Product Manager Roadmap
Phase 1: Product Strategy & Discovery (Weeks 1-5)

Week	Focus Area	Key Concepts	Recommended Resources (Free/Low-Cost)	Project / Practice Goal
1	**Introduction & Role Definition**	The PM role, Product vs. Project Management, Stakeholder Management, Product-Market Fit (PMF) concept.	**Mind the Product** articles, "Inspired" by Marty Cagan (Book), **Product School** Intro content.	Interview 3 people about a product they love/hate; define PMF for a new service.
2	**Market & Competitor Analysis**	Market Sizing (TAM/SAM/SOM), Competitive Matrix, SWOT Analysis, Porter's Five Forces (conceptual).	**Medium** articles on PM market analysis, Case studies (e.g., Netflix vs. Blockbuster).	Conduct a detailed **Competitor Analysis** for a specific mobile app.
3	**User Empathy & Research**	User Personas, User Journey Mapping, **Jobs To Be Done (JTBD)** framework, Qualitative vs. Quantitative research methods.	**Nielsen Norman Group** (UX/User Research), Templates for JTBD and Persona creation.	Create detailed **Personas and User Journeys** for a chosen product.

| 4 | **Product Ideation & Prioritization** | Design Sprints (conceptual), Idea generation techniques, **Prioritization Frameworks** (RICE, MoSCoW, KANO model). | Tutorials on using the **RICE** model, Case studies on feature prioritization decisions. | Apply two different **prioritization frameworks** to a list of features for your chosen product. |
| 5 | **Metrics & Analytics** | Defining KPIs and OKRs, **AARRR Funnel** (Pirate Metrics), Basic A/B testing setup and analysis. | **Reforge** content on Growth/Metrics, Tutorials on using **Google Analytics** (basics). | Define 3 core **OKRs** and 5 **KPIs** for your product's next quarter. |

Phase 2: Execution & Development (Weeks 6-10)

Week	Focus Area	Key Concepts	Recommended Resources (Free/Low-Cost)	Project / Practice Goal
6	**Product Roadmapping**	Roadmapping types (Theme-based, Goal-oriented), **Product Vision**, Communicating the roadmap to engineering and leadership.	**Aha!** or **ProductPlan** tutorials, Templates for building a product roadmap.	Create a **3-Month Product Roadmap** with key features and success metrics.

7	**Agile & Scrum Principles**	User Stories, Acceptance Criteria, Definition of Done, Scrum Ceremonies (Stand-ups, Retrospectives), Basic **JIRA/Trello** usage.	**Scrum Guide** (readings), **Atlassian JIRA** tutorials (basic usage).	Write 10 well-formed **User Stories** with acceptance criteria for a new feature.
8	**Technical Fluency (Part 1)**	Introduction to **APIs** (conceptual), Client-Server model, Basic **Database** concepts (SQL/NoSQL differences), Technical Debt.	Free courses on **"APIs for PMs,"** High-level overviews of SQL vs. NoSQL.	**Map the data flow** for a simple user action (e.g., submitting a contact form).
9	**Technical Fluency (Part 2)**	Understanding system architecture (Microservices, Monolith), **Data pipelines** (conceptual), Technical risk assessment.	**Grokking the System Design Interview** (Conceptual/Free resources), **Domain-Driven Design** basics.	Identify and document the **technical risks** for a large feature on your roadmap.

10	Wireframing & Prototyping	Design collaboration with UX/UI, Low-fidelity vs. High-fidelity prototypes, Basic usage of a prototyping tool (Figma).	Figma Tutorials (for beginners), UX/UI Design basics for PMs.	Create Low-Fidelity Wireframes in Figma for your product's new feature.

Phase 3: Launch, Growth & Iteration (Weeks 11-14)

Week	Focus Area	Key Concepts	Recommended Resources (Free/Low-Cost)	Project / Practice Goal
11	Go-to-Market (GTM) Strategy	Launch Planning, Sales Enablement, Marketing Messaging, Managing Beta Programs and Early Access.	Product-led Growth (PLG) concepts, GTM plan templates.	Draft a GTM Plan and Launch Announcement for your roadmap's main feature.
12	Stakeholder Communication	Managing challenging stakeholders, Presentation skills, Reporting on performance and trade-offs.	Articles on Executive Communication, Practice translating metrics into business outcomes.	Prepare a 5-slide presentation summarizing product performance for a leadership team.

13	Career Strategy & Interview Prep	PM Interview formats (Product Sense, Execution, Leadership/Behavioral), Resume structuring and storytelling.	**Exponent/PM Interview** resources, **UpStride Cohort 8 Materials** (Resume/Branding).	Write and refine 3 **STAR method stories** for common behavioral questions.
14	**Capstone Project & Portfolio**	Finalizing a Product Requirements Document (PRD), presenting the entire product lifecycle case study, finalizing portfolio.	PRD templates, Mentor final feedback session, Portfolio website creation tools.	**Final Project Presentation:** Present the full lifecycle (Discovery $\rightarrow$ Roadmap $\rightarrow$ Metrics) of your chosen product.

What's Next? Your Path After 14 Weeks

Career Action	Specific Goal / Outcome	Tools & Resources
Deepen Portfolio	**Finalize a PM Portfolio** with 3 high-quality case studies (Discovery, Execution, GTM), and practice translating them into interview answers.	**Notion/Miro** (for documenting case studies), Mentor review of your portfolio.
Specialized Skills	Master a specific tool or area that strengthens your PM profile: **SQL** for data analysis, **Advanced Figma** skills, or **Agile Certification.**	**SQL/Database** tutorials (necessary for Data PM roles), **Advanced Figma courses**, **Scrum Master Certification** resources.

| Launch Job Search | Leverage network for informational interviews and focus intensely on securing the first PM role. | **UpStride Job Search & Branding Architect Cohort** (Networking & Salary Negotiation), **Mock Interviews** (Execution and Design focus). |