

Product Management for Business Analysts

Duration: 2 Days

Description

Product Management for Business Analysts is a practical training program designed to enable business analysts to evaluate product development processes not only from a requirements analysis perspective but also in terms of customer needs, business value, product strategy, and product lifecycle. The training covers the fundamental principles of product management, product vision and strategy, analysis of customer and user needs, value-driven requirements management, product roadmaps, backlog management, prioritization techniques, and agile product development processes. The program also examines the responsibilities and areas of collaboration of business analyst, product manager, and Product Owner roles, aiming to enable participants to make more strategic and results-oriented contributions to product development processes. It aims to enable participants to adopt a product management approach, relate business analysis activities to product strategy and customer value, and gain the skills to prioritize and make decisions effectively in product development processes. **Delegates will learn how to**

- Explain the relationship between product management and business analysis
- Relate product vision and strategy to business objectives
- Transform customer and user needs into product opportunities
- Evaluate product requirements with a focus on business value
- Create User Stories and Acceptance Criteria
- Apply Product Backlog management and prioritization techniques
- Contribute to MVP and product roadmap creation processes
- Identify appropriate KPIs and metrics to measure product success
- Collaborate more effectively with the Product Owner and Product Manager

Audience

- Business Analysts and Senior Business Analysts
- Systems Analysts
- Business Systems Analysts
- Analysts working in product development teams
- Business analysts aiming to transition to the Product Owner role
- Professionals working on digital product and business transformation projects

5. Prioritization and Value-Driven Decision Making

- Prioritization in product development
- Business Value and Customer Value
- MoSCoW prioritization technique
- Kano Model
- RICE Scoring
- Weighted Shortest Job First (WSJF)
- Value vs. Effort Matrix
- The impact of dependencies and risks on prioritization
- Practice: Product Backlog prioritization

6. MVP and Product Roadmap

- Minimum Viable Product (MVP) concept
- Differences between MVP and Prototype
- Hypothesis-driven product development
- Defining product scope
- Creating a Product Roadmap
- Outcome-Based Roadmap approach
- Release Planning
- Balance of scope, time, and value in product development
- Practice: Preparing MVP scope and product roadmap

7. Agile Product Management and Cross-Role Collaboration

- Agile product development approach
- Product management within the Scrum framework
- Product Owner responsibilities
- Business analyst and Product Owner collaboration
- Sprint Planning and Backlog Refinement
- Sprint Review and feedback processes
- Managing stakeholder expectations
- Communication and decision making in product teams
- Managing changing requirements in line with product objectives

8. Product Performance and Success Measurement

- Measuring product success
- Differences between Output and Outcome
- Product KPIs
- User adoption and engagement metrics
- Conversion and Retention concepts

- Customer satisfaction and user experience measurements
- Data-driven product decisions
- Product analytics and feedback mechanisms
- Continuous product improvement

9. Applied Product Management Workshop

- Evaluation of a sample digital product scenario
- Defining the customer problem and business need
- Creating product vision and objectives
- Identifying personas and user needs
- Preparing Epics and User Stories
- Creating a Product Backlog
- Applying prioritization techniques
- Defining MVP scope
- Preparing the product roadmap
- Identifying product success metrics
- Evaluating group work

Training Method The training will be delivered through conceptual presentations, real business scenarios, group work, case analyses, and practical workshops. Participants will carry out activities to create a product vision, analyze user needs, prepare a backlog, prioritize, define an MVP, and develop a product roadmap based on a sample digital product scenario. Training content and practice scenarios can be customized in line with the organization's industry, product development approach, and the current competencies of business analysts.

Outline

1. Introduction to Product Management and the Role of the Business Analyst

- Fundamental concepts of product management
- Differences between product and project
- Product lifecycle
- Product-focused and project-focused working approaches
- Comparison of Product Manager, Product Owner, and Business Analyst roles
- Responsibilities of the business analyst in the product development lifecycle
- Transitioning from a business analysis approach to product-focused thinking

2. Product Vision and Strategy

- Product vision and product strategy
- Aligning organizational objectives with product objectives
- Product value proposition (Value Proposition)
- Identifying customer problems and business opportunities

- Product objectives and success criteria
- OKR approach
- Impact of product strategy on requirements management
- Practice: Creating a product vision and value proposition

3. Customer- and User-Focused Product Development

- Customer-Centric and Product-Centric approaches
- Identifying user needs
- Stakeholder Analysis
- Creating personas
- Customer Journey Mapping
- Creating a Problem Statement
- User research and feedback collection
- Transforming needs into product opportunities
- Practice: Creating personas and customer journeys

Prerequisites

- Fundamental knowledge of business analysis and requirements management
- Familiarity with software or digital product development processes
- Basic knowledge of Agile and Scrum is recommended
- Relationship between business requirements and product requirements
- Product Backlog concept
- Epic, Feature, and User Story
- User Story writing techniques
- Creating Acceptance Criteria
- Definition of Ready and Definition of Done
- Backlog Refinement
- Evaluating requirements in terms of business value
- Practice: Preparing User Stories and Acceptance Criteria