

How to Create Products Customers Love



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An introduction to Product Management

Why are some new products a hit while others flop? Although there's no fool proof way to tell what will succeed, every product has a chance as long as it's supported by research, careful planning, and hard work.

How to Create Products Your Customers Love is an interactive, practical and enjoyable workshop designed to help you create a product or service that customers will love. This day-long programme will give you:

- Strategies for discovering what customers want—even when they don't know themselves
- Practical suggestions for developing profitable products
- Easy-to-learn methods to constantly iterate a product or feature

In plain-English, and through individual and group exercises, you'll come away from the day with a deep understanding of the product life cycle. Illustrated with relevant case studies you'll also learn about market research, competitive analysis, market and pricing strategy, product roadmaps and the people skills to manage product innovation and development.

Intended Audience

This one-day interactive workshop is for senior to mid-level managers, marketers, salespeople, analysts, and any business leader who want to gain a comprehensive understanding of the Product Development process.

The course runs from 9.30 am to approximately 4.30 pm.

Duration: 1 day.

Introduction and Overview

Why Products and Services fail and why they win
What is Product-Market Fit?
The Product-Market Fit Pyramid
The Product Development Process

Problem Space versus Solution Space

Problems define markets
Customer led product development
Using Solution Space to discover Customer Pains
The Build-Measure-Learn loop

Define your Target Market

Choosing Customer Segments
Users vs Buyers
The technology adoption cycle
Customer Personas

Identifying Unmet Customer Needs

What's the Job to Be Done (JTBD)?
Customer Discovery Interviews
Customer Benefit Ladders
Hierarchy of Needs

Define your Value Proposition

Successful product development means saying, 'No'
Building your Value Proposition
Skating to where the puck will be
Predicting the future

Your Minimum Viable Product (MVP)

User Stories: Features with Benefits
Breaking Features Down
Scoping with Story Points
Using ROI to determine investment
Testing your MVP with customers

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How to Create Products...

Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

Build your Product with Agile Management

Understanding what is meant by 'being Agile'
Scrum vs Kanban and choosing the right approach
Test driven development

Measure your Key Metrics

Optimisation with AB testing
Analytics frameworks
Identify the metric that matters most
Achieving profitability

Workshop Benefits

Following this training course, you will:

- Choose the right target customers
- Identify their underserved needs
- Build a winning product strategy
- Define your minimum viable product (MVP)
- Design your prototypes
- Test your prototypes with customers
- Iterate rapidly to achieve product-market fit

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