



Product Management Learning Sprint

Product Management Learning Sprint:

Our Product Manager Learning Sprint equips individuals with the foundation and skills to succeed as a Product Manager: user-centered design, a focus on experimentation, business impact oriented, and able to lead cross-discipline teams.

The Learning Sprint is 5 weeks long and covers many of the day to day requirements of a product manager trying to create a new product in the market. The course is largely centered around finding product-market fit and teaches the skills to turn business opportunity into tangible, market-validated solutions. During the duration of the course students will bring in their own project to develop using themes and frameworks taught during lecture.

At the end of the course, participants are awarded the Tech Futures Lab Learning Badge for Product Management.

<https://www.techfutureslab.com/product-management>

The Experience:

Courses are offered in-person 4:00 - 8:00 pm Wednesday, and instructors are available weekly for office hours to answer any additional questions. Students of the course are encouraged to use the Tech Futures Lab space outside of class for working on their course projects or ideas, for the duration of the course (prior booking of spaces required).

Participants will have weekly reading recommendations (2 hours per week) that covers the foundation of the topics for the lecture. During course time instructors will offer deeper insights into the content and proctor activities to help foster learning.

During the course, participants will work on an actual organisational challenge. The aim is for students to build a case study for their own portfolio.

Course Content:

Session 1: Product Mindsets, Customer Empathy, and Design Sprint

In this first session, users review the mindsets of a Product Manager and then delve into an actual organizational challenge. Using the Sprint methodology, popularized by Google, learn different methodologies of customer research and problem framing to develop the basics of an idea to build.

Topics Covered: Design thinking, experimentation, prototyping

Session 2: Market Analysis and User Stories

Users are introduced to the Product Market Fit framework to assess the market and opportunities in the market. Students then refine their initial idea to craft user stories and the

jobs-to-be done for their potential solution.

Topics Covered: Product Market Fit, Market analysis, Customer Value, User Satisfaction Score, Product Strategy, User Flow Diagrams.

Session 3: De-risking Ideas & MVP

Students learn the minimum viable product framework and begin developing the MVP for their ideas. Students learn how to de-risk ideas through assumption mapping and planning and determine what metric to measure to validate their MVP.

Topics Covered: Hypothesis driven Lean testing, Assumption Mapping, Minimum Viable Product, Measurement

Session 4: Conducting Experiments

Students learn various strategies to conduct tests including the Wizard of Oz viability test. Students visit a user experience lab to observe the various ways they can measure usability and learn through prototypes. Students will then try to get a test for their MVP live.

Topics Covered: Lo-fi/no-tech testing, Wireframing, MVP testing, Usability testing,

Session 5: Roadmap and Product Requirements

Students present what they learned from their live tests and use those learnings to develop the next iteration of their MVP. Students learn about key tools of the Product Manager, the Product Requirements Document and the Roadmap.

Topics covered: Measurement, Solution iteration, Product Requirements, Product Lifecycle

Course Cost

\$900 + GST

Start Date

8 September 2020

Duration & Location

5 weeks, part-time.

Classes run on Tuesdays over 5 weeks from 4-8pm.

Delivered face-to-face at our new premises, 99 Khyber Pass Road.

About Tech Futures Lab

Established by education futurist Frances Valentine (CNZM), Tech Futures Lab is New Zealand's only private graduate school, specifically designed to prepare people and organisations for the future of work. We are recognised as thought-leaders and practitioners in disruption and innovation, the future of work and business. Our large partner network enables those we work with to tap into the most contemporary thought and practice in business, technology and innovation.

<https://www.techfutureslab.com/>