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Product Manager Hub

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Abstract: ***The global industrial needs strongly urge for better product management and deliveries. This requires a robust structure and planning for better risk estimation, cost calculation and catering market demands. Harnessing this is significantly dependent on the challenge undertook by efficient and skilled product managers with improved team participation, promoting better change practices and ultimately achieving incremental growth. Previous researches conducted on Fortune 500s suggest that 50% of corporate programmers find it difficult to work in an agile software development model. This research document intends to provide structure and personalization to every aspiring and experienced Product Manager's learning journey. The existing product managers sometimes find it difficult to adapt to the market changes and demands. This leads to PMs wasting a lot of time in finding relevant material and organizing it to serve their needs. This document intends to utilize years of experience of seasoned PMs who can guide the aspirants in their quest by suggesting and curating tons of resources available online.***

I. INTRODUCTION

Product Management attributes to planning, developing and promoting by continuously improving company's product offerings. The main goal of product management is concerned with the development of a new and innovative product. It is mostly concerned with infrastructure setup, team coordination and requirements fulfillment**.** Most notably, product management shares a goal of linking the technical team on one face and other teams on the other, while ensuring that the process is always aligned with the business design and logic. Product Management functions to translate business demands into technical possibilities and ultimately to the final product, It is also held responsible for communication with various sectors of industries including but not limited to customers and stakeholders.

Product Managers waste a lot of time in finding relevant material to serve their needs. It'll be a platform that provides structure and personalization to every aspiring Product Manager's learning journey so they spend more time learning rather than searching and organizing. This platform intends to utilize years of experience of seasoned Product Managers who can guide the aspirants in their quest by suggesting and curating tons of resources available online.

II. LITERATURE SURVEY

The literature on product management and development is increasing with time. A deep analysis of available researches suggest that there is very less promised for aspiring product managers. They existing researches lack proper onboarding and training methodologies for upcoming product managers. They also showed a negligence to counter the impact of dynamic market requirements.

The success of any technical business solution depends on effective product management. The researches previously conducted, provided a brief overview of software product management and related experiences with introduction of the term and its evolution through years. The authors concluded that with increasing market demands and interest among professionals the project success rates are destined to increase in terms of scheduling, predictability, quality, and duration. This research is diverse and vibrant, yet large and fragmented. Therefore, the authors have come up with a minimum viable product called Product Manager Hub. The key abstract is to use html and JavaScript in the frontend and DynamoDB in the backend to come up with a solution that provides structure and personalization to every aspiring Product Manager's learning journey so they spend more time preparing rather than searching and organizing. Product Managers waste a lot of time in finding relevant material to serve their needs. This platform aims to utilize years of experience of seasoned Product Managers who can guide the aspirants in their quest by suggesting and curating tons of resources available online.

III. METHODOLOGY

The authors conducted user research survey and interviews to identify key challenges faced by current PM aspirants and experienced PM's.

This will help to identify the key solution areas to focus on for the product. Authors also conducted secondary research to identify the direct and indirect competition, compare feature and identify gaps that the product can solve.

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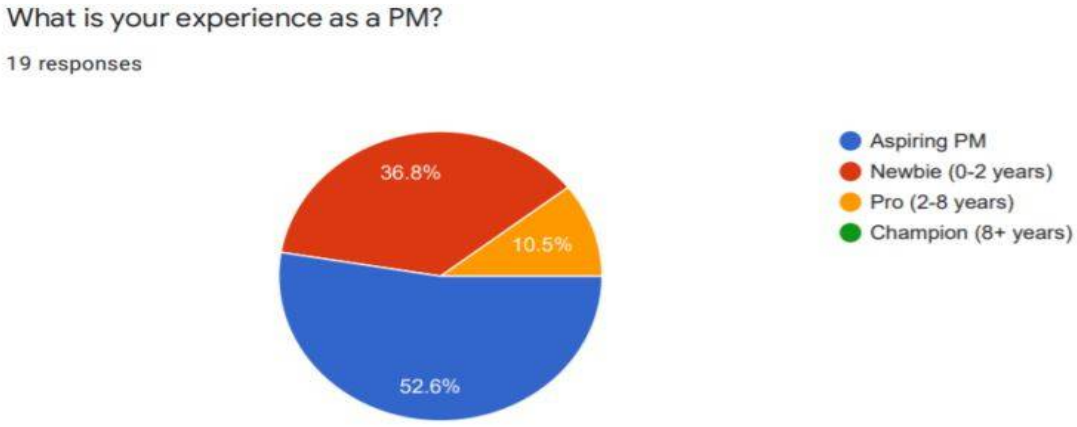


Fig-1
The experience of existing Product Managers.

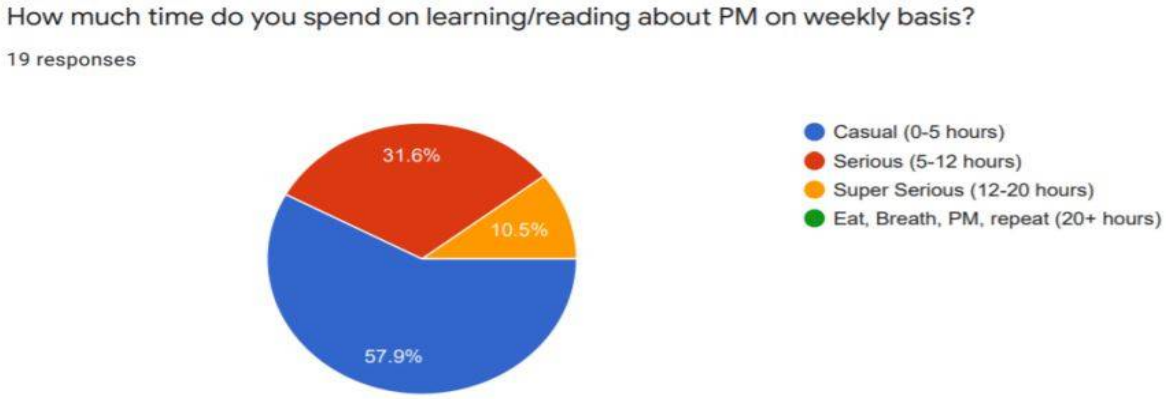


Fig-2
Time expenditure statistics.

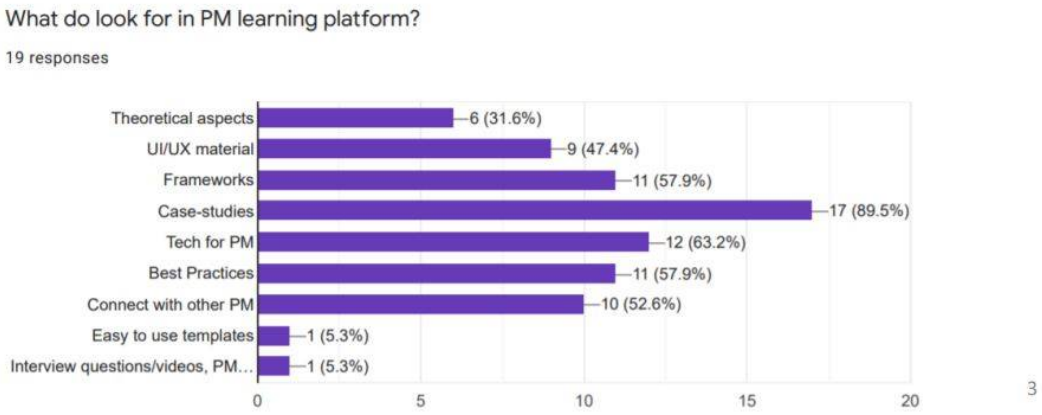


Fig-3
Requirement Analysis: Product Management



Fig-4
Trends: PMs contribution towards peer development.

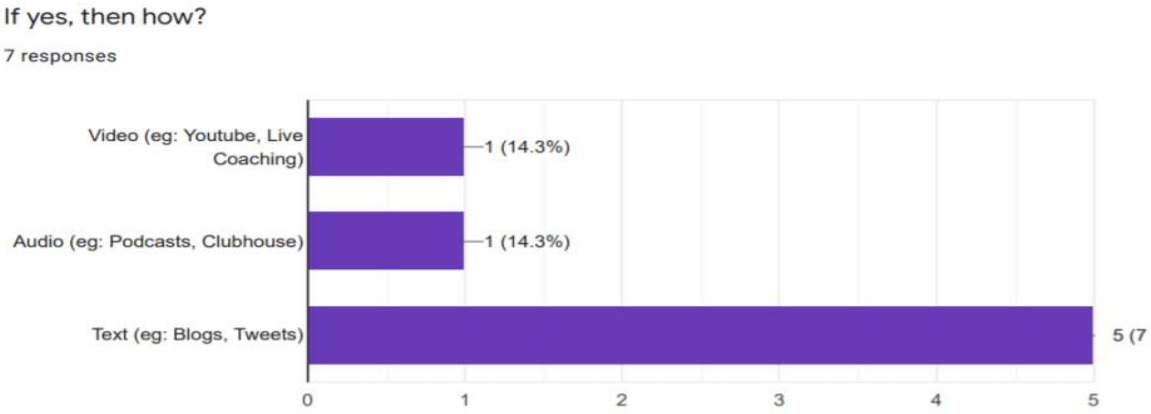


Fig-5
Current Methodologies: Contribution and Development

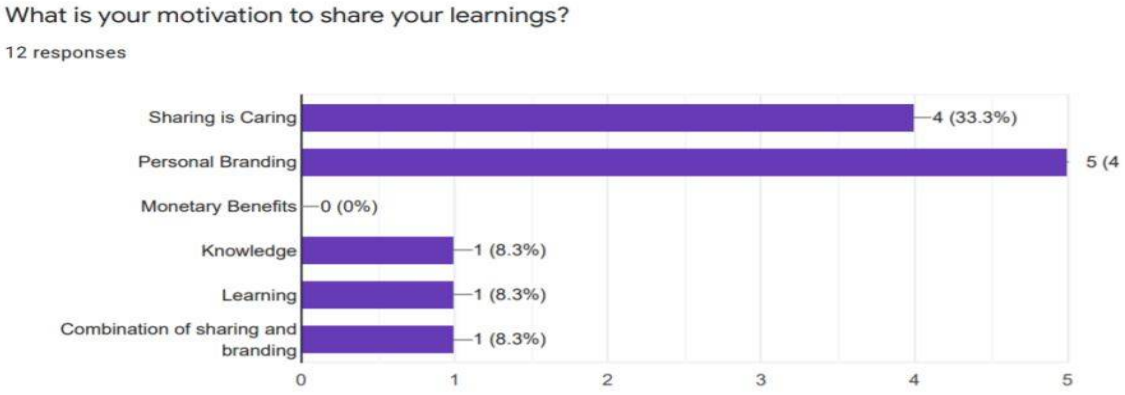


Fig-6
Impetus: Knowledge Transfer

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IV. DISCUSSION

The authors conducted a few user discussions and clubhouse sessions to understand their concerns. A few pointers that came out are:

1) Information scatter: There is a lot of learning and reading on product management available across several forums (e.g. Blogs, videos, etc.)
2) Unable to track learning progress.
3) Unable to connect with peers/peer learning and knowledge sharing
4) Ability to personalize learning.

A. User Personas

Based on the findings, authors have broadly classified out user personas into three main groups:

1) *Reader:* A person whose main purpose is to keep in touch with all things product
2) *Learner:* An aspiring PM who is trying to master the art of PM
3) *Contributor:* A person who is looking to share a resource of his/her liking for others on the platform.

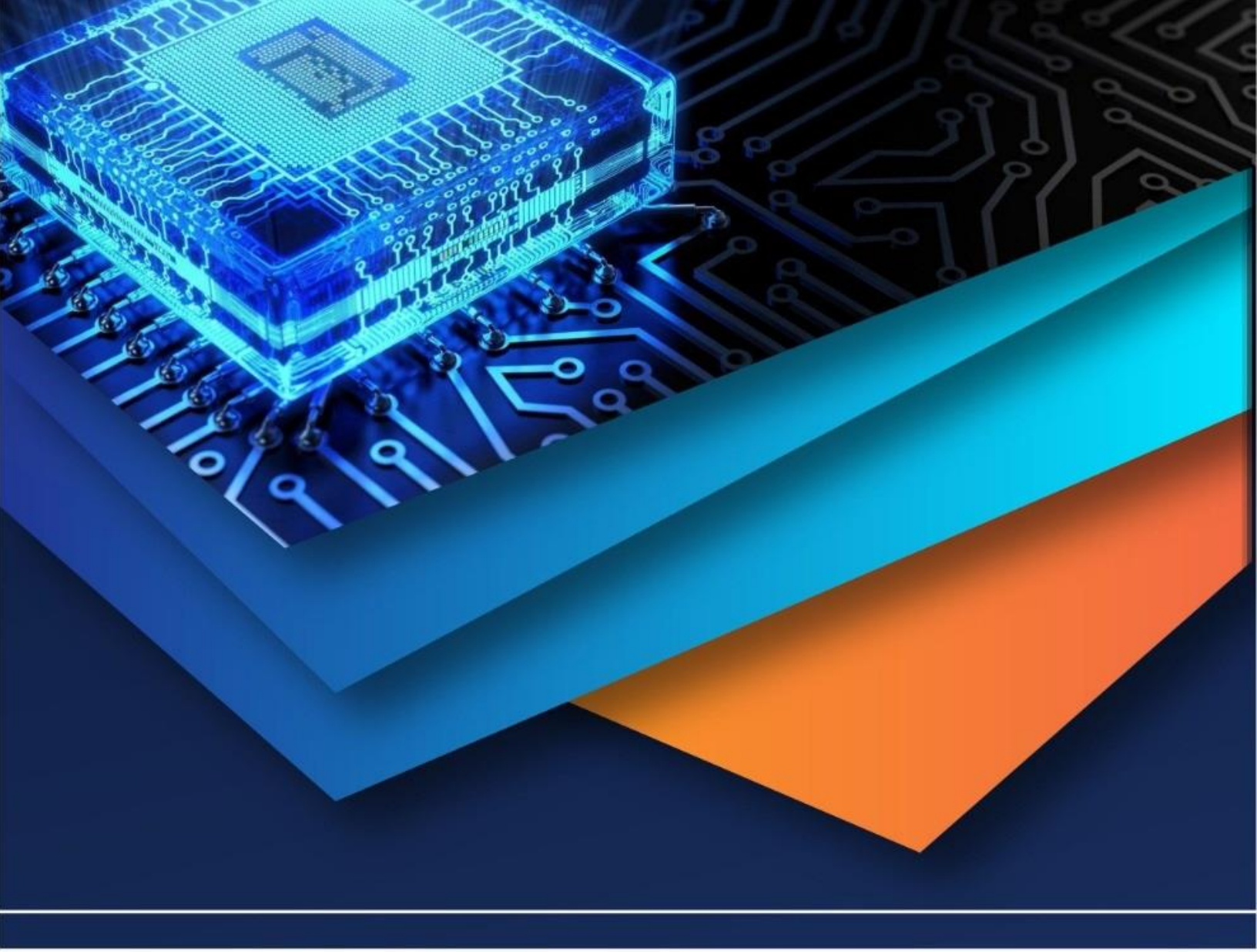
	 **Reader**	 **Learner**	 **Contributor**
	Aryan is a student at IIM Bangalore. He is always looking for learning opportunities and follows a lot of blogs and videos across channels	Swetha is currently interning with Ola in their product team and finds the role interesting	Karan is a Senior PM in Google and has worked with several startups, and helped them set-up their PM teams
Pain Points	• Finds that pages he follows does not provide articles in his topics of interest in PM • Hates having to follow several pages and getting multiple notifications of articles	• She is part of multiple slack and LinkedIn groups, but is unable to find a structured learning platform for PM • She has tried paid certifications and hates that it is too theoretical and time-bound • She finds it challenging to track her learning progress	• Has his own website where he shared his knowledge about PM. • Wants to interact and connect with aspiring PM's and groom/train them
Motivations	• Likes brief and quick reads • Believes that he does not have to pay to get access to good content	• Impress the team and get selected for the APM job • Looking for a structured learning program, that provides her the flexibility to choose focus areas	• Likes sharing his knowledge and interesting articles he found on the internet • Wants a more personal interaction, where he is able to answer specific questions of budding PM's

V. CONCLUSION

The main solution provided by the author's platform will provide an easy and seamless way for users to create their own personalized playlist/reading list and track progress of the learning. They started brainstorming ideas for the solution in four main themes namely Content Discovery, Learning and Development, content creation and sharing across platform. Content Discovery will act as an enabler. They will look for ways to provide specific content that the user is looking out for. The platform will be a central repository of all content related to product (crowdsourced), making content discovery easier. Learning and Development is the main solution considered for the MVP. Authors will create features that will enable users add any content (internal in the platform or any external website) and create their own personalized reading list. This is help then focus on learning and reduce effort required to maintain an offline repository of links/articles. Content Creation currently is not an area of focus in the solution. There are better platforms that enable users to write content easily. Based on user need, authors can take this feature up in future. For the MVP, they will host the platform on a webpage. In later phases, they will look to release an App, which will make sharing across platforms much more easier.

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