

KOENIG SOLUTIONS • COURSE OUTLINE

Product Management: MVP, User Stories & Roadmaps

Learn to plan, build and launch products, from customer research and MVPs to roadmaps and post-launch tracking.

5 Days

DURATION

29

TOPICS

1

HANDS-ON ACTIVITIES

COURSE OVERVIEW

This course covers the fundamentals of product management, starting with what a product is, the role of a product manager, and product lifecycles. It then moves into planning a product, including customer research, personas, competitor analysis, prioritisation and roadmapping. From there it addresses building the product with cross-functional teams, covering MVPs, user stories and Agile ways of working, before turning to launch activities such as go-to-market planning, messaging and gathering feedback. It closes with tracking product success through metrics and A/B testing, common product management tools, and career growth in the field.

WHO THIS COURSE IS FOR

Product Managers

Project Managers

Business Analysts

Scrum Team Members

Product Owners

LEARNING OBJECTIVES

- Explain the role of a product manager versus a project manager
- Describe product types and stages of the product lifecycle
- Apply customer research methods such as surveys and interviews
- Build customer personas to guide product decisions
- Prioritise product features using methods such as MoSCoW
- Develop a product roadmap and go-to-market plan
- Write clear user stories for an MVP
- Interpret product metrics and A/B testing results

29 Topics

DAY 1 What Is Product Management?

TOPICS

- What exactly is a product?
- Who is a Product Manager, and what do they really do?
- Difference between product manager and project manager
- Types of products – physical, digital, internal, etc.
- Product lifecycle – how products are born, grow, and retire
- Introduction to Agile and Lean thinking
- Real examples of successful and failed products

DAY 2 Planning a Product

TOPICS

- Understanding your customers – surveys, interviews, observation
- Building customer personas (simple profiles)
- Understanding the market – who are your competitors?
- What is a product strategy? Why is it important?
- How to prioritize product features (simple methods like MoSCoW)
- Creating a product roadmap – what comes first, what comes next

DAY 3 Building the Product (Working with Teams)

TOPICS

- What is an MVP (Minimum Viable Product)?
- Basics of product design – UX and UI made simple
- How to write clear user stories (requirements)
- What happens in Agile – sprints, standups, and demos
- How to work well with developers, designers, and testers
- Tips for handling tough conversations and building trust

DAY 4 Launching the Product

TOPICS

- Planning for launch – what all needs to be ready?
- Go-to-market plan – how to tell the world about your product
- Preparing sales and support teams
- Creating strong messaging and positioning
- Gathering early customer feedback
- Fixing issues after launch – it's normal!

WHAT NUMBERS SHOULD A PRODUCT MANAGER TRACK?

- **Examples:** signups, usage, customer satisfaction
- Making small improvements – A/B testing made easy
- Common product management tools (like Trello, Jira, Figma)
- Career path in product management – how to grow

FINAL GROUP ACTIVITY

- Present your own product idea

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

[Visit koenig-solutions.com](https://koenig-solutions.com)info@koenig-solutions.com