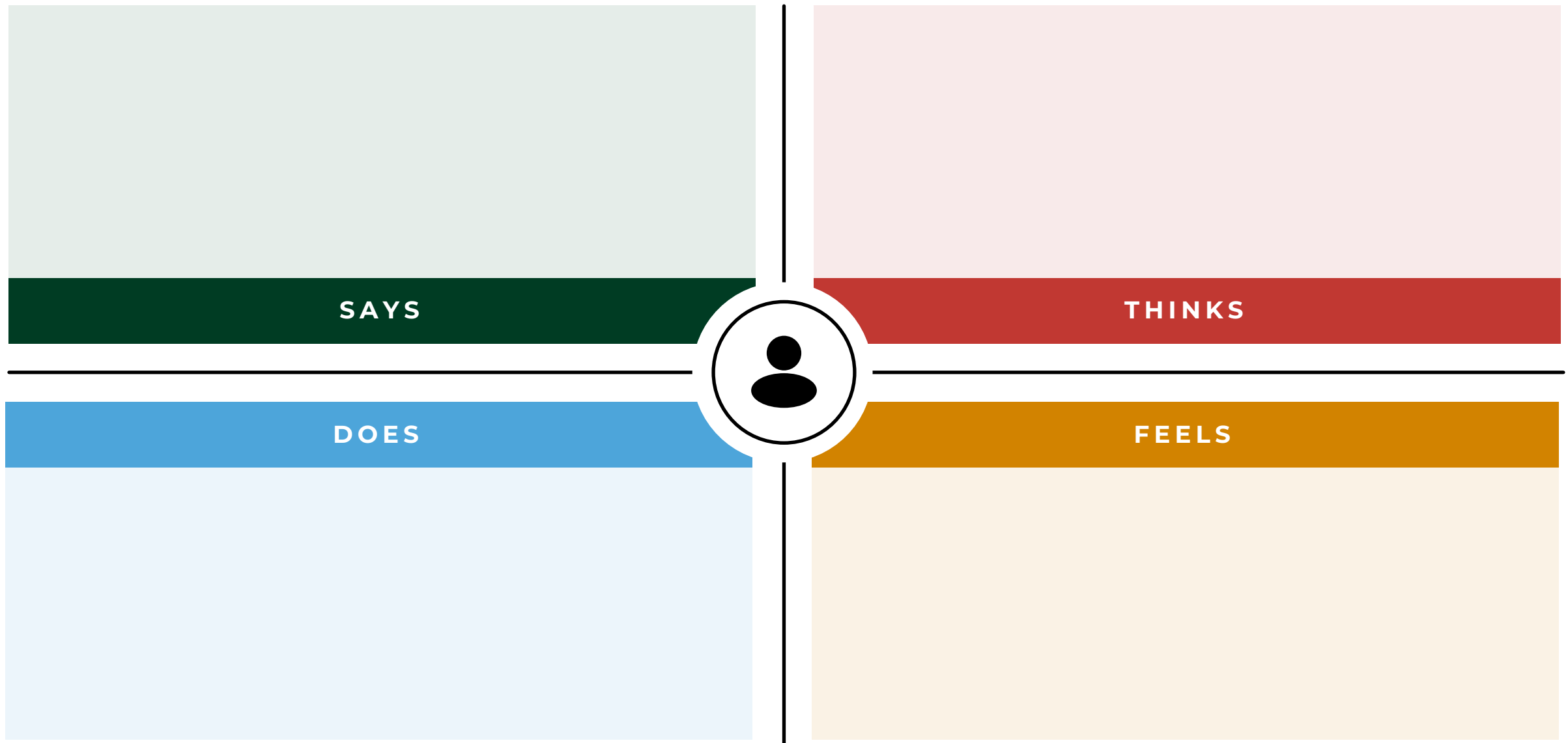


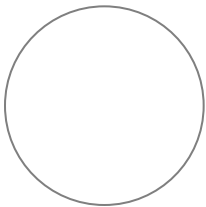
Product Management in the Digital Age

Worksheets

EMPATHY MAP



CUSTOMER JOURNEY MAP



SCENARIO:

EXPECTATIONS

DEFINE	COMPARE	NEGOTIATE	SELECT

OPPORTUNITIES

INTERNAL OWNERSHIP + METRICS

Age:

Position:

Goal:

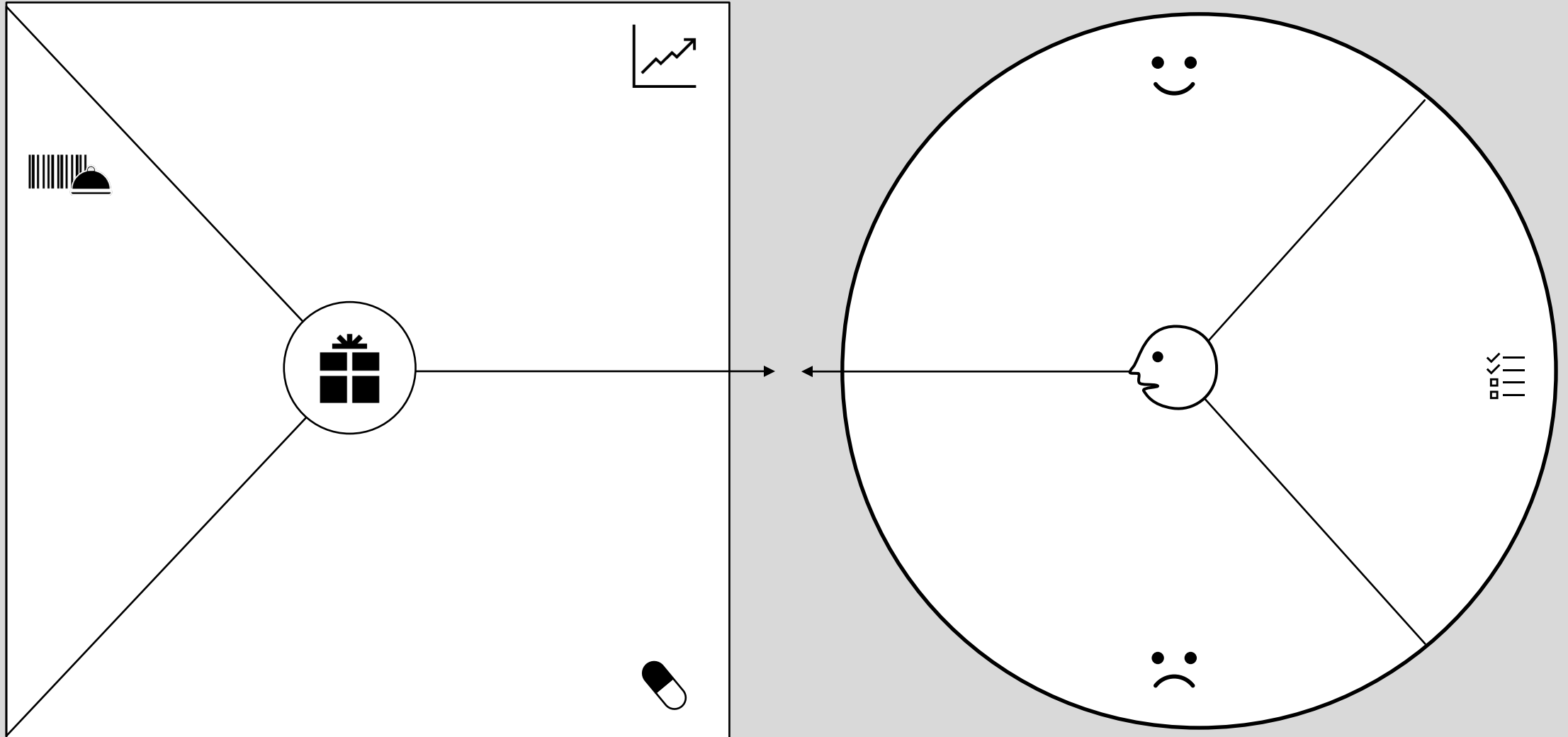
KEY GOALS

FOCUS AREA

USER BEHAVIOR

NOT TO FOCUS

THE VALUE PROPOSITION CANVAS



JOB SCORING SHEET

JTBD (Outcome or step)	IMPORTANCE	FREQUENCY	FRUSTRATION	SCORE	RANK
1.					
2.					
3.					
4.					
5.					
6.					
7.					

Product Management in the Digital Age (Worksheets)

The End