

# PMAI101: Product Thinking & Customer Insight

## Session 1: Introduction & Overview

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# Agenda

- Course Introduction & Overview
- Role of a Product Manager
- Product Thinking
- Value Proposition Design
- Problem-Solution Fit
- Project I Launch

# Role of a Product Manager

- Acts as the bridge between user experience, technology, and business.
- Defines the product vision and strategy aligned with business goals and user needs.
- Prioritizes features and manages the product roadmap (balancing stakeholder inputs).
- Leads cross-functional teams (engineering, design, etc.) to deliver value to customers.
- Advocates for the customer, ensuring the product solves the right problems.

Which of the following is NOT a typical responsibility of a Product Manager?

- A. Defining product vision and strategy
- B. Writing production code for the product
- C. Prioritizing product features and releases
- D. Analyzing user feedback and data

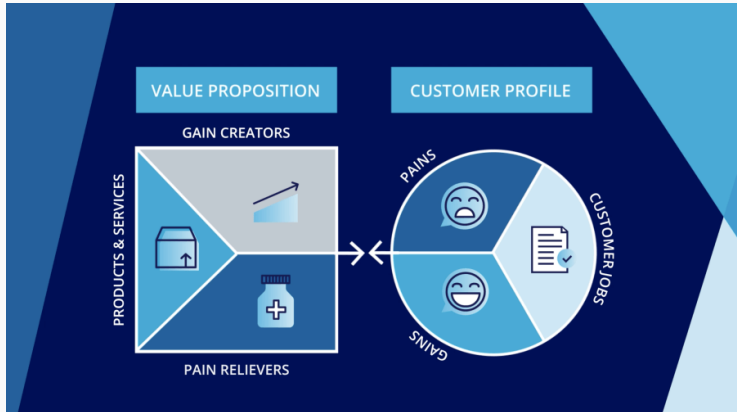
# Product Thinking

- Focus on understanding the problem before jumping to solutions (*love the problem, not the solution*).
- Think in terms of outcomes and user value, rather than just delivering features.
- Develop deep customer empathy — understand user needs, pain points, and jobs-to-be-done.
- Align product decisions with solving real user problems and delivering business value.
- Embrace experimentation and learning to validate ideas early and often.

# Value Proposition Design

- Articulating how your product or service creates value for the customer.
- Identifying customer pains, needs, and desires, and linking them to product features and benefits.
- Using tools like the Value Proposition Canvas to ensure a fit between the customer's profile and the product offering.
- Refining the product's value proposition to clearly communicate the benefit to the target user.

# Value Proposition Canvas



# Problem-Solution Fit

- Ensure the product is addressing a real, clearly defined user problem or need.
- Validate that the proposed solution effectively solves the targeted problem.
- Establish that there is sufficient user interest in the solution (early signs of demand).
- Achieving problem-solution fit is an important precursor to pursuing product-market fit.



**In chat:** Think of a product you use frequently. What user problem does it solve for you (or what "job" does it do)? Share your answer in the chat!

# Project I Launch: Product Opportunity

- **Objective:** Identify an unmet user need and propose a viable product solution.
- Define a clear problem statement for the chosen product opportunity.
- Create a persona that represents the target user/customer.
- Outline your proposed solution and key features for an MVP (Minimum Viable Product).
- Compile your findings into a brief discovery document (to be submitted).

# References

- Marty Cagan, *Inspired: How to Create Tech Products Customers Love* (2018).
- Martin Eriksson, "What, Exactly, Is a Product Manager?" (Mind the Product, 2011).
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- Alex Osterwalder et al., *Value Proposition Design: How to Create Products and Services Customers Want* (2014).
- Peter J. Thomson, "Value Proposition Canvas Template" (2013, Creative Commons License).
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- Clayton M. Christensen et al., "Know Your Customers' Jobs to Be Done" (Harvard Business Review, 2016).