TREVOTECH ACADEMY

PRODUCT MANAGEMENT SYLLABUS

Section 1: Product Strategy for Product Managers

1. **Introduction to product management**

   - Understand what product management involves.

   - Describe why product management is important.

   - Understand the history and evolution of product management

2. **The role of the product manager**

   - Understand the purpose of the product manager role in an organization.

   - Understand what a product manager does during the different stages of the product development cycle.

   - Identify key cross-functional partners and customize communications based on an understanding of their key priorities.

3. **Problem Identification**

   - Learn how to identify problems that are worthwhile to solve.

   - Describe various customer discovery techniques for gathering requirements.

   - Understand the market through qualitative and quantitative research methods.

   - Identify the target user and build user personas based on the research synthesis.

   - Learn how to complete each component of a product requirements document (PRD), including documenting requirements.

4. **Vision and Strategy**

   ○ Define and craft a compelling vision for a new product.

   ○ Identify strategic areas to invest in based on organizational goals and competitive analysis.

   ○ Build a Business Model Canvas for a product opportunity.

   ○ Understand the importance of defining a minimum viable product (MVP).

   ○ Define key performance indicators (KPIs) that align product strategy with organizational goals.

5. **Communication Skills**

   ○ Understand the importance of various methods for practicing active listening.

   ○ Learn how to craft and deliver compelling stories.

   ○ Apply persuasion and negotiation when communicating with business stakeholders.

   ○ Learn how to structure and deliver strong presentations.

6. **Project: Pitch a product vision**

   ○ Develop and deliver a market-based, insight-driven pitch for a new product targeted to executive stakeholders.

   ○ Case Study:

Section 2: Product Design

1. **Introduction to a design sprint**

   - Describe the purpose and process of a design sprint.

   - Identify suitable candidates for a design sprint.

   - Learn how to plan and involve necessary stakeholders in a design sprint.

   - Differentiate between the responsibilities of the product manager and designer roles.

2. **Understand**

   - Describe the understanding phase of the design sprint.

   - Describe how lightning talks, interviews, and competitive analysis can be used as input during the understanding phase.

   - Use the "How Might We" method to identify opportunities.

   - Utilize the "rose/bud/thorn" method to classify things as positive, negative, or opportunities.

   - Apply affinity mapping to identify thematic insights.

3. **Define**

   - Describe the Define phase of the design sprint.

   - Define success metrics using the HEART framework. HEART - Happiness, Engagement, Adoption, Retention and Task completion

   - Explain the difference between goals, signals, and metrics.

   - Craft design principles.

   - Write a future press release.

4. **Sketch**

- Describe the Sketch phase of the design sprint.

- Use the Crazy 8s method to brainstorm ideas through sketching.

- Facilitate a process for sharing and voting on sketches within the team.

- Create a more detailed, in-depth solution sketch that contains at least 3 frames.

5. **Decide**

- Describe the decision phase of the design sprint.

- Identify assumptions behind ideas and formulate questions about them.

- Create a decision matrix to narrow down ideas to those worth pursuing.

- Represent perspectives from a wider audience using Thinking Hats.

6. **Prototype**

- Describe the prototyping phase of the design sprint.

- Create a storyboard to map out a plan for your prototype.

- Learn how to utilize different types of prototyping.

- Create a high-fidelity, interactive prototype.

- Apply best practices for creating prototypes.

7. **Validate**

- Describe the prototyping phase of the design sprint.

- Create a storyboard to map out a plan for your prototype.

- Learn how to utilize different types of prototyping.

- ○ Create a high-fidelity, interactive prototype.

- ○ Apply best practices for creating prototypes

8. **Next Steps**

- ○ Describe the benefits of iteration and identify when it is appropriate.

- ○ Evangelize the idea across cross-functional development teams.

- ○ Create documentation for the engineering team.

9. **Design sprint**

- ○ Take a problem through a design sprint to develop a concept, create a prototype, bring the concept through user testing, and then prepare to hand off the concept to the engineering team.

Section 3: Product Development

1. **Managing Product Development Team**

- ○ Build credibility.

- ○ Build trust.

- ○ Influence without authority

- ○ Negotiate and say no when appropriate

2. **Development methodologies and tools**

- ○ Describe different development methodologies.

- ○ Implement best practices for collaboration and project management.

- ○ Describe the code writing, review, and submission processes.

- ○ Work effectively with geographically distributed teams

3. **Testing, feedback, and preparation for the launch**

- ○ Write test plans.

- ○ Apply a prioritization framework. - **Effort/Impact Prioritization**

- ○ Run a go/no go launch meeting.

Section 4: Product Launch

1. **Set up the process**

   - ○ Develop a step-by-step product launch process.

   - ○ Understand the importance of scaling.

   - ○ Create a scaling plan.

   - ○ Identify risks in a product launch and create a plan to mitigate them

2. **Marketing and growth strategy**

   - ○ Understand the roles of the product manager and product marketing manager and how they collaborate with each other.

   - ○ Research competitors to formulate product positioning.

   - ○ Learn how to collaborate with marketing to develop a marketing message, acquisition channel strategy, and pricing strategy for a product.

3. **Prepare launch team**

   - ○ Understand the other teams and stakeholders that need to be brought into the process as it gets closer to the product launch.

   - ○ Prepare sales and customer support with appropriate communications collateral for a product launch.

   - ○ Create a user guide to educate users.

4. **Launch and post-launch feedback**

   - ○ Develop a product rollout timeline.

- Learn how to execute the launch of a product to include announcements to internal stakeholders.

- Use customer feedback to determine priorities for the next iteration of a product.

- Create an A/B test to test a new feature for a product.