

Contents

| | |
|---|------------|
| <i>Who Should Read This Book?</i> | <i>v</i> |
| <i>Preface</i> | <i>vii</i> |
| 1. Understanding the Product Life Cycle | 1 |
| 2. Identifying Opportunities | 5 |
| 3. Market Research | 29 |
| 4. Product Ecosystem Mapping | 52 |
| 5. Competition Analysis | 61 |
| 6. Market Segmentation | 84 |
| 7. Customer Segmentation | 93 |
| 8. Regulations and Compliance | 100 |
| 9. Hypothesis, Experiment & MVP | 115 |
| 10. Business Modeling | 140 |
| 11. Product Definition | 164 |
| 12. Product Branding | 181 |
| 13. Product Design | 188 |
| 14. Product Architecture | 245 |
| 15. Product Metrics | 251 |
| 16. Product Roadmap | 282 |
| 17. Go-To-Market | 313 |
| 18. Product Launch | 322 |
| 19. Digital Advertising | 355 |
| 20. Product Analytics | 380 |
| 21. Product-Market Fit | 385 |
| 22. Product Re-engagement | 413 |

| | |
|----------------------------------|------------|
| 23. Product Optimization | 425 |
| 24. Governing User Data | 434 |
| 25. Product Support | 445 |
| 26. Product Evolution | 453 |
| 27. “Lights on” Maintenance Mode | 476 |
| 28. Product Retirement | 479 |
| 29. Appendix | 481 |
| 30. References | 501 |
| 31. Digital Advertising | 355 |
| 32. Product Analytics | 380 |
| 33. Product-Market Fit | 385 |
| 34. Product Re-engagement | 413 |
| 35. Product Optimization | 425 |
| 36. Governing User Data | 434 |
| 37. Product Support | 445 |
| 38. Product Evolution | 453 |
| 39. “Lights on” Maintenance Mode | 476 |
| 40. Product Retirement | 479 |
| <i>Appendix</i> | <i>481</i> |
| <i>References</i> | <i>501</i> |