

# Product Management

## I Brainstorm & De-risk Product



- Brainstorm  $\neq$  Easy (Prep. & Brainstorm)
- Unwinding Minding & Fostering Innovations
- Rules

## A Be careful of narrow thinking

- DON'T get trapped in market/competitor research
- Back up w/ light research.
- Participate in activities w/ the other person

⊘ Don't fall in the trap of narrow thinking  
- "Fat, lazy America"  
(Innovative ideas which elegantly fits in & dissolve in the lives).

## Steps/Algorithms

### I Mission Statement

- Ideal World trying to achieve
- Helps in setting up the necessary milestones in the product building phase.

### II Strategy

- What is the stage of the company?
- What is the key insight to justify the timing?
- Product-Market fit.

### III Audience

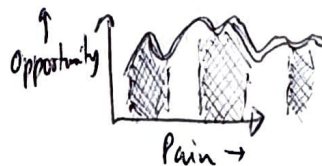
- Demographics
- Behavioral Patterns
- Usage Patterns
- Accommodation



pathrise.com



## IV PROBLEMS



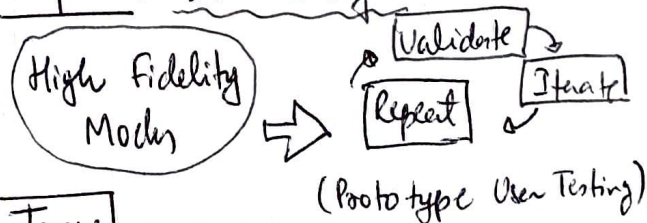
Pain	Opportunity
High	High
Medium	Medium
Low	Low

Better Approach: 10x Framework

## Step 5: Solutions

- 3 minute timer for 3 solns.
  - Prioritize based on :-
    - ✓ i) Value (iii) Usage Frequency
    - ✓ ii) Impact (iv) Effort (Build/operate)
- 8-Star Experience Exercise (Airbnb)
  - 2 minute time.
  - Better than traditional 5-star experience (as the users may already know sufficient about)

## Step 6: De-Risking



## Traps

- Don't fantasize your solutions
- Don't ask leading questions
- Open to feedbacks → lose your ego.

# Product Building Principles.

Aswath  
Kaishan

↳ 9 principles

- Increase joy for myself & others by creating delightful moments and/or reducing pain

9 Principles



## Clarity

### ① Identifying right opportunity

- Market, Growth, Current Soln.?
- Are you obsessed?
- Do you care about customer?

### ② Well understood problem $\equiv$ Half the Soln

- Deep dive into user's problem.
- Understand the problem specific
- Co-create, show, watch.

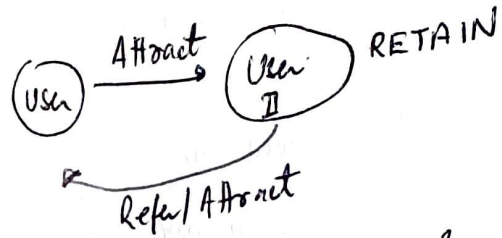
### ③ Grand vision, Simple Steps

- What is the 5-star & 7-star product experience. How do we make this twice as better?
- 10 years & 10x vision
- Personify (Automation, Smarts)

- Key milestone & building blocks?
  - How can we do this in half the time?
- Actionable Steps

## Action

### ④ If no one uses the product, did you build a great product?



- Retention before you scale
- Monitor growth metrics

### ⑤ Ideas are cheap, Execution is everything

#### Right Team

- Expertise
- Attitude

#### Simplify & Focus

- Few imp things, done well
- Build Momentum. Ship often

#### Thoughtful Process

- Team kickoff, clear plan, owners & timeline, check-ins
- Regular user feedback
- Invest in productivity

### ⑥ Reflect, Learn, Adapt

- Start w/ hypothesis & validate
- Extract the right insights
- Optimistic but not naive
- Open to change

#### Team & Process

- ① What could we have done better
- ② What's one concrete change?
- ③ Who do we need?



④

## Foundations

### ⑦ Core for your users & products

- Support users, empathize
- Minimum quality bar
- Team Performance & Camaraderie

### ⑧ Team Spirit

- Create, collaborate & care
- Enabled & Inspired

### ⑨ Your Product reflects You

- Team Culture, Prod. culture.
- Attitude
  - o Optimistic, high energy
  - o Make-it happen
  - o low-ego
  - o Team over self.
- Bar Raiser
  - o Organized Planner, notes taker, meeting driver
  - o Collaborative & Quality.

x

x

## Product Life Cycles & Why they Matter

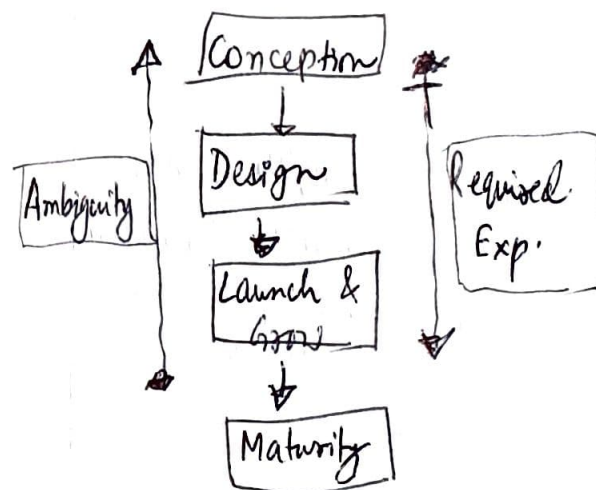
~ Amazon Sr PM,  
Barcin Dizman

"The untested rookie is worth more,  
than the veteran of seemingly equal ability,  
precisely because we know less about him."

## Product Lifecycles

- 1) Coupons Business Management
- 2) Amazon Buying → Enhanced marketplace decisions.

How the lifecycles of product management impact personal growth?



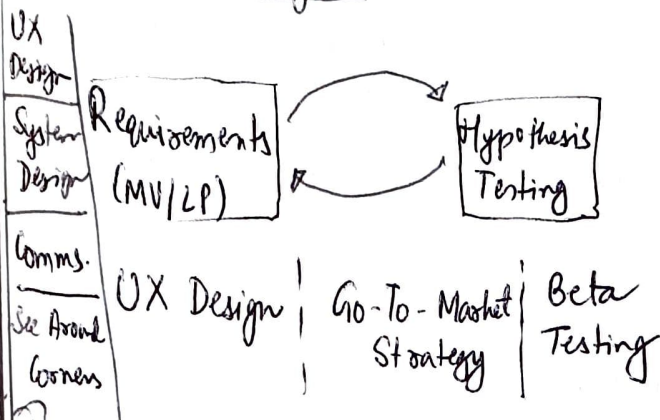
### Phase-1 : Conception

Ambiguity, Creativity, Think Big, Influence

Research → Ideation → Opportunity → Pitch  
Sizing

- o Why is the prob. worth solving?
- o Some idea of the final deliverables?
- o What customer problems are getting solved?

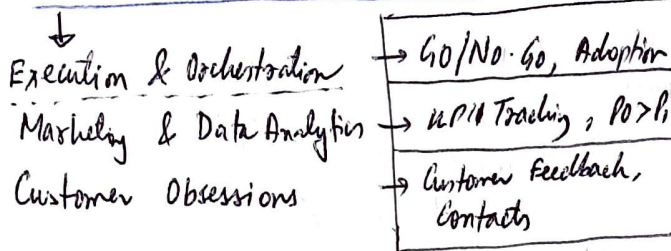
## Phase 2 : Design



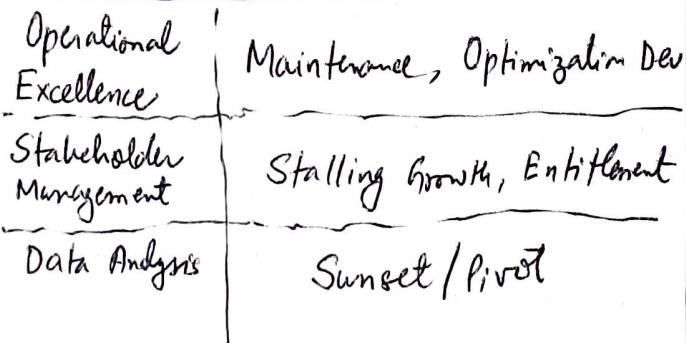
1 **System Design** → **Engineering Thoroughness**  
(Latency, Throughput, Efficiency)

2 **Edge-Case (Corner Thoroughness) Evaluations**

## Phase 3 : Launch & Grow



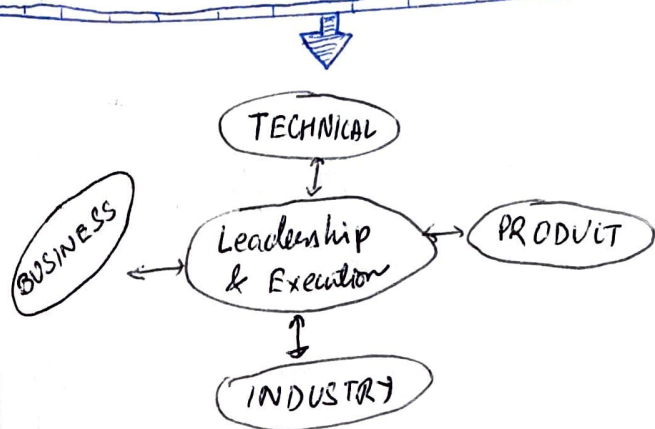
## Phase 4 : Maturity



## Conclusion

1 Be Mindful

## Nail PM Interview - Gayle Medowse



## The "Good Enough" Pitch

- Quick walk through
- Demonstrations of Success
- Prompt the interviewer
- Metrics (Creativity, Leadership)

Time yourself (2-3 min)  
• Show, Tell Success  
• Demonstrate Numbers

I am a \_\_\_\_\_ at \_\_\_\_\_, In college, I studied \_\_\_\_\_ at \_\_\_\_\_. Then I worked for ... where I \_\_\_\_\_. Then I worked for ... where I \_\_\_\_\_. In my current job, I have accomplished \_\_\_\_\_.

## The Great Pitch ~ ~

- Tells an [engaging] story (driving values)
- Addresses your "stereotype".
- Sends a message: Who are you, really?

- Great engagement w/ numbers.
- Understand Analytics & Business Processes
- Communicate the larger pictures →



## Behavioral Questions

### Your Response Should:

- Answer the Question
- Deliver a Positive Message
- Be well structured.

### Strengths

- o Data driven
- o Risk Taking
- o Thoroughness
- o Empathy
- o Grit

### Weakness

- o Not detail oriented
- o Bluntness
- o Sensitivity
- o Impatient

### Well-Structured Responses

- o State the "Nugget" first.
- o Situation, Action, Response
  - ↓
  - what's the impact?
- what's Issue? ↓ what did you do?

### 3 Big Mistakes

- Too little action
- No Message
- "We" instead of "I"

### Product Design

- Communication, User Empathy, Creativity, Judgement, Product Insights.

### Know:

- o Why do you love it? (tech wise)
- o Who are the users?
- o Why do they love it?
- o What's the competition? → why you hate it?
- o What are the alternatives?
- o What issues can you fix?

## The Amazon Playbook for becoming a Rockstar PM

- Grounded in Amazon's leadership principles.
- Raise the bar against the benchmark.
- Brains of an Engineer, Heart of a Designer, Speech of a diplomat. (~ Deep Nishar, LinkedIn)
- Leadership Principles
  - Business decisions, Product decisions, Performance
- Prioritize LP over other?
  - ↳ Role, Goal, Environment.

### ① Customer Obsession

- (A) Start w/ customer & work backwards
- (B) Earn & keep customer trust.
- (C) Obsess over customer, be attentive to competitors.

### ② Ownership

- (A) Act on behalf of the entire company, never say, "that's not my job" (tradeoffs)
- (B) Think long-term. Don't sacrifice long-term value for short-term results.

### ③ Invent & Simplify

- (A) Externally aware, look for new ideas from everywhere,
- (B) Back up w/ your claims with identifiable metrics.

### ④ Leaders are Right, a lot

- (A) Strong judgement, good instincts
- (B) Seek diverse perspectives, & work to disconfirm beliefs.
- (C) Challenging the status quo

### ⑤ Bias for Action

- (A) Speed matters & calculated risk taking
- (B) Many decisions & actions are reversible, & do not need extensive study

## ⑥ Insist on the Highest Standards

- ① Insist on raising the standards, and drive the team to deliver high quality products, services & processes.
- ② Fixing problem & shortcomings early in the development lifecycle.

## ⑦ Deliver Results

- ① Rise to the occasion & never settle.
- ② Focus on the key business inputs - right quality, timely fashion.

## ⑧ Thinking Big

- ① Create & communicate a bold direction that inspires results.
- ② Ensure thoroughness in fixing corners.

## ⑨ Dive Deep

- ① Operate at all level, stay connected to the details, audit frequently.
- ② Be skeptical when metrics & anecdote differ → use it as a guiding pt. for research, Root-Cause Analysis of the solution.

## ⑩ Earn Trust

- ① Leaders listen attentively, speak candidly & trust others respectfully.
- ② Benchmark yourself & team against the best.
- ③ Accumulate feedback as much as possible

## ⑪ Have Backbone : Disagree & Commit

- ① Have convictions & tenacity
- ② Respectfully challenge decisions
- ③ Once a decision is determined, commit wholly.

## ⑫ Foresight

- ① Constraints breed resourcefulness, self-sufficiency & invention.

## Interview Tips

- ① Touch-on Resume
- ② Mention in interview
- ③ Map your stories
- ④ Focus on key LFs.