

# Product Space PM Fellowship Teardown & Industry Benchmarking

Comparative UX/Content Analysis & Strategic Recommendations

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# Agenda

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# AI-First Product Management Fellowship

Build 0 to 1 products using AI and excel in your p

10

Weeks

50+

Hours

5+

Projects

30+

Tools

ENROLL NOW ↗

SCHEDULE 1:1

Next Cohort Starts On Aug 09, 2025

## About Product Space

- **Launched:** 2022
- **Core Offering:** Cohort-based, AI-first Product Management Fellowship
- **Target Audience:** Students, freshers, young PM aspirants
- **Differentiator:** AI-stack integrated workflow, 1:1 mentor access, proof-of-work product launches
- **Placement Support:** 1 year, interview prep, resume coaching

# Competitive Landscape

Platform	Year	Audience	USP
Product Space	2022	Students/Freshers	AI-first PM with project delivery
HelloPM	2021	Young professionals	Mentorship-driven, case-based
Upraised	2019	Career switchers	Strong placement + job guarantee
NextLeap	2021	Broad tech audience	Peer learning, upskilling stack

# User 1: Arjun Sharma

Persona 1: Arjun Sharma



Profile: Final-year CS student, BITS Goa. Seeking first PM role.

Goal: Secure PM role via hands-on training & placement.

## 🤨 Pain Points (Current Page):

- Information overload, dense text
- No visible placement proof (company logos)
- Unsure if program fits a fresher's level

## 🙌 Needs:

- "At-a-glance" program summary (fee, duration, outcome)
- Real proof of outcomes (alumni logos, success stories)
- Clear project-based learning and AI tool integration

# User 2: Sneha Desai

Persona 2: Priya Desai



Profile: 4-year experienced Software Engineer. Seeking PM career pivot.

Goal: Transition into strategic PM role, leverage tech background.





## 🤨 Pain Points (Current Page):

- Unclear AI-first differentiation/value
- Lack of ROI/salary increment data for experienced hires
- Uncertainty about cohort diversity (mix of experience)

## 🙌 Needs:

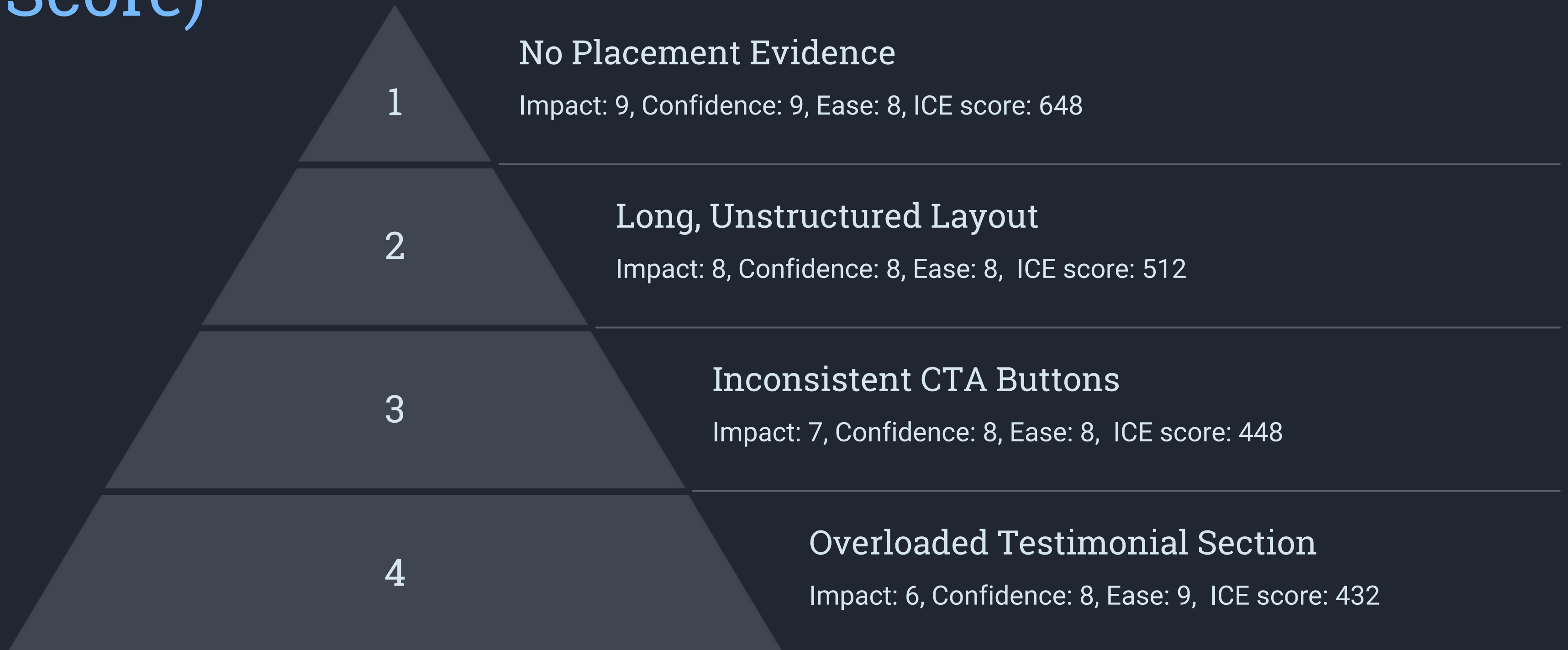
- Clear value of AI-stack for experienced professionals
- Success metrics/testimonials from career switchers
- Info on networking, mentorship quality

# Journey Mapping: Intent → Decision

Phase	User Action	User State	Pain Point (Current Page)	Opportunity (Redesign)
Landing	Scans top fold	Overwhelmed / Curious 	No quick program summary; unclear AI value	"At-a-Glance" card; concise AI value prop
Exploring	Reads content	Skeptical / Evaluating 	Text-heavy curriculum; generic testimonials	Modular curriculum; diverse alumni stories
Evaluating	Seeks outcomes	Anxious / ROI-Focused 	Missing visual placement proof / growth data	"Alumni At" section with logos & growth stats
Considering	Finds details	Frustrated 	Unclear pricing; inconsistent CTAs	Transparent fees; prominent, sticky CTA
Decision	Nears conversion	Hesitant 	Lacks trust signals / urgency	Trust badges; conversion urgency (e.g., cohort countdown)



# Prioritized Pain Points (ICE Score)



# Competitor Comparison

Factor	Product Space	HelloPM	Upraised	NextLeap
Curriculum Clarity	✗ Text-heavy	✓ Modular	✓ Tabs	✓ Step-based
Placement Proof	✗ Missing logos	⚠ Quotes only	✓ Logo grid	⚠ Selective
UX Layout	Weak visual hierarchy	Very clean	Sleek/sales-ready	Visual cards
CTA Design	✗ Sporadic	✓ Sticky CTA	✓ Repeated CTA	✓ Obvious
AI Stack	✓ Core offering	⚠ Supplements	✗ Not focused	✗ Not prominent



# Metrics Evaluation Framework

- 1. Why was this feature/page built? → To convert student traffic into full-time PM fellows
- 1. How to know they're aware? → Awareness = Page visits, time on page
- 1. How to know they're using it? → Adoption = Form fills, mentor call requests, project submission

Metrics Table: (No actual metrics as I dont have the data)

Success Metric	# Interviews prepped, % PM placed
Awareness Metric	% landing visitors scroll to curriculum block
Adoption Metric	Form fills, mentor sessions scheduled

# SWOT Analysis – Product Space

## Strengths

- AI-first hands-on PM curriculum
- Strong mentor community & 1:1 access
- Real project delivery experience
- Comprehensive 1-year placement support

## Opportunities

- Optimize UX for conversion journeys
- Add trust markers (logos/data)
- Leverage AI-first aspect more visually
- Enhance mobile responsiveness
- Segment content for persona-specific needs



## Weaknesses

- Dense info display, poor CTA design
- No proof of alumni conversions
- Generic, Cluttered testimonial section
- Inconsistent and unoptimized Call-to-Action (CTA) design
- Ambiguous value proposition/fit for diverse experience levels

## Threats

- HelloPM & Upraised scaling fast
- User churn from info overload/ unclear value
- Rising niche PM program competition
- Shifting market demands for PM skills

# Final Strategic Recommendations

## ● Short-Term

- **Top-Fold At-a-Glance Card:** Show duration, fee, next cohort start date, and key outcome in one quick summary box at the top.
- **Consistent Sticky CTA:** Uniform “Apply Now for Aug Cohort” button that stays visible.
- **Placement Proof:** Add company logos of alumni placements and a headline like “83% placed at leading firms”.

## ● Mid-Term

- **Modular Curriculum View:** Use tabs or accordions for each module to reduce page length and improve user focus.
- **Segmented Testimonials:** Filter by “Students,” “Career Switchers,” or “AI-Focused PMs” with short impactful quotes.
- **Visual Fellowship Roadmap:** Add an infographic showing key stages (Foundation → Build → Launch → Place).

## ● Long-Term

- **Dynamic Impact Metrics:** Live placement data, average salary hikes, and cohort diversity statistics.
- **Personalised Content:** A/B test hero headlines or program highlights for different segments visiting the page.
- **Enhanced Mobile UX:** Redesign for faster loading, bigger CTA buttons, and better card-based layout.

# Thank You !

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