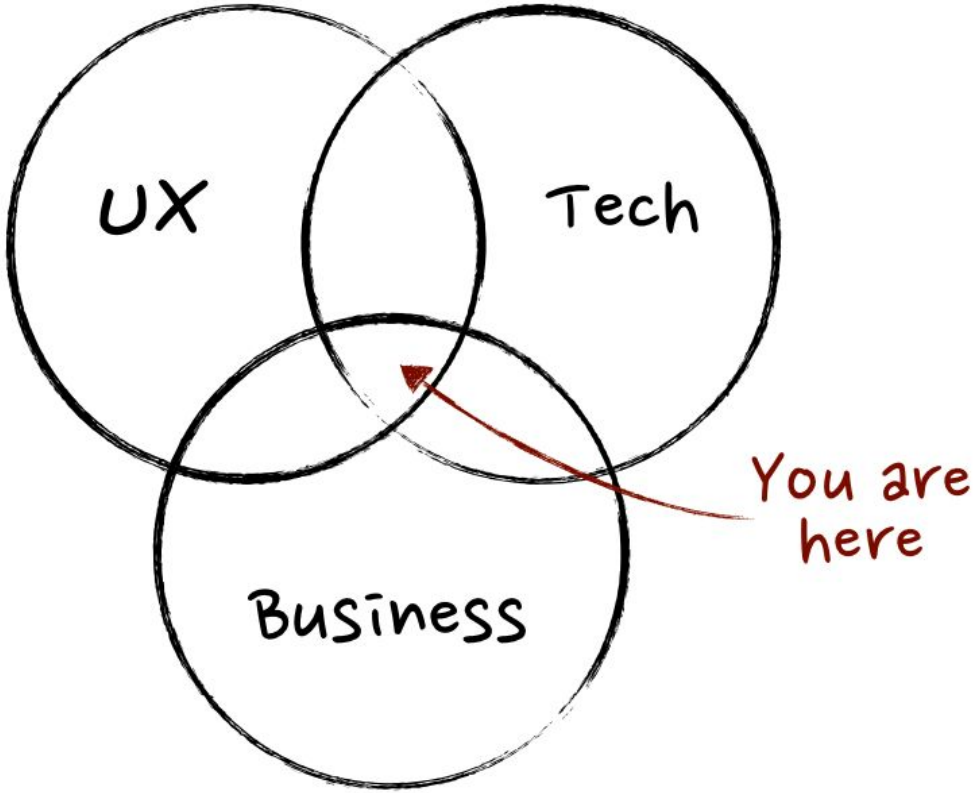
Why do we need product managers?
4
Responsibilities of Product Managers
1
What is Product Management?
3
Skills of a Product Manager
5
Workflow of a Product Manager

What is
Product Management?


UX
Tech
Business
You are here

A good product manager is the CEO of the product.’—
Ben Horowitz

“Help your team (and company) ship the right product to your users”

- *Josh Elman*

Help Your Team.

And company.

Ship.

The right product

To your users.

Help Your Team.

And company.

Ship.

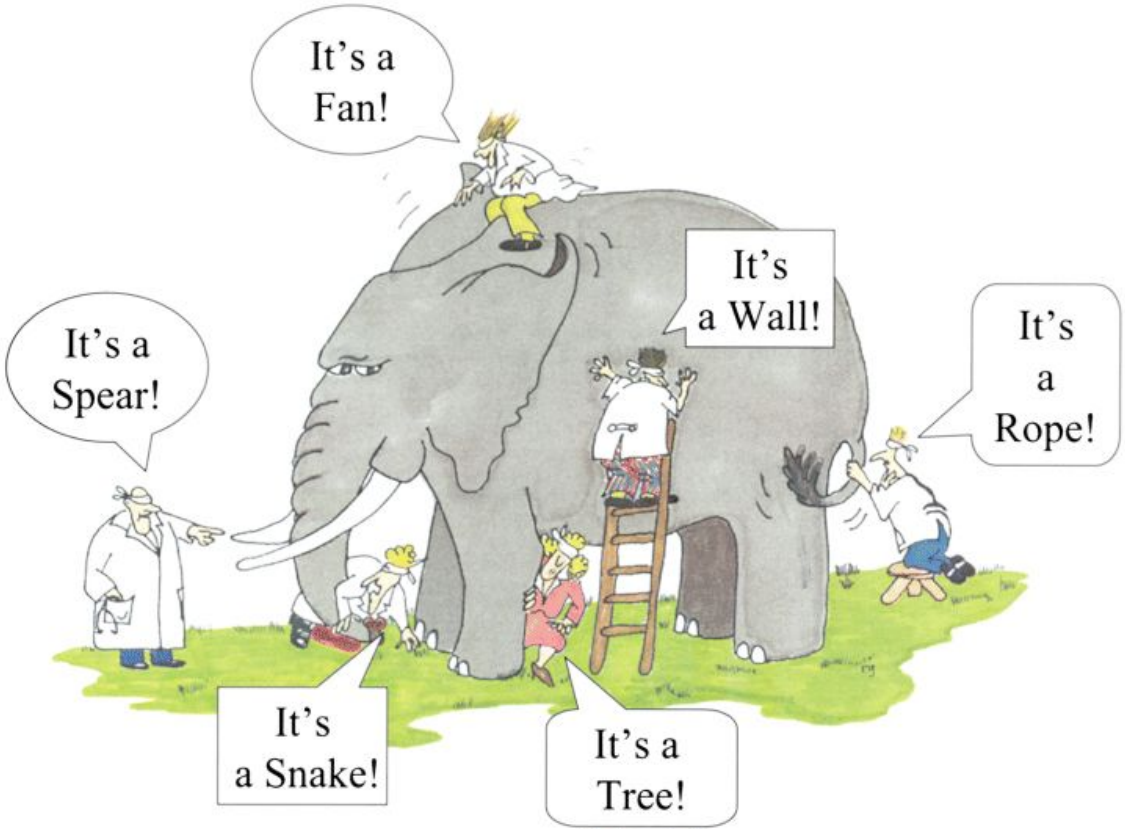
The right product

To your users.

“Help your team (and company) ship the right product to your users”

Help Your Team.

- **Coordination**
- **Communication**


It's a Fan!
It's a Spear!
It's a Wall!
It's a Rope!
It's a Snake!
It's a Tree!

A developer’s perspective

- 2x faster search for products
- Cart management without login

A designer’s perspective

- Slick checkout experience : within 2 clicks
- Carousels of testimonials on product pages

“Help your team **(and company)** ship the right product to your users”

and company

- **Understand mission**
- **Strategic goals**

How **like button** helps facebook make more money?

“Help your team (and company) **ship** the right product to your users”

SHIP

- **Get shit done**
- **Launch**
- **Working with uncertainties**

Ship!

Work around ambiguity. Launch and Improve.

→ Stakeholder Management

→ Speed v/s Performance

→ Scoping through PRDs, User Stories and Goals

“Help your team (and company) ship **the right product** to your users”

The right product

- **Success Metrics**
- **Adoption**
- **User Testing**

Success Indicators

- Sales
- Retention
- Daily Active Users
- NPS
- Ratings

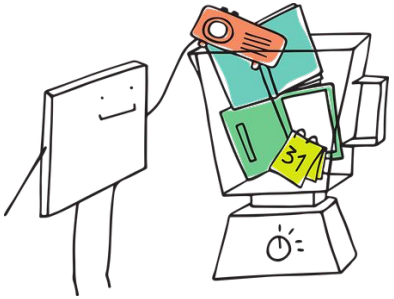
“Help your team (and company) ship the right product **to your users**”

To your users

- **Empathy**
- **Problems**
- **Persona**

Why do we need product managers?

Product Management Skills:



1. User Empathy
2. Business Sense
3. Analytical Abilities
4. Problem Solving
5. Product Execution
6. Collaboration & Persuasion
7. Ability to learn quickly

Responsibilities

Define product vision, strategy, ideation & roadmap

Collects, Curates and Manages Customer Requirements

Work with business, tech, design etc. to deliver solution for business outcomes and user delight

The Product Management Workflow - 6D

Discover	Define	Design	Develop	Deliver	Debrief

Take home activity

How would you improve slack?