Choose your own
adventure

"I don't want a job as a PM, but I would like to learn the discipline of Product Management"

Not a future PM? 💡

Yeah, thats cool. Product Management is helpful regardless of what your role is. Here is a curated track of lectures that skips job specific skills and job hunting.

total time: 6~ hours

Skip to

Introduction to Product Management

What is a Product? ▶

Product vs Project Management ▶

Introduction to Product Development

The four major phases of the Product Lifecycle ▶

Product lifecycle phases: Real world examples ▶

The Product Development process ▶

Getting deeper into the Product

Development Process ▶

What is "Lean product development"? ▶

What is Waterfall development? ▶

Real world examples of Waterfall and Agile ▶

Ideas and user needs

Getting to the real user needs ▶

Users vs Customers ▶

Competitive & Market analysis

Introduction to Finding competitors ▶

Direct / Indirect / Potential competitors
& their impact ▶

The 5 criteria for understanding competitors ▶

The last 3 criteria for understanding competitors ▶

What's a feature table? ▶

Putting together a feature table ▶

Practice building a feature table ▶

Analyze specific features ▶

Monitoring competitors ▶

Customer Development

What is customer development? ▶

Who you should talk to ▶

How to get them to talk ▶

Practice writing emails ▶

How to run a customer interview correctly ▶

Good questions, bad questions ▶

Building user personas off your interviews ▶

Conceptualizing the solution

Introduction to wireframing ▶

Wireframe, mockup, prototype ▶

Let's jump into sketching ▶

Sketching out a mobile app ▶

Intro to Balsamiq ▶

Using POP ▶

Iterating on your product with Metrics

Introduction to Metrics ▶

Metrics of all kinds ▶

Real life examples of metrics ▶

Using the AARRR metrics framework ▶

How to pick good metrics ▶

Tracking your metrics in practice ▶

Building the product - Project Management for PMs

Introduction to Epics ▶

Let's get into Epic specs ▶

User stories and acceptance criteria ▶

Roadmapping ▶

Prioritization ▶

Estimations and velocity ▶

Working with people and stakeholders

General communication skills ▶

Working with engineers ▶

Working with designers ▶

Technology for product managers

Why learn technology? ▶

Understanding the front end, back end, and tech stacks ▶

Understanding APIs ▶

Don't want to learn about getting a job?

Saved time: 43 min