My product management framework wants to help you understand what product management is, define product management roles, and identify gaps in your product management knowledge.

It consists of six core knowledge areas in the middle and six supporting areas on the outside. Having solid skills in the core areas is usually important to do a great job as a product manager or product owner.

You can find more information about the framework at:

www.romanpichler.com

romanpichler

**Roman's Product Management Framework**

Marketing including Product Launch

General Market Knowledge

Development/Technologies

Process

Sales and Support

Project/Release Management

**Product Strategy and Market Research**
- Market segmentation
- Product strategy incl. value proposition and key features,
- Validation techniques incl. observation, problem interviews, MVPs
- Data analysis techniques incl. pivot vs. persevere

**Product Leadership**
- Vision and goal setting
- Relationship building and stakeholder management
- Decision-making and negotiation
- Communication and influencing

**Innovation and Product Life Cycle**
- Innovation types incl. disruptive vs. sustaining
- Lifecycle stages and product performance
- Key events incl. launch, product-market fit, end of sales
- Key performance indicators (KPIs)

**Business Model and Financials**
- Business goal selection and prioritisation
- Business model description and validation incl. revenue sources, cost factors
- Financial forecasting and business case creation

**Product Roadmap**
- Roadmap creation incl. goals, dates, metrics, and key features/results
- Roadmap reviews and changes
- Go-to-market strategy

**Product Backlog**
- User models and personas
- Functionality, NFRS, user interaction, visual design
- Prioritisation techniques
- Product validation techniques incl. demo, usability and A/B test
- Backlog changes (refinement)

● Core knowledge area

● Supporting area