

A Product Manager is not an expert in any of the areas listed below, but work with web designers, UX and Usability people, marketing teams etc to help deliver a **Digital Product** - a website, an app, software tool and so on. In this course we explore the various interlinking responsibilities a Product Manager faces to bring a product successfully to market.

- User Research
- UX
- Product Design (software etc)
- Product Launch/Marketing
- Product Management
- Agile/Lean Project Management
- Sales/Promotion

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide only.

The course runs from 9.30 am to approximately 4.30 pm.  
Duration: 2 days.

Product versus Market Orientation  
Customer focus  
Managing risk

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Roles and responsibilities  
Product Manager qualities  
The product life cycle  
Development stages  
Product development methods

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Customer Research and Analysis  
Target customer identification  
Customer research matters  
Customer research methodologies  
Focus groups and interviews  
User personas

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Product fit  
Market fit  
MVP development

Business model canvas  
Business model components  
Types of business models

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Competitor analysis  
Competitor landscape  
Gauging opportunity size  
Developing your competitive strategy

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User Experience Design Strategy and Planning  
Business benefits  
User experience essentials  
User-centred design

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Goal focus  
Simplicity and clarity  
Common design patterns  
Visual logic  
Type of digital experiences

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Customer needs  
Prioritising product features  
Wireframe production

# Digital Product Management...

Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

Wireframing methods  
Storyboard production

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Introduction to Information Architecture (IA)  
Components of IA  
The IA triangle  
IA scenario planning

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Metrics selection  
Test insights  
Heuristic evaluation  
Paper prototyping  
Usability testing  
Building your financial model

Pricing model options  
Revenue forecasts

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Planning your product timeline  
Pre-launch  
Pre-market fit  
Post-market fit  
Building a product roadmap

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Agile principles  
Key project stages  
Incremental delivery  
Agile management frameworks  
Why do projects go wrong?  
How to avoid failure  
Checklist to follow to avoid failure

“A highly professional company run by knowledgeable, friendly people”

