

Digital Product Ownership

1. Program Overview

The **Digital Product Ownership Masterclass** empowers participants to lead digital products from initial spark to market growth. This program bridges the gap between high-level business strategy and technical execution. Participants will learn to act as the "CEO of the Product," balancing user needs, business goals, and technical feasibility using Agile methodologies to deliver maximum value in a rapidly changing digital landscape.

2. Target Training Audience

Aspiring & Current Product Owners: Looking to formalize their skills. •

Project Managers: Transitioning into product-centric roles. •

Business Analysts & Tech Leads: Seeking to understand the commercial side of product development. •

Entrepreneurs: Building software-based startups or digital services. •

3. Learning Objectives

Define and communicate a compelling **Product Vision** and **Roadmap**. •

Master **Backlog Management** and value-based prioritization. •

Translate complex business requirements into clear **User Stories**. •

Navigate the **Product Life Cycle** from discovery to post-launch optimization. •

Lead cross-functional teams and manage stakeholder expectations effectively. •

4. Five Day Table of Contents

Day 1: Product Strategy & The Digital Vision

Transitioning from Project Thinking to Product Thinking. •

Crafting a Product Vision and the Unique Value Proposition (UVP). •

Market Research: Competitor analysis and identifying digital market trends. •

Defining Success: Setting North Star Metrics and Product Key Performance Indicators (KPIs). •

Day 2: Product Discovery & User-Centric Design

User Research: Building User Personas and mapping the Digital Customer Journey. •

The Discovery Phase: Validating assumptions and solving the right problems. •

Defining the Minimum Viable Product (MVP) to reduce risk and speed up learning. •

Collaboration with UX/UI teams to ensure intuitive and high-quality design. •

Day 3: Backlog Management & Strategic Prioritization

Building the Product Backlog: From Epics to granular tasks. •

Prioritization Frameworks: Using Value vs. Effort and MoSCoW methods. •

Writing Professional User Stories and defining clear Acceptance Criteria. •

Stakeholder Management: Handling conflicting requests and the power of saying "No." •

Day 4: Technical Execution & The Agile Lifecycle

The Product Owner's role in Scrum and Kanban environments. •

Sprint Management: Planning, Reviews, and the importance of the Definition of Done (DoD). •

Managing Technical Debt: Balancing new features with system maintenance and stability. •

Bridging the Gap: Effective communication with developers and QA engineers. •

Day 5: Launch, Growth & Continuous Optimization

Go-to-Market (GTM) Strategy: Planning a successful digital product launch. •

Data-Driven Decisions: Using product analytics to track user behavior post-launch. •

Iterative Development: Using feedback loops to pivot or persevere. •

Building a Culture of Innovation and Scaling the product for long-term success. •

5. Practical Activities

The Vision Pitch: A workshop where participants transform a raw idea into a structured vision statement and pitch it to the group. •

The Prioritization Duel: A simulation where participants are given limited "credits" to spend on features, forcing hard decisions based on ROI. •

User Story Lab: Taking a complex business requirement and breaking it down into ready-to-code User Stories. •

The Post-Launch Pivot: Using a set of "mock data" from a failed launch to decide which features to kill, keep, or change. •