Product Management

Assignment Template

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Course dates: Q3/2021
Location: Redwood City

Table Of Contents

Product Management

Getting Started

Using This Deck

The assignments for PDM are designed to help you apply the skills and knowledge you're learning in the course.

Assignments build upon each other, representing different elements of your final project deliverable. At the end of the course, you'll develop and deliver a presentation that summarizes the work you've done for your project.

Some assignments will be completed in class, while others will be completed as homework. **Use this deck for all assignments** related to your final project.

Homework does not receive a grade, rather only confirmation of whether or not it's been completed. In some cases, your instructor may provide feedback on individual assignments. Your instructional team will reference this deck to confirm you've completed the assignments.

How to Submit Your Work for Review

- Assignments will be given each Week in Google Classroom.
- We'll cover submission process in class

Assignment Schedule

	Assignments
Week 1	- Select your final project idea. - Complete the project brief.
Week 2	- Create a product vision board. - Draft OKRs for your project. - Estimate your product's TAM, SAM, and SOM. - Create a competitive analysis matrix.
Week 3	- Write a customer problem statement and hypothesis. - Identify assumptions and write interview questions to validate them. - Conduct 4–5 customer interviews. - Distill interviews into insights using affinity mapping or another approach. - Refine your problem statement/hypothesis based on user data. - Draft your opportunity assessment.
Week 4	- Brainstorm features that would address your assumptions. - Choose features for an MVP. - Sketch or wireframe three features or functionalities. - Create a user flow for the MVP.

Assignment Schedule

	Assignments
Week 5	- For key features: estimate LoE, rank with MoSCoW, and create 2x2 prioritization matrix. - Define scope creep for your project. - Prepare your midpoint presentation.
Week 6	- Deliver your midpoint presentation. - Draft a product roadmap. - Write user stories and acceptance criteria. - Reflect on your midpoint presentation. - GA Motors exercise (longer version) - Write user stories and acceptance criteria.
Week 7	Work on the final presentation.
Week 8	- Continue working on the final presentation. - Revise your opportunity assessment.
Week 9	- Gather peer feedback on presentation content and design. - Revise your opportunity assessment. - Finalize your final project.

Product Management

Assignment Templates

Assignment Templates

Week 1 Assignments

Lessons:
Introduction to Product Management
The PM Ecosystem

Choose Your Final Project

Use the table below to select your final project prompt! Choose wisely — you'll be focusing on this project for the rest of the course.

All information regarding requirements, evaluation, and presentations for the final project can be found [here](#).

Note: *Are you brand new to product management? We recommend choosing Option 1 or 2. If you have more experience in the discipline, we recommend Option 3, 4, or 5.*

Choice (X)	Project
	Option 1: Airbnb
	Option 2: Money transfer app
	Option 3: Airline
	Option 4: Recruiting software
	Option 5: Design your own

Project Brief

Whether you're using a prompt or designing your own, complete this project brief to begin thinking through your project.

Company and product	Airbnb
1–2 sentence project summary	Design a solution to help travelers discover the perfect location on Airbnb.
Who is the target customer?	Guests
What customer problem are you solving?	Reduce friction to discover and plan perfect trip for perfect location.
How might you solve this problem?	Create Super Guest ID, an in-app solution to for guests provide more information about themselves, so Airbnb can provide insights and relevant information for travelers.
How is the company addressing the problem now, if at all?	Today, Airbnb provides a solution to find a place to stay, experience, online experience, and P2P features like payments and messager. There are also other products like Airbnb Plus and Airbnb Luxe.
How will you know if you're successful?	Improve CSAT pre/pos product roll-out, and increase the conversion rate for travelers who leverage the product to enhance their travel experience on Airbnb.
What high-level business goals does this support?	Airbnb's mission is to create an end-to-end travel platform that will handle every part of your trip.
What is happening in the market/ industry that might affect this?	Disruption of C19 on travel industry worldwide.

Reading Assignment

Practice Again	Digging Deeper
Product Management Fundamentals ● [The Beginner's Guide to Product Management](#) ● [Let's Talk About Product Management](#) ● [What It Takes to Become a Great PM](#)	**Product Management Roles & Responsibilities** ● [Product Management Definition and Examples](#) **Product Management Careers** ● [The Essential PM Career Guide](#) ● [PM in Tech](#) ● [Transitioning to a PM Role in a Tech Company](#)

Reading Assignment

Practice Again	Digging Deeper
The Product Development Process: **Stakeholders & Metrics** • Product Development Process	Definition and Overview (including physical products) • How to Manage Your Stakeholders as a PM • How PMs Can Better Tie Metrics to Product Strategy	**Stakeholder Management for PMs** • The Ultimate Guide to Stakeholder Management for PMs • How PMs Should Deal With Different Stakeholder Types **Data-Driven Product Management** • How to Make Data-Driven Product Decisions • 15 Key Product Management Metrics and KPIs • Make Better Business Decisions Using PM KPIs • The Only Product Metric that Matters by Josh Elman

Assignment Templates

Week 2 Assignments

Lessons:
Aligning With Business Needs
Understanding Your Market

Product Vision Board

Start thinking about your product vision by completing this product vision board.

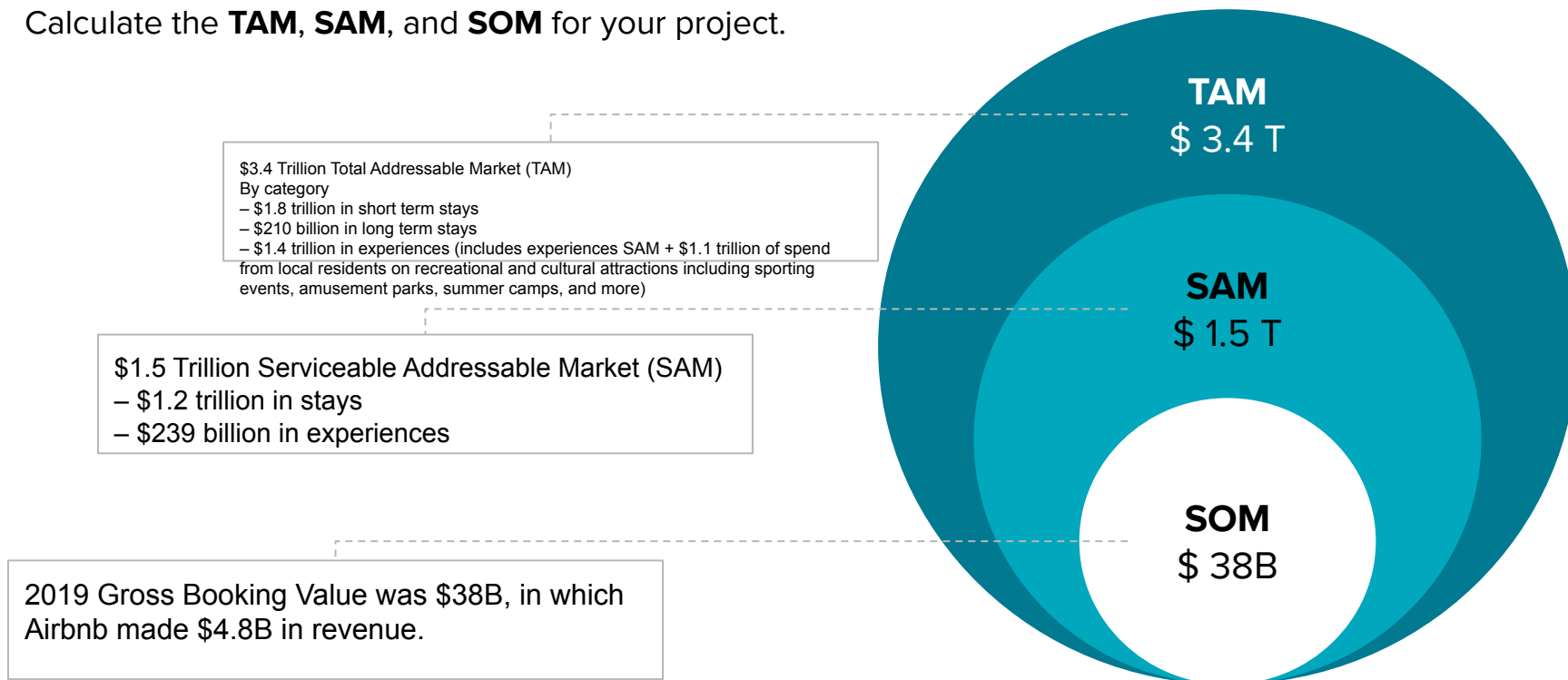| Target Audience	Needs	Product	Business Goals
Guests	Flexibility designed for the new world of travel A simpler and more inspiring guest experience World-class support for our global community	Travel platform that will handle every part of your trip by provide personalized informations, like flight prices, transportations and documentation information to bring new discover unimaginable adventures.	Help travelers discover the perfect location on Airbnb.

OKRs

Write **1–2 objectives** for your project. Each objective should have **2–4 key results.** (It might be hard to come up with KRs at this point in the process, so start with just objectives.)

Objective	Key Results
Improve CSAT (Consumer satisfaction score)	- Increase by one p.p consumer satisfaction survey as the best find a unique place to stay that suits their specific needs, preferences, and style. - 20% of guests start to complete the new profile
Increase booking value per night/experience	- Increase by one p.p booking value - Improve conversation rate by 30% of users who complete the new profile.

Market Estimation

Calculate the **TAM**, **SAM**, and **SOM** for your project.

$3.4 Trillion Total Addressable Market (TAM)
By category
– $1.8 trillion in short term stays
– $210 billion in long term stays
– $1.4 trillion in experiences (includes experiences SAM + $1.1 trillion of spend from local residents on recreational and cultural attractions including sporting events, amusement parks, summer camps, and more)

$1.5 Trillion Serviceable Addressable Market (SAM)
– $1.2 trillion in stays
– $239 billion in experiences

2019 Gross Booking Value was $38B, in which Airbnb made $4.8B in revenue.

TAM
$ 3.4 T

SAM
$ 1.5 T

SOM
$ 38B

Create a Comparison Matrix

	My Product	**Competitor A**	**Competitor B**	**Competitor C**
Criteria 1	**Short-term stays**	Booking.com	Vrbo	Vacation rental marketplace
Criteria 2	**Long-term stays**	Zillow	Trulia	Rental marketplace
Criteria 3	**Experiences**	Tripadvisor	Google	Local guides

Reading Assignment

Practice Again	Digging Deeper
Mission & Vision Examples ● TEDx Talk Simon Sinek: Start With Why ● 17 Truly Inspiring Company Vision and Mission Statement Examples **Beginners Guide to OKRs** ● OKR: Learn Google's Goal System With Examples and Templates **OKRs for Product Teams** ● Product Prioritization With Clear Objectives ● Using Objectives and Key Results (OKR) in Product Management **OKR Examples** ● Product Management OKR Examples	**Creating Your Product Vision and OKRs** ● How to Write a Product Vision Statement ● The Product Vision Board — A Tool for Creating Your Product Vision ● Google and OKRs ● How to Run a Quarterly Product Strategy Meeting: A Board Meeting for Product

Reading Assignment

Practice Again	Digging Deeper
Market Research Definition • Market Research is Product Management, TIPM **User vs. Market Research** • User Research vs. Market Research: When and How to Use Both **Market Sizing** • Market Sizing – Quick and Dirty Techniques • Bottom Up or Top Down Market Analysis: Which Should You Use? **B2B Focus** • Calculate Potential Market Share Size for a New Product or Service • Market Size Estimations for PMs **Competitive Research** • How Should PMs Research Competitors? • Competition Can't Be Ignored	**B2B Customer Research** • The Essential Guide to B2B Customer Research **Market Sizing	TAM Deep Dive** • Total Addressable Market • How to Measure Product-Market Fit (and Track Your Progress) **Competitive Research** • Open Source Competitive Intelligence for PMs

Assignment Templates

Week 3 Assignments

Lessons:
Customer Research
From Research To Insights

Problem Statement and Hypothesis

Write a problem statement and hypothesis for your project based on what you know so far.

Problem Statement

Define the problem your users are facing from their perspective.

I need a way to... (user need),
new way for guests to discover unique stays they might have otherwise missed.

because... (insight).
many guests are still reporting one major challenge: finding a unique place to stay that suits their specific needs, preferences, and style.

Hypothesis

What can you do to address your users' problem?

We believe that by... (doing/creating something),
design experience to meet guests individual needs, preference and style.

then... (outcome).
we will be able to create an better end-to-end travel platform that will handle every part of guests trip.

Develop Interview Questions

Write a list of **assumptions** about your users and their problems. For each assumption, develop at least one **interview question**.

Assumption	Question
Guests wants a seamless experience when they are planning their travel	How do you plan your trip?
Guests have different preferences, needs and style	What is the must-have preference that you are looking for in a place to stay?
Guests want more personalized experience	What could Airbnb provide to make it easy for you end-to-end travel experience with Airbnb?

Interviewing Customers

Prepare for your interviews by writing out the questions you'll ask. During the interview, use this page for note-taking. Make a copy of this page for each person you interview

Interview:	
Questions	**Notes**
How do you plan your trip?	Family, couple, friends and solo
What are the reasons you would be looking for a trip or place to stay?	Time off, work and extend opportunity
What are the barriers when you are looking for a place to stay?	Confidence
What would make it easy?	Information, review and recommendation
What is the must-have preference that you are looking for in a place to stay?	Price, location and good review
What could Airbnb provide to make it easy for you end-to-end travel experience with Airbnb?	Customize information that match my profile

https://forms.gle/bCKAZ1iQ35tb8DUt5

Opportunity Assessment

Complete as much of this opportunity assessment as you can given the data you have so far.

1. What is the problem?
Today, it required more from the guests ahead of the choose the location that they will stay.

2. Who is the customer?
Airbnb Guests

3. How big is the market?
$ 1.2 T market
Airbnb 125 MAU
Top markets: USA, FR, SP, IT, UK

4. What alternatives are out there?
Hotels; other online rent services like booking.com, hotels and vrbo; individual landlord and stay at home.

5. How is the solution differentiated from those of competitors?
Increase consideration to travel more by reduce the friction to search for a new place to stay.

6. Why now?
Increase competition, disruption of travel market and behavior given the pandemic.

7. How will we get this product to market?
Collateral consumer marketing campaign in and off app.

8. How will we measure success?
Improve in consumer satisfaction scores and increase user lifetime value.

9. What factors are critical to success?
Design, engineering, policy and marketing.

10. Given the above, what's your recommendation?
User and design quant and qual research, roadmap prioritization, marketing collaterals.

Interview Insights

Based on your affinity mapping, distill your interview data into insights.

What did you learn about...

- Customers' problems?

- Solutions customers want?

- Customer behaviors and lifestyle?

- Customer goals?

- Other insights?

Reading Assignment

Practice Again	Digging Deeper
Problem Statement Fundamentals • [My Product Management Toolkit (4) — Problem Statements](#) **Finding customers** • [How to Find the Right Customers for Your Product Development Interviews](#) **Finding customers B2B** • [10 Hacks of Customer-Centric Enterprise PMs](#) **Customer Interview strategies** • [9 Customer Interview Techniques Every PM Should Master](#) • [10 Great Customer Interview Questions for PMs](#)	**Hypothesis and User Interviews** • [Forming Experimental Product Hypotheses](#) • [Effective User Interviews](#) **Customer interview toolbox** • [ProductPlan's Customer Interview Tool Box](#)

Reading Assignment

Practice Again	Digging Deeper
Affinity Mapping & Personas ● Using Affinity Mapping to Organize and Synthesize Initial Research ● How should PMs Define User Personas? ● Assessing Product Opportunities	**Interpreting Insights** ● Building User Personas: Your First Step to Product Management ● Product Strategy — Insights

Assignment Templates

Week 4 Assignments

Lessons:
Validating Assumptions
Working With UX

Assumptions and Features

Return to the list of **assumptions** you identified about your product. Brainstorm **features** you could to build to address and validate those assumptions.

Assumption	Feature
Guests have specific behavior and need when they are looking	Travel Calendar preferences (Summer v. winter, weekend v. school holidays)
Guests face different barriers when they are traveling	Travelers doc ID, style and preference
Guests preference	Travel transportation plan (e.g. car, bus, airplane...)

Time to Sketch

Choose a **key feature, screen, or functionality** of your project to sketch. You can use paper and pen, Google Slides, or another tool of your choice.

Cr~~eate~~ ~~it here~~ or include evidence of it (a link or screenshot) here.

From	To

- Name - Gender - Date of birth - E-mail - Phone number: - Govt. ID: - Emergency contact - Passport info for China travel	+ Travel preferences:
	   + Family, couples, friends or solo
	+ Preferred filters:
	   + Stays Preferences: Outdoor getaways, Unique stays, Entire homes, Pet allowed
	   + Interests: Art and culture, food and drink, nature and outdoor; wellness, transportation, sightseeing, entertainment
	+ Experience style:
	   + Local v. International
	   + Holiday v. work

Mobile screen mockup (overlaid):

7:54 ◀ Search

Save

Edit personal info

First name

Last name

Gender

Birth date

Email ___ Edit

Phone numbers ___ Edit
For notifications, reminders, and help logging in.

Government ID ___ Remove

Emergency contact ___ Add

Building an MVP

A brief description of your MVP — what problem it solves and how it solves that problem.	MVP is profile enhancement guests profile and add new features that reduce users friction to discover and plan perfect trip for perfect location.
What form will it take? (e.g., Wizard of Oz, concierge, single feature, something else, a combo, etc.).	Re-design of profile experience and new add-on feature.
What features should **not be included** in your MVP? Why?	Partner API.

Building an MVP (Cont.)

Review the features you brainstormed for your project. Choose **5–10 features** to include in your MVP.

| Feature	Why Is This Included?
Profile enhancement	This is included so the guests can profile more details about their general preference
CRM recommendation	Included to highlight recommendations thru serie of marketing collateral
Highlight recommendations	This is included to highlight the output of the recommendation
Friends and family connections	Match preference and information to enhance recommendation experience
Plan together with friend and family	Option to create travel plan between multiple users
Calendar API	To identify space time to suggest experience and place to go based on users agenda
API to loyalty programs	Connect to preferred loyalty programs to find opportunities
Partner API	Let partner connect into Airbnb hosts offers

Digital Wireframing

Take the sketch you created previously and transform it into a **digital wireframe**. Include evidence of it (a link or screenshot) here.
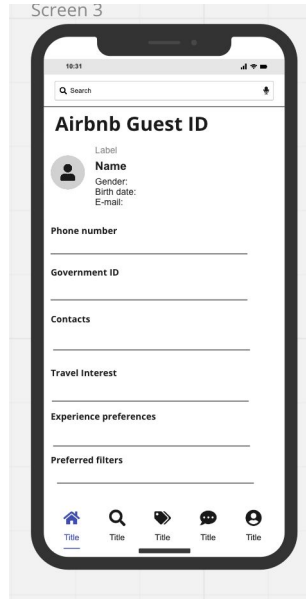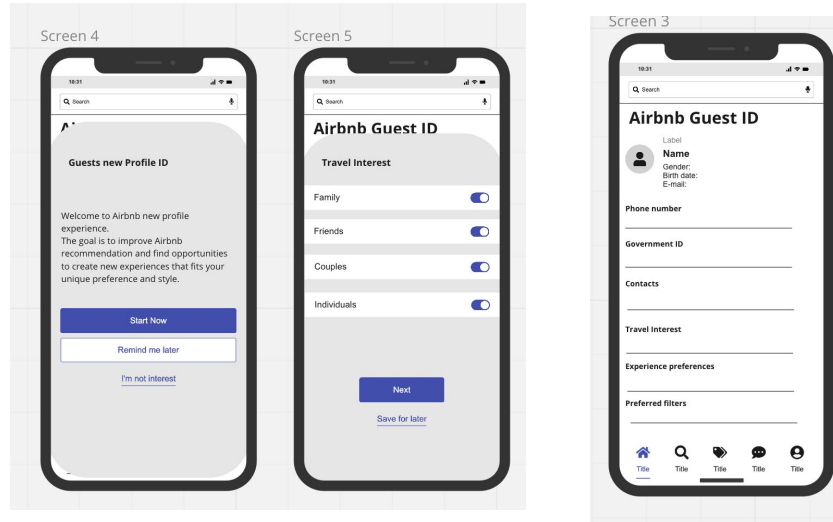
User Flow

Create a **user flow** for a key task in your MVP. Use the icons below to represent activities and interactions.
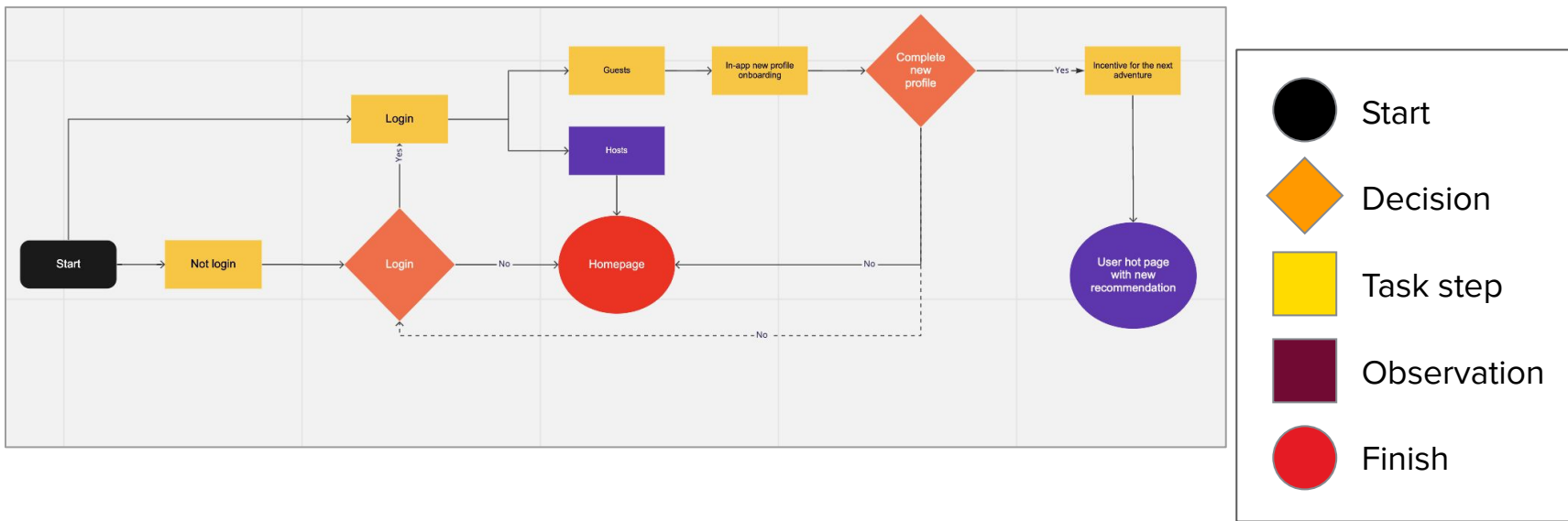
Time to Sketch (Cont.)

Choose **one more feature, screen, or functionality for your MVP** to sketch or wireframe. You can use paper and pen, Google Slides, or a digital wireframing tool.

Create the sketch below or include evidence of it (a link or screenshot) here.

Reading Assignment

Practice Again	Digging Deeper
Validating Assumptions and MVPs • [Assumption / Validation Flowchart, Product Ponderings](#) • [What Is MVP and Why Is It Necessary?](#) • [An Intro to the Minimum Viable Product (MVP)](#) • [What Is MVP and Why Is It Necessary?](#) • [Concierge vs. Wizard of Oz Prototyping — What's the Difference?](#)	**Test Your Hypothesis** • [Confirmation Bias and the Power of Disconfirming Evidence](#) • [Hypothesis Testing](#) **MVP in Depth** • [What Is a Minimum Viable Product (MVP)?](#) **MVP vs. MLP** • [Building a Minimum Viable Product Is Like Serving Burnt Pizza](#)

Additional Resources

Practice Again	Digging Deeper
PM & UX Working Together • UX & Product Management: What's the Difference? • Five RReasons Why UX Design and Product Management Are a Perfect Match **How PMs Can Use Wireframes** • How PMs Can Use Wireframes • Wireframes Aren't Just for Designers • What's the Difference Between a Wireframe and a User Flow? A UX Designer's Guide	**Design Skills for PM** • Design Basics for PMs **PM as Designer** • PM as Designer • User Experience Book for PMs (PDF) **UX Flowcharts** • Wireframe User-Friendly Flowcharts in 5 Simple Steps

# Week 5 Assignments

Lessons:
Feature Prioritization

Prioritizing Features

Prioritize the features for your project in terms of **level of effort** and **customer value**.

Feature	Level of Effort (Pebble, rock, boulder)	Customer Value (Must, should, could, won't)
Profile enhancement	Pebble	Must
CRM recommendation	Pebble	Could
Highlight recommendations	Pebble	Should
Friends and family connections	Rock	Could
Plan together with friend and family	Boulder	Could
Calendar API	Rock	Should
API to loyalty programs	Rock	Couldn't
Partner API	Boulder	Won't

Prioritizing Features (Cont.)

Based on the **level of effort/customer value rankings**, plot the features on the **2x2 matrix**.
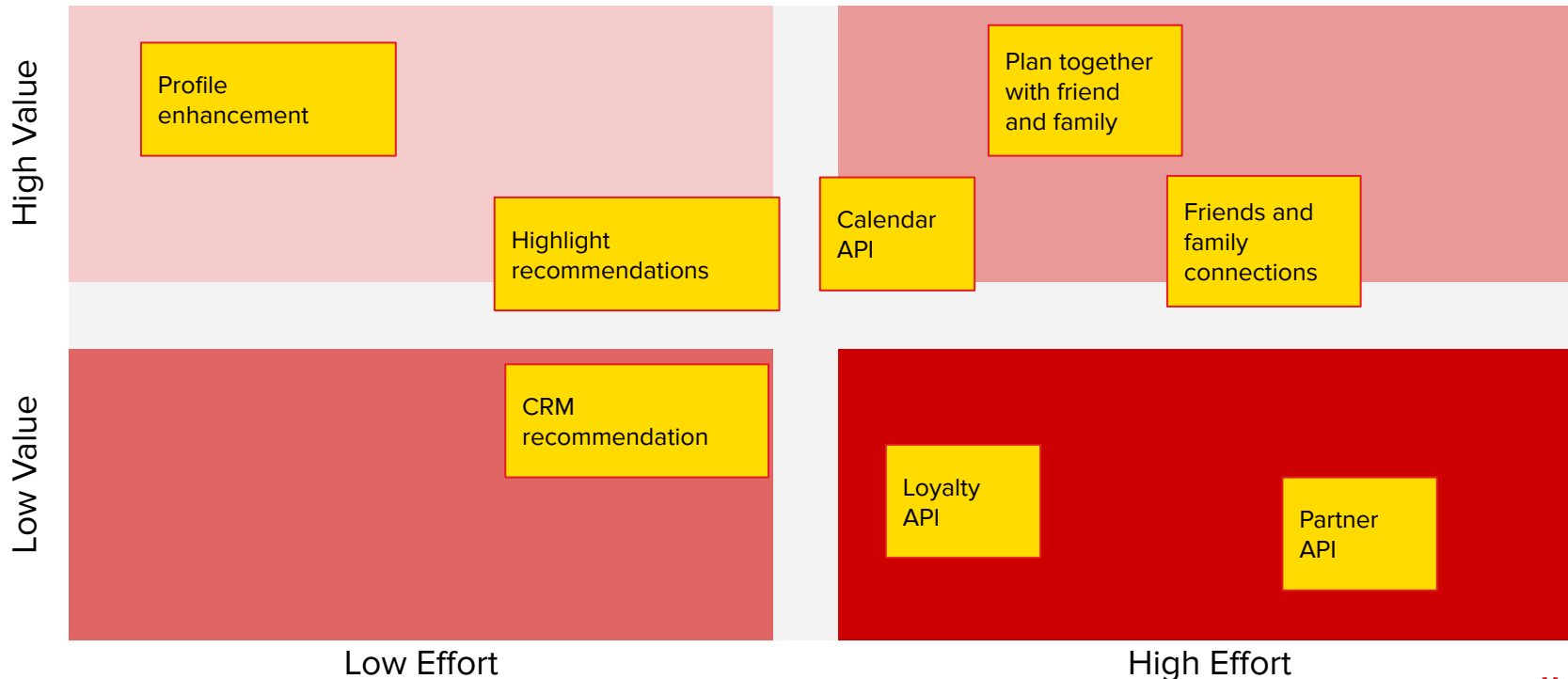
Scope Creep

What is the key **job to be done** for which you're designing the MVP?	Get guests to enhance their profile To reduce the friction to find place to stay that fit their needs By improve product recommendation and search results
What would **scope creep** look like for your MVP?	Scope creep can expand beyond the profile functionality impacting searching algorithms and complex internal and external API integrations.

Presentation Reflection

What **went well** with your presentation?

Idea

What are your **key takeaways** from the feedback and questions you received from the class?
More research details
Improve presentation
Expand explanation on target audience

How do you plan to **incorporate the feedback** and other learnings?
Improve presentation on target audience, consumer research on the final presentation.

Partner Presentation Feedback

Review your partner's midpoint presentation and reflect on the following questions.

What is great about the project?	What could be improved about the project?	What questions do you still have about the project?
Ismail Midpoint Presentation Education and mobile first mentality **Eric's Midpoint Presentation** Project idea and topic	**Ismail Midpoint Presentation** n/a **Eric's Midpoint Presentation** Blockchain and/or crypto could be leverage here.	Both projects already exist similar products from other competitors, so my question would be what is the key differentiation point of the product?

Product Roadmap

Time to get started on your product roadmap! Given the information you have so far, complete as much of the roadmap as you can.

- For **inputs**, review your OKRs, feature prioritization, and other planning documents.
- For the **output**, include themes, features, and a timeline in a template of your choice.

	Sprint 1	Sprint 2	Sprint 3	Sprint 4
UX and design	Account structure	New account iOS	New account Android	
			Onboarding Template	
			Graphic Design	
Marketing	Consumer Research			API
		Marketing Strategy		
			GTM Plan	
Customer support	FAQ			
		i18n		
				Blog post

Link:

https://miro.com/welcomeonboard/dnhtbHZ2eTZqSTdxMkQ3MERvRTB2S3c0ZE5DUEptMTAzMnF5dElBUUJLd2pTZXZ0MVVNb1UwdXN2alZmNjBrZ3wzMDc0NDU3MzY0NTE2MzY1NzU0?invite_link_id=431176800217

Reading Assignment

Practice Again	Digging Deeper
Project Scoping - [Project Estimation Through T-Shirt Size — Radius-Engineering](#) **Strategies for feature prioritization** - [7 Strategies to Choose the Best Features for Your Product](#) - [A Radical, and Simple, Approach to Product Prioritization](#) - [How PMs Defeat Feature Creep](#) - [Killing Features to Improve Your Product](#)	**Jobs To Be Done** - [What is Jobs to Be Done (JTBD)?](#) - [8 Things to Use in "Jobs-To-Be-Done" Framework](#) **How to Prioritize Product Features & Improvements** - [How to Prioritize Product Features and Improvements](#) - [Product Prioritization Frameworks](#) - [20 Product Prioritization Techniques](#) - [Scope Creep: 5 Ways PMs Can Reduce It](#)

Assignment Templates

Week 6 Assignments

Lessons:
Midpoint Presentations
Product Development Frameworks

User Stories and Acceptance Criteria

Choose a key feature in your project. Write user stories and acceptance criteria for it.

User Story	Acceptance Criteria
As a *(type of user)*, I want to *(goal)*, so that I can *(reason)*.	As Airbnb guest, I want to discover and plan perfect trip for perfect location, so that I can be safety, feel comfort and relax.
As a *(type of user)*, I want to *(goal)*, so that I can *(reason)*.	As Airbnb guest, I want to discover and planning solution for my travel in one place, so that I can don't need to do fragment travel plan.
As a *(type of user)*, I want to *(goal)*, so that I can *(reason)*.	As Airbnb guest, I want to buy extra services to my travel, so that I can have more options and comfort.

Reading Assignment

Practice Again	Digging Deeper
Defining Product Development Frameworks - Agile vs. Lean: Learn the Top 9 Differences and Comparisons - Scrum vs. Waterfall vs. Agile vs. Lean vs. Kanban - How PMs Should Work With Agile Development Teams	**Agile Essentials & When to use Different Frameworks** - When to Use Waterfall vs. Agile - Agile Essentials **Other Agile Frameworks** - What Is an Agile Framework? | Definition and Overview - The 3 Main Roles in an Agile Team - Why We Need to Rethink Product Management in an Agile Practice

Reading Assignment

Practice Again	Digging Deeper
Product Roadmaps & Writing Agile Stories ● [Building Your First Product Roadmap From Scratch](#) ● [Agile Epic vs. User Story: What's the Difference?](#) ● [How to Write Good User Stories in Agile Software Development](#)	**Reading a Product Roadmap & Writing Good Stories** ● [Product Roadmap: Key Features, Types, Building Tips, and Roadmap Examples](#) ● [10 Tips for Writing Good User Stories](#) ● [Useful Tips on How to Write Greatest Epics](#) **Product roadmap tools** ● [Aha!](#) ● [Productboard](#) ● [Prodpad](#) ● [ProductPlan](#) ● [Roadmunk](#) ● [Asana](#) ● [Trello](#)

Product Management

Resources

Final Project: Overview

In your final project, you will guide your "company" to create the right product or feature for the right people. You'll apply what you learn to align your product with business goals, plan for the future, and understand the broader market.

By the end of the course, you will be able to answer:

- Who is your target audience?
- What problem are you solving?
- What is your solution and how does it solve the problem?
- What does the market and competitive landscape look like?
- What does your MVP look like?
- How will you measure success?

Click here for more information on the final project.

Final Project: Prompts

Option 1	● **The business:** Airbnb. ● **Your position:** Product manager for search and listings features (i.e., the features that help travelers discover and book places to stay). ● **The problem:** Airbnb has an extensive feature set that's aimed at helping guests find the perfect place to stay. But in the results of a recent customer survey, you noticed that many guests are still reporting one major challenge: finding a unique place to stay that suits their specific needs, preferences, and style. ● **Your goal:** Understand travelers' needs related to finding places to stay and design a solution to help them discover the perfect location on Airbnb.
Option 2	● **The business:** An application that facilitates easy, low-cost money transfers between friends (similar to Venmo or PayPal). ● **Your position:** Product manager for money transfer features. ● **The problem:** Today, there's only one way that users can transfer money to friends: connecting their checking account to the app and withdrawing funds from that account. Recent customer research indicates that this feature is working, but users are interested in additional options for transferring money. ● **Your goal:** Understand user needs related to transferring money and design a solution that offers them new or improved means of making transfers on the app.
Option 3	● **The business:** A major airline that's considered a leader in the industry. ● **Your position:** Product manager for the mobile application that allows customers to manage all aspects of their flight experience. ● **The problem:** In the App Store, the average rating for the application has dropped from 4.8/5 to 3.9/5 over the past year. Many customer comments mention that the app does not meet their needs and that they can't find the functionality they need when they need it. ● **Your goal:** Understand customer problems and needs related to the mobile app and design an improvement to better serve their needs.
Option 4	● **The business:** A recruiting software that helps businesses to track and manage all phases of the hiring process. ● **Your position:** Product manager. ● **The problem:** Businesses of all sizes and industries are focused on making the hiring process more diverse and inclusive. Many of your customers have indicated that diversity is a priority in the next year, but your company currently does not offer a solution to help them. ● **Your goal:** Understand customer needs and goals related to increasing diversity in the hiring process and design a solution to support this effort.
Option 5	● You may work on a problem of your own choosing. Some students work on a project for their current company, some work on a project for a business of their own, while others work on a project of personal interest.

Final Project: Evaluation

Projects are evaluated based on the following criteria.

|	
Customer Focus	Has a clear definition of the target audience. Maintains focus on how the customer is impacted by the problem. Justifies decisions to stakeholders in the context of what is best for the user.
Using Data	Uses customer and market research data to inform decisions. Refers to data when explaining priorities to stakeholders. Chooses metrics to measure the success of the product and features.
Business Focus	Demonstrates a clear understanding of how the product roadmap connects back to business goals. Understands the mission of the business and how product priorities ladder up to it.
Feature Development	Prioritizes features using criteria such as business goals, level of effort, and customer value. Uses an MVP to build on features and functionality and deliver iterative value to customers.
Communicating Like a Product Manager	Communicates the problem and solution to stakeholders using written, verbal, and visual tools. Creates user stories, research summaries, sketches, and wireframes to drive alignment among team members.

Final Project: Presentation Guidelines

- Midpoint Presentation
- Purpose: Share initial thinking around your target audience, key problem, solution, and MVP for the final project.
- Time: 3–4 minutes to present; 3 minutes for questions
- Format: Google Slides
- Evaluation: Qualitative feedback from peers and instructors.
- Topics to cover:
- Target audience
- Problem statement/hypothesis
- Solution/MVP

Final Presentation

- **Purpose:** Share complete proposal for the product.

- **Time:** 6–8 minutes to present; three minutes for questions.

- **Format:** Google Slides

- **Evaluation:** Qualitative feedback from peers and instructors based on criteria.

- **Topics to cover:**
  - Target audience
  - Problem you're solving
  - Solution
  - Market/competitive landscape
  - MVP
  - How you'll measure success
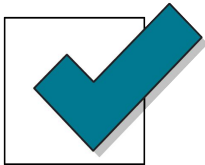
Click here for more information on the final project.
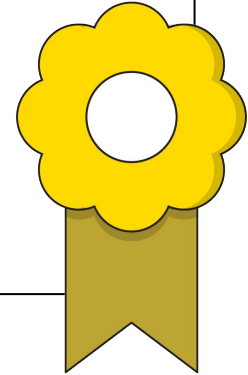
Graduation Requirements
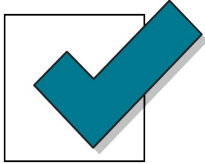
✓ Complete and submit most of homework assignments.
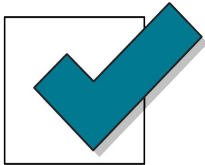
✓ Maintain consistent attendance.

✓ Complete and submit the final project.

Class Schedule

1	Introduction to Product Management
2	The PM Ecosystem
3	Aligning With Business Needs
4	Understanding Your Market
5	Customer Research
6	From Research to Insights
7	Validating Assumptions
8	Working With UX
9	Feature Prioritization
10	**Midpoint Presentations**

11	Product Planning
12	Product Development Frameworks
13	Working With Developers
14	*Flex Session*
15	Continuous Discovery
16	Managing Product Health
17	Communicating Like a PM, Part 1
18	Communicating Like a PM, Part 2
19	*Flex Session*
20	**Final Presentations**