[1]What is a Product Management?

- How much do we understand about the product?

- Keep things/concepts simple.

- Understanding customer needs and serving them right.

PM is about:

1. Developers

2. Business Aspect – How to market the product

3. Users and customers – What do customers want

Some can hold these things together.

**Keynote Address:**

* The intersection between users, business, and technology.
* Solve people’s needs and build products.
* Google Pay – Created in India.

MURAL – Makes the entire organization come together.

Balsamiq – wire framing.

Figma – Prototype of product.

WIX – Building portfolio of product.

Jira Software – Project Management

Google Analytics – Testing, Data collection.