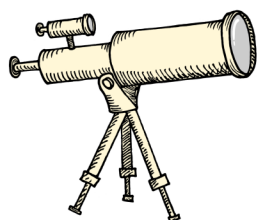
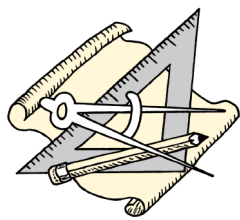


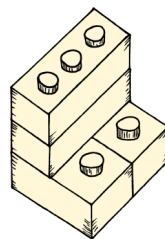
THE 5 DIMENSIONS OF PRODUCT MANAGEMENT



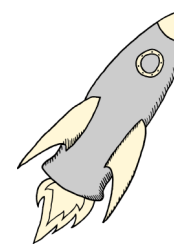
DISCOVER



DESIGN



DEVELOP



DEPLOY



DELIVER

GOAL

Identify the problem, need or opportunity.

Define the solution, validate concept.

Build the right product

Launch in market

Evaluate customer value and collect feedback

CHALLENGE

Problem Discovery

Problem-Solution Fit

Minimize Cost & Risk

Full Product Readiness

Market-Solution Fit

TOOLS

Design Thinking

Design Thinking

Iterative Development

Market Testing

Metrics and Analytics

Market Analysis

Design Sprint

Scrum/Kanban/XP

Simulate Test Market

OKRs/KPIs

SWOT, TAM SAM SOM

User Personas

Prioritization Techniques

DevOps, CI/CD

Customer Feedback

Empathy Interviews

Customer Journey Map

Epics/Features/User Stories

Go to Market Strategy

Usability Tests

Observations

Prototype Testing

DevOps, ATDD, CI/CD

Empathy Interviews

Lean/Opportunity Canvas

Opportunity Scoring model

Usability Tests

Observations

Value Price Analysis

Buy-A-Feature

MVP Canvas

Product Use Tests

Conjoint Analysis

Zones of Value

Product Journey Map

MVP Validation

Blue Ocean

Product Vision Canvas

Product Roadmap

Business Model Canvas

Risk cards

Experiment Backlog

OUTCOMES

Problem and opportunity definition

Possible solutions

Product Increment validated by stakeholders/customers

Product and supporting materials released in market for validation

Customer and market feedback validates solution

Insights

Alignment around Product Vision

MVP ready for validation

Pivot if needed

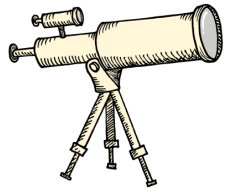
Market and customer definition

Validation of early prototypes

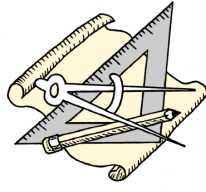
5D CANVAS

PRODUCT

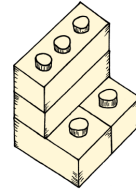
RELEASE



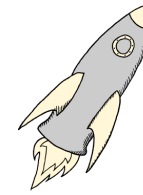
DISCOVER



DESIGN



DEVELOP



DEPLOY



DELIVER

NEEDS

CHALLENGES I EXPECT

TOOLS I WANT TO USE