

# PRODUCT MANAGEMENT

Product management balances between user experience, business goals, and technology.

Product manager looks after the product during its entire life cycle and ensures it solves customers' issues.

## **Product management process:**

1. Problem identification - what bothers the customer.
2. Questioning the identified problem to ensure it's valid.
3. Researching possible solutions to the problem.
4. Validating the chosen hypothesis with an MVP.
5. Defining the product's vision.
6. Getting approvals from stakeholders.
7. Solution implementation - building the product.
8. Product release.