

THE PM BOOK

2023
—
2024

*"A beginner's guide
to product
management"*



Product Handbook
1st edition

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**The Business Club,
IIT(BHU), Varanasi.**





ACKNOWLEDGEMENT

We commend and are eternally grateful to the people who have helped in the development of the product handbook through their valuable feedback and insights, which enabled us to put together this comprehensive guide. It was a thorough process pulled out through patience and dedication.

This book is dedicated to all our humble seniors and our team mates who helped us in creating this handbook. This compendium would not have been possible without the formidable contribution of the club members and their diligence. Special thanks to Prince and Utkarsh.

We would also like to thank Archit Gupta, Ayush Gupta, K Abhishek Kumar, Mugdha Shelke, Vaibhav Tripathi, and Yash Gupta for their diligent efforts towards continuing this culture of excellence at the institute.





ABOUT BUSINESS CLUB

The Business Club, IIT(BHU) is the student-run club of Indian Institute of Technology (Banaras Hindu University), Varanasi where the confluence of finance, economics, consulting, analytics, and product management transpires. The club doesn't just limit itself to these few verticals, but rather focuses more on the ever-flowing culture of constant learning and curiosity to learn even more.

Having begun a few years with a team of a handful members, the club has since moved forward by leaps and bounds to a size of over 150+ core members and an enthused learning community of 400+ members.

Being from a technical institute, the club's members never fail to bring a unique perspective from a technological standpoint that can often be the difference-maker in problem solving. Thus, with the same sheer confidence in our mind, we dedicate ourselves to building a handbook that serves the basis of Product Management for the upcoming generations.

**The Business Club
IIT (BHU) Varanasi**





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INTRODUCTION

Hello readers ! This is the Product Management Handbook bought to you by The Business Club, IIT (BHU) Varanasi.

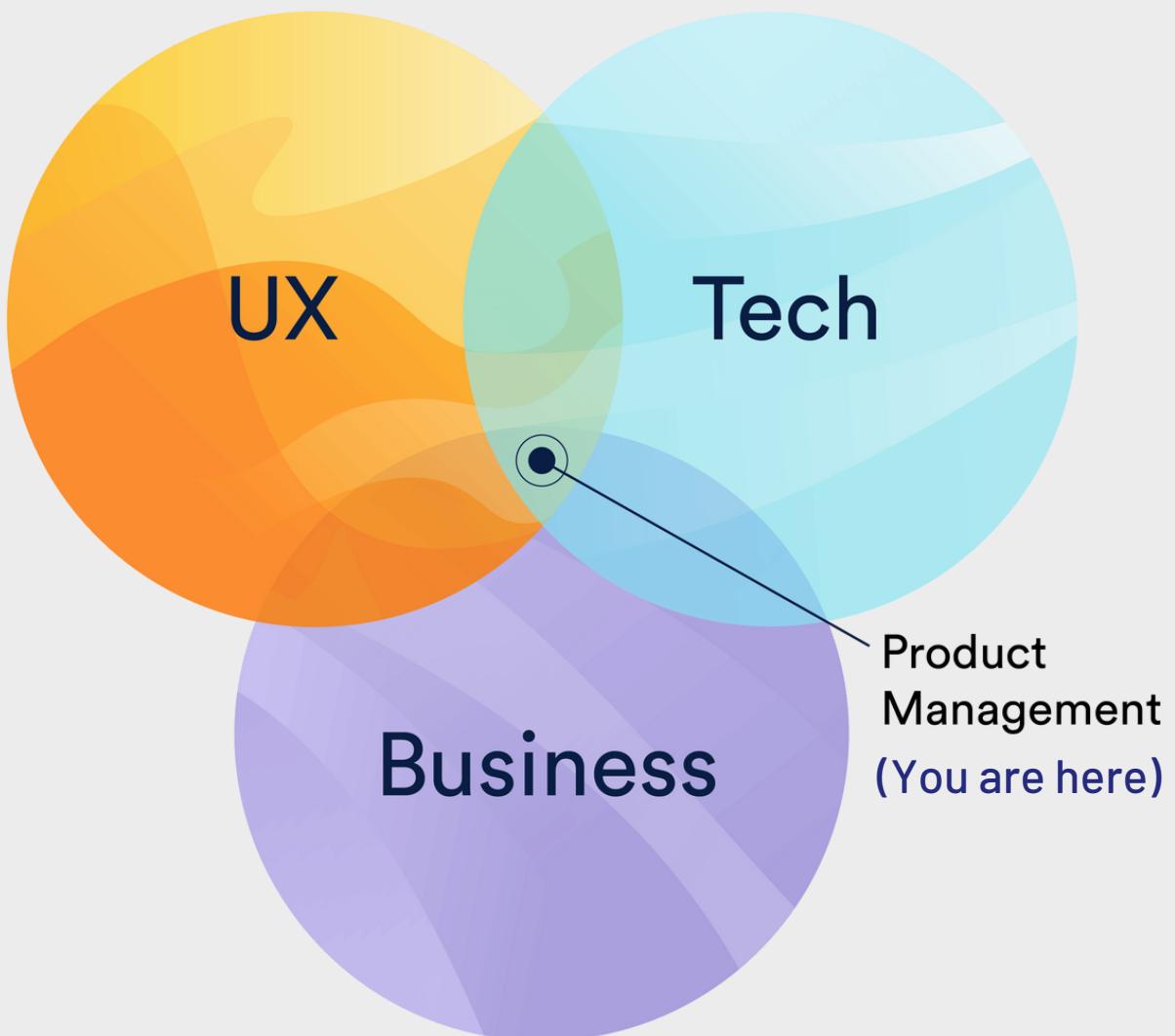
This book is for anyone who is looking to break into Product management and explore the “art” of Product Management. It will drive you through the basic concepts and frameworks of PM that will help you take your first steps in PM domain and set direction to explore it further.

But remember we called it art for a reason much like chess, poker, and Minecraft, product management is easy to learn, but can take a lifetime to master. Effective product management will require regular practise, curiosity and dedication to learn new things everyday. It's a combination of hard and soft skills. So, consider this book for taking your first step in the journey of becoming a good PM.





This is PM





What is Product Management?

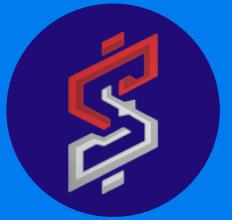
In a Company, engineers build the product. Designers make sure it has a great user experience and it looks good. Marketing team makes sure customers know about the product. Sales gets potential customers to open their wallets to buy the product. Then what does a product manager do? where does he fit in a company? Let's find out.

Who is a PM?

What if a company develops a beautifully designed product, but no one wants it? What if the engineering and design team develops a high-tech product, but it is not financially feasible for the company? What if the sales team is unable to grasp the product's concept and vision?

A PM's role enters the picture in this situation. A PM establishes a goal for all cross-functional teams and aligns them with the company's vision while representing the demands and concerns of the customers. PMs work in a variety of fields, including product development teams, designing, and marketing, among others. briefly explains what a PM does.





Level - I



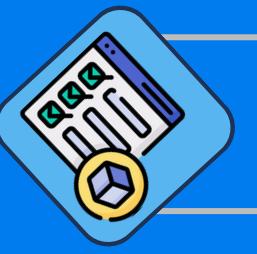
Metrics-Kpis



User Persona



User journey



Feature
Prioritisation



Metrics-Kpis



PRODUCT METRICS

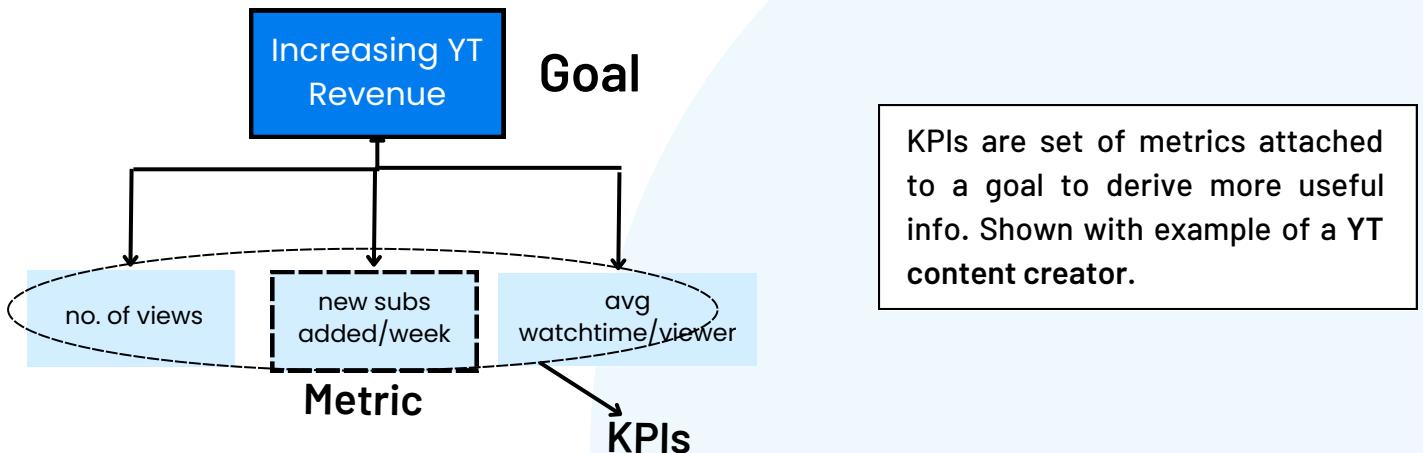
PM are responsible for keeping track of how our product is performing and in order to measure that effectively and efficiently, we use metrics and KPIs (Key Performance Indicators). These terms might seem similar but slightly differ from each other.

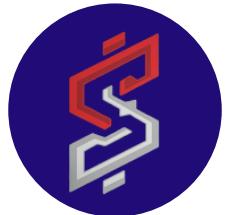
KPI and Metrics defined

KPI: KPIs are the indicators of progress towards a specific goal or objective of a company. It is the ultimate metric through which we can measure the product's success.

Metric: Metrics are a measure of a product's overall health defined in a quantitative way. It shows how your users are interacting with your product. They are loosely tied to any business objective/goal. For ex - You may track no. of views on YT(youtube) video, but unless it is tied to any business object, It is a metric not KPI. It does not present any useful information towards any goal alone.

What is the difference between KPI and Metrics?





Metrics-Kpis

North Star Metric

North Star Metric is the single most important measuring for defining the success of a product. It is generally the metric which measures the core action of the product. It must fulfill three criteria: lead to revenue, reflect customer value, and measure progress. NSM of some companies:

	Monthly Active Users
	Time Spent Listening
	Booked Nights
	Rides per week



Metric Evaluation Steps

Identify Goal	Unit of Analysis	Statistical function
<ul style="list-style-type: none"> Count (e.g. clicks, page views, visits, downloads) Time (e.g. minutes per session) Value (e.g. revenue, units purchased,) 	<ul style="list-style-type: none"> Per session (e.g. minutes per session) Per user (e.g. clicks per user) Per time (e.g. views per month) 	<ul style="list-style-type: none"> Average (e.g. average minutes per session) Total (e.g. total revenue per month) Count (e.g. click count per week) Median (e.g. median revenue per user)

Google's Heart Framework

	Goals	Signals	Metrics
Happiness (How users think about your product)	Customers find the app useful and easy to use	<ul style="list-style-type: none"> Responding to surveys Leaving 5 Star ratings 	<ul style="list-style-type: none"> Net promoter Score No. of 5 star rating
Engagement (How long and often they use it ?)	Customers continue using app on regular basis	Returns on daily basis	<ul style="list-style-type: none"> Avg no. of sessions Frequency of return
Adoption (How many users performed an action after signing up ?)	Try	it	Yourself!
Retention (How many users returned to use product?)			
Task Success (Can customers reach desired goal)	Customers complete their task easily and quickly	Find actions and complete them	<ul style="list-style-type: none"> Exit and bounce rate Crash rate

Metrics That Matter !



Metric	Goal	Formula
Customer Acquisition Cost (CAC) (The cost of acquiring a new customer through marketing and sales efforts)	Acquisition (How do customers find you ?)	$\frac{\text{Marketing + sales Expenses}}{\text{Customers earned during period}}$
Onboarding Completion Rate (The percentage of users who complete the onboarding process successfully)	Activation (How many customers signup ?)	$\frac{\text{No. of customers completed signups}}{\text{Total app downloads}}$
Stickiness (indicates how often users engage with the product)	Engagement (How much customers use product ?)	$\frac{\text{Daily Active Users(DAU)}}{\text{Monthly Active Users(MAU)}}$
Retention Rate (The percentage of users who continue using the product after a specific time period)	Retention (How many customers return to use your product ?)	$E-N/S \times 100$ E = No of cust. at end of period N = cust. acquired during period S = No. of cust at start of period
Average Revenue per User (ARPU)	Revenue (How much revenue your customers generate ?)	$\frac{\text{Total revenue generated}}{\text{Total Paid Customers}}$
Virality Coefficient (The number of new users acquired through referrals by existing users.)	Referral (How much people refer your product to others ?)	Average no. of referrals per user \times referral conversion rate

AARRR Framework



Check out this [Ultimate list of Product Metrics](#)



Check out AARRR and other exciting frameworks [here](#)



USER PERSONAS

What is a user persona?

User personas are a visual fictional representation of a existing or potential customer base of a company or product created through real data and market research.

Why do we need user personas?

It helps to take better decisions about our product, like features, marketing, content etc., through a narrowed focus on our majority customer base. It also helps to better understand our customers about their pain points and needs.

How to create a User Persona

These are made through a extensive research that may include interviews, Surveys, market/Industry research.

Some fundamentals for creating personas are:-

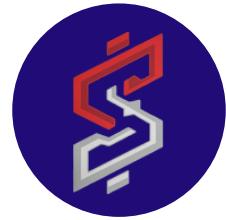
- Demographics – age, location, Job, Income,etc.
 - Insights - helps us to understand the overall background of our customers to understand their needs and behaviour.



USER PERSONAS

- **Pain Points** - These are the obstacles faced by a person while using a service or while doing a task.
 - **Insights** - Help us to understand loopholes and room for improvement to capitalize upon them.
- **Motivations** - These help us to understand the motivations of users for doing a particular task.
 - **Insights** - motivations depend on tasks, and tasks differ according to consumers for ex- It could be using a particular product or service or even providing a service(for B2B products)





USER JOURNEY

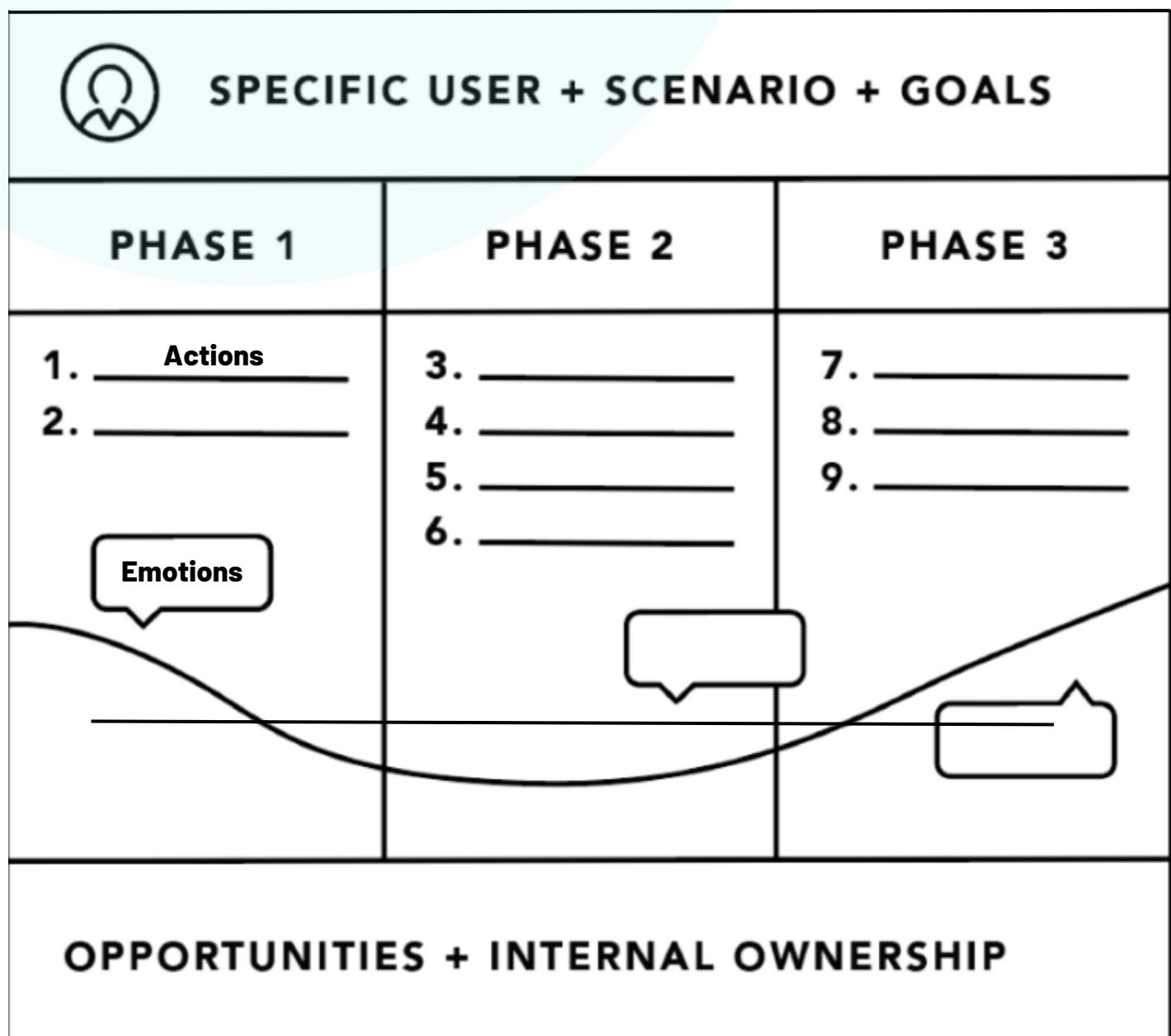
A customer/ user journey is the **visual representation** of the process a customer/user goes through with a product while accomplishing a specific goal. In customer/user journey mapping, first all the **actions and user goals** are framed into a timeline then this timeline is fleshed with emotions and thoughts in order to create a narrative for storytelling. Storytelling and visualization are essential elements of journey mapping because they are effective mechanisms for conveying information in a way that is memorable and concise.

Why do we need User journey?

User journey is created to support a **business goal**. Goals could be external or internal such as learning about customer behaviour or lack of ownership over some parts of customer experience. It also creates a unified vision for the organisation across cross-departments.



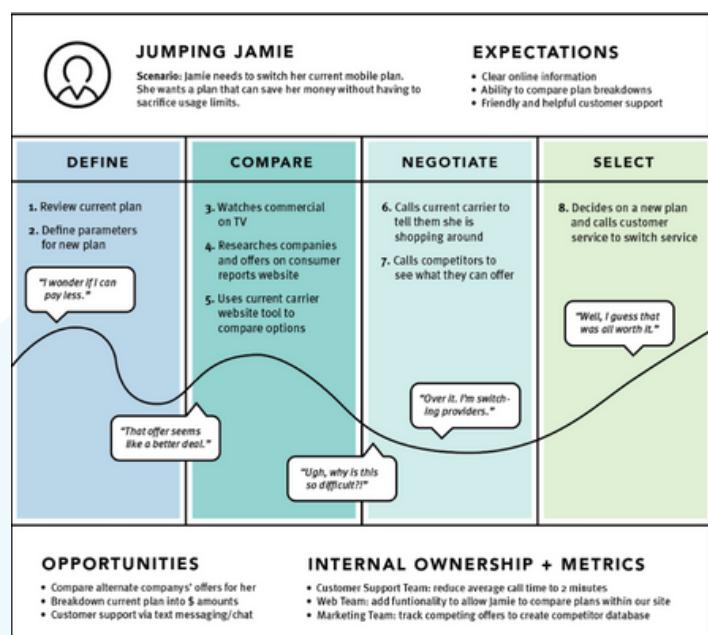
User Journey Structure





Key elements of user journey:

- **Point of view** - A “actor” or basically a user persona is chosen who has a single point of view for performing a task for creating a journey map
- **Scenario** - This could be an existing journey which could reveal a gap in the user experience or a “to-be” experience, where the mapper is designing a journey for a product or service that doesn’t exist yet.
- **Actions, mindsets and emotions:** These are the thoughts and feelings of a user through the journey, which are used to convey the story.
- **Opportunities:** These are the insights from the mapping utilised to enhance and optimise user experience. Insights and opportunities help the team draw knowledge from the map.



Sample Map



Feature Prioritisation

What is feature Prioritisation ?

Feature prioritisation is the process of ranking features based on business goals, time and cost resources, technical availability, impact and effort analysis etc.

Why prioritise feature ?

A PM's crucial task is to evaluate and prioritise features, give teams with a strategic plan and increase working transparency. PM should prioritise his features based on resource availability and feasibility to develop them and release them on the roadmap.

How to prioritise ?

Prioritisation is done through quantifiable metrics by taking a data-driven approach. Goals of the feature are aligned with the vision of the product to make informed decisions.

The two most commonly used frameworks used for feature prioritisations are

- RICE framework
- MoSCoW framework



RICE framework :

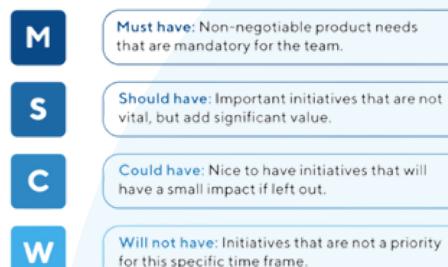
The fundamental RICE prioritisation technique is to determine a feature's relevance by calculating the RICE SCORE.

$$\frac{\text{REACH} \times \text{IMPACT} \times \text{CONFIDENCE}}{\text{EFFORT}} = \text{RICE SCORE}$$

REACH	IMPACT	CONFIDENCE	EFFORT
<p>How many people will this feature affect within a given time period?</p> <p>Example: customers per quarter, transactions per month</p>	<p>How much will this impact individual users? Use a multiple choice scale:</p> <ul style="list-style-type: none"> 3 = massive impact 2 = high impact 1 = medium impact 0.5 = low impact 0.25 = minimal impact <p>Example: How much will this feature affect conversion rates?</p>	<p>How confident are we about the impact and reach scores? How much data do we have to back up those estimates?</p> <p>Use a % score where:</p> <ul style="list-style-type: none"> 100% = high confidence 80% = medium confidence 50% = low confidence 	<p>How much of a time investment will this initiative require from product, design and development?</p> <p>Measure as persons per month (how much work one team member can do in a month).</p>

MoSCoW Framework: In the MoSCoW framework, features are organised according to importance and prioritised based on customer behaviour and experience with a feature.

MoSCoW Prioritization



Quick Tip !

Explore more prioritisation frameworks with examples [here](#).



Level - II



Guesstimates



Feature Wireframes



User Surveys



Quick Tip !

Check out the glossary from notion page(page 49) of Biz Club to get helped with unknown Jargons



GUESSTIMATES

Guesstimates=Guess + estimation

What are Guesstimates?

They are simply estimations made based on logic and prior knowledge. They are not about accuracy but the approach used.

How to solve guesstimates ?

- Ask preliminary questions for clarifying problem and understanding the context of problem.
- Break the problem into segments
 - Consumption-based -Age Distribution, Income Distribution, Geography (Urban or Rural)
 - Production based- Scale of production(small/ medium/ large)
 - Put some reasonable number or percentage to each segment based on prior knowledge and common Sense
- Do the calculations (Use rounding off for simplicity)
- Observe and Analyze the result.
- Again it's not about the accuracy of the result but the approach used!!



Example

Find how many users play PUBG in India ?

Step 1: Ask clarification questions

- Are we considering only mobile or only desktop or both?
- Who do we consider as an app user? Is it DAU (Daily Active Users), WAU (Weekly Active Users), MAU (Monthly active users) or any other criterion?

Step 2: Approach and segmentation

- Define your approach - Top down or Bottom up. For this case we are going to take Top down approach
- Divide the population of India into different age groups.
- For each age group, Assume A= %age of population with smartphone access, B = %age of A with internet access, C= %age of B that plays games, D = %age of C that plays action-adventure games, E= %age of D that plays PubG weekly
- Then we add the 'E' for all the age groups to come to the required number



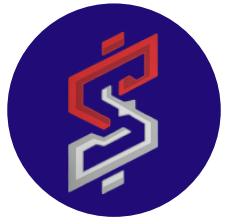
Step 3: Work out your calculations

- Assume or find data points for each segment through sound research and logic
- Estimation reference

Age Groups		A	B	C	D	E	Population * A * B * C * D * E
0-15	30%	40%	80%	50%	30%	80%	1,49,76,000
16-25	20%	60%	80%	70%	40%	80%	2,79,55,200
26-35	15%	60%	80%	60%	30%	80%	1,34,78,400
35-45	15%	60%	80%	50%	20%	80%	74,88,000
45-55	10%	50%	80%	30%	5%	80%	6,24,000
55+	10%	40%	80%	15%	0%	0%	-
						Total	6,45,21,600

- Total number of weekly active users for PubG users is approximately 6.5 crores.

[Source : pmschool/blogs](#)



Wireframes

What is a Wireframe?

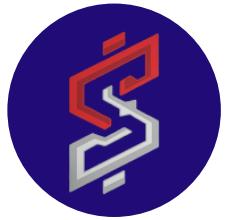
A website or mobile app's wireframe is its two-dimensional skeletal design. In-depth descriptions of the page structure, layout, information architecture, user flow, functionality, and intended behaviours are provided by wireframes.

How do PM use wireframes ?

It is often used during ideation or brainstorming to present your product, design, and engineering teams with the future direction of a page or feature. Typically, during the exploratory stages of product or feature definition, product managers will utilize wireframes to interact with user experience (UX) or user interface (UI) designers.

Purpose of wireframing

- They keep the concept user -focused - It helps to get feedback from users by user testing through wireframes.
- They clarify and define website features - By wireframing particular features; you may explain to your clients exactly how they'll work and what function they'll serve.



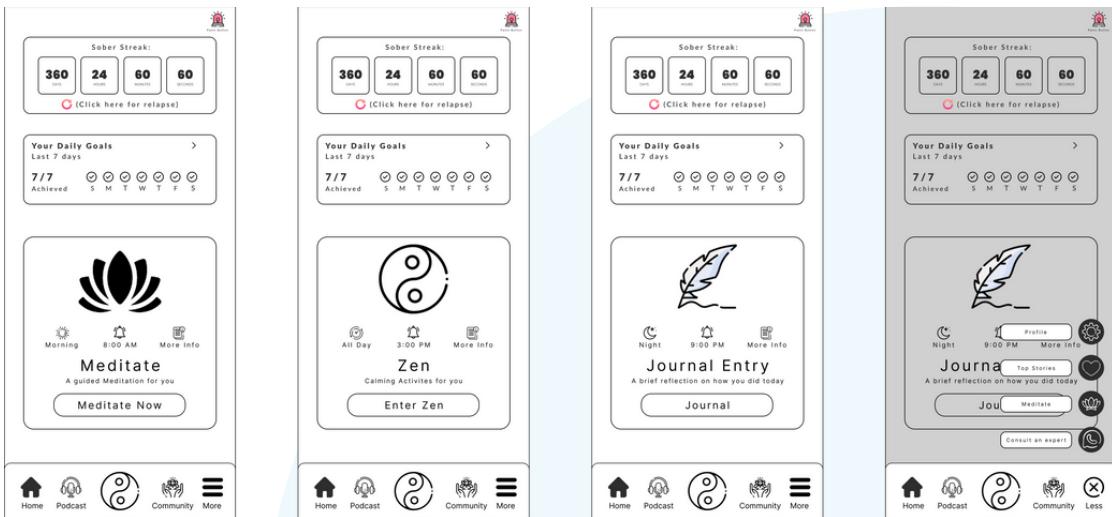
- They keep the concept user -focused - It helps to get feedback from users by user testing through wireframes.
- They clarify and define website features - By wireframing particular features; you may explain to your clients exactly how they'll work and what function they'll serve.
- They are quick and cheap to create

What are the different types of wireframes ?

Low-fidelity, mid-fidelity, and high-fidelity wireframes are the three basic categories of wireframes. The amount of detail in each wireframe is the main characteristic that sets them apart.

What are common wireframes tools ?

- Figma and Balsamiq for a free wireframe app
- Adobe XD for beginners





User Surveys

Why to do User Surveys ?

Understanding the users/target customers is the key to growth for a product. We cannot solely rely on internal ideas and product analytics to understand customers. User surveys help companies **identify user pain points, find market fit and analyse user behaviours** and their mindset.

Whom to ask ?

To get an exhaustive and wide range of insights. These customers should be interviewed.

1. **Current customers**
2. **Past customers**
3. **Competitors' customers**
4. **Active prospects**



How to ask ?

- **Ask open-ended questions** - Always start your questions with ***Who, What, Where, When, Why, and How***. Open-ended questions can't be answered with a Yes or No. Never start a question with, "Do you..." and expect to get more than a three-word answer. Try to dig deeper into your questions to get meaningful insights.
- **Don't give them choices to choose** - For ex, if you ask, "Where do you buy vegetables from? Big Bazaar, Reliance Fresh?". Participants would tend to choose from these options and would never talk about maybe a local vendor or street market that gives better rates or quality fresh products.



- **Don't number your questions** - Never decide on a pre-determined order for your questions. When a participant naturally brings up the topic, wait for the right time to bring up appropriate questions.
- **Don't ask what they want** - Don't ask customers what they want from your product. This statement would be too vague, and customers may answer they just want the best solution. Instead, ask them to express their problems which are urgent, important and for one which they are willing to pay.
- **Don't make assumptions** -Keep asking why till you understand the underlying problem that they are trying to solve through your product. Build deep sympathy with the user



What to ask ?

- **Understand the trigger point** - Sometimes, you uncover a real problem, but it won't be the most important problem for which users want to loosen their pockets. For example, an encryption product might be a nice-to-have for companies until new security regulation comes into force that compels them to use encryption. Understanding the **urgency of the pain point, the willingness to pay, and learning more about the target persona**.
- **Identify key motivations for adopting and paying** - It is critical to understand the customer's incentives to understand if they will truly be motivated to pay for the product. **What motivates this person? What will make the buying decision or using decision easy for them? What is going to make it harder for them?**



Level - III



GTM Strategy



Product Roadmap



Product Requirement
Document



Product Strategy



Go-to-market Strategy

GTM strategy is an action plan that lays out how each functional team (e.g. Marketing, Sales, Customer Support) is going to contribute to the launch of a new product feature/service to the target customer with the sole aim of achieving a competitive advantage.

Why do we need GTM ?

GTM helps defines how the entire business will communicate and deliver the value of the feature to prospective customers, buyers and other influencers in the market.

Key components of a GTM

- **Objective:** The primary business objective of the release of the product.
- **Key Metrics:** Select the top 1-3 metrics that will help you define and measure success.
- **Ideal Customer Profile:** Customer that would realise the most value from your product and most likely to purchase the product at a minimal acquisition cost.



Key components of a GTM

- **Unique Value Proposition:** The unique selling point of your product that will best differentiate you from the competitors
- **Pricing and Promotion:** The optimal price or pricing model of the product that is most attractive to the customer and brings the most yield to your business.
- **Marketing and Sales Channel**
- **Distribution channel:** The optimal way to deliver your product/Service

Scenarios for which you need GTM :

- Entering an unfamiliar market
- Relaunching a former brand
- Bringing an innovative feature to an existing tool



Product Roadmap

What is a Product Roadmap ?

A Product roadmap is a visual representation of your product's current state and how it is planned to evolve in the future, aligning with the business goals and vision of the product.

What are the benefits of a Product Roadmap ?

- Align your team - A roadmap is created with combined efforts and inputs from both internal(marketing, finance team etc.) and external stakeholders(your users).
- Product positioning - It defines the current state of your product and clarifies the path to its evolution for differentiating the product from its competitors and add value to your customers.
- Build trust among stakeholders - It implants faith among users that the product is evolving with their feedback. It also shows progress to internal stakeholders and builds trust that it will assist them in reaching their departmental goals with product improvements.



What are the steps for creating a Roadmap ?

1. Gather inputs and feedback from your stakeholders about their needs and suggestion for the product.
2. Define and clarify the business goals
3. Make a list of feedback or user cases which align with business goals.
4. Prioritise them on the basis of value v/s effort and available resources.
5. Add them to your Roadmap, aligning with your short-term and long-term goals.

*To learn more about Roadmaps visit

[How To Create A Product Roadmap: 6 Important Components](#)



PRD

Product Requirement Document(PRD) is a document typically written by PMs which outlines the **purpose** and **vision** of the product by defining the **Goal, Target audience** and the **functionality** of the product.

Why do we need a PRD ?

The main goal of PRD is to align the vision of all stakeholders, like **designing, marketing and sales team** toward the goal of the product. It serves as a guide for business and technical teams to help **develop, launch, and market** the product.

How to create a PRD?

Some major components of a PRD are :

- **Overview of Problem**
- **Market trends and opportunities**
- **Success metrics**
 - Indicating internal goal of your product
- **User personas**

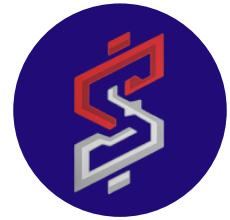


Some major components of a PRD are :

- **Features**
 - Value added
 - Target users/user stories
 - Success Metrics
- **Wireframes and Prototypes**

Conclusion

Writing a PRD is not an easy task and requires a clear understanding of the product and experience. For knowing the detailed structure of PRD, you may visit: **Product Requirements Document (PRD)**

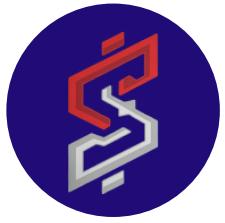


Pricing Strategy

Defining a Pricing strategy help companies place their products positively in the market among consumers and may help gain an advantage against their competitors. A smart pricing strategy could build trust among users and ensure that the business objectives get fulfilled and it keeps growing .

Benefits of a pricing strategy

- **Product Placement** - Product pricing symbolises the **value** offered by your product and may set up a **brand image** among your target consumers. For ex-, Cheaper products would sometimes form an image of substandard quality among consumers, while high-priced products could be associated with high-quality products.
- **Adoption and growth strategy** - Cheaper prices could be used to drive adoption, while increasing prices would lead to pace growth.



- **Scheduling shipping and optimisation** - For high price products, it may be serving a niche market segment thus, optimisation for reliability and functionality may be prioritised, and a predictable shipping schedule would be in place. While for - cheaper products, target market segments would be diverse and large and low-impact segments may be compromised, Also, consumers are flexible with updates shipping for these products.
- **Defining marketing and sales intensives strategy** - Hiring a salesman would not be cost-efficient for selling a 10 rupee chocolate thus the company would focus on marketing the product to gain advantage over competitors and gtm strategy would sales intensive.

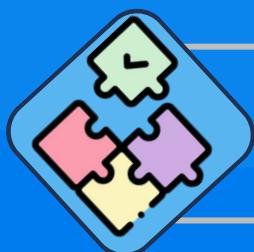


Steps to framing an effective Pricing Strategy

1. **Define customers** - Identify the customer segments which are most important or lucrative to business. Describe each segment with a user persona and assign demographics and behaviour to each data. Hypothise **what they value** and their **willingness to pay**.
2. **Understand value proposition** - Test your customer segments to understand their **value proposition**, it could change drastically relative to different demographic and physical attributes of each persona. Value is a spectrum; Humans tend to identify value relative to objects around it. For ex - We may estimate the price of a laptop relative to other laptops with similar specifications
3. **Survey potential customers** - The objective of the survey is two-fold -
 - i. **Identify willingness to pay**
 - ii. **Identify critical high and low price range** - ie highest price they are willing to pay and lowest price below they may question authenticity



Level - IV



Market Fit



Power Use Curves



Prototyping



Quick Tip !

Check out blogs by Product folks and PM school to learn and practise many other exciting topics from world of product/



Market - Fit

What is a Product Market-fit?

Product-Market Fit, in simple terms, is whether or not your product is needed. After all, the goal of development teams is to identify a target market with a problem or an underserved need and develop a product or service that will satisfy the requirements of that market.

How do PM use wireframes ?

It is often used during ideation or brainstorming to present your product, design, and engineering teams with the future direction of a page or feature.

Typically, during the exploratory stages of product or feature definition, product managers will utilize wireframes to interact with user experience (UX) or user interface (UI) designers.



How to reach a PMF ?

1. Determine your Target Customer

Assess various aspects like Behavior, Psychographics, Geographic, Demographic, Economics etc. to generate accurate personas and further decide the target.

2. Identify underserved customer needs

When you develop a new product or improve an existing product, you want to address customer needs that aren't adequately met by the solutions available in the marketplace.

3. Identify underserved customer needs

Your value proposition is your plan for how your product will meet customer needs better than the alternatives. What unique features of your product will delight customers?



4. Specify your Minimum Viable Product (MVP) feature set

You need to specify what functionality your minimum viable product will include. The MVP strategy aims to build just enough to satisfy your target customer's needs and demonstrate that you are moving in the correct path.

5. Create your MVP prototype

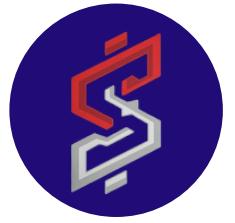
In order to test your MVP hypotheses with customers, you need to show them a version of your product so they can give you feedback on it.

6. Test your MVPs with customers

Once you have your MVP prototype ready, it's time to test it with customers. Receiving feedback through multiple channels is recommended as it minimizes the chances of bias and redundancy.

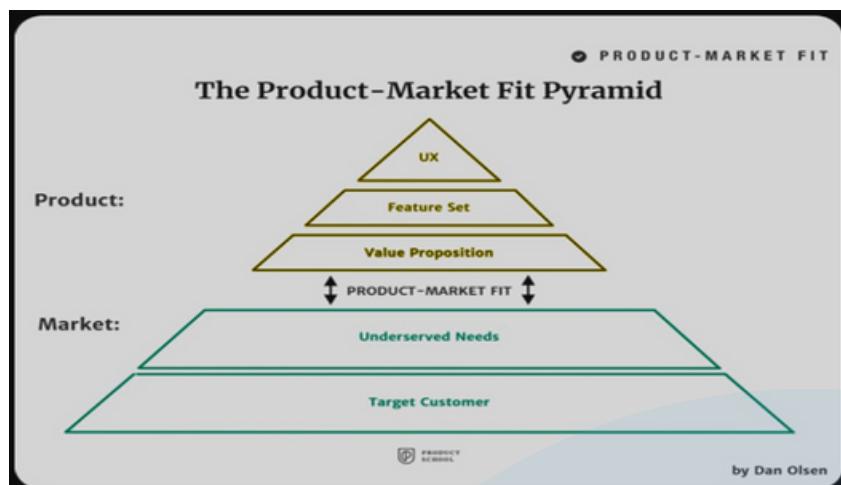


Learn more about **MVPs** from [here](#)



Ways to assess if there is a PMF

- **Market feedback:** Customer Interviews, social media surveys, Ad-Campaign, crowdfunding, A/B Testing of features
- **AARRR-Pirate Metrics:** Acquisition, Activation, Retention, Referral, and Revenue metrics tracking
- **The SaaS Rule of 40:** Growth Rate + Profit margin ≥ 40





Power Use Curves

What are Power use curves?

Power users drive some of the most successful companies – people who love their product, are highly engaged, and contribute a ton of value to the network. In ecommerce marketplaces it's power sellers, in ridesharing platforms it's power riders, and in social networks it's influencers.

Why Power use curves?

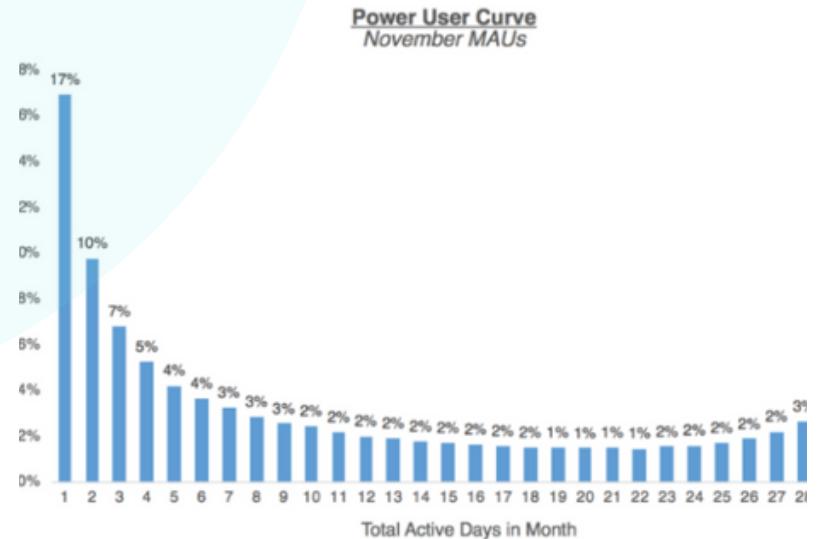
It shows if you have a hardcore, engaged segment that's coming back every day. It shows the variability among your users: some are slightly engaged, whereas others are power users. Contrast this with DAU/MAU: it's a single number and so blurs this variance.

When mapped to cohorts, Power User Curves let you see if your engagement is getting better over time .

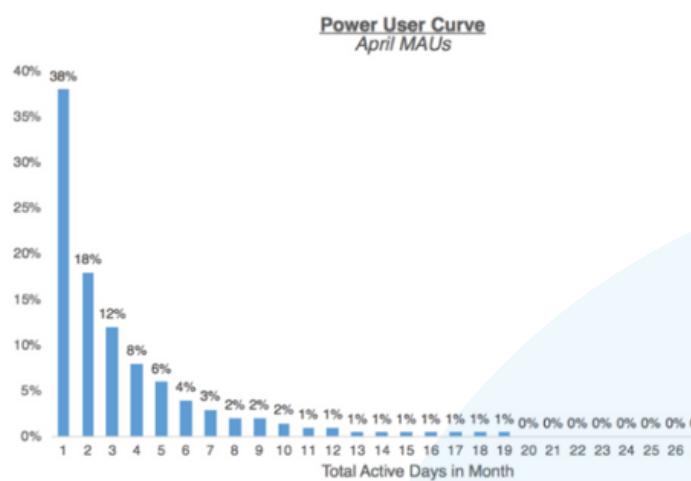


The Power User Curve will “smile” when things are good :

A curve that looks like a smile – with high bars on the left and right – it shows that users are highly engaged and returning to the app daily.



When the curve is left-weighted,



most users only have activity one day a month. Low engagement simply means the company must extract more value from each engagement and create revenue with a business model that isn't tied to daily usage.



Prototyping

What are Prototypes ?

Prototype is an replica of the actual product before the release, which serves the purpose of testing new ideas and making improvements. A prototype may not be fully functionals as an actual product but enough to get the essence of the actual product.

What is the importance of Prototype?

- **Fast iterations through feedback** - Prototypes eliminate the tedious work of going through PRDs by creating an easily navigable product experience. Required UI and content, changes can be easily identified through feedback and could be fixed before final release.
- **Test Ideas** - It could be a reality check for your idea or product before you land it to your customers. It could help you identify if your product/feature is a Market fit before you invest your valuable resources.



Prototyping

- **Saves Costs** - Iterating changes in product after development could be a costly affair. Prototypes gives you space to incorporate feedbacks before having written any single line of code.

Prototypes from case studies

1. Upraised landing page

About case study - Participants were asked to design a landing page and submit a draft for an upskilling and job searching platform **Upraised**.

- Check out the prototype [here](#)
- Find the Draft in this [post](#)

2. PCOS Detecting app

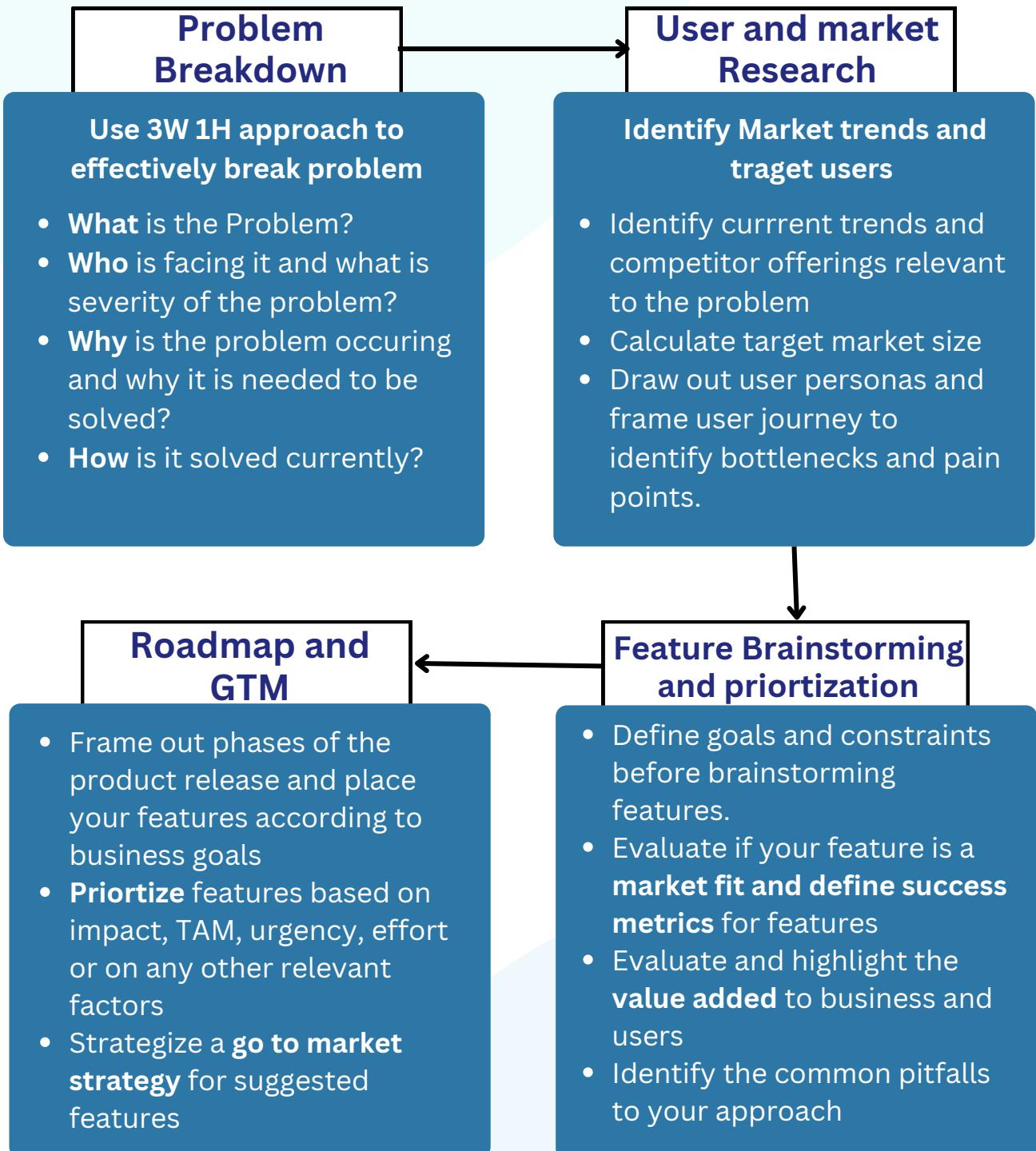
About case study - Creating awareness about PCOS and community for PCOS patients with help of PCOS app that monitors hormonal level and provide insights.

- Check out the prototype and case study [here](#)

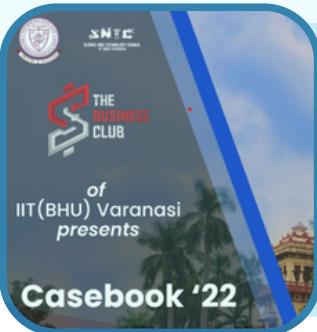


BONUS

Case Study Flow



Practise Resources by Biz Club



Practise case problems from Casebook '22

About Casebook'22

The Casebook contains **80+ cases** across **13 themes** and **10+ assorted frameworks** for solving cases, this book will surely help you improve your **problem solving skills** and **approach** towards solving cases. **Do check out the product primer section of the casebook.**

Explore Analytics with Analytics Internship Guide

About Guide

'Want to explore Product analytics?', learn the fundamentals of data analytics through consolidated resources mentioned in the guide.

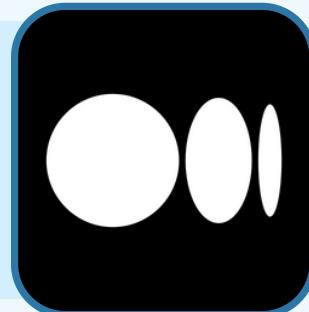
Note - Focus only on Exploratory Data analytics from product point of view .



Notion page of Biz Club IIT BHU

Check out the **Product Management notion page** of Biz Club IIT BHU, you can find out the repository of **70+ product books** and also the **Product management roadmap** to explore this domain structured in **4 weeks**.

Tip - Glossary page may help you with Product Jargons



Medium page of Biz Club IIT BHU

Follow the **Medium Page** of Biz club IIT BHU to stay updated with blogs on latest business news and strategies. These blogs would surely help your build your **business acumen** and **inculcate strategical thinking**.

*Note- link to above resources are embeded in underlined title



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"The purpose of the handbook was to establish a go-to source for students that would provide fundamental knowledge and define key phrases in product management. I learned a lot while working on the project, and I have no doubt that anyone who reads it would also"

Vasu Jaiswal

Project and Content lead
Core Team Member @The business club



"I believe this book will set the direction to learning PM for anyone who wants to explore this domain. Every content of this book is well-researched from multiple resources and structured to be reader-friendly. It has been an amazing learning journey for me, gone through tons of articles and found gems from them. We hope to come up with iterations of this book for years to come and improve reader's experience"



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"This handbook will benefit anyone looking to delve into product management. I learned a lot from this handbook while designing its layout. We have tried to keep the structure intuitive and friendly so students feel comfortable browsing its contents. I will certainly be referencing this handbook whenever I have a doubt in the future. "

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