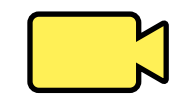


Product Manager Academy

Course brief and Syllabus

Product Discovery Course





Online, self-paced



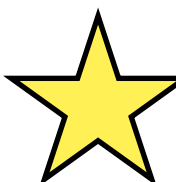
7 hours of pre-recorded content



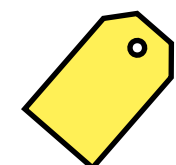
Exercises, Tools and Templates



English



Completion Certificate



~~\$199~~ \$149

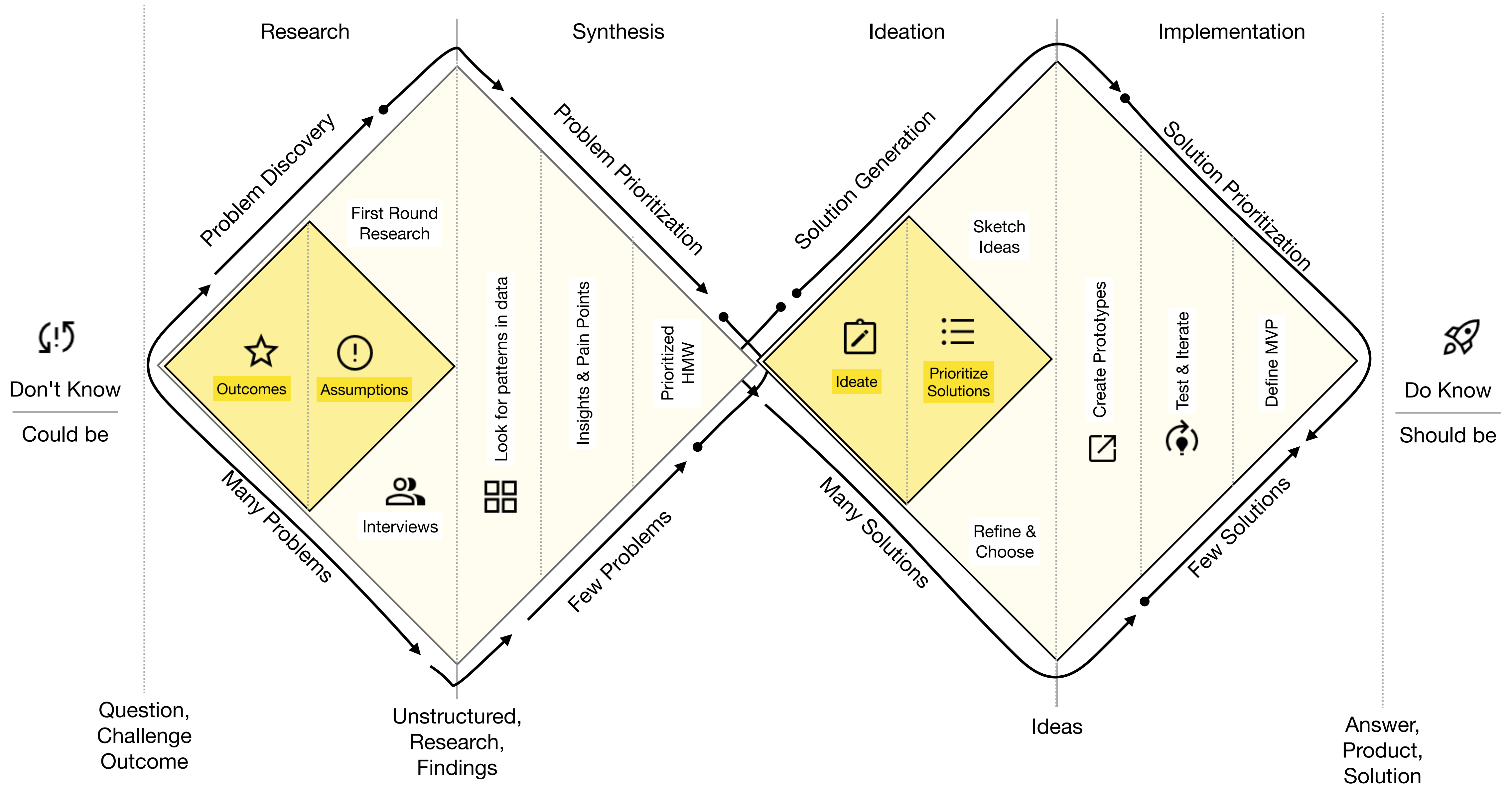


Course is for : Aspiring Product Managers,
Product Managers, Product owners,
Business analysts

Product is hard. Luckily you can learn how to be a better at it from someone who has already been through this journey.

From finding your product ideas, managing your product teams, running product discovery process by your own, and finding the balance between art and science of product building - this course has all the practical tools and examples that will help you become a better Product Managers

[SIGN UP](#)



Process

What are the problems?

Is the solution valuable

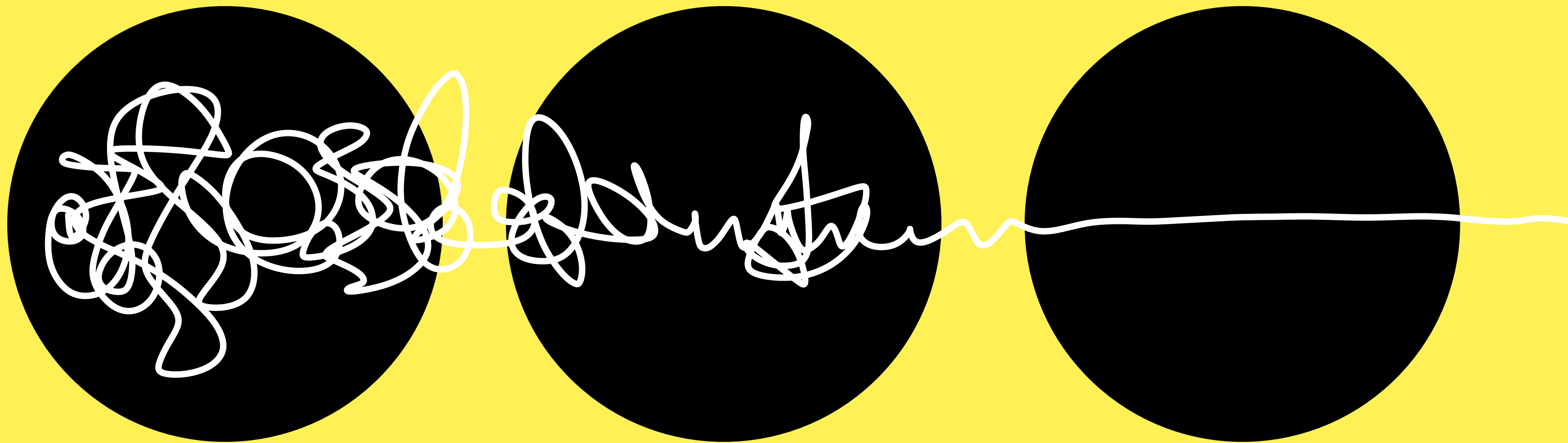
Is this solution easy to use ?

Stages

Exploratory

Validation

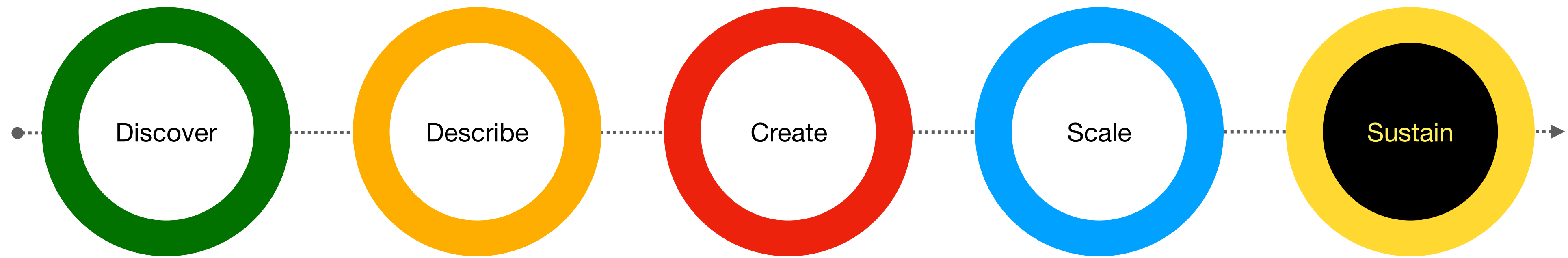
Usability



Uncertainty

Certainty

Time



What is the problem are we solving ?

The goal of Discovery is to gain a deep understanding of the business case and users of a proposed product.

Understanding Users

- **User Interviews:** One-on-one interviews with end users
- **Contextual inquiries:** Observing users in their daily tasks
- **Generative interviews:** Collaborative prototyping with the user to understand their biggest challenges

Understanding The Business

- **Stakeholder interviews:** One-on-one interviews with the stakeholders
- **Market Analysis:** Analyzing competitor companies and products
- **Business model canvas:** Define and gain a collective understanding of the business model

Understanding Tech Stack

The team must gain a full understanding of the technological constraints and costs, the internal gatekeepers to technologies, and the difficulty of working with the existing technologies.

How are we solving the problem

The goal of solutioning is to gain the ability to make prioritization decisions about features for the product.

Understanding Users

- **Personas:** An overview of a target user outlining their process or workflow and main problems needing solved
- **Design insights:** Rules to follow when designing for this market
- **Scenarios:** Writing product use cases
- **Low fidelity wireframing:** A rough outline of a screen, outlining the key activities
- **Usability testing:** One-on-one interviews with end users, testing product ideas via wireframes and scenarios.

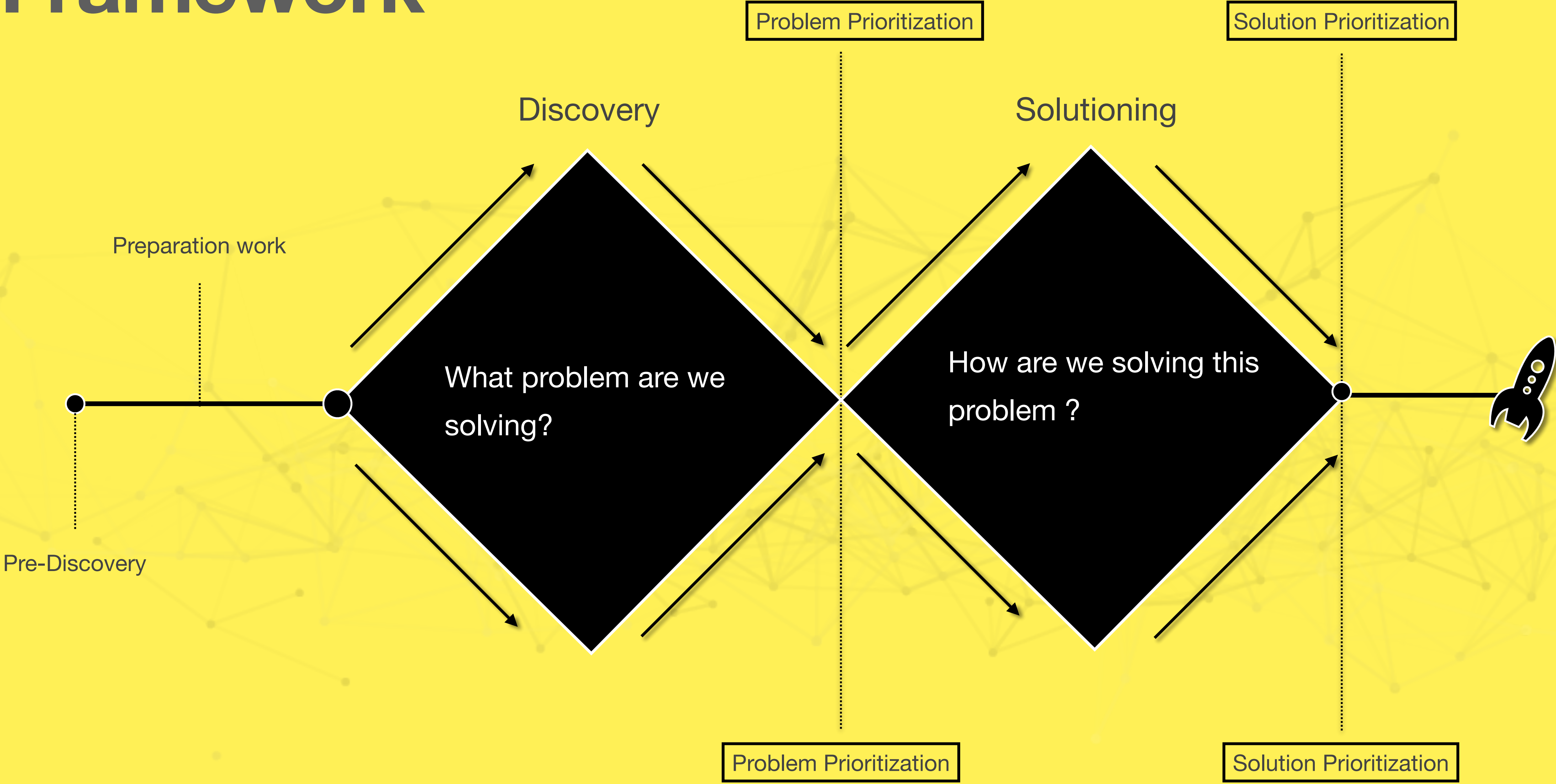
Understanding The Business

Define and Prioritize Feature Set: Generate a high-level set of features to describe a minimum viable product

Understanding Tech stack

Basic App Creation: Developers scaffold out the basic structure of the app

Framework



Understanding
problem the business
space

What are the
problems?

Is the **problem**
worth solving?

What are
potential
solutions?

What's the
most valuable
solution?

Is this solution
easy to use?

Discovery

Delivery

Preparation work

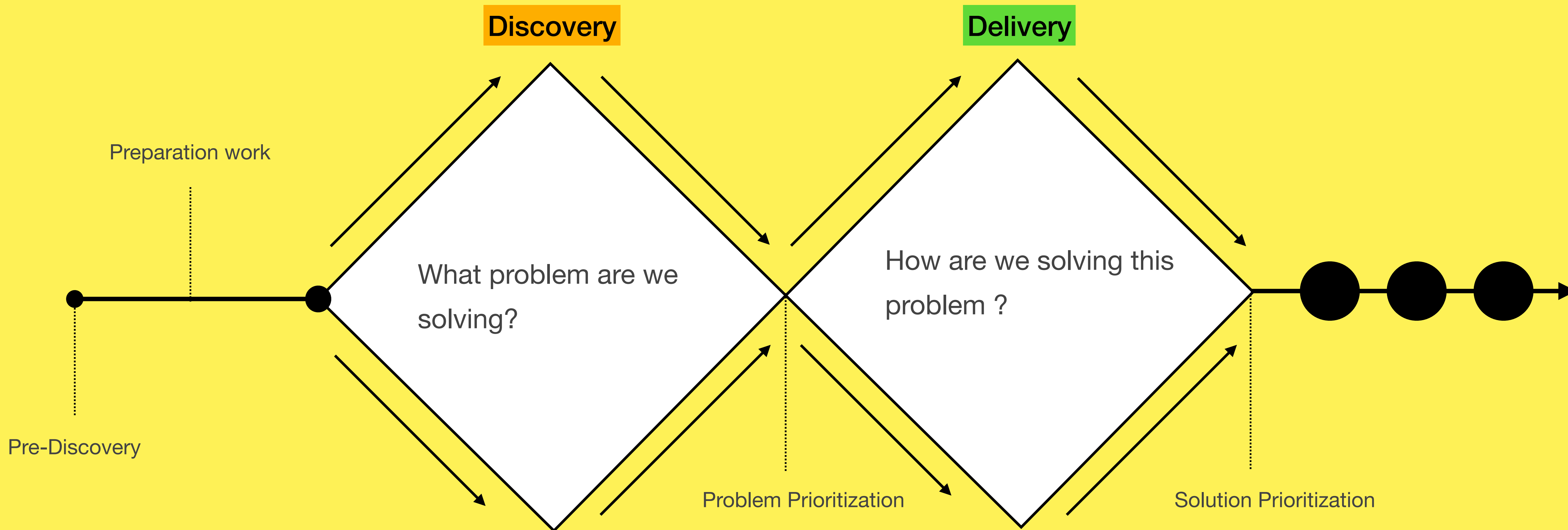
Pre-Discovery

What problem are we
solving?

How are we solving this
problem ?

Problem Prioritization

Solution Prioritization



Source : departmentofproduct

Discovery – only 29% say they always have time to do research before building a new feature. Only 7.1% say they never have time.

You've got to start with the customer experience and work back the technology, not the other way round.

- Steve Jobs

COURSE STRUCTURE



MODULE 1

Product Management Foundations

History and Product Pyramids

Product ricks and types of Product managers

Agile & Scrum

Understand the foundations here that will ground you with the context



MODULE 2

Product Definition and Framing

Generate Great Product Ideas

Identify a Problem Statement

Opportunity Canvas Problem Framing

Generation ideas and framing with problem framing framework



MODULE 3

Introduction to Product Discovery

Product Discovery

Stages of Product Discovery

Product Discovery Process

Product Discovery Stories

Understanding of product discovery, User Centric Design and Design thinking and how to bring everything together by understanding lean product management



MODULE 4

User Discovery

User Research & Types of Research

User Interview & Interview Question Prep

Interview Synthesis

Documentation

User research and analysis and synthesis and definition persona, user journey maps



MODULE 5

Solution & Assumption Mapping

Brainstorming and 2x2 Prioritization

Lean Minimum Viable Product

Product Metrics

Lean Experiment

Identifying top solutions and brainstorming possible approaches and define experiments to validate



MODULE 6

Execute

Product Roadmaps

Backlog Management

User Stories

Sprint Execution

Election from roadmaps to backlog and user stories

MODULE 1

■ Product Management Foundations

☑ Brief History of Product Management and Product Pyramid

Modern **product management started in 1931** with a memo written by Neil H. McElroy at Procter & Gamble. It started as a justification to hire more people but became a cornerstone in modern thinking about brand management and ultimately product management.

☑ Types of Product Managers & Product Risk

Product Managers can come in many **forms**, ranging from Generalist PMs to Growth PMs to Technical PMs and even Platform PMs.

Product Risk can fall under two broad **categories** — strategic and executional .

☑ Product Teams, Your Roles as PM and Product Principles

Product development **teams** are responsible for understanding customer needs, creating something new, and bringing it to market.

The **Product Manager** is responsible for delivering a differentiated product to market that addresses a market need and represents a viable business

☑ Agile : Principles, Ceremonies & Stakeholder Management

Agile is an **iterative approach** to project management and software development that helps teams deliver value to their customers faster and with fewer headaches

Stakeholder management is the **process of maintaining good relationships** with the people who have most impact on your work.

MODULE 2

■ Define Problem Scope

☑ Generate Great Product Ideas

Successful new product development (NPD) starts with identifying good product ideas and using reliable criteria to decide which ideas to pursue.

Ideation, or **generating a good product** or service **idea**, is your starting point in any new **product** or service development.

☑ Identify a Problem Statement

The purpose of the **problem statement** is to **identify** the issue that is a concern and focus it in a way that allows it to be studied in a systematic way.

The **problem statement identifies** the current state, the desired future state and any gaps between the two.

☑ Opportunity Canvas

An opportunity canvas is a **one-pager that you'd use to unpack your beliefs about a new feature** or capability you'd like to add to your product. If you're responsible for the success of your product, or just don't like wasting time building things without knowing why, this will help.

☑ Identifying outcomes from Product Strategy

The product strategy helps stakeholders understand why you're developing the product and how you'll develop it to maximize customer delight and profitability.

MODULE 3

■ Introduction to Product Discovery

☑ Product Discovery

Product discovery is a method of deeply understanding your customers to develop products that perfectly suit their needs.

Product discovery is a process that helps product teams refine their ideas by deeply understanding real user problems and then landing on the best way to solve them.

☑ Stages of Product Discovery

There are four stages to product discovery:

1. Learn & understand
2. Define & decide
3. Ideate & prioritize
4. Prototype & test

☑ Product Discovery Process

Product discovery is a process that helps product teams refine their ideas by deeply understanding real user problems.

The product discovery process is about building the right products and features for your customers

☑ Product Discovery Stories

- **Amazon Prime** : Story of Data driven Product Discovery
- **Google Chrome** : Competition driven Product Discovery
- **Uber** : Research Driven Product discovery

MODULE 4

■ User Discovery and Product Interviews

☑ User Research & Types of Research

User experience design is the process of designing products that are useful, easy to use, and a pleasure to engage. It's about enhancing the *entire experience* people have while interacting with a product and making sure they find value, satisfaction, and delight.

There are two main types of user research: **quantitative** and **qualitative**

☑ User Interview & Interview Question Prep

User interviews have become a popular technique for getting user feedback, mainly because they are fast and easy. Use them to learn about users' perceptions of your product, not about its usability.

think of an interview as a type of research study, not a sales session or an informal conversation.

☑ Interview Synthesis : Themes, Category & Affinity Mapping

Interviews provide a vast gamut of information that must be synthesized **to develop a narrative for the process to drive recommendations to improve the process.** Purpose. To develop a holistic view of information gathered from interviews to identify problem. areas and formulate effective recommendations. Target Audience.

☑ Documentation : Persona, User Journey

Product documentation is a type of technical documentation that explains almost everything there is to know about a product

A **user journey** map is always focused on the experience of one main actor — a user **persona** who experiences the journey.

MODULE 5

■ Solutioning and Assumption Validation

☑ Brainstorming and 2x2 Prioritization

This course will attempt to present and explain the practical, common procedures of New Product Management processes practiced by most multinational business-to-consumer companies. It will include the development process of a new product (from ideation to commercialisation) and its subsequent marketing plan and strategy.

☑ Lean Minimum Viable Product

A minimum viable product, or MVP, is a **product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle**. In industries such as software, the MVP can help the product team receive user feedback as quickly as possible to iterate and improve the product.

☑ Product Metrics

Product metrics are **quantifiable data points that a business tracks and analyzes to gauge the success of its product**. Examples of product metrics include conversion rate, churn rate, and monthly recurring revenue. These metrics should all tie back to the product strategy.

☑ Lean Experiment

The assumptions identification and validation process is a critical part of effectively managing risks as part of a risk assessment for an organization's initiative, objective, or strategy. Assumptions are identified, classified by category (e.g., people, process, technology), and validated by the group. Each assumption is then assessed based on its impact and confidence level, then an action plan is developed in order to validate the high priority assumptions (i.e., high impact and low confidence).

MODULE 6

■ Execute : Build, Measure & Learn

☑ Product Roadmaps : Types and Outcome based Roadmaps

A product roadmap is a **visual communication tool** that aligns a company around a high-level product strategy. Depending on the type of organization, product roadmaps can include upcoming features and technical considerations, and often **demonstrate how a product will evolve over time**. Roadmaps communicate *the intention* of what customer and business outcomes a plan will achieve within a period of time.

☑ The Lean Experiment Exercise

Lean Experiments are **based on the Lean Startup approach to creating new products and services under conditions of extreme uncertainty**. Lean Experiments are designed to quickly and cheaply gather evidence to validate or invalidate risky assumptions about your product

☑ Backlog Management : Outcome, Features, Stories

A product backlog is a prioritized list of work for the development team that is derived from the roadmap and its requirements. The most important items are shown at the top of the product backlog so the team knows what to deliver first.

☑ Sprint Execution : Planning and Grooming

Sprint Execution process includes **task planning, performing, managing the tasks, attending daily stand-ups, and communicating with the Scrum teams**.

Sprint planning is an event in scrum that defines what can be delivered in the upcoming sprint and how that work will be achieved.

A healthy product backlog is much like a healthy human: groomed, organized, and living in the open.

MODULE 7

■ Execute : Product Narrative and Next Steps

☑ Product Inception

Agile Inceptions are powerful and fast ways to get a team to internalize a vision. It's a two-day investment that saves the company months of up-front planning and allows the teams to begin immediately deliver core product functionality.

☑ Product Pitch

a brief presentation designed to showcase your business plan, eye-popping metrics, and vision and the approach of problem solving

CURATOR



PAVAN MATCHA

Prin. Product Manager

I've been an Product Manager for over a decade now. I have worked my way into product management from Analyst to Principal PM. I've worked across products from B2B, B2C, Core data and AI etc.

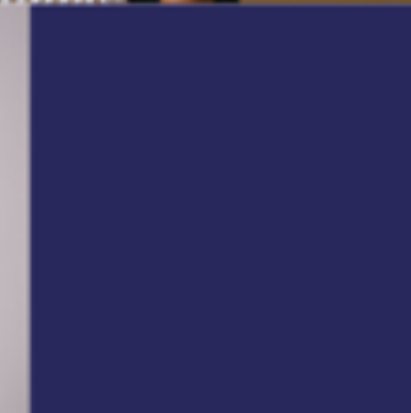
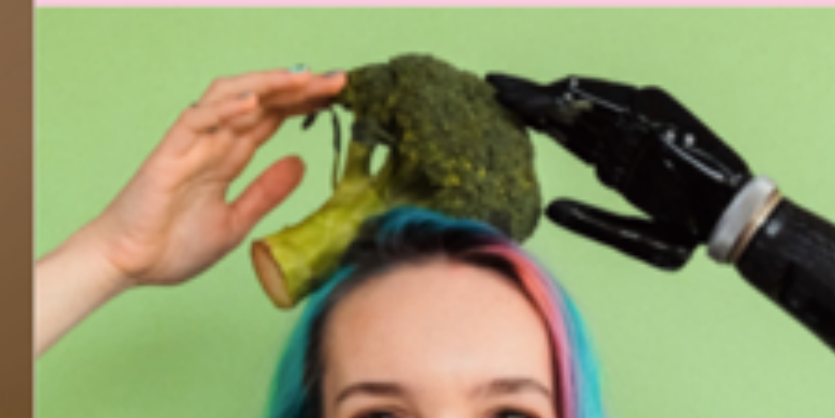
Mentoring and helping people grow was one of the things that gave me the most joy, when I was a Product Practice lead. As I was having coffee with people outside my company, I observed many Product Managers are missing good mentors, and have little guidance to grow. My hope is that this course will help PMs make a plan on how to get better at their craft, and be strategic about growing in their career.

I write frequently: you can read articles on product management on [Product Mindset Newsletter](#)



Product Manager Academy

Product Management Resources



[Free Download](#)

PRICE



Price Includes:

- 7 hours of practical content
- Frameworks to define your product life cycle, validate learning and build customer centric products.
- Real stories of products that motivates and how to build product mindset
- Completion certificate

[Buy Now](#)

Thank you!
Do you have
any questions?

Admin@ProductManager.academy

