

Product Management

1. After graduating from bootcamp, students should be able to do these jobs :
 - Lead the research, ideation, creation, design, development, and launch of awesome products.
 - Gather, Create and understand product requirements.
 - Develop User Journeys and Stories.
 - Develop product roadmaps and get buy-in from key stakeholders.
 - Create Objectives, Goals and success metrics.
 - Conduct product sprints with a team of designers, engineers, experience team, etc.
2. And students should have these qualifications :
 - Excellent Communication Collaboration skills and growth mindset.
 - Familiar with project/product management tools such as JIRA, Confluence, etc
 - Understand development lifecycles.
 - Experience in conducting various sprints through the development lifecycle.
 - Solid understanding of UX workflows and able to craft clear and concise user stories.
 - Strong ability to grasp business and engineering objectives and translate them both ways.
 - Demonstrate ability to accurately forecast timelines for epics and tasks.
 - Able to map out User Journeys and interaction design.
 - Coding knowledge is a plus.
 - Incredible attention to detail
 - Data-Driven & Outcome-Oriented
 - Demonstrate creative thinking.

Untuk mencapai seluruh requirement diatas, maka silabus yang akan dipelajari adalah sebagai berikut :

Introduction teknologi, aplikasi

- konsep teknologi
- kenapa harus stick with problem?
- App solution as Painkiller or Vitamin
- Product vs Project based
- kenapa di teknologi itu perlu PM (peran dan tanggung jawab product manager)
- career path product manager
- Skillset product manager

Product Development Process

- Product life cycle
 - Introduction
 - Growth
 - Maturity
 - Decline
- AHA Moment
- Product development process
penjelasan ttg product discovery, product development, product delivery

- Tips mempercepat proses product knowledge
 - ngobrol stakeholders
 - request dokumentasi apapun
 - bikin user flow dari product yang di assign
 - (notes: durasi dalam 1 bulan)

How to come up with a killer product idea?

- Why do products fail?
- Kolaborasi PM dan UX Research (ttg research plan, question)
- How to discover a problem?
 - UCD Research Method (ambil beberapa contoh framework)
 - Double Diamond Process
 - Design Thinking Process
 - Quantitative Research
 - Analytics Tools
 - Event Tracking
 - Kuesioner
 - Qualitative Research
 - App review
 - User interview
- Interview your user
(apa yang ingin kamu tanyakan?)
bagaimana cara menggali informasi ke user. cara berfikir 'apa yang ingin ditanyakan'
- Competitive Analysis (gimana kompetitor menangani problem tersebut)
perbandingan 2 case : sudah ada fitur tp bad performance dan building product from zero
- Exercise finds the problem and identify the pain

Building Empathy to user

- Customer Journey Map
- User Persona
- Problem statement
- Exercise membuat customer journey map

Shaping The Product

- Brainstorming solution
- Create feature backlog
- Prioritizing problem
 - Impact - effort matrix
 - ICE Framework
- User flow
- Usability Testing & Tools
- MVP
- Product Spec Review
- Exercise analisa hasil usability testing & decide MVP

SCRUM

- Introduction SCRUM
- Who is a scrum master?
- Kolaborasi antara SM - PM - Engineer
- Tools SCRUM
- SDLC Agile
 - Pentingnya iterasi product
- Daily stand up meeting
- Engineering walkthrough
- Grooming
- What is the meaning of the point on the backlog?
 - S/M/L
 - point (jam)
- Sprint Planning
- Velocity team, Burndown chart
- Sprint Review & Retrospective

How to write user stories

- Introduction user stories
- How to write user stories
- Prioritize user stories
- Estimate user stories
- Product Requirement Document

How to tell everyone about your great product?

- Go to market strategy
- What should we do after releasing our product?

Product Strategy (longterm)

- Product vision
- Product roadmap
- North Star Metrics
- Exercise

Growth hacking product (short term)

- AARRR Framework
- A/B Testing
 - Contoh case dari A/B Testing
- Product Market fit

Mock Interview Product Manager

- Resume PM
- User interview as product associate

How to be a good product manager?

- leadership

Study Case :

1. Tentukan 1 aplikasi
2. Lakukan user interview (kolaborasi dengan materi UI/UX)
3. Buat Customer Journey Map
4. Urutkan prioritas problem menggunakan ICE Framework
5. User Flow
6. Buat wireframe dari solution tersebut (kolaborasi dengan materi UI/UX)
7. Design solution (kolaborasi dengan materi UI/UX)
8. Usability Testing (kolaborasi dengan materi UI/UX)
9. Product Req Doc (kolaborasi dengan materi UI/UX)

Additional:

- **Softskill Series**

1. Cara memiliki Growth Mindset
2. Memahami manajemen kerjasama tim

- **Career Preparation:**

1. Kenali dirimu lebih jauh lagi melalui assessment profiler
2. Membuat CV yang akan dilirik oleh HR
3. Membuat portofolio yang baik dan menarik
4. Mempersiapkan diri menghadapi interview HR & User