

The product manager & the data diet



LECTURE
SUMMARY

Covered in this lecture:

How to make sure you gather
enough information

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!