

# GLOSSARY



## ***Product Management: Building a Product Strategy***

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Use the terms and definitions below to understand concepts taught in this course.

Transcript Search: note that you can search for terms spoken by the instructor during the course. To search videos, switch to the Transcript tab, then search for keywords using the In this video or In this course option.

Term	Definition
<b>benefits</b>	The value that a product creates for its user or what it helps the user accomplish specifically
<b>evangelize</b>	To be enthusiastic about something and to inspire others to feel that enthusiasm
<b>features</b>	The functions that a product can perform
<b>need</b>	A problem or solution that a product is addressing
<b>product roadmap</b>	A representation of a strategy that translates strategic decisions into a sequence of product milestones that are aimed to achieve business objectives