MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

DIGITAL PRODUCT MANAGEMENT

"Master the End-to-End Lifecycle of Digital Products in the Age of Agile and Innovation."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

In the fast-evolving digital economy, Product Managers must possess a deep understanding of digital technologies, customer behavior, agile methodologies, and cross-functional leadership. This immersive course prepares professionals to manage the full lifecycle of digital products—from ideation and MVP development to market launch, growth, and retirement—while aligning with business strategy, UX design, data insights, and innovation goals.

Objectives

By the end of this course, participants will be able to:

- Understand the digital product lifecycle and key PM responsibilities
- Create data-driven product roadmaps aligned with business strategy
- Apply agile, lean, and design thinking methodologies
- Collaborate effectively with engineering, UX/UI, marketing, and stakeholders
- Measure product success with KPIs and iterate for continuous improvement

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Why Attend

This course is essential for aspiring or current product managers who want to build impactful, scalable digital products. It blends technical understanding with customer insight, strategic planning, and practical tools for high-performing teams.

Target Audience

- Product Managers and Product Owners
- Project Managers transitioning to product roles
- Entrepreneurs and startup founders
- UX designers, developers, and business analysts
- Digital transformation leaders

Individual Benefits

- Gain end-to-end mastery of digital product development
- Build competitive, customer-centric product strategies
- Learn tools like Jira, Figma, Trello, Aha!, and product analytics platforms
- Improve cross-team communication and leadership effectiveness

Organizational Benefits

- Build successful digital products that meet real user needs
- Reduce risk through MVPs, experiments, and data validation
- Align product strategy with business objectives and stakeholder needs
- Accelerate product cycles through agile execution

Instructional Methodology

- Interactive case studies and simulations
- Group workshops for roadmapping, backlog grooming, and sprint planning
- Hands-on exercises using leading product management tools
- Final capstone project to develop and pitch a product strategy

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Digital Product Management

Module 1: Role of the Product Manager in the Digital Age (07:30 – 09:30)

Module 2: Overview of the Digital Product Lifecycle (09:45 – 11:15)

Module 3: Market & Customer Research Techniques (11:30 – 01:00)

Module 4: Persona Creation and Problem Framing (02:00 – 03:30)

Day 2: Ideation, Strategy & Roadmapping

Module 1: Design Thinking for Digital Innovation (07:30 – 09:30)

Module 2: Creating a Product Vision & Value Proposition (09:45 – 11:15)

Module 3: Prioritization Techniques: MoSCoW, RICE, Kano (11:30 – 01:00)

Module 4: Roadmapping Tools and Frameworks (02:00 – 03:30)

Day 3: Agile Execution & MVP Development

Module 1: Agile, Scrum & Kanban Fundamentals (07:30 – 09:30)

Module 2: MVPs, User Stories & Acceptance Criteria (09:45 – 11:15)

Module 3: Backlog Grooming & Sprint Planning Exercises (11:30 – 01:00)

Module 4: Managing Stakeholder Expectations & Tradeoffs (02:00 – 03:30)

Day 4: Product Design, Delivery & Metrics

Module 1: Collaborating with UX/UI & Developers (07:30 – 09:30)

Module 2: Prototyping Tools (Figma, InVision) and Usability Testing (09:45 – 11:15)

Module 3: Product Analytics: Funnels, Retention, Cohorts (11:30 – 01:00)

Module 4: A/B Testing and Data-Informed Iteration (02:00 – 03:30)

Day 5: Scaling, Growth & Capstone Strategy Presentation

Module 1: Product Growth Strategies: Virality, Monetization, Optimization (07:30 – 09:30)

Module 2: Product Lifecycle Management & Sunsetting (09:45 – 11:15)

Module 3: Capstone Project: Pitch Your Product (Team Presentations) (11:30 – 01:00)

Module 4: Feedback, Review & Certification Ceremony (02:00 – 03:30)

Certification

Upon successful completion, participants will receive a **Certificate in Digital Product Management**, signifying their readiness to lead the development and growth of impactful digital products in any industry.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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