



Choose your own **adventure**

"I'm really busy so give
me a really short version
of the course"

Got too much to do?

Too many appointments, too much work, too many kids yelling at you. Don't worry, here's a condensed version of the course you can follow along.

total time: 2~ hours



Skip to

Introduction to Product Management

What is a Product Manager? 

What is a Product? 

Introduction to Product Development

The four major phases of the Product Lifecycle 

The Product Development process 

Getting deeper into the Product

Development Process 

Ideas and user needs

Getting to the real user needs 

Competitive & Market analysis

Direct/Indirect Potential/ Competitors

& their Impact 

The last 3 criteria for understanding competitors 

What do we ultimately care about as a PM? 

Customer Development:

What is Customer Development? ▶

The 4 types of interviews ▶

How to run a customer interview correctly ▶

The Product manager & the data diet ▶



Skip to

Conceptualizing the solution:

Introduction to wireframing ▶

Let's jump into sketching ▶

Iterating on your product with Metrics:

Introduction to Metrics ▶

Metrics of all kinds ▶

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 (# 79)

Extra time: 43 min

