

Product Management Frameworks

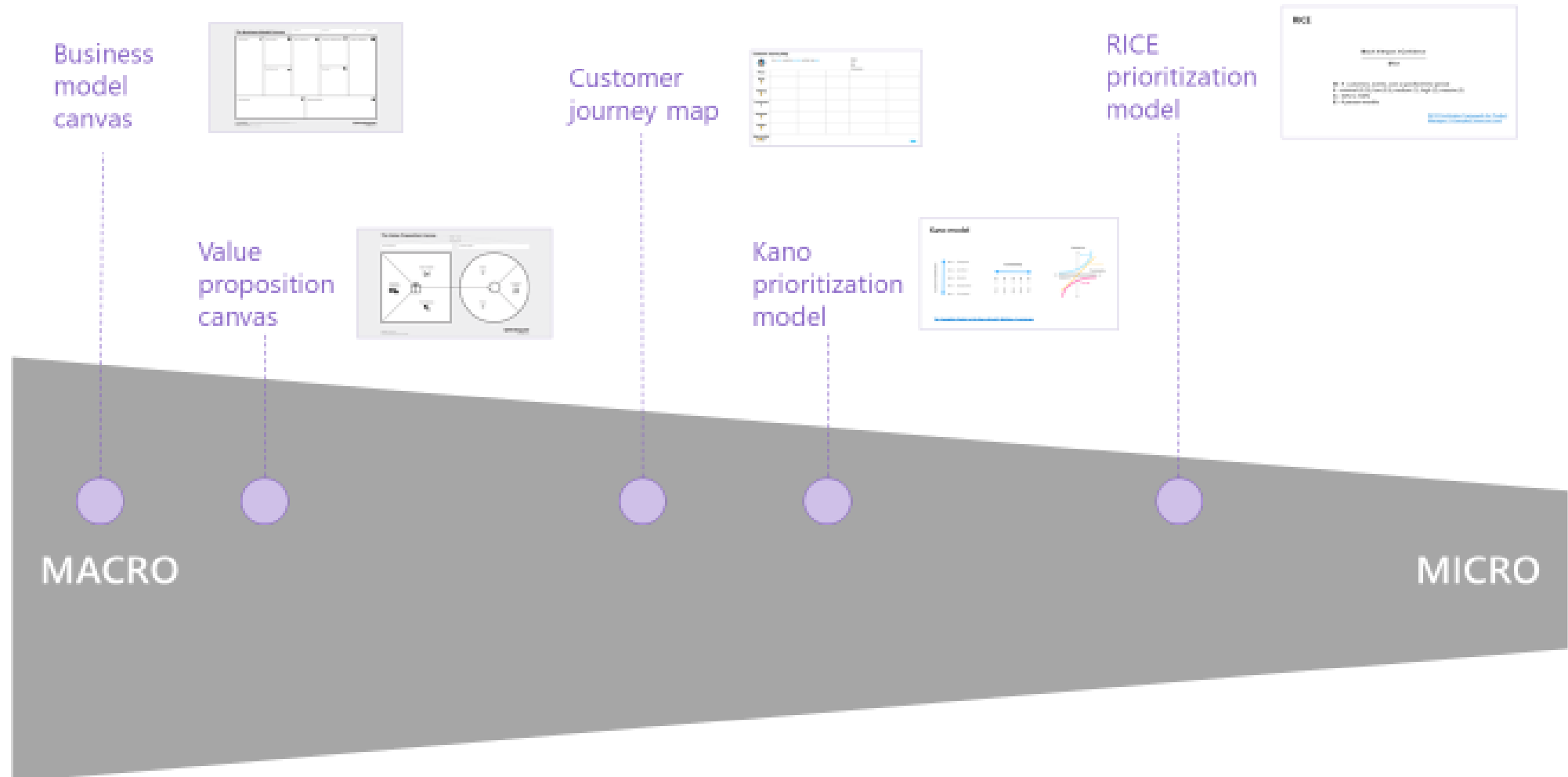
Geoffrey Owen

GowenPlaces

01.20.2022



One practical set of frameworks



The Business Model Canvas

Designed for:

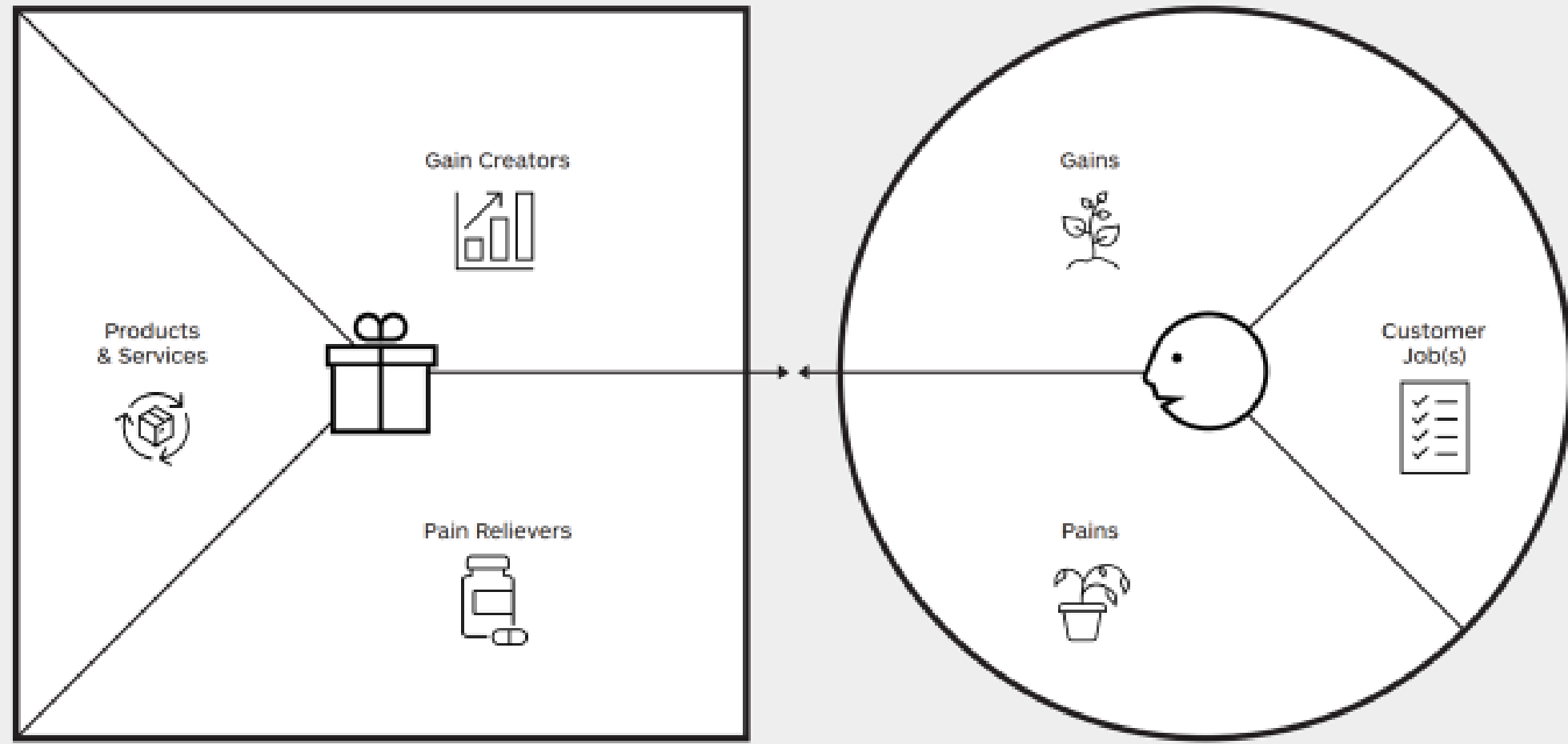
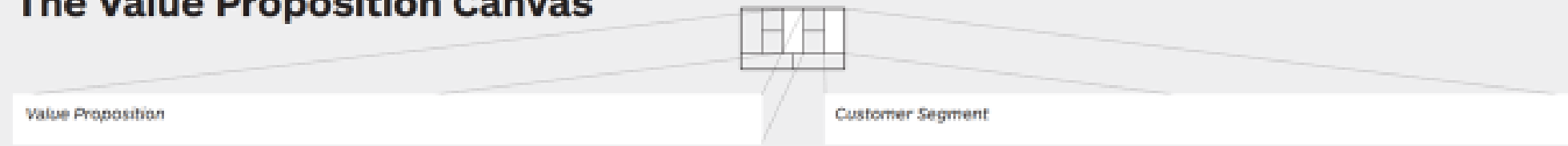
Designed by:

Date:

Version:



The Value Proposition Canvas



Customer Journey Map








As a **user**, I want to **scenario** so that I can **goal**.

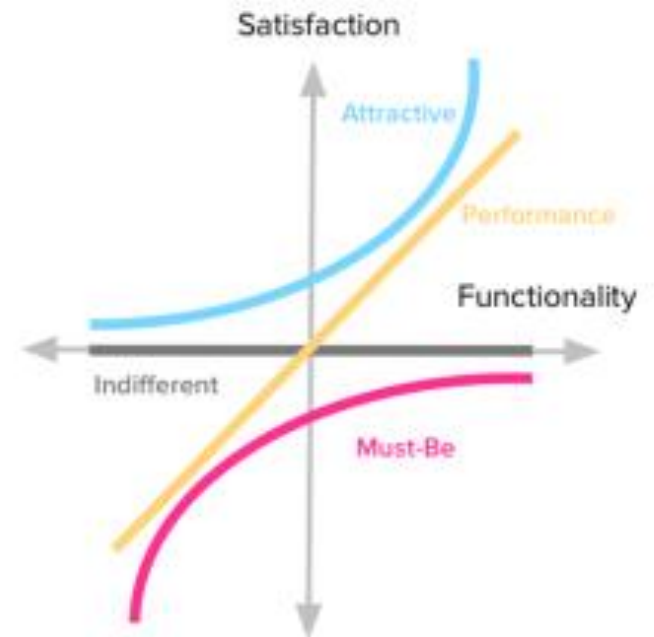
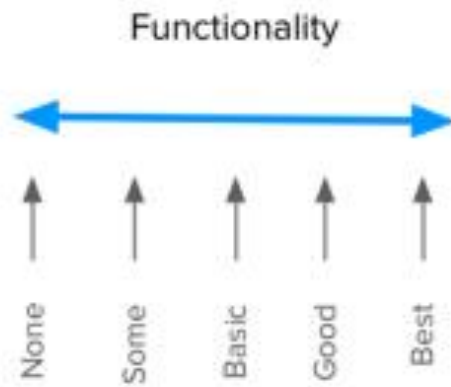
About:

Role:

Task duration:

Phases					
Doing 					
Thinking 					
Touchpoints ✳					
Painpoints 					
Feelings 					
Opportunities 	Link				

Kano model



RICE

Reach X Impact X Confidence

Effort

R – # customers, events, over a specified time period

I – minimal (0.25), low (0.5), medium (1), high (2), massive (3)

C – 50% to 100%

E – # person-months

Product Basic Requirements

Products & Services

- One
- Two
- Three

Gain Creators

How your products/services create customer gains.
How to produce outcomes and benefits.

- One
- Two
- Three

Pain Relievers

How your products/services alleviate customer pain points.

- One
- Two
- Three

Customer Segment

Gains

Outcomes and benefits your customers want. Includes functional utility, social gains, positive emotions, and cost savings.

- One
- Two
- Three

Pains

How your products/services alleviate customer pain points.

- One
- Two
- Three

Customer jobs

Things customers are trying to get done. Includes tasks, problems to solve, needs.

- One
- Two
- Three