

# Software Product Management Notes

## Week1-Week-2

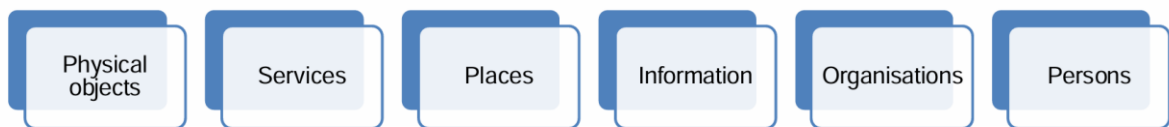
## **Week-1 TOPICS:**

- What is a Product
- Different product categories
- Difference between Project Vs Product
- The Money Angle
- Different Types of Products
- What is Product management?

## 1. What Is a Product?

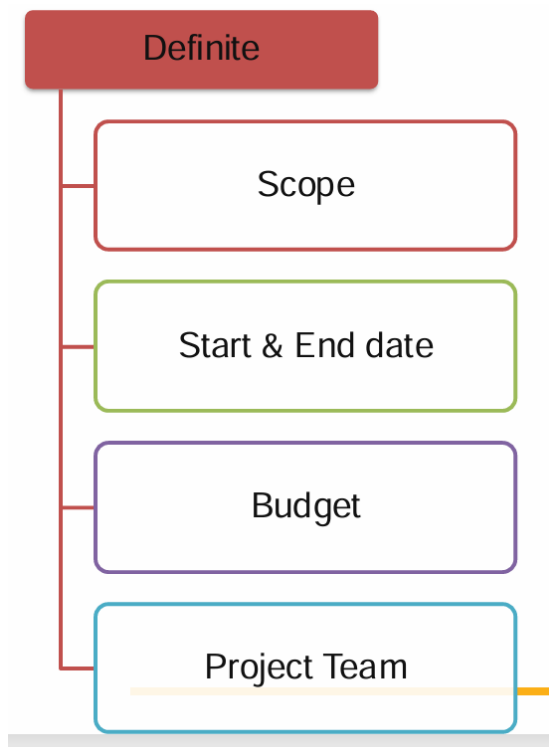
- Anything that can be offered to a market for attention, acquisition, use or consumption that might **satisfy a want or need**.

## 2. Types of Products/Categories:



## 3. Difference Between Project Vs Product:

- **Project** is definite it will be predefined with start and end date below is the points that define Project.



- **Product:** Product is indefinite it has no end date  
below are the points that define product.

Evolving Scope

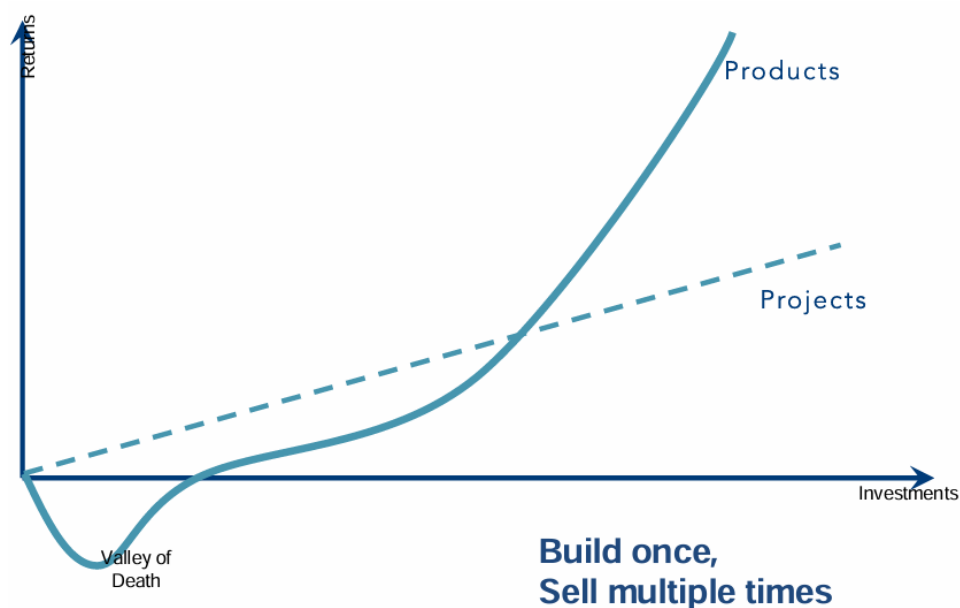
No End date

Ongoing

Persistent Team

#### 4. The Money Angle

- The Below Graph will give return and investment difference between Project and Products.



**Key Points:** Product is built once sell multiple times where as project keep develop at a pace.

## 5. Different Types of Products:

- B2C
- B2B
- Internal Products

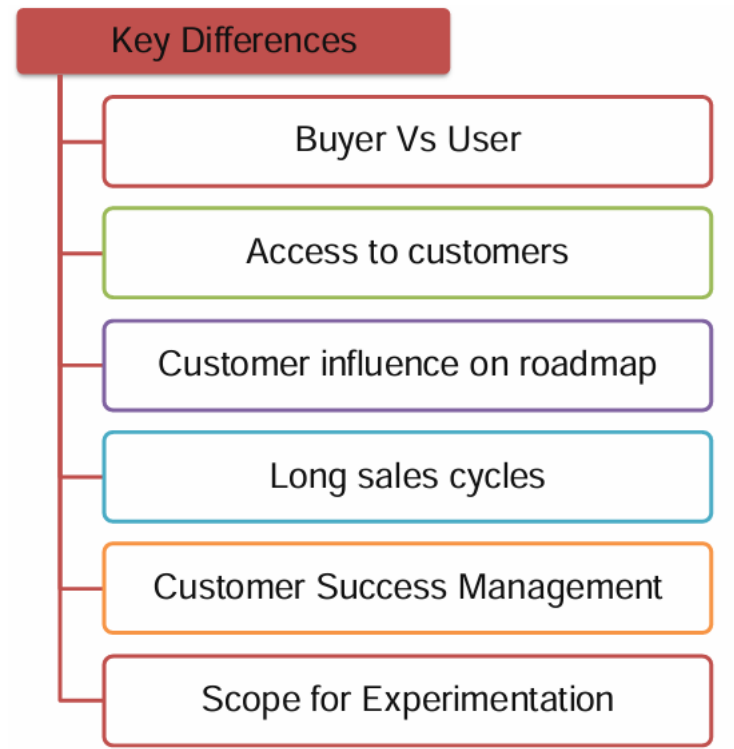


- B2C: Offered directly to the consumer  
Examples – Swiggy, Amazon, Gmail, Spotify
- B2B: Offered to a Business customer  
Example – Amazon Web Services (AWS), MS Teams, SAP CRM
- Internal Products: The products which is used by internal organization.
- Example – Intranet, Custom Application for managing suppliers.

### B2B->B2B2C:

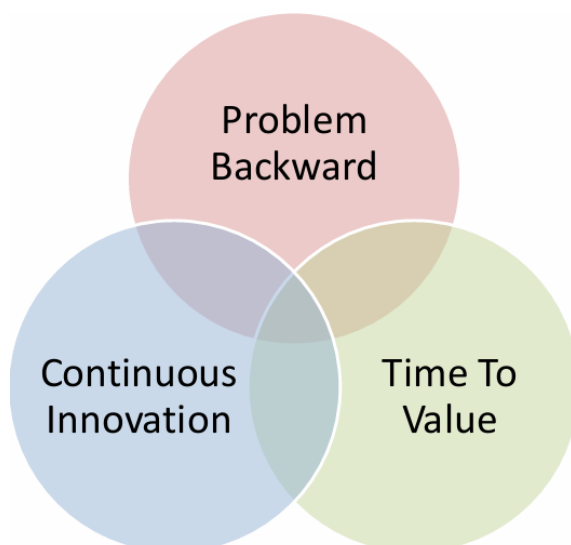


- B2B Vs B2C



## 6. What is Product Management?

- Responsible for determining where the investments in product are made to create maximum net value.
- The Product Mindset:



➤ Product management Framework:



## **Week-2 Topics:**

- Why products fail?
- Product-Market fit
- Product Lifecycle
- Technology Adoption Curve
- Journey of some product companies – Amazon/  
Facebook



## 1. Why Product Fail?



### What Was Common Across All?

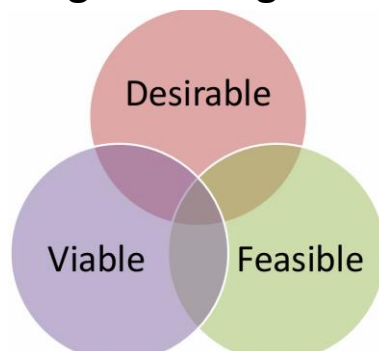
They got failed because they were launched before the time you can read by going to below link:

<https://www.forbes.com/sites/blakemorgan/2019/09/09/10-recent-product-design-failures-and-what-we-can-learn-from-them/?sh=73a7279946f1>

- Why did they Failed?
- Customers did not find it useful
- Customers did not buy Company could not make money.

### What is Product?

- Product is value exchange successful products are those who fulfils customers needs and demand below diagram will give an idea about successful products:



## 2. Product Market Fit (PMF):



Successfully meets the needs of a target market



Validated its value proposition



Consistent demand

➤ Key Indicators for successful product:



Engagement  
Metrics



Customer  
Retention



Positive  
Feedback



Revenue  
Growth



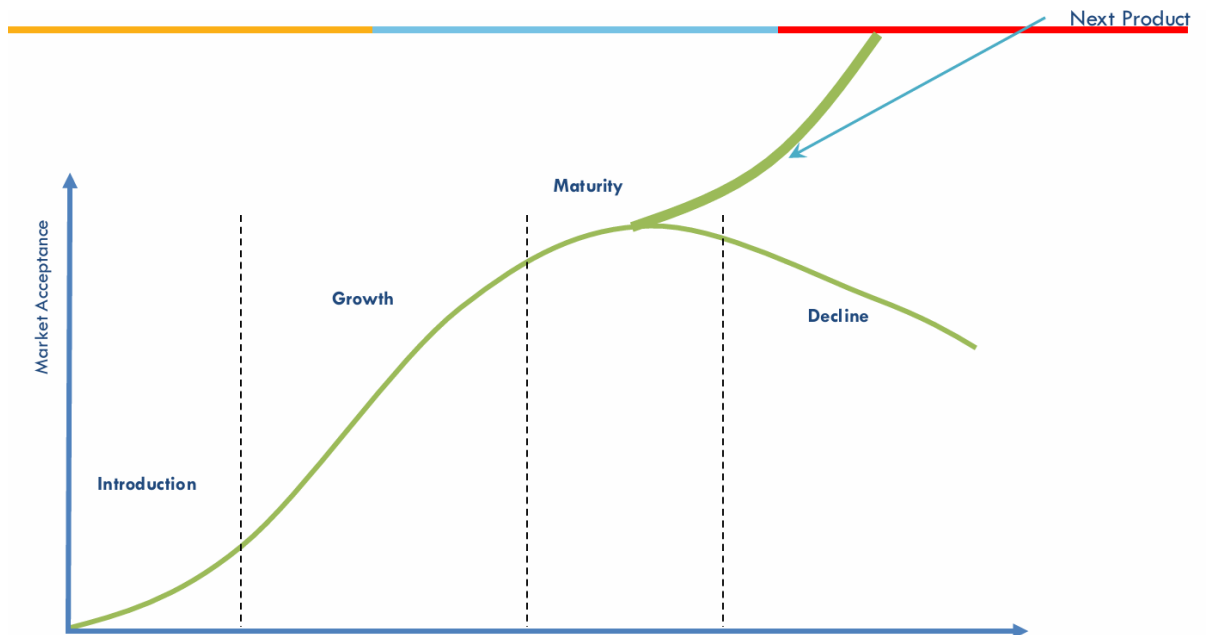
Market Pull

## 3. Product Lifecycle:

➤ As market accepts the products the more value it increases it contains 4 phases:

Phase	Key Focus
Introduction	Validate problem, demand, value proposition, and design
Growth	Customer acquisition and product adoption, introduce new products
Maturity	Reduce costs, extend maturity period, develop growth initiatives to maturity
Decline	Maximize profits, migrate customers to other initiatives, "Sunset product"

## ➤ Delay the Inevitable:

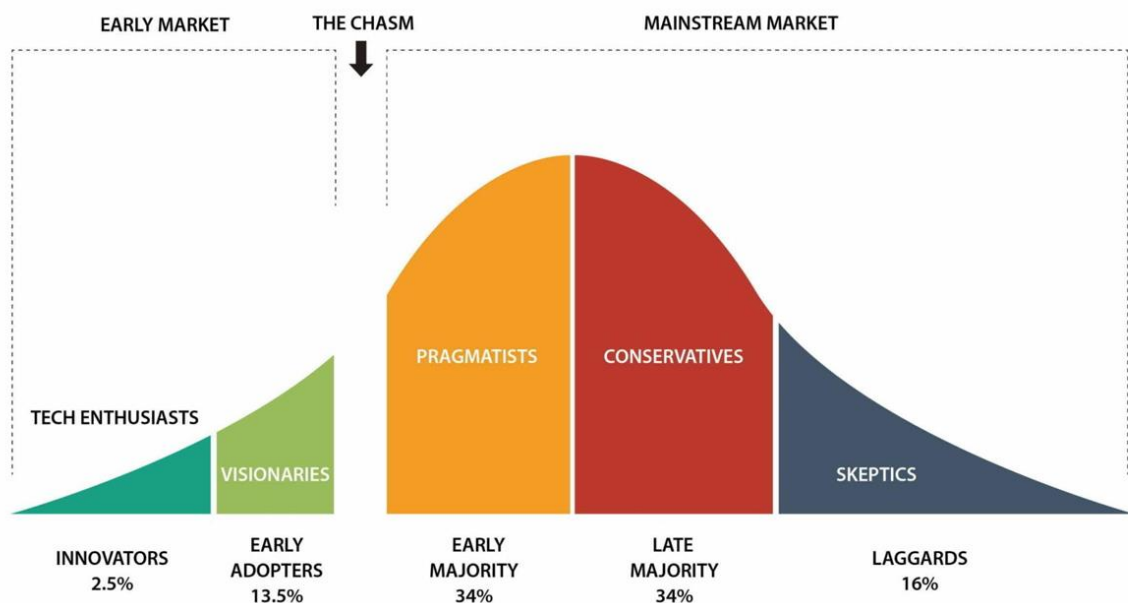


You can refer more by clicking to below URL:

<https://www.rahulmd.com/post/product-lifecycle-a-practitioners-perspective>

## 4. Technology Adoption Curve:

It divides different phases for product lifecycle refer below:



## 5. Journey of Companies:

### ➤ Amazon:

- Everyone wants to be amazon
- A -> Z: Doing everything
- Amazon took ~30 years to get here
- What did they start with?

The First Book Amazon sold:

