

✓ **Project Intro and Scope**

✓ **Roles and Responsibilities**

- What does a Product Manager do?
- Difference between Product Manager and other PM roles
- What does a Product Designer do?
- Difference between Product Designer and other Design roles.

✓ **Why do companies need you?**

- Product Organization Structure in different companies
- What would happen to the company if there are no Product Managers?
- What would happen to the company if there are no Product Designers?
- UX Thinking and why do companies need it?

✓ **Skills for Product Managers and Product Designers**

- Soft and hard skills that a Product Manager needs
- Soft and hard skills that a Product Designer needs
- Personal and professional development

✓ **Product Development Lifecycle**

- PDLC stages and processes
- Difference between product and project
- Roadmapping and Prioritization

✓ **Starting the Discovery Process**

- Initial stages of discovery
- Idea generation sources



✓ **User interviews**

- Why should you involve users in your discovery/design process?
- Planning user interviews
- Recruiting participants
- Interviewing and empathizing customers
- Doing thematic analysis

✓ **Problem Statement**

- What is a problem statement?
- Why have one?
- How to create it?

✓ **Customer Journey Mapping**

- What is a customer journey mapping?
- Why should we do it?
- How to do it?

✓ **Product-Market Fit**

- What is a product-market fit?
- Getting to product/market fit?
- Understanding the market trap
- Customer types

✓ **Designing Solutions**

- Brainstorming solutions
- Sketching/Wireframing
- Working with different teams in this stage



✓ **Minimum Viable Product**

- What is an MVP?
- How to come up with MVP features?
- Prototyping and creating an MVP

✓ **Validating Solutions**

- Defining research methods and success metrics
- Testing prototypes with users
- Analyzing testing results
- Reviewing/updating solutions

✓ **Go to Market Plan**

- Defining alpha/beta participants
- Working on GTM plan with different departments
- Setting up success criteria and tracking KPIs
- Measuring product/feature success

✓ **Handing Off the Project to the Team**

- Creating epics and mapping those to company goals
- Ticketing hierarchy
- User story telling



✓ **Engineering Processes**

- How to deliver end results?
- Technical feedback for the product/feature
- Creating backlog and communicating requirements to Engineering team

✓ **QA Processes**

- QA testing types
- QA/PM/UX collaboration
- Challenges and solutions

