

# Overview

Delivered fully online, our 10-week Product Management course is taught by industry experts and focuses on the essential knowledge areas and digital skills necessary for effective product management. It helps students develop practical skills in market research, user-centered design, product strategy and roadmapping, agile development and testing, go-to-market strategy, and product analytics. These skills enable students to contribute effectively to all stages of the project management lifecycle.

During the course, students will get hands-on practice using industry-standard tools, including Jira for project management, Productboard for product roadmapping, and Amplitude for product analytics. The course also helps learners leverage the power of AI in the product management process. In each module, learners will explore and practice with cutting-edge AI tools, such as large language models (LLMs), to perform and optimize product management tasks.

# Learners

The course attracts learners who are motivated to expand their knowledge and grow their careers. Their backgrounds are wide and varied, including professionals from Product Management, Project Management, Business Operations, HR, Finance, Marketing, Engineering, IT/DevOps, and more. Our course is ideal for anyone who identifies with one of the following profiles:

- Product managers who are newer to the field and looking for best practices
- Business, design, or engineering-focused professionals looking to:
  - Gain a “big picture” understanding of product management.
  - Apply product management skills to their current role.
  - Transition to a product management role/career path.
- Entrepreneurs, business owners, and professionals looking to unlock new approaches to driving innovation, growth, and impact.

# Authors and Instructors

**David Lifson**: David has been leading organizations for 16 years, half of which were leading teams of 10-30 people: 12 years as a product leader (including eight years as leader of Product + Engineering) and four years as CEO/GM. He's worked 0 to 1 and at scale, from founder to Series A/B, pre-IPO to PE, and public companies. Dave has a bachelor's and master's degree in Computer Science from Cornell University and is based in Austin, TX.

**Bukky Adebayo**: Bukky is a product leader and investor in developer tools. She previously led product management for HashiCorp's Waypoint, a customizable internal developer platform. Prior to that, Bukky was a product manager at GitHub, where she built security products that helped organizations ensure that they had secure development processes. She has served as a product manager in a variety of companies, including Microsoft, Hopper Travel, General Assembly, and Bedrock Analytics. Additionally, she's a graduate of Olin College of Engineering. She's excited about building customer-centric and psychologically safe product engineering teams.

**Kyle Jacobsen**: Kyle is a seasoned veteran in the field of product management, boasting over two decades of expertise in B2B SaaS. With a proven track record of success spanning diverse industries, Kyle has honed his skills as a strategic leader and innovator. In addition to his extensive experience, Kyle is a sought-after speaker and presenter known for his insightful perspectives on all things product management.

**Sarah Dethloff**: Sarah is a seasoned product manager with over 12 years of experience specializing in startups and B2B software companies. Throughout her career, Sarah has held diverse roles, ranging from individual contributor positions to director of product management and head of product strategy. Currently serving as a senior staff product manager at BILL, she helps empower small and medium-sized businesses to streamline their financial management processes. Sarah has five kids, one husband, and (when she can spare a minute) loves to read and garden.

**Ben Brown**: Ben is a seasoned product leader with experience at companies large and small. His leadership experience benefits from multiple disciplines, having worked in marketing, operations, and, now, product development. For the past decade, Ben has

used that cross-functional experience to build high-performing product teams focused on solving real problems for their users. Ben strives to share the knowledge he's gained over his career so others can benefit from the hard lessons gained through experience.

## Learning Outcomes

- **Data-Driven Decision-Making:** Utilize data-driven decision-making practices to inform product management strategies and optimize business outcomes.
- **Strategic Thinking:** Develop the strategic thinking skills necessary to formulate and execute product strategies that drive sustainable business growth and competitive advantage.
- **Customer-Centricity and User Research:** Develop the skills and mindset necessary to adopt a customer-centric approach in product management, including developing user interviews and surveys, creating user personas, and consolidating user research findings.
- **Market Sizing and Validation:** Size market opportunities, compare potential new ventures against addressing customer problems, and assess product-market fit using competitive analysis and impact modeling.
- **Product Strategy and Roadmapping:** Formulate effective product strategies aligned with organizational goals and user needs, prioritizing features and initiatives to create a comprehensive product roadmap that communicates vision and direction.
- **Prototype Design and Validation:** Develop and validate prototypes to iterate on low-fidelity wireframes, incorporating user feedback and employing validation techniques to ensure alignment with user needs and stakeholder expectations.
- **Agile Product Development:** Implement Agile/Scrum methodologies in product development, defining requirements, planning and executing sprints, and conducting quality assurance and user acceptance testing while effectively communicating with internal and external stakeholders throughout the process.
- **Go-to-Market Strategy:** Develop comprehensive go-to-market strategies for minimum-viable products, present strategies to stakeholders, and plan product launches while strategizing user acquisition, retention, and market penetration.

- **Impact Measurement and Optimization:** Analyze product performance using analytics tools, conduct A/B tests, and leverage user feedback to optimize products, creating iterative plans that enhance user experience and achieve business objectives.
- **Stakeholder Management:** Identify and engage with key product stakeholders. Use effective communication strategies to manage expectations and foster collaborative relationships throughout the product lifecycle.
- **Digital Tools Proficiency:** Gain hands-on experience with industry-standard product management tools such as Atlassian Jira, ProductBoard, Amplitude, and generative AI. Leverage these tools for efficient project planning, execution, and monitoring.

# Certifications

Learners will prepare for three industry-leading credentials in the course to validate and demonstrate their skills and knowledge.

## **Atlassian Jira Software Essentials Certification**

Learners will prepare for this certification as part of the course.

- Validate understanding of Jira, agile development, and how to align engineer and design teams to build software products.
- Get to know the most popular agile frameworks, scrum and kanban, and see how Jira helps product managers use them.

## **Productboard Build Outcome-Driven Roadmaps Certification**

Learners will earn this certification as part of the course.

- Demonstrate the ability to build roadmaps that translate strategy into execution leveraging Productboard.
- Learn how to tailor product roadmaps for different audiences, share them with stakeholders, and keep the roadmap front and center during daily work.
- Discover five types of roadmaps every product manager needs and share best practices and real-life examples along the way.

## Getting Started with Amplitude Analytics Credential

Learners will earn this credential as part of the course.

- Understand user behavior with the event segmentation chart.
- Use dashboards and starter templates to monitor Important metrics.
- Create and analyze custom user groups with Amplitude’s behavioral cohorts.
- Earn recognition for your ability to monitor and analyze user behavior and identify product improvement opportunities using Amplitude.

Students will also get hands-on experience working with a number of other tools related to each phase of the product development lifecycle, so they’ll be familiar with key tools used at every stage of product development.

# Curriculum

| Section  | Objectives                                                                                                                                                                                                                                                                                                                                                                       | Project                                        |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| Module 1 | <b>Develop a Product Mindset</b> <ul style="list-style-type: none"><li>● Define the role of a product manager in driving business success.</li><li>● Craft a problem statement as part of a product brief.</li><li>● Identify the key steps in the product development cycle.</li><li>● Describe product/market fit as it relates to problems, solutions, and markets.</li></ul> | Create a Product Brief                         |
| Module 2 | <b>Gather Customer Insights with User Research</b> <ul style="list-style-type: none"><li>● Design and conduct surveys to understand customer needs and characteristics.</li><li>● Observe existing user behavior data.</li><li>● Identify the target audience and recruit research participants.</li><li>● Create interview scripts and conduct customer interviews.</li></ul>   | Design a customer survey and interview script. |

|          |                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                         |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
|          | <ul style="list-style-type: none"> <li>Collaborate with product stakeholders to design user research that answers key questions.</li> </ul>                                                                                                                                                                                                                                                                                 |                                                                         |
| Module 3 | <p><b>Define Customer Problems by Analyzing Data</b></p> <ul style="list-style-type: none"> <li>Analyze interview, survey, and interaction data to extract insights.</li> <li>Create target personas, jobs-to-be-done, and user stories to refine opportunities.</li> <li>Craft user stories to align all stakeholders with user needs and the problem to solve.</li> </ul>                                                 | Analyze User Needs & Create Target Personas in <b>Miro</b>              |
| Module 4 | <p><b>Size the Market Opportunity</b></p> <ul style="list-style-type: none"> <li>Compare new opportunities against solving customer problems.</li> <li>Assess product-market fit.</li> <li>Perform a competitive analysis.</li> <li>Model the impact of solving user problems.</li> </ul>                                                                                                                                   | Model the impact of solving a customer problem.                         |
| Module 5 | <p><b>Create a Product Roadmap</b></p> <ul style="list-style-type: none"> <li>Generate potential solutions to address identified opportunities.</li> <li>Prioritize product features and initiatives using a structured approach.</li> <li>Create a product roadmap that aligns with organizational goals and user needs.</li> <li>Complete the <b>Productboard Build Outcome-Driven Roadmaps Certification</b>.</li> </ul> | Create a Product Roadmap in <b>Productboard</b>                         |
| Module 6 | <p><b>Design &amp; Validate a Prototype</b></p> <ul style="list-style-type: none"> <li>Develop low-fidelity wireframes.</li> <li>Build a clickable prototype in Figma.</li> <li>Perform a user test using a prototype with UserTesting.</li> <li>Iterate on prototypes based on user feedback.</li> <li>Use other validation techniques such as painted door tests and A/B tests.</li> </ul>                                | Build and test a clickable prototype with <b>Figma</b> and UserTesting. |

|          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                               |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|          | <ul style="list-style-type: none"> <li>Identify how to communicate with tech stakeholders while designing and testing prototypes.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                   |                                                                               |
| Module 7 | <p><b>Build the Product Solution using Agile</b></p> <ul style="list-style-type: none"> <li>Define a product requirements document (PRD) for a minimum viable product (MVP)</li> <li>Implement Agile/Scrum methodologies in a product development process.</li> <li>Plan and execute a product sprint, managing tasks and timelines effectively.</li> <li>Perform pre-launch quality assurance (QA) &amp; User Acceptance Testing (UAT)</li> <li>Communicate with technical stakeholders during the build process.</li> </ul>  | Create a Product Requirements Document (PRD) and Plan a Sprint in <b>Jira</b> |
| Module 8 | <p><b>Define a Go-to-Market Strategy</b></p> <ul style="list-style-type: none"> <li>Develop a go-to-market strategy for a minimum viable product.</li> <li>Present your go-to-market strategy to stakeholders.</li> <li>Define strategies for user acquisition and retention.</li> <li>Plan and execute a product launch.</li> </ul>                                                                                                                                                                                           | Create a <b>product launch.</b>                                               |
| Module 9 | <p><b>Measure &amp; Optimize Impact</b></p> <ul style="list-style-type: none"> <li>Analyze product performance using analytics tools to inform future iterations.</li> <li>Perform A/B tests to measure the impact of new features.</li> <li>Develop strategies for optimizing products based on user feedback and analytics.</li> <li>Create a plan for product iterations that enhance user experience and meet business objectives.</li> <li>Complete the <b>Getting Started with Amplitude Analytics badge.</b></li> </ul> | Create an Analytics Dashboard in <b>Amplitude</b>                             |

|           |                                                                                                                                                                                                                                                                                                                   |                                    |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Module 10 | <p><b>Lead with Influence</b></p> <ul style="list-style-type: none"> <li>• Communicate persuasively to product stakeholders.</li> <li>• Apply storytelling techniques to present data-driven insights effectively.</li> <li>• Demonstrate leadership skills in guiding product teams and stakeholders.</li> </ul> | Create a Data-Driven Product Pitch |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|

# Delivery & Schedule

Fully online, on-demand learning with weekly 2-hour live/online interactive group sessions led by mentors with subject matter experts. Ziplines Education uses Canvas as the learning management system (LMS).

Here’s a breakdown of what students will do each week:

|                                                                                                             |           |                                                                                                |
|-------------------------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------|
| Complete online content created by industry experts, including a project to apply your skills and knowledge | 6-8 hours | Released every Friday.<br><br>Projects are typically due two weeks after a module is released. |
| Attend a live session to learn from an industry expert alongside your classmates (optional)                 | 2 hours   | Weekday<br>~4-6 pm PT                                                                          |
| Get extra support by messaging your classmates on Slack or reaching out to the Learner Success team.        | Ongoing   | Ongoing                                                                                        |

# Technical Requirements

- A computer to access the LMS, live/online sessions, and Slack workspace.
- A microphone (built-in, headphones, or headset)
- A webcam (built-in or USB plug-in) (optional but recommended)
- Internet connection (broadband wired or wireless; 3G, 4G, or 5G/LTE)



# Assessment

This course will include live sessions, quizzes, playbook assignments, readings, etc.

A certificate of completion will be issued when a learner:

- achieve at least 70% on the module assessments,
- complete all of the playbook assignments,
- earn a passing score on the **Productboard Build Outcome-Driven Roadmaps Certification** and
- earn a passing score on the **Getting Started with Amplitude Analytics Credential**.

# Hours and Articulation

Learner hours for the modules are as follows which include on-demand asynchronous learning, 2-hour weekly online facilitator-led session, certifications and playbook assignment completion:

1. Module 1 – 10 hours
2. Module 2 – 10 hours
3. Module 3 – 10 hours
4. Module 4 – 10 hours
5. Module 5 – 10 hours (Productboard Certificate)
6. Module 6 – 10 hours
7. Module 7 – 10 hours (Optional JIRA Certification)
8. Module 8 – 10 hours
9. Module 9 – 10 hours (Amplitude Certificate)
10. Module 10 – 10 hours

**Total Module Contact Hours: 100 hours**