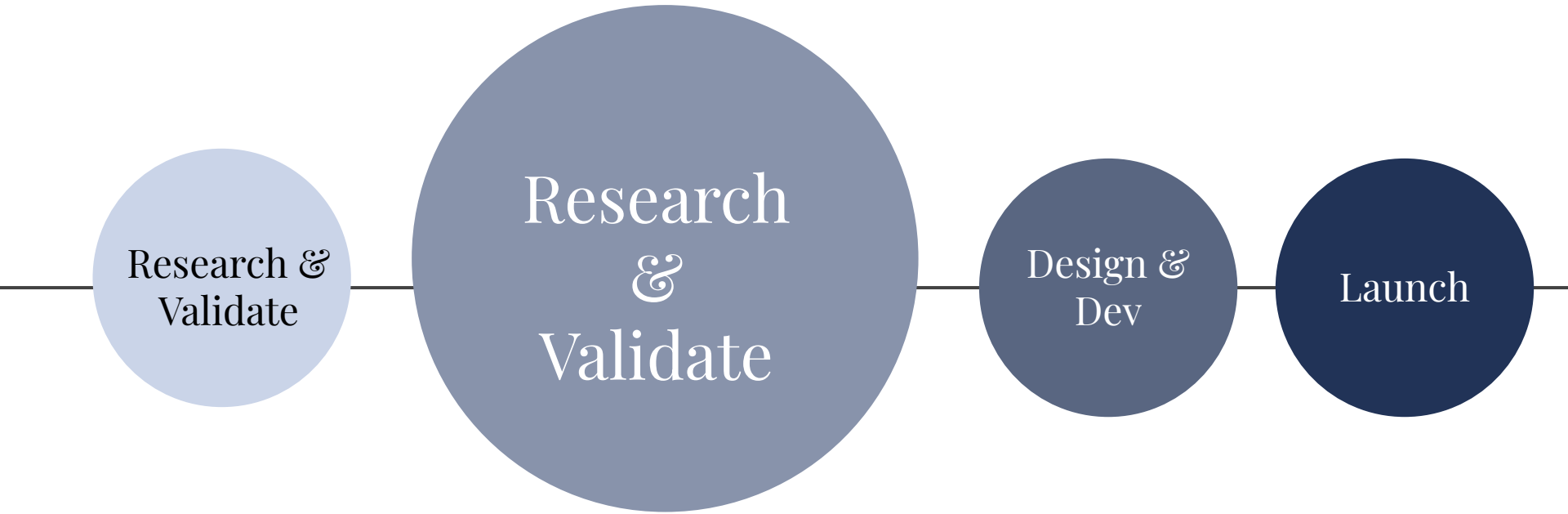
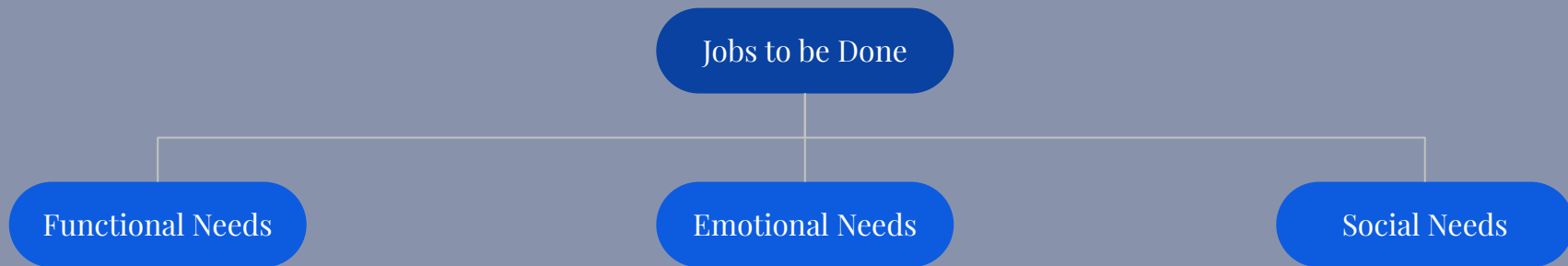


Product Management Process



Frameworks

Jobs To Be Done (leverage it for mapping roadmap to company goals)



For example, at Twitter, leadership identified these three primary customer needs: "inform me," "have a conversation," and "inform others." We utilized these jobs to allocate resources and prioritize the roadmap.

Outcome: Roadmap alignment to company goals, Common roadmap across cross-functional teams.

Frameworks

Product Hypothesis (leverage it to tie the customer problem to roadmap initiatives and quantify its expected outcome on company goals)

01	Customer's Problem	For example, if an order fulfillment exception occurs, the company should communicate to the customer clearly, offer flexibility, and empower the customer to self-remediate without calling the contact center.
02	Articulate impact by measuring customer usage	For example, "We know ___XM customers contact us or cancel orders weekly due to delays___"
03	Describe the proposed action or change	For example, "If we ___provide a specific ETA and the ability to self-remediate ___"
04	Predict the expected outcome of the action	For example, "Then we ___\$XM in order cancel GMV and \$XM in operational losses___"
05	Outline the broader impact or benefit	For Example, "Resulting ___X% increase in repeat purchase, reduce \$XM in acquisition cost and add \$XM in yearly revenue___"

Outcome: Clearly communicates problem to solve and proposed actions with expected outcome

Tools

