



Unlock Your Product Vision

Mastering Product Management: From Idea to Impact

A comprehensive program designed for aspiring Product Managers and career-switchers.

Program Overview

Your Path to Becoming a Product Leader

Program Goal

Equip learners with a comprehensive understanding of the product management discipline, from ideation and user research to roadmapping, development, and launch. Gain practical skills in defining product strategy, prioritizing features, and using key PM tools.

Structure



Months 1 & 2

Online Foundational Concepts



Month 3

Offline Industry Immersion & Project

Key Pillars of Product Management

1

Product Lifecycle & Development

From ideation to growth and decline.

2

User Research & Personas

Understanding your customer and validating problems.

3

MVP Building

Creating the minimum viable product.

4

Roadmapping & Prioritization

Using frameworks like RICE & MoSCoW.

5

Go-to-Market & Analytics

Launch strategies and AARRR Metrics.

Phase 1: Foundational & Core Concepts

Months 1–2: Online Intensive

This online phase builds a strong theoretical understanding of product management principles, methodologies, and introduces key PM tools for ideation, user understanding, and basic feature definition.

01

Month 1: Fundamentals, User Understanding & Ideation

Explore product lifecycle, master user research techniques, and grasp MVP concepts. Includes hands-on case studies and research plan development.

02

Month 2: Strategy, Roadmapping & Go-to-Market

Master roadmapping, prioritization techniques (MoSCoW, RICE), and understand the PM's role in development. Covers initial Go-to-Market planning and product analytics (AARRR).

Building Your Product Foundation

Week 1: Intro to PM & Lifecycle

- PM roles & responsibilities
- Product vs. Project Management
- Product Lifecycle stages
- Vision & Strategy
- **Hands-on:** Case studies (Netflix, Spotify)

Week 3: User Personas & Stories

- Creating detailed User Personas
- Empathy Maps & User Journeys
- Writing User Stories ("As a...")
- Tools: Intro to Miro
- **Hands-on:** Create persona, empathy map, user stories

Week 2: User Research & Understanding

- Importance of User Research
- Qualitative vs. Quantitative methods
- Competitor Analysis
- Problem Statement Definition
- **Hands-on:** Research plan, open-ended interviews

Week 4: MVP & Product Discovery

- MVP Concept: Core value, learning
- Build-Measure-Learn Loop
- Discovery Techniques: Story Mapping, Brainstorming
- Hypothesis-Driven Development
- **Hands-on:** Brainstorm MVP features, Miro story mapping

Strategizing & Tool Mastery

Week 5: Roadmapping & Prioritization

- Product Roadmap types & audience
- Prioritization Frameworks: MoSCoW, RICE
- Feature vs. Value-Driven Roadmaps
- **Hands-on:** Apply frameworks, draft roadmap

Week 7: Wireframing & Prototyping

- Purpose of Wireframes
- Fidelity Levels: Low to High
- Usability Testing basics
- Tools: Intro to Figma for wireframes
- **Hands-on:** Create low-fidelity wireframes

Week 6: Development Process & Tools

- Agile Development Lifecycle
- PM's role in Agile
- Collaboration with Eng/Design
- Tools: Intro to Jira
- **Hands-on:** Mock Jira backlog, sprint planning


Week 8: Go-to-Market & Analytics

- GTM Strategy: Target, messaging, pricing
- Launch Planning
- Product Analytics: AARRR Metrics
- A/B Testing basics
- **Hands-on:** Define AARRR, outline GTM plan

Phase 2: Industry Immersion & Integrated Project

Month 3: Offline Capstone Project

This intensive offline phase applies all learned concepts to design a comprehensive product roadmap and MVP wireframe for an edtech mobile app, simulating a real-world product development task, under direct mentorship.

 Access to relevant software (Miro, Jira, Figma) will be provided.



Building Your Edtech App

Week 9: Project Kick-off & User Research

- Team formation & mentor allocation
- **Capstone Project:** Edtech mobile app roadmap + MVP
- Problem validation & user research simulation
- Persona & user journey mapping
- **Hands-on:** Analyze data, create personas with Miro

Week 11: Wireframing & User Flow

- Information Architecture design
- User flow mapping for MVP features
- Mid-fidelity wireframe creation in Figma
- Basic clickable prototyping
- **Hands-on:** Design user flows, create wireframes/prototype in Figma

Week 10: MVP & Prioritization

- MVP feature brainstorming & definition
- Apply MoSCoW & RICE for prioritization
- Initial product roadmap draft
- User stories & acceptance criteria
- **Hands-on:** Brainstorm, prioritize, draft roadmap in Jira

Week 12: Finalization & Presentation

- Roadmap refinement & GTM outline
- Define initial AARRR metrics
- Compile all project deliverables into a Product Requirements Document (PRD)
- **Hands-on:** Final presentation, mock interviews, networking

Hands-On Learning

Tools You'll Master



Jira

For agile project management, backlog grooming, and task tracking.



Miro

For collaborative brainstorming, empathy mapping, and user story mapping.



Figma

For low to mid-fidelity wireframing and basic prototyping.

Gain practical experience with industry-standard product management software.

Your Future in Product

Key Takeaways & Next Steps

Comprehensive Skill Set

From ideation to launch, you'll be equipped with practical skills across the entire product lifecycle.

Real-World Application

The edtech capstone project provides tangible experience for your portfolio.

Career Readiness

Workshops on resume building, LinkedIn optimization, and mock interviews prepare you for success.

Ready to transform your career?

Enroll No

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