

Product Management Bootcamp

1 WEEK | 40 HRS | IN PERSON

PROGRAM GOAL

Build a full suite of Product Management documentation for a digital product that will win stakeholder buy-in for new product proposals. Step into the role of Product Management to understand core responsibilities and how PMs lead a team with a metric-driven product roadmap.

AUDIENCE

- UX Designers who are being asked to take on a 'Product Designer' role
- Junior Product Manager establishing best practices in ways of working
- Engineers who want to learn how to work with Product Managers

LEARNING OBJECTIVES

By the end of the program, participants will be able to:

- Clearly define and describe the role and responsibilities of a product manager
- Determine the key risks and assumptions of a given product in order to conduct user testing.
- Carry out effective user research and apply usability tests to validate product development decisions.
- Create wireframes, MVPs and prototypes in order to test assumptions and products features.
- Use metrics and OKRs to measure a product's success and track its life cycle.
- Apply agile best practices by communicating features in epics and user stories.
- Speak fluently with developers about technology and technical constraints.

MEASURING SUCCESS

% increase of product experiments / MVPs

Deliverables

Elevator Pitch

Customer Development Interview Insights

Lean Canvas

Assumptions and experiments

Market and Business Case

Competitor Analysis

MVP & Wireframes

Metrics

Product Roadmap

Final Project

Students design a solution for a problem that a specific group is experiencing and solve it in a way that is best for that target audience.



Product Management Bootcamp At A Glance

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00-10.30am	Product Development Process	Creating Personas	Minimum Viable Product	Communicating Like A PM	Tech For PMs
Break					
10.45-12.30pm	Project Selection	Competition & Market Research	Usability Testing	Building Digital Products	Agile In Practice
Lunch					
1.30-2.45pm	Customer Development	Research Synthesis & Affinity Mapping	Prioritizing Features	The Product Roadmap	Leadership Demo
Break					
3.00-4.30pm	Finding & Interviewing Users	Sketching & Wireframes	Product Market Fit	Product Health Metrics	Bring It On Home
Bring It On Home — closing exercise					

