

Learn Product Management by doing it



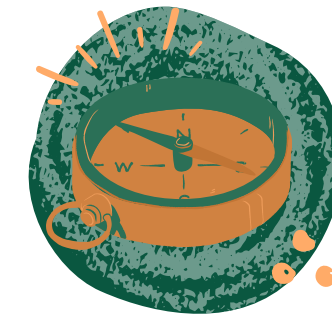
PROBLEM-SOLVING IN ACTION

Tackle real challenges, adapt to roadblocks, and learn what truly works in dynamic environments.



BUILDING A PRODUCT MINDSET

Develop an intuitive understanding of customer needs, market dynamics, and how to balance short-term wins with long-term goals.



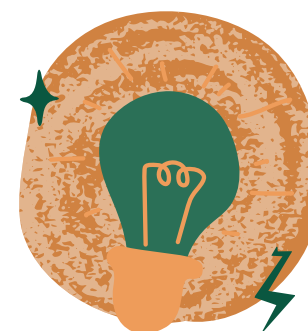
IMMEDIATE FEEDBACK LOOP

Implement ideas, test assumptions, and adapt quickly based on direct customer or team feedback.



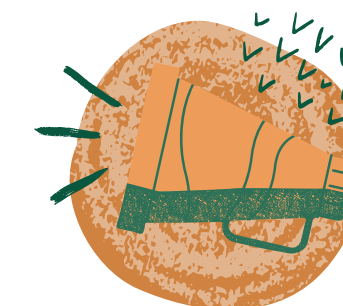
CUSTOMER-FIRST THINKING

Get firsthand insights into user needs, feedback loops, and how to deliver value fast.



CONFIDENCE THROUGH EXPERIENCE

Build trust in your abilities as you solve problems, make decisions, and see the impact of your actions in real time



OWNERSHIP AND IMPACT

Drive projects end-to-end, proving your ability to deliver results and make things happen.

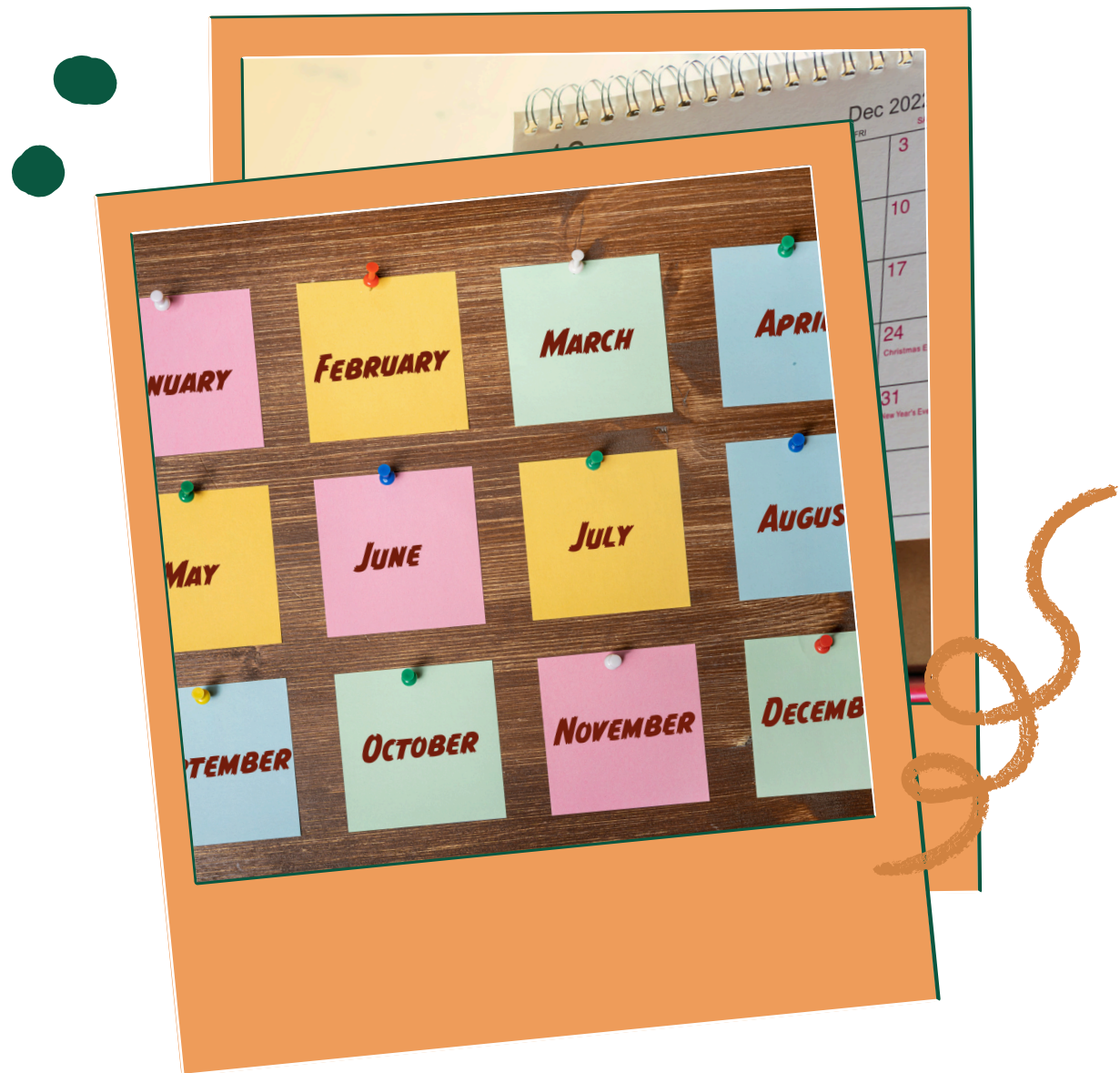


WHY YOU SHOULD DO IT

To Learn from real *Experiences*

KNOWING IS NOT ENOUGH; CONFIDENCE GROWS WHEN YOU GET INVOLVED AND TAKE ACTION.





Why Get Refactor

- We believe that scratching the surface of a topic will leave you with many knowledge gaps.
- Every month you got a new theme to deep dive.
- Expert Guidance will help strengthen your confidence.

How to Approach It

STEP 1

Understand context

Explore the theme of the month, such as User Interviews. Identify where it fits, and start by understanding the challenges to solve and the objectives to achieve. Break it down into week-by-week tasks.

STEP 2

Works on tasks

Work with your team on assigned tasks, align daily, and collaborate as a group to complete weekly tasks on time. Submit your progress for review with your guide.

STEP 3

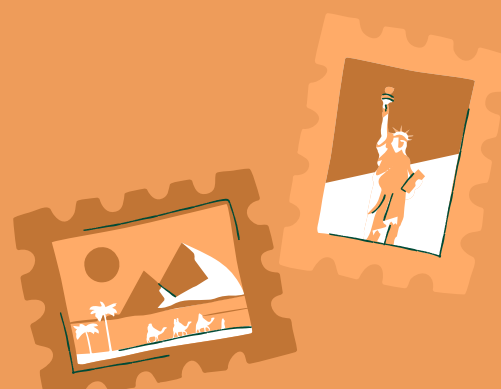
Work on Feedback

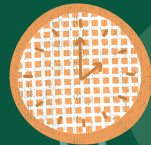
Refine your assumptions and approach through feedback from experts in the topic, working towards a deeper understanding and improved performance in the theme activities.

STEP 4

Showcase your work.

An opportunity to present your work to panelists, earn your certificate of completion, which specifically proves your expertise in a particular theme of product management, and receive valuable feedback.





8 minutes *show time*

Panelist-Reviewed Presentations Only

Submit completed work for review at least 3 days in advance and await confirmation email.

Top work is recognised with special mentions on LinkedIn

Ready for your Action? Click to join:

Build PM Portfolio

IMPORTANT!



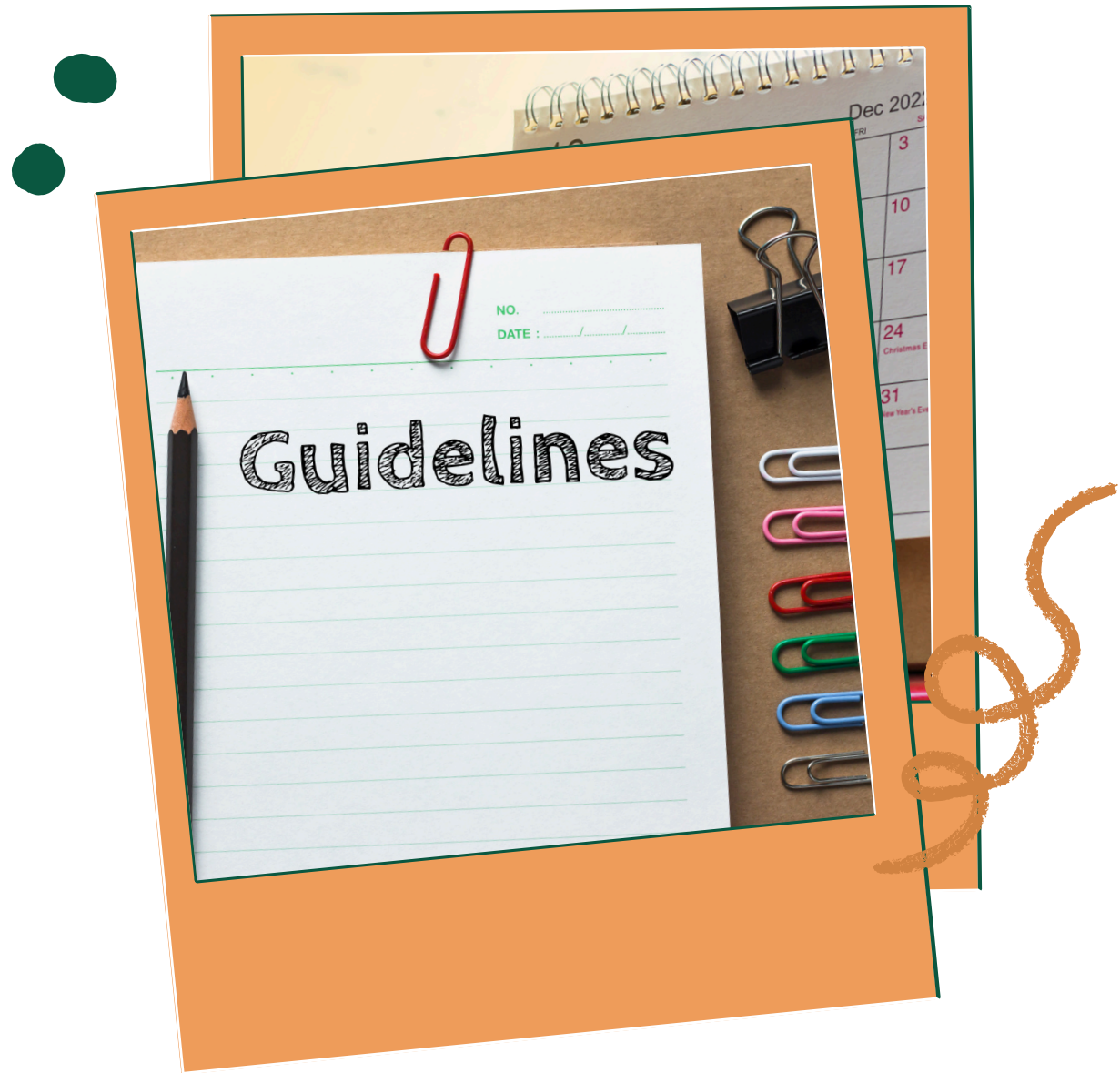
January 2025 challenge



Important Dates

- For guided tasks weekly submissions to be done on Friday EOD
- Review and feedback Meeting happens on Saturday or Sunday in alignment with guide availability.
- **Submission for review - Jan 29th 2025 EOD .**
- **Show time - Feb 1st 2025 , 11:30 AM IST**
- **share in pdf format - submissions@getrefactor.com**

Guidelines



Theme colors & logo

- Use Logo on top right of your presentation - [Click Here to Download](#)
- Use color codes
 - #ee9c5a
 - #0a5740
 - #ffffff

Theme of the month - User Interviews

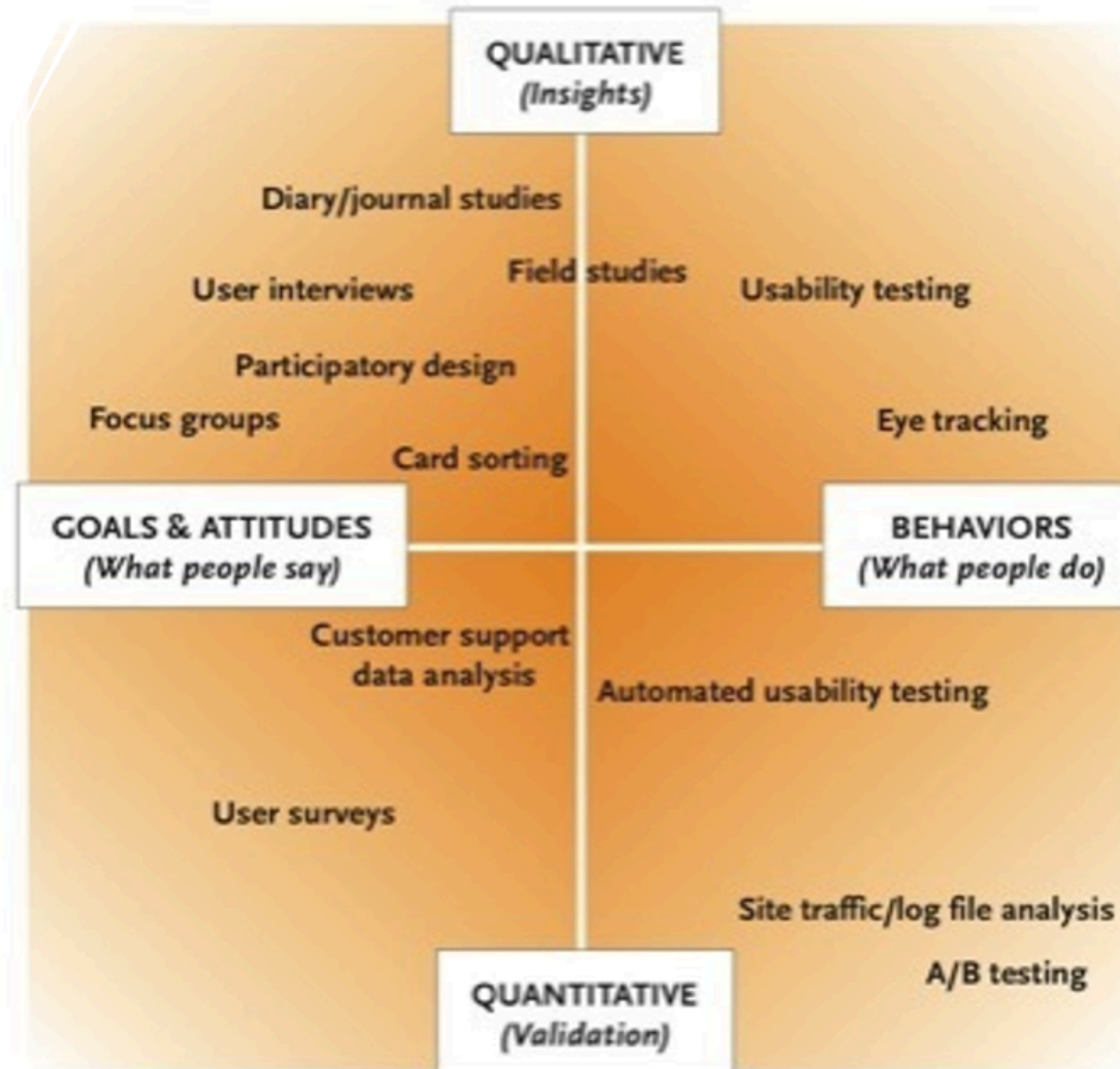


LIST OF TASKS

- Task 1 : Define core Job / Related Jobs**
- Task 2 : Assess Current Solutions & conduct User Interviews**
- Task 3 : Come up with opportunity areas and Product features**
- Task 4 : Validate with prototypes & Iterate by feedback loop**

How to collect consumer insights ?

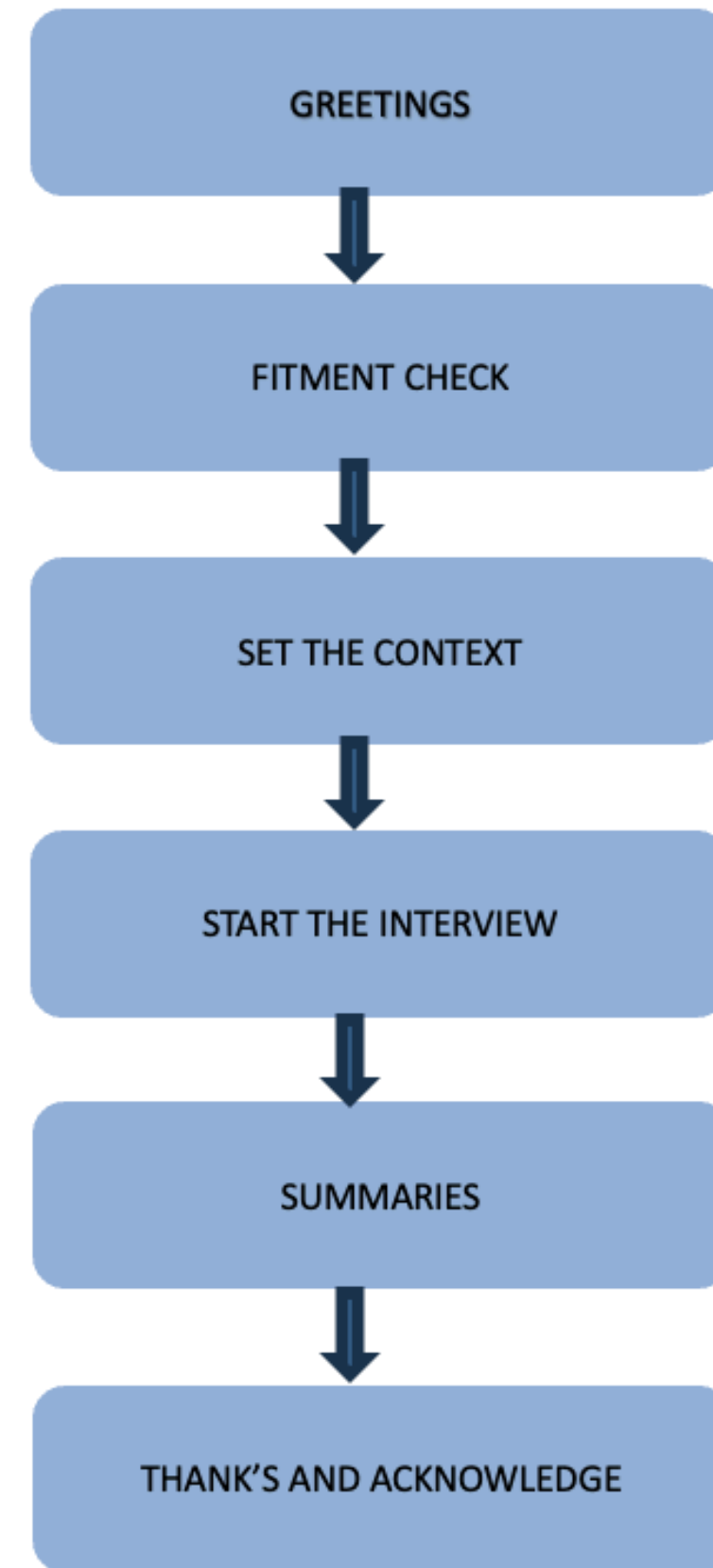
Source : <https://protofuse.com/articles/research-on-website/>



The landscape of user research and testing techniques.

Excerpted from *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web* by Steve Mulder with Ziv Yaar. Copyright © 2007.
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Interview Structure





"People don't want to buy a quarter-inch drill. They want a quarter-inch hole!"

Harvard Business School marketing professor Theodore Levitt's

People buy products and services to get a job done

Clayton Christensen

- **Characteristics of a Job**

- Job is stable ;it doesn't change over time
- A job has no geographical boundaries
- A job is solution agnostic

- **Structure of a Job statement**

- **Job statement = Verb + Object of the verb(Noun)+Contextual clarifier**

- **Example:**

- **Enable** me to **order healthy meals** quickly when I'm busy during **workdays.**

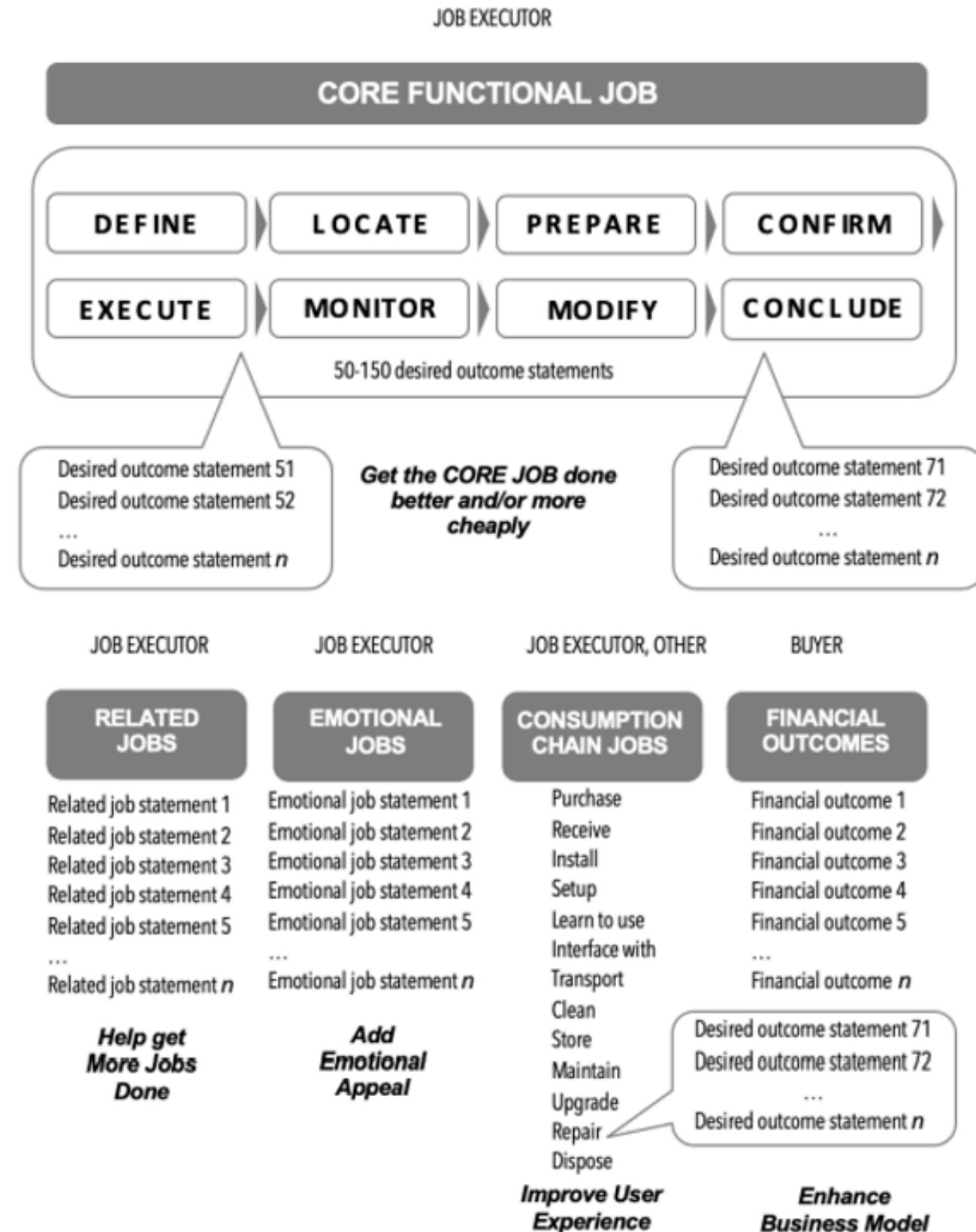
- **Assist** me in **finding the best deals** on products **while shopping online**

-

Customers don't buy products; they pull them into their life to make progress.

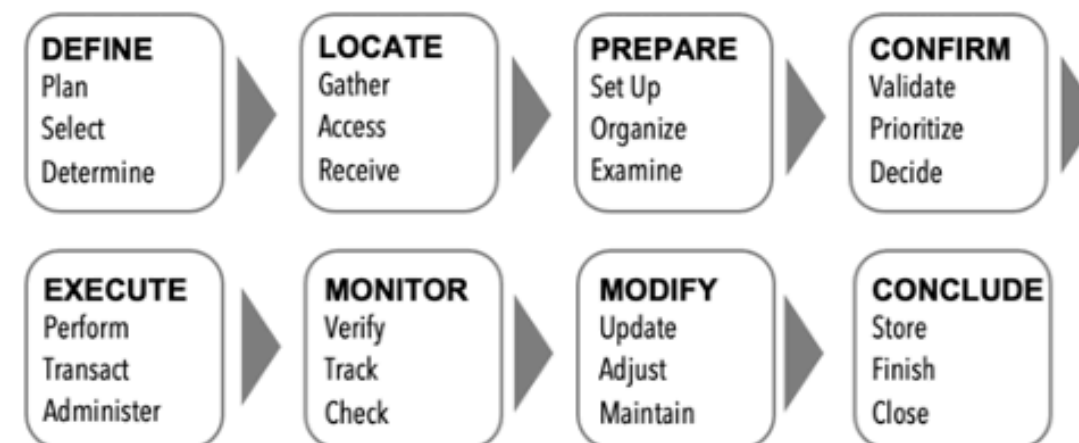
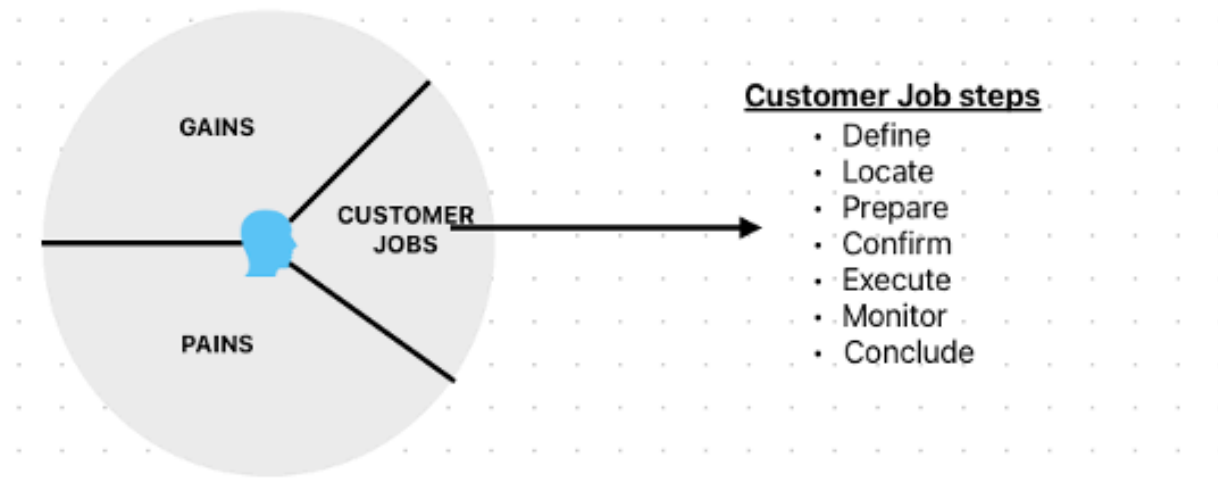
Clayton Christensen

JOBS-TO-BE-DONE NEEDS FRAMEWORK



Source : <https://strategyn.com/>
Book: Jobs to be Done
Anthony W. Ulwick

Customer Pains Customer Gains and JTBD format to Structure user interviews





Buyers' Journey: Understanding How purchase decision's are made

Book : Buyer Personas
Author : Adele Revella

Decision Criteria: What factors influence the final decision to purchase.

Priority Initiative : "What prompted the need to evaluate new procurement solutions for your hospital?"

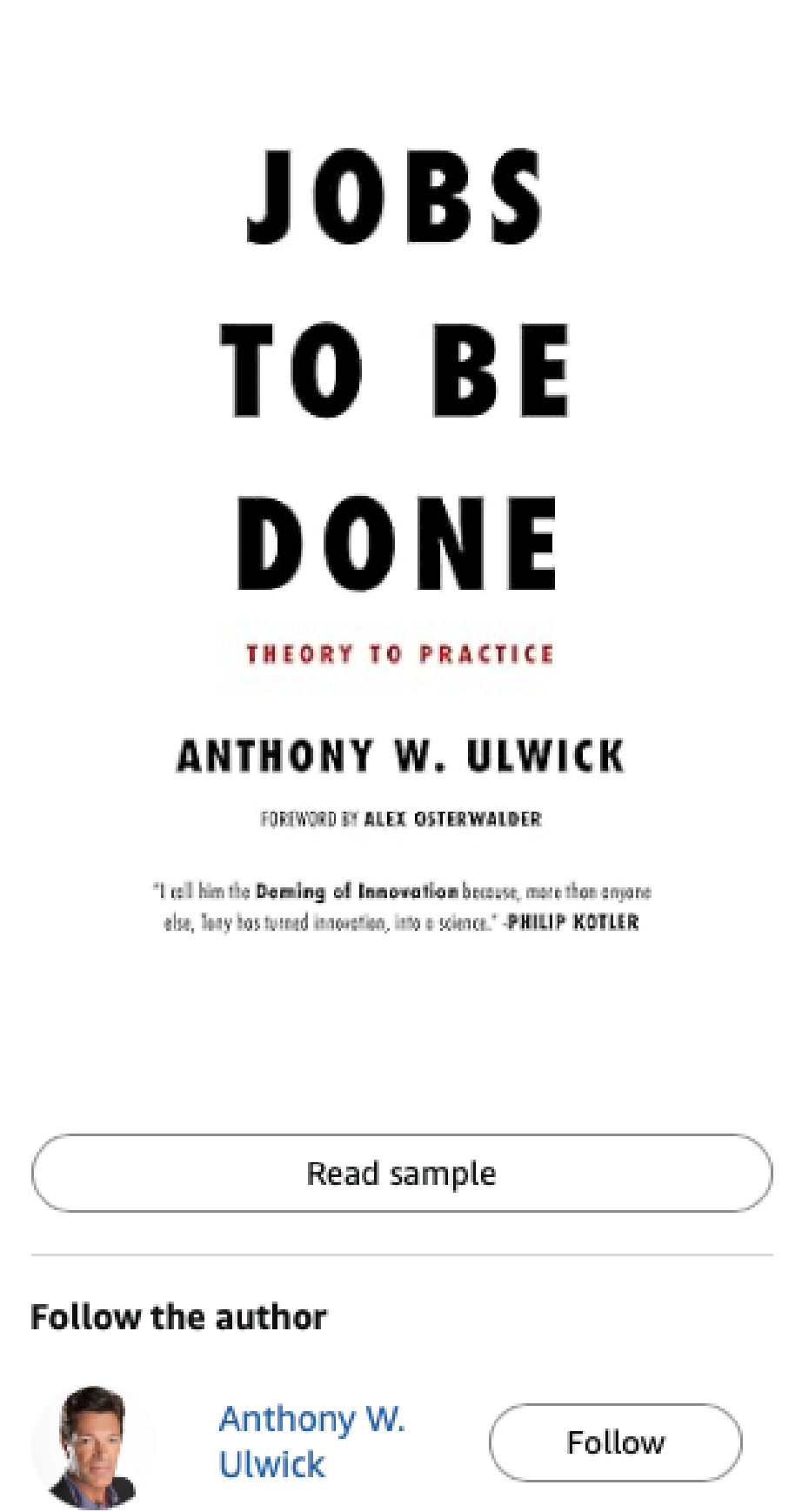
Success Factors: "What specific outcomes from a new procurement system are critical to your hospital's operations?"

Perceived Barriers: "What concerns do you have about transitioning to a new procurement platform?"

Buyer's Journey: "Can you walk me through the decision-making process when adopting new technology in your hospital?"

Decision Criteria: "What are the must-have features in a procurement system for you to consider it over others?"

Book Of the Month for further reference on JTBD



**JOBS
TO BE
DONE**

THEORY TO PRACTICE


ANTHONY W. ULWICK

FOREWORD BY ALEX OSTERWALDER

"I call him the **Deming of Innovation** because, more than anyone else, he's turned innovation, into a science." -PHILIP KOTLER

[Read sample](#)

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Thank you & All the best

For any Support

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- L2 - Whats app - +91-9741400582

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