

## Product Manager's Path

### Business Analyst

**Non-Functional Requirements:**

- At least 1 year of experience in working on IT project (hardware/software, any) as Product Owner/Business Analyst.

**Functional Requirements:**

- Strong understanding of the software development processes (main SDLCs and its differences);
- Strong understanding of the main technical aspects of the software development (how code from development teams' hard drives becomes a ready made product released on customer's server);
- Strong skills in converting abstract wishes of the customers into clearly comprehensible documentation;
- Ability to write documentation in one of the following formats: SRS, PRD, Epics+Stories;
- Excellent written and verbal English skills.

**Educational Requirements:**

- Read at least one book related to working with requirements;
- Read at least one book related to IT companies business.

**General Responsibilities:**

Stakeholder management on the mid-stage of the project. This includes:

- Discussing new features, and existing product enhancements with the customers;
- Documenting of all the incoming information;
- Keeping customers up-to-date in terms of project status;
- Communicating the information between project and product teams of the SDC, and customers.

### Associate Product Manager

**Non-Functional Requirements:**

- At least 1,5 year of experience in working on IT project (hardware/software, any) as Product Owner/Business Analyst;
- At least one IT project led by the person from concept to shipping.

**Functional Requirements:**

Everything that SDC Business Analyst knows +

- Clear understanding of what User Experience is from scientific perspective;
- Clear understanding of the correlation between User Experience and Science;
- Ability to write documentation in any of the following formats: SRS, PRD, Epics+Stories.

**Educational Requirements:**

Everything that SDC Business Analyst knows+

- Read the book "Thinking, Fast and Slow" by Daniel Kahneman;
- Read the book "The Black Swan" (2nd edition) by Nicholas Nassim Taleb.

**General Responsibilities:**

Stakeholder management from the early stage of the project. This includes everything that Business Analyst does +

- Initial product documentation creation in the PRD format;
- Initial wireframing (mid. fidelity) preparation for the project;
- Always have ready-made nice-looking project status report that can be shared with the customers per their request;
- Become a communication link between SDC and its partners.

Associate Product Manager writes small project PRDs under supervision.

### Product Manager

**Non-Functional Requirements:**

- At least 2,5 year of experience in working on IT project (hardware/software, any) as Product Manager;
- At least three IT projects led by the person from concept to shipping as Product Manager. Among which, at least one project with the team of minimum 6 team members. Or, at least one project with the budget over \$300,000 led by the person from concept to shipping as Product Manager;
- Proven record of feature-related decisions on live product.

**Functional Requirements:**

Everything that SDC Associate Product Manager knows +

- Ability to come up with quick UI-UX related solutions in fast-paced environment with multiple context-switches during the day;
- Ability to create state-of-the-art documents for the stakeholders, including various roadmaps, system advanced diagrams, gantt charts, and others;
- Ability to conduct online/offline presentations for various DEMOs, Milestone reviews, Retrospectives and other rituals (both: customer site, and in-house);
- Strong skills in working with pre-sign up and post-sign up analytics systems (Google Analytics, MixPanel, etc.).

**Educational Requirements:**

Everything that SDC Associate Product Manager knows +

- Read the book "The Elements of User Experience" (2nd Edition) by Jesse James Garrett;
- Read the book "Nudge" by Richard Thaler;
- Read the book "Hooked" by Nir Eyal;
- Read the book "Noise" by Daniel Kahneman.

**General Responsibilities:**

Stakeholder management from the early stage of the project. This includes everything that Business Analyst does +

- Initial product documentation creation in the PRD format;
- Initial wireframing (mid. fidelity) preparation for the project;
- Always have ready-made nice-looking project status report that can be shared with the customers per their request;
- Become a communication link between SDC and its partners.

Associate Product Manager writes small project PRDs under supervision.

### Principal Product Manager

**Non-Functional Requirements:**

- At least 4 year of experience in working on IT project (hardware/software, any) as Product Manager;
- At least 1 year of experience in working at the SDC;
- Proven record of various successfully released projects where the person held Product Manager role, and was the key decision maker on the project;
- Proven record of working as the key product manager from concept to shipping on one or more projects with the budget higher than \$1.000.000 or \$10.000.000 evaluation.

**Functional Requirements:**

Everything that SDC Product Manager knows +

- Ability to write state-of-the-art PRDs for products of any complexity, so nobody in QA and Product team could find a flaw in the document;
- Back all the product decisions based on cognitive science and behavioral economics. Thus, have ready-made answer for any minor/major decision done in the project (starting from button names, continued with padding and margins, completed with chosen interaction types reasoning);
- Ability to design and analyze user workflows in the product;
- Ability to conduct user surveys;
- Ability to design and conduct cost-effective and highly-feasible A/B tests;
- Ability to design and conduct cost-effective and highly-feasible user interviews;
- Ability to conduct data analysis from major complex system, with subsequent insights fetching;
- Familiarity with analytical systems workflow, and those setup for public products (incl. Google Analytics, MixPanel, Hotjar, Heap, CrazyEgg and other);
- Exceptional time management skills and sense of responsibility.

**Educational Requirements:**

Everything that SDC Product Manager knows +

- Get familiar with UX Core and UX Core Guide tools (UX Core Guide), and appropriate announce articles of those;
- Read the book "Noise - A Flaw in Human Judgment" by Daniel Kahneman;
- Read the book "The Culture Map" by Erin Meyer.

**General Responsibilities:**

Everything that Product Manager does +

- Complete ownership of multiple strategic projects of the SDC;
- Participation in the SDC in-house processes creation and maintenance.

Principal Product Manager writes medium project PRDs without supervision, and major project PRDs under supervision.

### Head of Department of X Products

**Non-Functional Requirements:**

Everything from SDC Principal Product Manager +

- At least 5 year of experience in working on IT project (hardware/software, any) as Product Manager;
- At least 2 year of experience in working at the SDC.

**Functional Requirements:**

Everything that SDC Principal Product Manager knows +

- Exceptional communication skills;
- Ability to work with multiple project teams, under the pressure and major context switches throughout the day;
- Keep top management aware of everything that happens at the department on daily basis (incl. creation of reporting system);
- Ability to run public events, presentations, lectures etc.;
- Ability to conduct in-house training for the team.

**Educational Requirements:**

Everything that SDC Principal Product Manager knows+

- Read the book "Predictably Irrational" by Dan Ariely;
- Read the book "Start with No" by Jim Camp;
- Read the book "Never split the difference" by Chriss Voss;
- Read the book "The hard thing about hard things" by Ben Horowitz;
- Read the book "When Genius Failed" by Roger Lowenstein;
- Get familiar with the Theory of Constraints by Eliyah Goldratt;
- Get familiar with Kaizen methodology.

**General Responsibilities:**

Everything that Head of Department of X Products does +

- Processing CEO's product-related requests;
- Direct work with key stakeholders. Business in-depth analysis, and requirements generation;
- Product structure and logic design, including tailored UX solutions based on stakeholders' business objectives;
- Design and complete ownership of all product-related documents (incl. PRDs, and team-specific guidelines);
- Complete end-to-end ownership of company products;
- Control of the products scope to keep it within the company budget and delivery timeline;
- Regular collaboration with SDC management team;
- New team members handpicking and onboarding.

### Head of Product (CPO)

**Non-Functional Requirements:**

Everything from SDC Head of Department of X Products +

- At least 10 years of experience in IT;
- At least 7 years of experience as Product Manager;
- End-to-end ownership of multiple Enterprise-level products;
- Proven record of working as the key product manager from concept to shipping on multiple projects with overall budget more than \$5.000.000 and at least \$50.000.000 evaluation;
- Proven record of successfully managing at least 20 team members within a single company;
- Proven record of delivering successful commercial products (B2B/B2C, any);
- At least 4 years of experience in working at the SDC.

**Functional Requirements:**

Everything that SDC Head of Department of X Products.

**Educational Requirements:**

Everything that SDC Head of Department of X Products knows +

- Familiarity with MBA course;
- Familiarity with PMI curriculum;
- Complete understanding of the core concepts of technical aspects of the software development (incl. familiarity with the databases, front-end and back-end implementation nuances, environments setups, security aspects of systems etc.).

**General Responsibilities:**

Everything that Head of Department of X Products does +

- Processing CEO's product-related requests;
- Direct work with key stakeholders. Business in-depth analysis, and requirements generation;
- Product structure and logic design, including tailored UX solutions based on stakeholders' business objectives;
- Design and complete ownership of all product-related documents (incl. PRDs, and team-specific guidelines);
- Complete end-to-end ownership of company products;
- Control of the products scope to keep it within the company budget and delivery timeline;
- Regular collaboration with SDC management team;
- New team members handpicking and onboarding.