**Roles an responsibilities of a product manager**

1. Understand the market and the users
2. Build a business Strategy
3. Design the tech product
4. Ensure product delivery
5. Build the go-to market strategy
6. Drive and sustain product growth
7. Balance Strategic and tactical elements

**Top 10 skills needed for a product manager**

**Balance of hard an soft skills**

|  |  |
| --- | --- |
| **Skill Type** | **Skills** |
| Hard Skills | 1. Problem solving attitude 2. Passion for technology 3. Deep understanding of the users 4. Eye for design 5. Business perspective 6. Analytical skills |
| Soft Skills | 1. Leading without authority 2. Teamwork 3. Ability to take feedback 4. Prioritisation |

**Segmentation**

Every business cant solve all the problems for everyone, it can serve one segment of customers at a time, if they try to make a diverse product which caters to everyone’s need in this planet then that product might take decades to develop or might end up not being used by anyone. So, to solve this problem dividing your customer base into segments is called segmentation.

**Types of segmentation**

1. **Geographic segmentation**

Customer base divided geographically basically location of customers.

1. **Demographic segmentation**

Customers divided based on age, gender, income, married, single or other life stages etc. Eg. Zomato’s quirky marketing emails etc.

1. **Psychographic segmentation**

Dividing the customers into different personality traits, values, attitudes and lifestyles.

1. **Behavioural segmentation**

Roughly like Psychographic segmentation.

**Selecting the right segment of customers**

1. Who exactly is the consumer?
2. How do they take decisions?
3. What are the product characteristics that appeal to them?

**Stages of Buying (More of a lifecycle)**

1. Active need state – must buy
2. Passive need state – can buy later, not required to purchase immediately
3. General awareness – making decisions on what to buy and where to buy it from.
4. Interest
5. Consideration – value, design etc.
6. Action
7. Post Action – buying
8. Loyalty (word of mouth recommendation etc.)

**Customer Persona**

Who is your customer? Build the customer persona.

Persona consists of 4 elements

1. Fictional name
2. Demographic details
3. End goals
4. Scenario