Getting to the real user needs

Covered in this lecture:

Figuring out if you are actually
solving a real problem

▶ Once you have a list of ideas, you don't just go out and
build them

▶ A big component of the product manager mindset is being
able to understand the real problems behind what people
ask you to build

▶ If you give people what they say they want, you're not
always solving the actual core problem

● **Being a product manager is all about finding a solution to
a problem, instead of trying to fit the problem to a solution**

► When someone asks you to build something, ask yourself:

   - Is this solving an actual problem?
   - Can this have any unintended side effects?

● The easiest way to get to the core issues of a request is to ask "Why?" for three times in a row, until people get to the real pain point

See you next lecture!