

Get Refactor



Full Stack Product Management

Fellowship program

Starts on Nov 16th , Sat - 2024
02:30 PM to 04:30 PM IST

Transform Your Career with GetRefactor's 9-Week Product Management Fellowship

Mentor Details

Shaik Khader

With 16+ years in agile product development, Shaik khader has mentored software engineers, QA leads, and product managers, guiding their transition into product roles.

A certified project and product manager with Alumni from IIM Bangalore, Shaik Khader combines systems thinking and first-principles problem-solving to shape the next generation of product leaders.

GR Get
Refactor

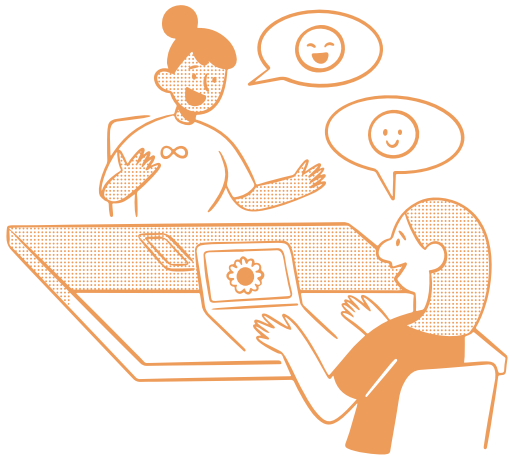
Who can Join

A software engineer, tech enthusiast, QA lead, business analyst, Banker, non-IT professional or startup founder aiming to master product management? GetRefactor's 9-week program equips you with the skills to succeed.

For More Information

visit
www.getrefactor.com

WA-+91-9741400582



Week 1 - Key Deliverables

- Create a personal product management vision statement.
- Analyze a product lifecycle of a chosen product.

Nov 16th , Saturday 02:30 PM IST. - Introduction to Product Management

Focus: Understanding Product Management fundamentals, roles, and industry relevance.

Topics Covered:

- Product lifecycle and case studies.
- Key principles of product development.
- Role of a Product Manager in tech and non-tech environments.

Nov 16th , Saturday 05:00 PM IST. - Case Study: Netflix

Evolution of product strategy and growth, focusing on its transition from DVD rentals to streaming and content creation.



Nov 23rd , Saturday 02:30 PM IST. - Product Strategy & Vision

Focus: Creating a strong product vision and strategy.

Topics Covered:

- Frameworks for product strategy.
- Identifying user needs and product positioning.
- MVP building and growth strategy.
- Strategy building using OKRs (Objectives and Key Results).

Nov 23rd , Saturday 05:00 PM IST. - Case Study: Airbnb

Developing a scalable product strategy, MVP iterations, and global market expansion.



Week 2 - Key Deliverables

- Develop a product vision and strategy document.
- Create an MVP outline for a product idea.

Nov 30th , Saturday 02:30 PM IST. - User Research & Design Thinking

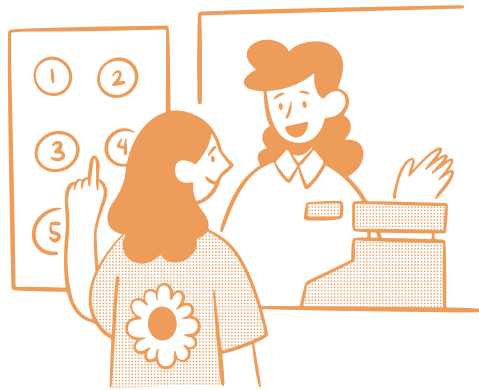
Focus: Building user-centric products through research and design.

Topics Covered:

- User personas and journey mapping.
- Design thinking and lean strategies.
- Customer feedback incorporation.
- Wireframing and customer journey understanding.

Nov 30th , Saturday 05:00 PM IST. - Case Study: Spotify

Personalizing user experiences through data-driven insights and continuous iteration.



Week 3 - Key Deliverables

- Create user personas and a journey map for your product.
- Develop a wireframe prototype.



Dec 7th , Saturday 02:30 PM IST. - Data-driven decision-making for product success.

Focus: Data-driven decision-making for product success.

Topics Covered:

- A/B testing, analytics, and performance metrics.
- Growth hacking techniques.
- Understanding user engagement and retention metrics.
- Data-informed decision-making strategies.

Dec 7th, Saturday 05:00 PM IST. - Case Study: Instagram

Using metrics to drive user engagement and growth, analyzing key metrics like DAU (Daily Active Users) and engagement rates.



Week 4 - Key Deliverables

- Develop a set of KPIs for your product.
- Conduct an A/B test plan for feature optimization.



Week 5 - Key Deliverables

- Conduct a competitive analysis for your product.
- Identify three market opportunities based on research.

Dec 14th , Saturday 02:30 PM IST. - Market Analysis & Competitive Insights


Focus: Evaluating market opportunities and understanding competition.

Topics Covered:

- Market research and competitive analysis.
- Opportunity identification.
- Understanding market needs and demand.
- Industry-specific case studies for strategic positioning.

Dec 14th , Saturday 05:00 PM IST. - Case Study: Tesla

Navigating competitive landscapes and positioning in the electric vehicle market.



Dec 21st , Saturday 02:30 PM IST. - Agile & Lean Methodologies.

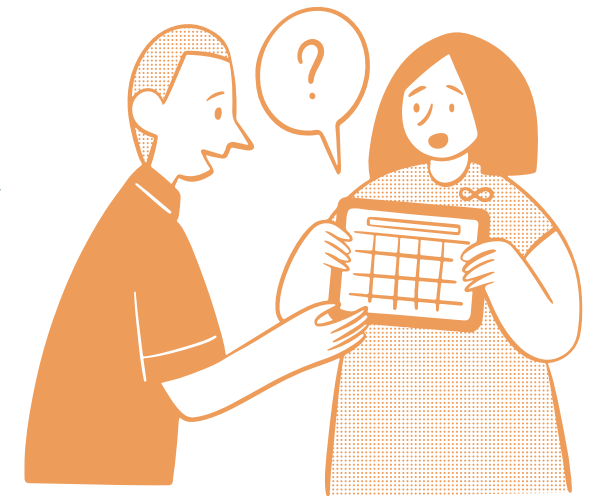
Focus: Efficient product development processes.

Topics Covered:

- Scrum, Kanban, and Agile frameworks.
- Sprint planning and agile execution.
- Building and managing agile teams.
- Iteration and continuous improvement.

Dec 21st , Saturday 05:00 PM IST. - Case Study: Atlassian (JIRA)

How Atlassian applies agile methodologies to develop tools for agile teams, focusing on iterative development and user feedback.



Week 6 - Key Deliverables

- Create a sprint plan for product development.
- Develop a retrospective report to analyze a completed sprint.



Week 7 - Key Deliverables

- Create a product roadmap for your project.
- Develop user stories for key features.

Jan 4th , Saturday 02:30 PM IST. - Product Roadmaps & Planning

Focus: Building a clear product development plan.

Topics Covered:

- Roadmapping techniques and long-term vision.
- Prototyping decisions and user stories.
- Timeline mapping and execution.
- Aligning product goals with strategic vision.

Jan 4th , Saturday 05:00 PM IST. - Case Study: Google Maps

Planning and executing product roadmaps to enhance user experience and introduce new features like real-time traffic and offline maps.



Jan 11th , Saturday 02:30 PM IST. - Go-to-Market Strategy & Product Launch

Focus: Bringing products to market successfully.

Topics Covered:

- Pricing strategies and launch playbooks.
- Customer acquisition and market launch techniques.
- Promotion strategies for maximum reach.
- Real-world examples of successful product launches.

Jan 11th , Saturday 05:00 PM IST. - Case Study: Slack

Go-to-market strategy and how Slack positioned itself against existing communication tools to become a market leader.



Week 8 - Key Deliverables

- Develop a go-to-market strategy for your product.
- Create a marketing plan for product launch.





Week 9 - Key Deliverables

- Present a final product MVP to peers and mentors.
- Submit a comprehensive project report detailing the development process.

Jan 18th , Saturday 02:30 PM IST. - Capstone Project

Focus: Applying learnings in a real-world scenario.

Topics Covered:

- Building a product MVP.
- End-to-end product building project.
- Iterative feedback and final review.
- Delivering a working product, from concept to launch.

Jan 18th , Saturday 05:00 PM IST. - Case Study: Your Product

Participants work on a product idea of their choice, applying the strategies and concepts learned throughout the course to build and launch a working MVP.



Jan 25th 2024 , Sat - 2024
02:30 PM to 04:30 PM IST

Celebrating
Success: Full
Stack Product
Management
Certification Day



Thanks

