



# Vatebra Product Academy

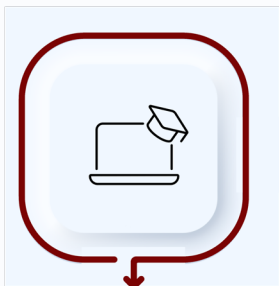
Improve your chances of landing a well-paying job and hasten  
the development of your career.



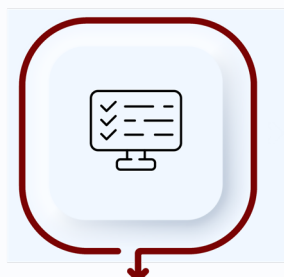
# GET YOUR CAREER STARTED IN PRODUCT MANAGEMENT

This intensive training takes a hands-on approach to advancing you from Enthusiast/Zero Level to Product Manager ready to build world-class products.

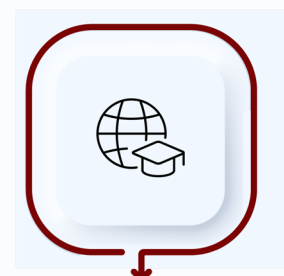
This training is designed by top professionals to provide in-depth knowledge to beginners while also establishing a leading industry relationship that leads to job opportunities.



**Online Live  
Classes**



**6 weeks  
(weekends only)**



**Expert  
Instructors**



What you will discover

# PRODUCT MANAGEMENT FUNDAMENTALS (MODULE I)

You'll begin your journey by learning directly from leaders about how the product management industry is designed and structured, and then connect that class to the product management foundations, which include the three pillars of PM: Product, Customers, and Processes.

Product Knowledge, Tech Industry Analytics, Customer Research, Customer & Market Research, Product Strategy, Team Leadership are essential skills.

01

## Understanding Your Customers

As a Product Manager, you will learn how to conduct customer research and define your target customers as personas to inform your customer-centric product management strategy.

02

## What exactly is the Lean Product Process?

Learn the fundamentals of Lean, such as eliminating waste, remaining flexible, ensuring Agile delivery, and more

03

## Unlocking Product Management Possibilities

Learn to distinguish between the problem and solution spaces in order to structure your thinking, capitalise on opportunities, and inform your product management iterations.

04

## Construct Product Management Hypotheses

Everything you learn should be incorporated into a product management vision and value proposition hypothesis that will serve as the foundation of your product management strategy.



# DESIGN CONSCIOUSNESS/ THINKING (MODULE II)

You will begin by applying design thinking practices to product development and buy-in strategies, allowing you to gain a better understanding of the real-world market, maximise positive outcomes, and understand your customers' thought processes.

You'll learn how to perform opportunity and customer discovery, as well as how to translate your research insights into a product vision and value proposition hypothesis that can be applied to software product management and more as you complete this Product Management certification.

Design Thinking, Empathy Mapping, User Research, and User Personas are essential skills.

## Thinking About Design

Design thinking is a problem-solving method that prioritizes the needs of the consumer above all else. It is based on observing people's interactions with their environments with empathy and employs an iterative, hands-on approach to developing innovative solutions.

## User Profile

User personas are archetypical users with the goals and characteristics of a larger group of users.



## Feelings/Empathy Map

We may summarize the lessons we've learned from working with individuals in the realm of design research using an empathy map. The map offers four key areas on which to concentrate our attention, giving us a general picture of one person's experience.

## User Studies

To inform your design, assess your solutions, and gauge your impact, use user research. Research methodologies are frequently separated into quantitative and qualitative categories, including user research.

## User/Client Persona

The needs of a larger set of users are represented by user personas, which are archetypical consumers with certain aims and traits.

## Human Centered Design

- What is Human Centered Design Thinking?
- Goals of Design Thinking
- Stages of Design Thinking (Overview)

# Mastering the Design Thinking Process

A group of four business professionals (three men and one woman) are gathered around a table in a meeting. They are looking at a laptop screen, which is partially visible. The background is a blurred office setting. The overall tone is professional and collaborative.

## Define

- Problem Definition
- The POV Madlib Framework
- Writing a Problem Statement.

## Ideate

- Goals, Deliverables and Business Outcomes
- Rapid Ideation and Epics
- Completing ideation sessions for potential solutions
- Types of Ideation Processes



# PRODUCT DESIGN (MODULE III)

Once the problem has been defined and a market opportunity has been identified, it is critical to design a solution that is appealing to its intended audience. Create a spec to hand off to engineering for development after taking an idea through concept, design, and user validation. Diverge in order to explore ideas, then focus on and converge on a single idea using design thinking methodologies.

Essential Skills: Product prototyping, wireframing, usability testing, and sequential product development

## Design Sprint Overview



Learn how to plan and include necessary stakeholders in a Design Sprint, as well as how to distinguish between the duties of the Product Manager and Designer. You should also learn how to articulate the goal and process of a Design Sprint and select excellent candidates for one.



### Understand

Explain the Understand phase of the Design Sprint, how lightning talks, interviews, and competitive analysis can be used as inputs, how to use the “How May We” method to find opportunities, how to use the “Rose Bud Thorn” method to categorise things as positive, negative, or opportunities, and how to use affinity mapping to find thematic insights.



### Define

Define success metrics using the HEART framework, distinguish between goals, signals, and metrics, and explain Craft Design Principles. Describe the Define phase of the Design Sprint. Write a press release for the future.

**iv****Sketch**

Describe the Design Sprint's sketching phase. Use sketching to generate ideas using the Crazy 8 approach, Create a more thorough, in-depth Solution Sketch with at least three frames and facilitate a way for the team to share and vote on sketches.

**v****Decide**

Describe the Design Sprint's "Decide" step. Create a Decision Matrix to determine which ideas are worth pursuing, formulate questions regarding assumptions underlying ideas, and use Thinking Hats to represent viewpoints from a wider audience.

**vi****Prototype**

Learn how to use various prototyping techniques, produce a high fidelity, interactive prototype, and apply best practices for prototyping. You should also describe the Prototype phase of the Design Sprint.

**vii****Validate**

Create a plan and data collection procedures for a user study, conduct a user study and interview users, and have a feasibility discussion with an engineer. Then, describe the Validate phase of the Design Sprint. .

**viii****Future Steps**

Create documentation for the engineering team, promote your proposal among cross-functional development teams, and explain the advantages of iteration and when it is suitable.

**ix****Implement a Design Sprint**

Develop a concept for a problem using a design sprint, make a prototype, put it through user testing, and get ready to hand it off to the engineering team.



# Build Exciting Products

## Exploring UI/UX

- Interface Design vs Product Design
- Roles of UI/UX Designers
- UI/UX Rules

## Design Fundamentals

- Contrast, white spacing, Alignment, visual Hierarchy, consistency, scale etc

- Introduction to Figma

- Wireframes to Prototyping: Converting Paper wireframes to low fidelity mockups



# **BUILDING AND REFINING PRODUCTS (MODULE IV)**

The best products are created using iterative product management techniques, which let companies experiment and learn while continuously enhancing the final product. Discover how product managers use road mapping, testing, wireframing, and prioritisation as a component of their product strategy to create successful products inside a product management program.

Product prototyping, wireframing, user testing, and iterative product development are essential abilities.

Learn about Wireframing's Crucial Role in Product Management.

Discover how a product manager creates wireframes as a component of fast prototyping to create more efficient, customer-focused products.

Discover the Step-by-Step Testing Plan to Guide Your Product Activities

Effective testing is necessary for iterative development. Discover how to set up and run effective tests, such as usability tests, that guide your product management iterations.

Establish Your Product Management Roadmap and Priorities.

Learn how a product manager concentrates on the most crucial features of each product by using tried-and-true prioritisation techniques. To ensure successful product execution, how to create a product management roadmap.



## AGILE EXECUTION:

# SCRUM FRAMEWORK & METHODOLOGY (MODULE V)

Explore Agile development and Lean approaches in greater detail to learn how they complement one another and help product management teams iterate quickly toward product-market fit and a successful product. Learn the specifics of Agile development techniques, such as the fundamentals of Agile, the many types of Agile, and how to create user stories and complete story mapping, in order to understand how Product Managers collaborate with development teams.

Key Competencies: Agile Project Management, Product Planning, MVPs, and Agile Methodology.



Learn how product managers use the Build-Measure-Act methodology to accelerate the development of efficient MVPs.

Learn the Lean framework to create successful Minimum Viable Products (MVPs), which are a widespread practice in the management of digital products. These MVPs verify your product hypothesis and help you to iterate toward an effective product.



Develop your leadership skills using agile methodologies.

Discover why product managers use agile approaches and how to apply them to your product development to produce better results more quickly.



Learn About the Pivot and When to Use It

The creation of many product breakthroughs has relied heavily on the pivot notion, which was inspired by Lean techniques.

Learn how to include pivots into your product management process as a product manager by looking xamples that could be used at any point in the product life cycle.



# Product Development Using Agile

## Agile Methodology

- Waterfall vs Agile
- Agile Manifesto
- 12 Principles of Agile
- Agile Frameworks: SCRUM, Kanban DSDM, Xtreme Programming

## Design Sprints for Agile Scrum Teams

- Elements of a Sprint, Sprint Backlog.
- Moving your Tickets from Product Backlog to Sprint Backlog
- Sprint Planning
- Sprint Review
- Daily Standup
- Sprint Retrospective
- Running & Ending a Sprint

# Developing Minimum Viable Products

- Definitions and Types of MVP
  - Lean Thinking & Lean Methodology
  - Pillars of Lean Methodology - The Toyota Way
  - Build-Measure-Learn framework of Lean Methodologies
- Review the learners MVP





# PRODUCT STRATEGY (MODULE VI)

Starting with an extensive market-based, insight-driven strategy, the best products are created. Recognize the function that product managers perform during the product development process with an emphasis on the early stages of the cycle. Learn how to use market research, target user definition, and market sizing to pinpoint the issues that need solving. Create an inspiring vision and plan that will position the team to address those issues. Knowing how to communicate well will help you convince others of the validity of your thoughts.

Key Competencies: Pitch and Product Value Communication, Vision and Strategy.

## **Mission & Strategic Plan**

Create a business model canvas for a product opportunity, recognize the value of defining a minimum viable product (MVP), identify strategic investment areas based on organisational goals and competitive analysis, and define key performance indicators (KPIs) that link product strategy to organisational goals.

## **Pitch a Product Vision is the project.**

Develop your leadership skills using agile methodologies.

Discover why product managers use agile approaches and how to apply them to your product development to produce better results more quickly.

# METRICS FOR PRODUCT MANAGERS (MODULE VII)



A crucial tool for executing your product strategy is metrics. You can incorporate the right objectives into your product strategy and track your progress toward those objectives by using the right metrics. You will learn in this course how to use metrics to accomplish your product strategy goals, how to develop a metric-driven product strategy, key ideas for maximizing the value of your metrics, how to select metrics to guide the development of your product strategy, and how to assess how effectively customer needs are being met.

## Key Competencies:

- **Metrics Best Practices**  
Learn how to select KPIs that will help you achieve the objectives of your product strategy.
- **Data and metric values**  
Identify essential ideas to maximize the usefulness of your measurements.
- **Building a Metric-Driven Product Strategy: A Step-by-Step Guide Connecting Metrics to Strategy**
- **Business benchmarks**  
Know the meanings of crucial business indicators
- **Client/Customer Metrics**  
Understand the meanings of the key customer KPIs

A space shuttle is shown launching from Earth, with a large plume of fire and smoke at the bottom. The Earth's horizon is visible in the background against a dark space.

# PRODUCT LAUNCH (MODULE VIII)

Product Managers must get ready for launch once a product has finished development.

Investigate the product marketing techniques employed by product managers to support a successful launch, as well as the business analytics required as part of a comprehensive product management program to track the launch and continuous growth.

Key competencies: product positioning, pricing strategy, go-to-market strategy, and product analytics.



## **Study effective product marketing**

Learn about product marketing and how to create a positioning, messaging, and brand strategy to promote your product successfully.



## **Utilize sensible pricing and revenue models.**

Investigate popular revenue models and the pricing tactics that complement them to generate value for both your company and your clients.



## **Implementing Analytics for Data-Driven Decision Making**

Learn the fundamentals of lean analytics to monitor your launch's success as well as ongoing engagement and expansion.



## **Product Discovery:**

- Rapid experimentation and Discovery
- Understanding Customer Goals through Deep User Insight
- Product Discovery Principles and Product Discovery Techniques
- Dual Agile Track

## **Product Vision and Strategy**

- Product KPIs
- Hierarchy of Product Strategy
- Product Strategy Development

## **Product Leadership**

- Roadmap and It's Stakeholders
- Roadmap and the backlog
- Setting SMART Product Goals/Roadmaps
- Determining the MVP of your Product


## **Go-to Market Strategy**

- Defining your Go-to Market Strategy
- Determining Product Pricing and strategy
- Marketing Techniques and Revenue Models
- Growth and Development

## **Turning Failure into Learning and Growth**

## **Introduction To Entrepreneurship**

- Creating an entrepreneurial attitude
- Creating an entrepreneurial attitude
- Formulating an entrepreneurial strategy
- Developing your value proposition and promoting your solutions



# **IMMERSIVE JOB SUPPORT (MODULE IX)**

This course is intended to serve as a job workshop. The main goal is to teach our pupils all the aspects of job prospecting necessary to find employment in three months.

Key Competencies: Cover letter, Industry-standard CV, Interview Demo-Class, LinkedIn Optimization

## **Develop and Present Your Product Portfolio Plan**

Showcase what you've learned in a pitch presentation where professionals assess your new product management skill set to obtain your Product Management certification. You'll receive detailed instructions every week on how to construct your final product iteratively. By the end of the course, you'll have produced a formal product management proposal presentation that outlines your launch strategy and complete product.

## **Vatebra Academy Product Management Certification**

You will acquire a professional, industry-recognized Product Management certification after completing the Vatebra Product Management Course, allowing you to share your knowledge with your network and demonstrate your proficiency. Our certificates are also set up for LinkedIn sharing.

# LEARNING FLOW

## **MODEL FOR LEARNING**

A 1-2 Month period of hands-on instruction and experiential learning.

## **FORMATION METHODS**

Learn by solving actual situations.

## **DESIGN OF PRODUCTS**

Develop a product prototype as a group.

## **ALUMNI COMMUNITY**

Connect with top employers by joining our talent network.


# Contact Us



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