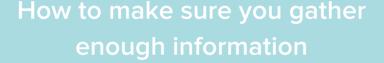
The product manager & the data diet



Covered in this lecture:

Taught by:





- You can't make product decisions based on only one single source of information, because you risk building the wrong product
- Sources of information you will use:
 - internal feedback
 - user test data
 - online feedback
 - analytics stats
 - news
 - market trends
 - watching competitors
- Customer interviews are just a dish in your data diet

Customer interviews have vulnerabilities:

- 1. They don't scale
- you can't talk to too many people
- 2. The data is qualitative
- you also need quantitative data because it's more precise

See you next lecture!