

Product Management with AI



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ABOUT PHYSICSWALLAH

PhysicsWallah (PW) is India's leading ed-tech platform, revolutionizing education with high-quality, affordable, and accessible learning. Founded by Alakh Pandey, PW has empowered millions of students through its expert-led courses, interactive teaching methods, and a commitment to academic excellence. With a strong focus on competitive exams, skill development, and career growth, PW continues to bridge the gap between learners and success.

ABOUT PW SKILLS

PW Skills is the skilling and career acceleration arm of Physics Wallah, dedicated to equipping learners with industry-relevant expertise. Our mission is to empower students and professionals with cutting-edge skills in technology, business, and management through hands-on learning and real-world applications. PW Skills provides high-impact courses in domains like software development, data science, and product management, ensuring learners are job-ready and future-proof in today's competitive landscape.

PW SKILLS HAS EMPOWERED

**OVER 3.5 LAKH
LEARNERS**

TILL DATE.



Module 1:

Understanding Product Management and PDLC



PM Basics -
Roles, Responsibilities & Career Path



PDLC Overview -
Stages & Iterative Development



Success Factors -
Why Products Succeed or Fail

Case Studies -
Career Transitions & Instagram's Journey



Module 2:

Building the Foundational Skills

1. Structured & Creative Thinking



Structured Thinking -
Logical Frameworks for Problem-Solving



Creative Thinking -
Innovative Approaches to Ideation

2. First Principles & Higher Order Thinking



First Principles Thinking -
Breaking Down Problems



5 Whys Technique -
Root Cause Analysis



Challenges in Application -
Overcoming Biases

Case Study -

SpaceX & Elon Musk's Vision

SPACEX

3. Data-Driven Decision Making



Data Types & Collection -
Key Methods & Techniques



System Thinking -
System 1 vs. System 2



A/B Testing & Models -
Kano & RICE Frameworks

Case Study -

Airbnb & Dropbox's Approach



4. Problem Solving & User Understanding



Identifying User Needs -
Effective Problem-Solving



User Research Tools -
Empathy Maps & Personas



User Stories & Testing -
Validating Solutions

Case Study -

Indian Railways & Double Diamond UX



5. User-Centric Product Management



**Prioritizing User Needs -
Building for Impact**



**User Research Tools -
Gathering Key Insights**

**Case Study -
Grocery Delivery & Health Apps**



SKILLS

Module 3:

Identifying Opportunities and Creating Strategies

1. Disruptive Ideation & Market Trends



**Disruptive Ideation -
Challenging the Status Quo**



**User Needs -
Understanding Core User Problems**



**User Personas -
Creating Target User Profiles**



**Market Trends -
Leveraging Insights for Innovation**

2. Competitive & Strategic Analysis



**Porter's 5 Forces -
Evaluating Industry Attractiveness**



**Advantages & Limitations - Strengths &
Weaknesses of the Framework**



**PESTEL & SWOT -
Strategic Planning Tools**

Case Study -
B2B Strategies & Generative AI for Insights



3. Generative User Research



Understanding User Research -
Exploring User Needs



Types of Research -
Generative vs. Evaluative Approaches



Research Methods -
Integrating Research into PM

Case Study -
Zomato, User Interviews &
Information Architecture

zomato

4. Strategic Thinking & Risk Management



Strategic Thinking -
Vision, Mission & Market Analysis



Customer-Centric Approach -
Driving Innovation & Differentiation



Risk Management -
Mitigating Potential Business Risks

Case Study -
Netflix & Google's Project Loon

NETFLIX



5. Product Strategy & Market Positioning



**Product Strategy -
Defining Product Development Approaches**



**Types & Components -
Key Elements & Practical Examples**



**Alternative Strategy Drafting -
Exploring Different Approaches**

6. Business Strategy & Product Vision



**Business Strategy Overview -
Aligning with Product Vision**



**Defining Product Vision -
Crafting a Competitive Edge**



**Strategic Framing -
Using Lean Model Canvas**

**Case Study -
Amazon & Tesla's Business Strategies**



Module 4:

Defining the Product Requirements

1. Product Requirement Document (PRD) & OKRs



PRD Overview -
Key Components & Importance



PRD Usage - Aligning Business Goals
with Development



OKRs -
Types, Lifecycle & Goal Setting

2. Problem-Solving & User Journey Mapping



Structured Problem-Solving -
Design Thinking Approach



User Journey Mapping -
Process & Types



Use Cases -
Differentiating User Journeys & Flows

3. Requirements Gathering & Design Process



Requirements Overview -
Functional & Non-Functional Needs



Requirement Gathering -
Techniques for Effective Management



Design Process -
Wireframes, Mockups & Design Sprints

4. Metrics, Market Analysis & Long-Term Thinking



Metrics & Frameworks -
HEART & Other Key Metrics



Long-Term Thinking -
5W1H Approach for Sustainability



Market Analysis -
Trends, Lifecycle Planning & Growth

Module 5:

MVP Scoping

1. Product Prioritization & Feature Selection



Aligning Features with Business Goals - Strategic Prioritization



Feature Significance - Enhancing Value & User Satisfaction



RICE & Kano Models - Assessing Impact & User Needs



MoSCoW Method - Prioritization Framework with Case Studies

Case Study -
Local Food Delivery App
& Goers Platform



2. Kano Model & Product-Market Fit



Kano Model Overview - Purpose & Importance in Prioritization



Feature Categories - Understanding the Five Kano Types



Product-Market Fit - Evaluating Fit via User Feedback

Case Study -
Netflix's Success with
Innovation & Content

NETFLIX



Module 6:

Executing the Product Building

1. Development Methodologies & Product Process



**Agile, Waterfall, Lean & Kanban -
Pros & Cons**



**Product Development Process -
From Idea to Go-To-Market**



**Stakeholder Management -
Effective Meetings & Collaboration**

2. User Research & Testing



**User Research -
Interviews & Usability Testing**



**A/B Testing -
Process, Best Practices & Case Studies**



**Practical Applications -
Research Plans & Product Growth**

Module 7:

B2B Product and Sales

1. B2B Product Development



Scalable Solutions -
Building for Growth & Efficiency



Quality Assurance -
Ensuring Reliability & Performance



Cross-Team Collaboration -
Aligning Teams for Success

2. Case Studies & Best Practices

Freshworks, TCS, Zoho -
Learning from Industry Leaders



Atlassian, Tally, Slack -
Product Strategies & Execution



3. Metrics & Performance Management



Data & Dashboarding -
Tracking Success with Key Metrics



Product Evaluation -
Measuring Impact & Optimization

Module 8:

Analytics

1. Telemetry & Dashboarding



Overview of Telemetry -
Tracking & Monitoring User Behavior



Dashboard Setup -
Key Metrics & Visualization



Monitoring & Optimization -
Enhancing Product Performance

2. Case Studies & Practical Insights

Spotify & Netflix -
Leveraging Telemetry for Engagement



Recommendation Optimization -
Data-Driven Personalization

3. Diagnostics & Solutions



**Identifying Product Issues -
Root Cause Analysis**



**Implementing Solutions -
Data-Backed Decision Making**



**Performance Monitoring -
Iterative Improvements**

Module 9:

Growth

1. Product-Led Growth



Core Principles & Strategies -
Driving Growth Through Product Design



Data-Driven Growth - Aligning Teams
for Scalable Success

Case Studies -

Real-World Applications in Growth Strategies



2. Go-To-Market (GTM) Strategy



Market Research & Pricing -
Understanding Market Dynamics



Customer Acquisition -
Strategies for Sustainable Growth



Metrics & Tools -
Tracking Success & Optimization

3. Case Study: Slack's GTM Strategy

Growth Tactics -
How Slack Scaled Efficiently



User Acquisition & Retention -
Lessons from a Successful Launch



Module 10:

AI

1. Generative AI Overview



**AI in Product Management -
Importance & Applications**



**Prompt Engineering -
Enhancing AI Interactions**



**Creativity Tools -
Leveraging AI for Ideation & Innovation**

2. AI Productivity Tools



**ChatGPT & GitHub Copilot -
Boosting Efficiency for PMs**



**AI-Driven Decision Making -
Enhancing Workflow & Insights**

Module 11:

Capstone Project

1. Project Development & Execution



**Capstone Project -
Hands-on Experience for Aspiring PMs**



**End-to-End Guidance -
From Ideation to Execution**

2. Health Product Creation



**Target Audience -
Tier 1/Metro Citizens**



**Product Strategy -
Building for Urban Health Needs**

Module 12:

Job Assistance

1. Cracking the PM Interview



PM Interview Structure -
Key Components & Expectations



Problem-Solving Techniques -
Product Design, Strategy & RCA



Guesstimate Session -
Practical Estimation Techniques

2. Behavioral & Analytics Interview Prep



Behavioral Questions -
Frameworks & Best Practices



Analytics Questions -
Data-Driven Decision Making

3. Job Application & Career Growth



Resume & LinkedIn Optimization -
Stand Out to Recruiters



Application Strategies -
Where & How to Apply



Mock Interviews & Guidance -
Preparing for Success

| PM Tools::



Jira



Hotjar



Confluence



ChatGPT



Figma



Typeform/
Google Forms



Balsamiq



Power BI



Tableau



Notion AI



Google
Analytics



Optimizely



Slack



Aha!



Trello

| | |
|---|--|
| Regular Assignments | Each module includes regular assignments designed to reinforce learning. |
| | Additionally, each module features an Interview Insight Series, where participants gain practical exposure through case studies that will aid in interview preparation. |
| Guidance on PM Interviews | Strategies for Transitioning: Insights on effectively moving from various fields to product management. |
| | Application Tips: Advice on crafting a standout resume and optimizing LinkedIn profiles for PM roles. |
| | Interview Techniques: Techniques for answering common interview questions and handling case studies effectively. |
| | PM Interview Insights: Understanding the PM interview structure and what hiring managers prioritize. |
| Soft Skills and Aptitude Preparation | Separate sessions will be provided to enhance soft skills and aptitude, enabling participants to stand out in competitive environments |
| Real-World Application based Case studies | Case studies will be incorporated into each module to illustrate practical applications. This approach helps participants relate their learning to real-world scenarios, enhancing their understanding of product management concepts. |
| Guest lecs | Guest lec-1 -My journey to becoming a PM - Roadmap |
| | Guest lec-2 Product teardown session - Duolingo gamification |
| | Guest lec-3 Unlocking PMF with realworld examples - e.g., Instagram's pivot to PMF |
| | Guest lec-4 How to crack big tech PM interviews - Case rounds |
| | Guest lec-5 Solving Guesstimates |

Live Lec Schedule

- Pre Reading Activity Discussion
- Case Study Discussion on Basics of PM and PDLC
- Case study on Structured and Creative thinking
- Interview Insight series-1 discussion
- Case study on First principle and High order thinking.
- Case study on hypothesis Driven thinking
- **PM Guest lec-1- From Vision to Reality: My Journey to become PM**
- Live Class on problem solving
- Doubts and Overall Revision of Module -2 Building the foundational skills
- **PM Tools lec-1 Jira**
- Case study on Module 3.1 - How IG pivoted from a checkin app to media sharing app
- Interview Insight series-2 Discussion
- Case study on Module 3.2 - Blinkit (formerly Grofers): Transition to Ultra-Fast Delivery
- Case study based on Module 3.3 - Zomato case study discussion
- **PM Guest lec-2 PM Interview Bootcamp: How to crack Big Tech PM interview**
- Case study based on Module 3.4 -Netflix
- Live Case study based on Module 3.5 - Airbnb: Disrupting Hospitality
- Through a Peer-to-Peer Platform
- **PM Tools lec-2 Confluence**
- Doubts and Overall Revision of Module-3 Identifying opportunities and creating strategies
- **PM Guest lec-3-Mastering Behavioral PM Interviews: Techniques & Frameworks**
- Interview Insight series-3 Discussion
- PRD Activity-1
- PM Tools lec 3 Figma & Balsamiq
- PRD Activity-Group project
- PRD Activity-Group Project Review

- PM Guest lec-4-Product Tear-Down: Dissecting Great Products Like a PM- Duolingo:
- Gamified Language Learning
- Live Class on MVP Scoping-1
- Interview insight series-4 discussion
- **PM Tools lec 4 Tableau**
- Case study on B2B product and sales
- Interview Insight series-6 Discussion
- Live Class on Analytics
- Interview Insight series-7 discussion
- Live Class on Growth - Case study on Slack
- Interview Insight series-8 discussion
- Interview Insight series-9 discussion
- Live Class on AI-1
- Live Class on assignment projects
- **PM TOOLS-5 SLACK**
- Case study of problem solving
- **PM Guest lec 5-Guesstimate session**
- How to apply job and linkedin profile building
- 11.Mock Interview & Resume Review

Learn from the Industry Professionals



Anuttam Grandhi

Designation: Product Manager

Worked with: Flipkart, Bigbasket

Specialization: Seasoned Product Manager with 4+ years' experience at Flipkart & BigBasket, MBA from NMIMS, Mumbai.

Work experience: 4+ years

Teaching experience: 4+ years



Sanjukta Sen

Designation: Product Manager at Google

Worked with: Microsoft

Specialization: Experience Product Manager skilled in managing the entire product lifecycle from ideation to launch and beyond. With proven track record of defining product...

Work experience: 12+ years

Teaching experience: 3+ years



Sarthak Jain

Designation: Product Manager at Razorpay

Specialization: Product Manager with 5 years experience and 4 years in teaching, specialize in driving innovative digital solutions that enhance user engagement and bridge technology...

Work experience: 5+ years

Teaching experience: 4+ years

| Course Certification



Product Management with Ai

This is to certify that Mr./Mrs./Ms. {Student's Name} , has successfully completed the **Product Management with Ai**

DATE: XXXX

Certificate No: XXXX
<https://learn.pwskills.com/certificate/xxxxx>

A handwritten signature in black ink that reads 'Alakh Pandey'.

Mr. Alakh Pandey
(Founder)



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