

# Product Management DevC

**tags: Product Track**

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## Week 1.2 Lab - Product Market Fit

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### Objectives

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- Figure it out what type of product manager you are.
- Tinder Product Market Fit Study Case.

### Activity 1: What type of product manager are you?

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This is a 15 minutes discussion session to help you figure out the ideal figure that you want to be in the future.

#### Milestone 1:

Read the following article given article to discover the different types of Product Manager.

**Reference: D. Ball, 2018, What type of product manager are you?**

There are 7 different types of Product Managers:

1. The Growth Hacker
2. The Collaborator
3. The Techie
4. The MBA
5. The Data Guru
6. The Designer
7. The Mobile

Within your group, please capture the main key points / key message for each type.

## **Milestone 2:**

Discuss with your teammates about what type of product manager you want to become in the future and the reason why you choose that figure?

# **2. Tinder Product Market Fit Use Case**

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## **Milestone 1: Secondary Research.**

You can use the following questions as your guideline.

1. How big is the market?
2. Who is the main customer of Tinder?
3. What is the biggest problem that Tinder is trying to solve?

## **Milestone 2:**

### **Define problem statement of Tinder**

The first step before doing product market fit is you need to define your problem statement. You want to communicate your problem statement as clear as possible, and it doesn't take too much time for the others to understand it. Basically, your problem statement should be in one sentence and takes less than 20 seconds to comprehend.

Reference: D. Brown, 2016, How to Build a Problem Statement

Fill out the worksheet from here: [Problem Statement Worksheet](#)

## Problem Statement Worksheet

User role: PARENT WITH YOUNG CHILDREN

Activity	Reason
<input checked="" type="checkbox"/> READ BEDTIME STORY	HELPING WITH READING SKILLS
<input type="checkbox"/> SUPERVISE BATH TIME	TEACHING HYGIENE
<input type="checkbox"/> ASK ABOUT SCHOOL	INTERESTED IN THEIR DAY

Step	Obstacle	Negative Feeling
<input type="checkbox"/> TELL KID TO PICK BOOK	TAKES A LONG TIME	FRUSTRATED
<input type="checkbox"/> READ BOOK TO KID	SAME BOOK AS BEFORE!	BORED
<input checked="" type="checkbox"/> ASK KID QUESTIONS	NOT SURE WHAT ARE AGE-APPROPRIATE QUESTIONS	CONCERNED

A PARENT WITH YOUNG CHILDREN who feels CONCERNED

USER ROLE

NEGATIVE FEELING

about HELPING WITH READING SKILLS needs to ASK KID QUESTIONS

REASON

STEP

but faces NOT SURE WHAT ARE AGE-APPROPRIATE QUESTIONS

OBSTACLE



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Sample:

## Milestone 3:

You can use the guideline below to analyze how Tinder achieved their product market fit.

Reference: D. Bailey, 2016, How to Pitch Your Startup in Fewer Words

## Solution:

1. USP—what is Tinder's unique selling proposition?
2. Benefits—what do users stop losing out on by using Tinder?

## Market:

1. Target—what activity is customer performing when using Tinder?
2. Size—how many people perform this activity in Tinder geography?
3. Advantages—if customers picked Tinder's best competitor, what would they miss out on?

## Business model:

1. Go to market—how does Tinder distribute their product to your target market?
2. Revenue model—how does Tinder charge money, and to whom?