Related Roadmaps

- UX Design Roadmap
- Data Analyst
- Design System

Find the detailed version of this roadmap along with other similar roadmaps

roadmap.sh

Product Manager

Introduction

- What is Product Management?
- Product vs Product Management
- Roles and Responsibilities
- Key Skills

Product Development Lifecycle

- Development
- Introduction
- Growth
- Maturity
- Decline

Idea Generation

Product Identification

Brainstorming Techniques

- Mind Mapping
- Brainwriting
- SCAMPER

Iterative Process

- Discovery
- Selection
- Validation
- Execution

- Blue Ocean Strategy
- TRIZ (Theory of Inventive Problem Solving)
- Problem Framing

Market and User Research

Market Analysis

- Identifying Market Needs
- Competitive Analysis
- Emerging Market Trends

User Research

- User Personas
- User Interviews
- Surveys and Questionnaires
- Ethnographic Research

Product Strategy

Positioning

Defining & Communicating

- USP (Unique Selling Point)
- Market Segmentation
- Case Studies

Vision & Mission

- Statement
- Proposition
- Capabilities
- Solved Constraints
- Future Constraints
- Reference Materials
- Narrative

Defining Goals

Goal Types

- Target
- Baseline
- Trend
- Timeframe

Value Proposition

- Defining Value Proposition
- Value Proposition Canvas

- Feature Creep
- Finding Balance

Value vs Features

Strategic Thinking

Competitive Strategy

- Five Forces Analysis
- Competetive Advantage

Strategic Partners

- Identify Partners
- Managing Partnerships

Product Planning

Product Requirements

- Writing PRDs
- User Stories
- Job Stories

Product Roadmap

- Creating a Roadmap
- Prioritising Features
- Continuous Roadmapping
- Outcome-Based Roadmaps
- Communicating the Roadmap

Backlog Management

- Prioritization Techniques
- Grooming Sessions
- User Story Mapping

Product Design

UX / UI Design

- Principles of UX Design
- Wireframing and Prototyping
- Design Thinking

Service Design

Interaction Design

User Testing

- Usability Testing
- A/B Testing
- Remote User Testing

Development and Launch

Agile Methodology

- Scrum Basics
- Kanban Basics

Working with Engineering Teams

- Sprint Planning
- Daily Standups
- Retrospectives
- Minimum Viable Product (MVP)

Release Strategies

- Feature Toggles
- Phased Rollouts
- Dark Launches

Go-to-Market Strategy

- Launch Planning
- Marketing Strategies
- Growth Hacking

Product Metrics

Key Product Metrics

- DAU (Daily Active Users)
- MAU (Monthly Active Users)
- Conversion Rate
- Retention Rate
- Churn Rate
- LTV (Lifetime Value)
- CAC (Customer Acquisition Cost)
- North Star Metric

Data-Driven Decision Making

- A/B Testing
- Cohort Analysis
- Predictive Analytics

Feedback Loops

Stakeholder Management

Communication Skills

Interpersonal

- Communication Techniques
- Difficult Conversations
- Active Listening
- Conflict Resolution

Business

- Alignment & Buy-In
- Showing Impact

Managing Stakeholders

- Identifying Stakeholders
- Stakeholder Mapping
- Stakeholder Engagement
- Remote Stakeholders

Product Management Tools

Roadmapping Tools

- Product Board
- Aha
- Notion

Project Management Tools

- Jira
- Linear
- Trello

Analytics Tools

- Amplitude
- Heap
- Looker

Communication Tools

- Slack
- Teams
- Discord

Risk Management

Identifyig Risks

- Risk Identification Techniques
- Risk Register

Risk Assessment

- Qualitative Risk Assessment
- Quantitative Risk Assessment

Risk Mitigation

- Mitigation Strategies
- Contingency Planning

Monitoring and Controlling Risks

- Risk Monitoring Tools
- Risk Audits

Advanced Topics

Scaling Products

- Growth Strategies
- Internationalization
- Platform Thinking

Portfolio Management

Advanced Analysis

- Predictive Analytics
- ML in Product Mgmt.
- AI in Product Mgmt.

Leadership and Influence

- Building and Leading Teams
- Influencing without Authority
- Emotional Intelligence

Keep Learning