

Things to do when taking ownership of a product.

Content:

1. Sync up with your manager
2. Get to know the team
3. Get to know the customer
4. Get to know the product

1. Sync up with your manager

Figure out together answers to these questions:

- What is my mission in this role?
- What is my area of responsibility?
- What is my goal for the next 3 months?
- How is the PM team organized?
- What are my KPIs?
- What problems does the product solve?
- Where does the product stand in its lifecycle?
- How mature is the product?
- Who will be my stakeholders?

Question to ask stakeholders



2. Get to know the team

You have to create a connection with every team member. The best way to do it is to make short meetings with everyone where you tell your background and put questions.

Questions for individuals

- How many other products do you work with?
- How many people work in your team?
- How much time do you dedicate to my product?
- What are your goals?
- What input do you expect from me (e.g. user stories), what output do you produce (e.g. designs), in which timeframe?
- How long in advance do you usually expect to be notified of your expected involvement?
- How did you work with my predecessor?
- What would you keep and what would you change in this cooperation?
- What do you think are the first priorities for the product right now?
- Who else should I talk to within the company?
- Do you have any recommendations for me?

Questions for teams

Product:

- What is the product?
- Why, when & where is the product needed?
- How will our product improve things for our customers?
- What is the technology stack on which the product is built?
- Why are we well-positioned to deliver this value?
- What's done so far, what's half-baked, what's overpromised at the moment? Technical debt?
- What coming milestones and deadlines are serious and which are fluff?
- What are my known project risks?
- Is NPS positive?

Customers:

- Who will use our product?
- What are the major pain points of your customers?
- What do they care about?
- How are the customers segmented? (b2b, b2c, b2g) or size(small, medium, large)
- Where are the customers located?
- How do we have access to customers? (physical meets or teleconference)
- Who will pay for our product (not always the same people)?

Competitors:

- Who are your competitors?
- What are they offering compared to your product?
- How does your product rate compare to competition on various attributes/features?

3. Get to know the customers

Run customer interviews.

Watch existing ones.

Look at all available surveys

Observe your customers using the product

Use the product in real life

Answer the following questions:

- Why customers love the product?
- What did they use before your product?
- What problem does it solve for them?
- How they use it?
- Why they prefer it over alternatives?
- What's lacking in the product?

4. Get to know the product

In parallel with meeting the team and learning about customers, you'll want to dive into the product & numbers.

- The first step is to understand product functionality with all the features.
- The second step is to get familiar with the current roadmap. It is unwise to propose a roadmap without doing proper analysis first. Let the team catch up on tech debt while you do your homework.
- The third step is to check product health.

Resources

1. [Product Manager Job by Markiyan Matsekh](#)
[Director of Product at Vimeo](#)
2. [Insight - The only question a Product Owner](#)
[Needs to Ask](#)
3. [Working with your stakeholders by Jenni](#)
[Jepsen](#)
4. [Two Questions Every Product Owner Must](#)
[Ask on a Daily Basis](#)
[by Thomas \(Tom\) Auld](#)
5. [Stake Holders by concepta](#)
6. [What question should a product manager ask?](#)
[by Quora](#)