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# Product Management

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## Topics:

### Product Development Process

- The Product Life Cycle Part 1 - Development, Introduction, Growth
- The Product Life Cycle Part 2 - Maturity, Decline
- The Product Development Process
- Waterfall vs Agile

### Product Idea

- How to Discover your product
- Find problem and identify problem
- Interview your users

### Finding a Market Fit

- Use SWOT Analysis to Understand the Market Landscape
- How to Stand Out
- Size the Market
- Trends

### Relate to Your Users

- Personas
- Making an Empathy Map

## Testing and Validating Your Product Idea

- Lean Product Design
- Design Experiments
- Test by Smoke Selling
- Test by Making a Product Demo Video
- Test by Using the Concierge Method
- Don't Be Data-Driven, Be Data-Informed

## Shaping the Product

- How to Create a Feature Backlog
- Create a Feature Backlog Using Pivotal Tracker

## Wireframing

- How to Use Wireframes and Prototypes Effectively
- Make Your Product Super Intuitive Through User Testing

## User Stories

- Write User Stories for Your Product Idea
- Prioritize Stories Using Assumption Testing
- Prioritize Stories Using the MoSCoW method
- Prioritize Stories Using the BUC method
- Estimate and Size Stories

## Product Management Leadership

- How to Lead Developers

- How to Lead Designers
- How to Manage Stakeholders