

Product Job Background Worksheet

Begin this activity by finding a posting for a product management job that interests you. Use the company and product to complete the questions in this worksheet. You will likely need to research the company and product beyond what’s available in the job description. When providing short answers, try to provide strong examples and elaborate with support, proof, analysis, references, and evaluation that support your answers.

**Section 1: Company Background**

Start by documenting basic information about the company and position you selected.

Link to Job Posting: \_[link](https://www.linkedin.com/jobs/search/?currentJobId=3452268274&keywords=product%20manager&refresh=true)\_

1. Company name: Microsoft
2. Job title: Product Manager 2
3. Product: Microsoft 365 (M365)
4. Industry: Tech/Cloud Services
5. Sales model (e.g. B2C, B2B, etc.): B2B
6. Company size: 10,001+ employees
7. Selected product’s current life-cycle stage: maturity
8. Product culture type (e.g. Engineering driven, Data driven, etc.): Engineering driven

**Section 2: Apply the Product Mindset to this Role**

Now delve deeper into how the company delivers value to its customers.

1. Who are the target users for this product? world in small, medium, and large enterprises/businesses
2. What customer problem is the product trying to solve? Microsoft 365 offers fastest growing cloud services for business to be used for communication and collaboration.
3. What does the whole product experience ecosystem look like for this product? Complete the [Whole Product Experience Worksheet](https://docs.google.com/presentation/d/16zKpd1-G0yqGkOUl4HzFbmPDk5J1LstFRb4u9DhZOwQ/edit?usp=sharing) based on your analysis.
4. Is the company currently using a product-led growth strategy?
   1. If so, what features of the product are driving this strategy? business productivity solutions via the cloud
   2. If not, how would you describe the company’s product strategy? Is their chosen strategy a good fit for the company and its customers? Why or why not?
5. Explain the business model the company uses to generate revenue.

**Section 3: Think Like a Product Manager**

Envision yourself in the role. Imagine you’ve graduated from the boot camp and landed this job. Unpack how you would improve the product and bring new ideas to the team.

1. What new product or feature could this company introduce to help its users solve a problem? One potential feature for Microsoft 365 could be an AI-powered productivity assistant. The assistant could analyze a user's daily tasks and habits, provide insights and recommendations on how to optimize their workflow, and automate repetitive tasks to save time. Additionally, it could offer suggestions for improving time management, prioritize and schedule appointments, and even suggest breaks to maintain work-life balance. The assistant could be integrated with other Microsoft 365 tools such as Outlook, Teams, and To-Do, to provide a seamless and personalized productivity experience.
2. What missing information would help you better understand the company's customers and product opportunities? What do they use the product for, what issues or gaps they face with the product
3. How would you approach validating whether or not people would care about this new product or feature? Describe a few detailed ways that you might test product-market fit.I will start by researching my market audience, identify the size of the market, and use success metrics to identify whether this product or feature would be successful or not.
4. What desired outcomes would you use to measure the success of your proposed new product or enhancement? User adoption, customer satisfaction, revenue, retention, engagement, efficiency, market share.
5. What metrics would you employ to find user insights and evaluate the customer experience of this product? Feedback surveys, Net promoter score, user retention, user acquisition, session length, conversion rate, bounce rate, funnel analysis
6. What risks of change exist in this industry and market that could threaten the success of the new product or feature? Competition, technology advancements, economic conditions, consumer behavior, supply chain disruptions
7. Name two partnerships you would need to build within the company and why they would be important for launching the new product or feature. Technological companies such as hardware or cloud providers to enhance the integration and interoperability of the products. And industry specific companies, such as healthcare, finance, or retail to develop industry specific solutions.

**Section 4: Self Reflection**

Let’s turn the product mindset on ourselves and examine how we can deliver value to the product team we want to join.

1. What are the top five skills needed to be successful in the role you chose? Innovation, collaboration, guidance, design, analytics and engineering
2. Which of these skills do you possess and view as strengths? Innovation is strength because innovative products can differentiate a company from its competitors. By continuously introducing new and improved products, allows a company to gain competitive advantage. Additionally, by meeting and evolving needs and demands of customers, a company can increase its market share.
3. Which skills need further development? Become better averse with the product and its design
4. What past experiences can you use to demonstrate to the team/company that you will add value and help improve the way their product solves customer problems? Working with cross functional teams and delivering the desired analytics needs
5. What attributes about this company and specific role are attractive to you? Working with product leaders and architects to deliver an exceptional product is what attracted me to this role. Having my hand on the pulse of the product and following it every step of the way.
6. What aspects of this company or job are you wary of or concerned about?Career growth within the company
7. What actions can you take during this boot camp to steer you toward getting the right job for you? Become an expert at product management