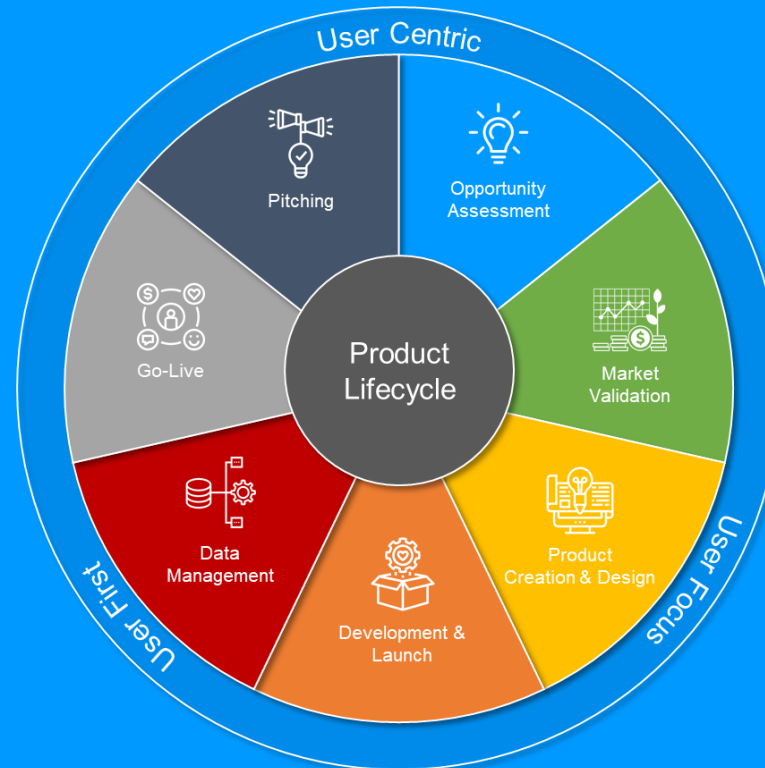


# Product Management

## User Centric Mindset along the Product Lifecycle – key takeaways

*Patrick Schad*



# Introduction

## Motivation

- One of the most interesting and versatile job on earth
- The most critical aspect of the success of your product
- One of the very critical of your organization in general
- Outstanding products, focused on their users needs
- How to be user centric along the complete product lifecycle
- Several insights from different companies
- Get many tips & tricks and some quizzes in order to strengthen your acquired skills
- You will learn many aspects relevant for your Product Manager career
- Different methods & taxonomy on a practical as well as on a scientific level
- Learn each and every day

# Introduction

## Relevance of this course

This course is especially relevant for:

- ✓ Early-career professionals within product management or any product support role with one to five years of experience
- ✓ Professionals who want to transition to product management
- ✓ Seasoned product managers who want to gain additional insights and views

In addition, the focus is on:

- ✓ Big corporates
- ✓ Startups
- ✓ Entrepreneurs
- ✓ Industries within the technology industry with focus on software, hardware, networks, and e-commerce

# Introduction

## What is Product Management?

- Brand man and brand management to close the information gap between marketing and development
- Responsible for managing sales, the product holistically, and the promotion of it
- Microsoft was the first company which introduced this concept and called it program management
- Google picked it up and made it a huge success by providing a product management training
- PM is about focusing on the user, solving their problems, and providing business value whilst creating outstanding products



# Product Management

User Centric Mindset along the Product Lifecycle

# Product Manager



# Product Manager

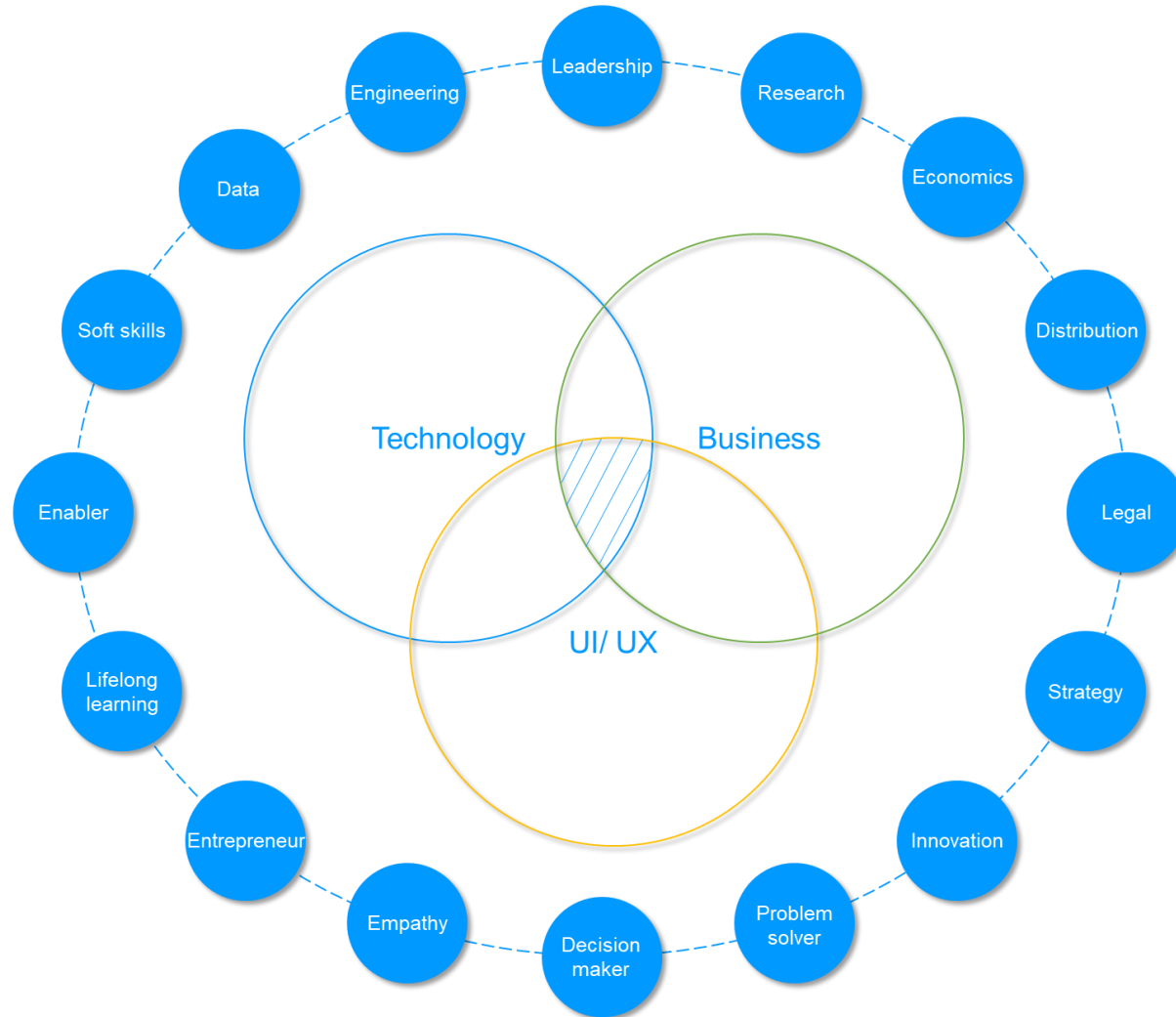
## Introduction



- Introduction to the role as a Product Manager
- Different touchpoints and emphasizes the diversity of the role
- Why lifelong learning is especially relevant for a Product Manager
- Different aspects of industries and markets and a guidance where to focus
- This chapter closes with an exercise and a wrap-up

# Product Manager

## Understand your role



Product Manager role and exemplary skillset



# Product Management

User Centric Mindset along the Product Lifecycle

# Product Vision & Strategy





# Product Vision & Strategy

## Understand the Product Lifecycle





# Product Management

User Centric Mindset along the Product Lifecycle

## How to assess an opportunity?



# Product Lifecycle Framework

## How to assess an opportunity

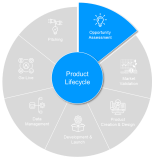



### How to assess an opportunity

„I have an idea“  
Be an entrepreneur  
Problem and solution space  
Design Thinking  
User research and principles  
Who is your user?  
What are the jobs to be done?

# How to assess an opportunity?

## Who is your user?



	<p><b>Mary</b> Business Owner - 1 Person „No croissants, no breakfast“</p>	<p><b>Job Responsibilities</b> Main tasks and competencies</p> <p>Selling hand-made croissants and breakfast Running a business by her own Promotion of her business ...</p>
<p><b>About</b> E.g.: Age, Gender, Education, Personal Situation</p> <p>24 years Female Training as a baker Long-term relationship with John Loves to talk about the latest trends in the food industry Has a cat called Bella ...</p>		<p><b>Works with</b> Colleagues, Customers...</p> <p>Supplier of ingredients Supplier of coffee machines Supplier of drinks Local promoters Customers (age range 16 – 45) ...</p>
<p><b>Goals</b> Prioritize them</p> <ol style="list-style-type: none"><li>1. Happy customers</li><li>2. More sales</li><li>3. Wants to be found online</li><li>4. More visibility of her business</li></ol> <p>...</p>	<p><b>Pain Points</b> Prioritize them</p> <ol style="list-style-type: none"><li>1. Hard to hold against big players</li><li>2. Shop cannot be found online</li><li>3. No knowledge about IT &amp; marketing</li></ol> <p>...</p>	<p><b>Needs</b> Prioritize them</p> <ol style="list-style-type: none"><li>1. A way to compete against big players</li><li>2. To have a very easy to use online shop</li><li>3. Promotion of her business</li></ol> <p>...</p>

Exemplary overview of a Persona

# Create and design your product

## How to localize your product?



- Each country, continent, and industry you target with your solution has different characteristics, e.g.:
  - Legal aspects
  - Regulations
  - Taxes
  - Certifications
  - Data privacy aspects
- Further characteristics are regarding the design of your product, e.g.:
  - Characters per word
  - Color
  - Numbers
- To overcome those challenges
  - conduct research about your specified location
  - have experts within your team who are specialized in localization
  - have a diverse team with members of the specified location

# Managing the development process and launching your product

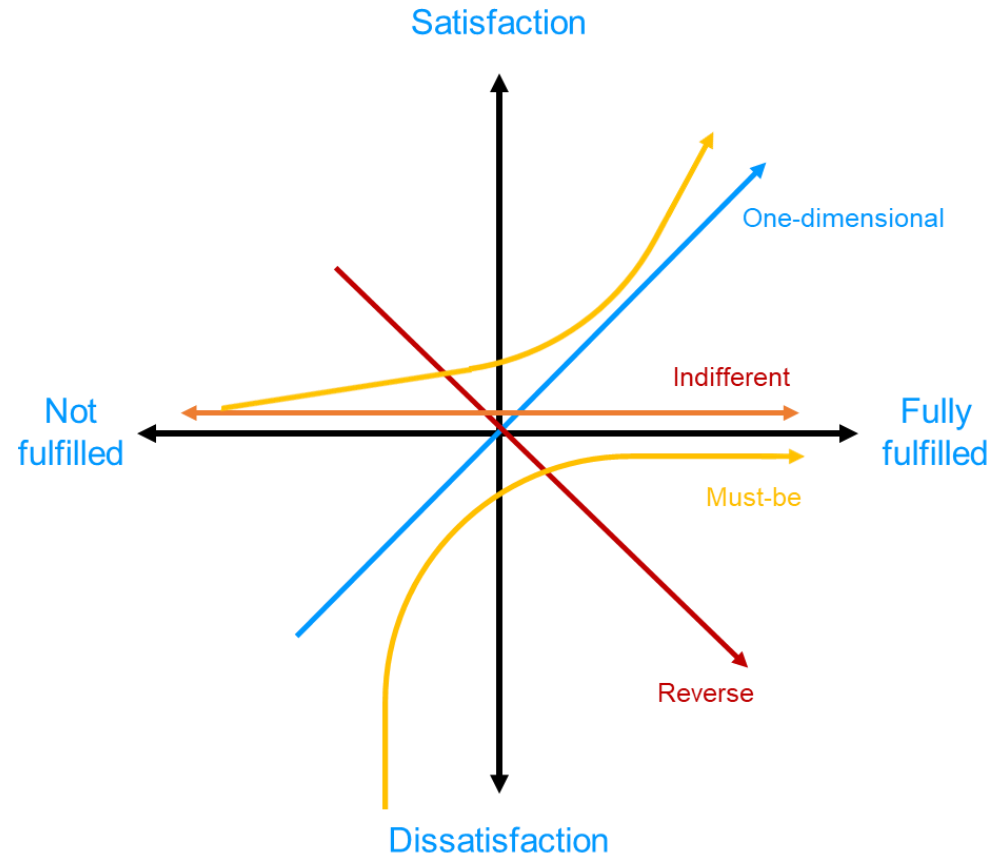
## How to prioritize?



- Prioritization is important to give your team guidance on which
  - features
  - bugs
  - additional product characteristics your team has to work next
- The KANO model is to combine product development with customer satisfaction and classifies customer preferences into five categories: must-be, one-dimensional, attractive, indifferent, reverse
- The MoSCoW framework stands for “must have”, “should have”, “could have”, and “won’t have”
- The RICE framework stands for reach, impact, confidence and effort
- The value vs. effort framework is sometimes also called “value vs. complexity” framework and is a 2x2 grid

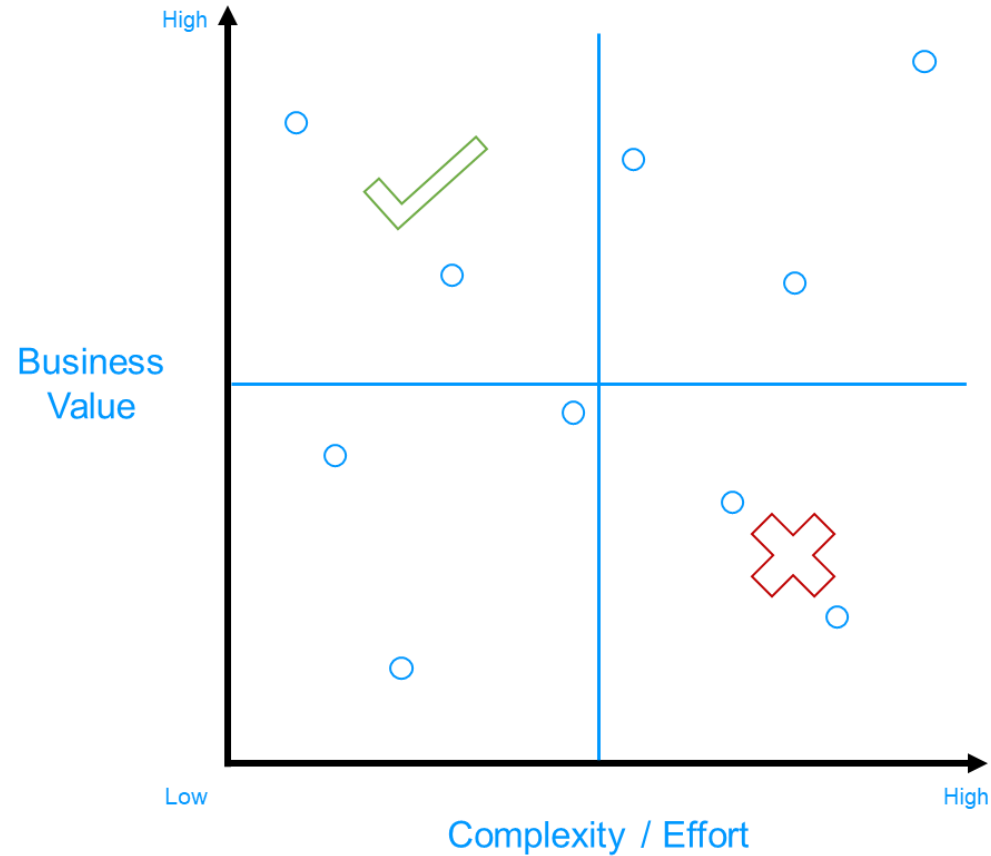
# Managing the development process and launching your product

## How to prioritize?



# Managing the development process and launching your product

## How to prioritize?



Value vs. Complexity Framework

