

aractech

Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-073

Digital Product Management and Roadmapping

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Course content

Why Attend

Digital products such as apps, portals, platforms and online services are now central to how organisations serve customers and create value. Managing them well requires a different approach from traditional projects.

Digital product managers own the product's vision and outcomes. They discover what users need, decide what to build and in what order, work with design and engineering teams, and continuously improve the product based on data and feedback.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Digital Product Management and Roadmapping.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Product managers and product owners

• Digital channel and e-services managers

• Business analysts moving into product roles

• UX and design leads



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Course outline

Detailed course outline

Day-by-day outline for Digital Product Management and Roadmapping.

Day 1 - The Digital Product Management Role

- 09:00-09:34 | Products Versus Projects: Shifting from outputs to continuous outcomes
- 09:34-10:08 | The Product Manager's Responsibilities: Value, usability, feasibility and viability
- 10:08-10:42 | Product Management in Different Organisations: Startups, enterprises and government
- 10:42-11:00 | Working with Designers and Engineers: Building the product trio
- 11:00-11:30 | Coffee break
- 11:30-12:19 | Working with Designers and Engineers: Building the product trio (continued)
- 12:19-12:53 | Stakeholder Management: Balancing business, customer and technical needs
- 12:53-13:27 | Product Lifecycle: Introduction, growth, maturity and retirement
- 13:27-14:00 | Discussion: Participants describe a digital product they manage or use

Day 2 - Product Vision, Strategy and Metrics

- 09:00-10:00 | Product Vision: Describing the future the product will create
- 10:00-10:30 | Product Strategy: Target users, value proposition and competitive position
- 10:30-11:00 | Business Model Canvas and Lean Canvas: Clarifying how the product creates value
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Outcomes and OKRs: Setting objectives and key results for product teams
- 12:00-12:30 | North Star Metric: Defining the measure of product success
- 12:30-13:00 | Product Analytics Frameworks: AARRR pirate metrics and HEART framework
- 13:00-14:00 | Workshop: Define vision, strategy and metrics for a digital product



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Day 3 - Product Discovery

• 09:00-09:30 | Continuous Discovery: Making discovery a weekly habit

• 09:30-10:00 | Understanding Problems: User interviews, jobs to be done and opportunity mapping

• 10:00-10:30 | Opportunity Solution Trees: Connecting outcomes, opportunities and solutions

• 10:30-11:00 | Assumption Testing: Identifying and testing risky assumptions

• 11:00-11:30 | Coffee break

• 11:30-12:30 | Prototyping and Usability Testing: Validating solutions before building

• 12:30-13:00 | Experiments: Fake doors, landing pages and A/B tests

• 13:00-14:00 | Exercise: Run a discovery cycle for a product opportunity

Day 4 - Roadmaps and Backlog Management

• 09:00-09:34 | Outcome-Based Roadmaps: Now, next and later roadmaps

• 09:34-10:08 | Communicating Roadmaps: Tailoring roadmaps for executives, teams and customers

• 10:08-10:42 | Prioritisation Techniques: RICE, Kano, value versus effort and cost of delay

• 10:42-11:00 | Backlog Management: User stories, epics and refinement

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Backlog Management: User stories, epics and refinement (continued)

• 11:46-12:20 | Release Planning: MVPs, incremental releases and feature flags

• 12:20-12:53 | Managing Technical Debt: Balancing new features and product health

• 12:53-14:00 | Workshop: Build a roadmap and prioritised backlog



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Day 5 - Launch, Growth and Product Excellence

- 09:00-09:34 | Go-to-Market Planning: Positioning, messaging and launch activities
- 09:34-10:08 | Driving Adoption: Onboarding, engagement and retention strategies
- 10:08-11:00 | Product Analytics in Practice: Funnels, cohorts and user behaviour
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Product Analytics in Practice: Funnels, cohorts and user behaviour (continued)
- 11:45-12:19 | Growth Experiments: Testing ideas to grow usage and value
- 12:19-12:53 | Product Operations: Tools, processes and governance for product teams
- 12:53-13:27 | Career Development: Skills and growth paths for product managers
- 13:27-14:00 | Capstone: Participants present a product strategy and roadmap



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Seminar dates

Available seminar dates

Live dates and pricing for Digital Product Management and Roadmapping generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Dubai	Classroom	**€2,745**
11 - 15 January 2027	Amsterdam	Classroom	**€2,415**
18 - 22 January 2027	Dubai	Classroom	**€2,745**
25 - 29 January 2027	London	Classroom	**€2,815**
1 - 5 February 2027	Cape Town	Classroom	**€1,895**
8 - 12 February 2027	Dublin	Classroom	**€3,360**
15 - 19 February 2027	Manchester	Classroom	**€3,360**
22 - 26 February 2027	Barcelona	Classroom	**€2,175**
1 - 5 March 2027	Cape Town	Classroom	**€1,895**
8 - 12 March 2027	Frankfurt	Classroom	**€2,215**



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15 - 19 March 2027	Dubai	Classroom	**€2,745**
22 - 26 March 2027	Kuala lumpur	Classroom	**€2,425**
5 - 9 April 2027	Liverpool	Classroom	**€3,360**
12 - 16 April 2027	Istanbul	Classroom	**€2,250**
19 - 23 April 2027	Dubai	Classroom	**€2,745**
26 - 30 April 2027	Cape Town	Classroom	**€1,895**
3 - 7 May 2027	Paris	Classroom	**€2,210**
10 - 14 May 2027	Dubai	Classroom	**€2,745**
17 - 21 May 2027	Amsterdam	Classroom	**€2,415**
24 - 28 May 2027	Dubai	Classroom	**€2,745**



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Date	Location	Format	Fee
7 - 11 June 2027	Brussels	Classroom	**€3,400**
14 - 18 June 2027	Cape Town	Classroom	**€1,895**
21 - 25 June 2027	Istanbul	Classroom	**€2,250**
5 - 9 July 2027	Dubai	Classroom	**€2,745**
12 - 16 July 2027	Barcelona	Classroom	**€2,175**
19 - 23 July 2027	Cape Town	Classroom	**€1,895**
26 - 30 July 2027	Eindhoven	Classroom	**€3,400**
2 - 6 August 2027	Dubai	Classroom	**€2,745**
9 - 13 August 2027	Kuala lumpur	Classroom	**€2,425**
16 - 20 August 2027	London	Classroom	**€2,815**



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23 - 27 August 2027	Rotterdam	Classroom	**€3,400**
6 - 10 September 2027	Dubai	Classroom	**€2,745**
13 - 17 September 2027	Cape Town	Classroom	**€1,895**
20 - 24 September 2027	Paris	Classroom	**€2,210**
4 - 8 October 2027	Dubai	Classroom	**€2,745**
11 - 15 October 2027	Amsterdam	Classroom	**€2,415**
18 - 22 October 2027	Dubai	Classroom	**€2,745**
25 - 29 October 2027	Dusseldorf	Classroom	**€3,400**
1 - 5 November 2027	Cape Town	Classroom	**€1,895**
8 - 12 November 2027	Istanbul	Classroom	**€2,250**



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22 - 26 November 2027	Berlin	Classroom	**€3,400**
6 - 10 December 2027	Cape Town	Classroom	**€1,895**
13 - 17 December 2027	Frankfurt	Classroom	**€2,215**
20 - 24 December 2027	Dubai	Classroom	**€2,745**
27 - 31 December 2027	Kuala lumpur	Classroom	**€2,425**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
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25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
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