

Core Product Management Skills

Here a list of core skills all web/mobile software PMs should have.

- Customer / market knowledge
 - Who are you building for? How do they think?
 - Develop a systematic and continuous way to understand all ideal users and the market.
 - RSS, google alerts, surveys, phone calls, customer service feedback, meetings, demos, social media.
- Business / Product Strategy
 - What are the corporate goals for this year? How are you different than competition? How will you win? How will you sustain the business?
 - All products & services of the company mapped to value/revenue they produce.
 - Stack company up against the competition.
 - Key Performance Indicators that grow the business
- Usability/Design
 - What problem are you solving? What are the key metrics? What are the best practices in UX?
 - Translate business requirements into experiences that users will love and grow the business.
 - Create UX wireframes for every use case.
 - Illustrator, Photoshop, Sketch, Paper, Balsamiq
- Technical Proficiency
 - What is your tech stack? How are features built? Can you code? Do you understand all programming concepts?
 - Carry a technical conversation with developers.
 - Create requirements in a way that can be easily translated to code.
 - Introduction to Symbolic programming, Code academy
- Product Development Process
 - What framework do you use to prioritize features? What is a showstopper?
 - Lead brainstorm
 - Saying no to 1000 ideas to do the 1 best.
 - Product road mapping
 - Simplify vision to minimal viable product with measures for success then iterate.
 - Keeping stakeholders accountable, driving.
 - Know the product lifecycle.
 - Help QA work before it goes out.
 - Wireframes/mockups, MRDs/PRDs.
- Teamwork
 - Does everyone in the company know what the product plan is? Do they believe in it?
 - Communication, communication, communication.
 - Earn the respect of and credibility with all departments. Share metrics.
 - Understand how to gain buy-in from stakeholders on product plan.
 - Read Leadership and Self-Deception: Getting out of the Box by Arbing Institute.
- Quantitative Analysis
 - How does an enhancement or bug fix move the needle? Fit into our strategy?
 - ROI estimation with imperfect information. Breakeven analysis. Instrumentation.
 - Excel, Google Analytics, A/B tests.