Center of
Agile
Communication

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Digital Product Owner/Manager

Development Training Program

2024

Purpose

The training program aims to enhance the knowledge, skills, and soft abilities of **Digital Product Owners/Managers**, progressing them from beginner to senior level. It's tailored to align with contemporary methodologies demanded by companies for digital product analysis, design, modeling, and management.

Approximately **90%** of the training program content is applicable within the simulation system named Agile Communication Framework™ (AC Framework, www.acframework.com). This platform enables **Digital Product Owners/Managers** to analyze, design, and develop real digital products across mobile, web, and desktop platforms through drag-and-drop features and coding. Moreover, they can publicly showcase their work as part of their portfolio.

Throughout the training, **Digital Product Owners/Managers** undertake three real projects, two of which are implemented during the teaching period, with the final project serving as a capstone. The initial projects involve reverse engineering existing systems such as booking.com, egov.az, Mobile banking - PashaBank, ABB, LeoBank, among others.

Upon completion of the training program, **Digital Product Owners/Managers** are prepared to engage in real job interviews. Historically, graduates have secured employment within 1-5 months post-graduation.
After successfully completing the training program, **Digital Product Owners/Managers** are equipped to analyze digital products across various dimensions, including Financial, Digital Technology, Digital Services, Business Process (Data Flow), Form, Database, API, Task, and Digital Product Management Analysis.

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Training Program Training Structure

The training program structure is conducted into 5 modules. Candidates who successfully finish each module can continue to the next module.

#	Module name	Topic	Format
1	**Digital Product Design**	☐ Data Flow Analysis ☐ Form Analysis	Online Video Classes, Live Online Classes Online/Offline Mentorship Offline Kick-of Meeting
2	**Digital Product Modeling**	☐ Database Analysis ☐ API Analysis	Online Video Classes Live Online Classes Online/Offline Mentorship Offline Kick-of Meetings
3	**Digital Product Management**	☐ Task Analysis ☐ Digital Product Management Analysis	Online Video Classes Live Online Classes Offline Classes Online/Offline Mentorship Offline Kick-of Meetings
4	**Financial Analysis of Digital Technologies**	☐ Financial Analysis ☐ Digital Technology Analysis ☐ Digital Service Analysis	Online Video Classes Live Online Classes Offline Classes Online/Offline Mentorship Offline Kick-of Meetings
5	**Soft Skills in Digital Product Development**	☐ Asking Questions Skills ☐ Decision-Making Skills ☐ Problem-Solving Skills ☐ Task Management Skills ☐ Presentation Skills	Offline Classes Offline Mentorship Offline Kick-of Meetings

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Certification

There are 2 types of Certifications:

Certificate of Attendance: Awarded to participants who complete the online and offline training programs per module.

Certificate of Achievement: Granted to participants who successfully complete the online and offline training program per module, including the defense of the final project.

Training Program Topics

1. Financial Analysis

- ☐ Identifying the quantity of potential customers using quantitative research methods,
- ☐ Determining potential customer numbers through qualitative research approaches,
- ☐ Estimating the real number of customers,
- ☐ Identifying segments effectively as leaders in data,
- ☐ Assessing data-related requirements and pains,
- ☐ Evaluating the costs associated with digital services,
- ☐ Analyzing the revenue flow from digital service offerings,
- ☐ Determining appropriate business models,
- ☐ Conducting risk analysis for digital services,
- ☐ Identifying optimal communication channels with customers and partners.
- ☐ Assessing market entry strategies based on digital service provisions,
- ☐ Creating niche customer segmentation,
- ☐ Developing new digital services tailored for individual marketing initiatives.

2. Digital Technology Analysis

- ☐ What does Internet & Telecommunication entail, and what are the business models associated with it?
- ☐ What constitutes Wireless Technology, and what are the available business models?
- ☐ What encompasses Web & Mobile Technologies, and what are the business models?

- [ ] What is the concept of the Metaverse, and how does it affect companies?
- [ ] What is E-commerce, and what are the business models involved?
- [ ] What defines Digital Market & Goods, and what business models are applicable?
- [ ] What is Information Security, and what are the business models associated with it?
- [ ] What does FinTech involve, and what are the available business models?
- [ ] What is Blockchain, and what business models are linked to it?
- [ ] What is Business Intelligence, its business models, and how does it impact decision-making?
- [ ] What is Big Data, and what are the business models related to it?
- [ ] What is Generative AI, and how does it impact revenue generation and cost reduction?
- [ ] What is Machine Learning, and what business models are available for it?

3. Digital Service Analysis

- [ ] Determining how digital services can serve as solutions based on segmentation.
- [ ] Identifying digital services suitable for direct customer communications.
- [ ] Determining digital services for optimizing and automating business processes, including robotization.
- [ ] Identifying digital services aimed at generating analytical reports.
- [ ] Determining a sub-service's functionality.
- [ ] Identifying master data utilization within digital services.
- [ ] Determining user stories for master data operations.
- [ ] Identifying responsibilities associated with digital services.
- [ ] Conducting competitor analysis.
- [ ] Analyzing the advantages offered by digital services.
- [ ] Analyzing the features provided by digital services.
- [ ] Analyzing the technical advantages of digital services.
- [ ] Evaluating the value proposition of digital services.
- [ ] Identifying factors hindering revenue generation for digital services.
- [ ] Determining the cost implications of potential risks.
- [ ] Creating a new structure for digital product offerings

4. Data Flow Analysis

- [ ] Creating a Data Flow Diagram based on Digital Services.
- [ ] Understanding the Structure and Standardization of Data Flow Mapping.
- [ ] Establishing Prioritization for Activities in Data Flow Mapping.
- [ ] Determining Activity Naming (SVO approach).
- [ ] Establishing Relations between Activities and Form Design.
- [ ] Sequencing Activities Based on Form Relations.
- [ ] Determining Database Relations in Activity Sequencing.
- [ ] Evaluating Software Architect Criteria in Data Flow Mapping.
- [ ] Identifying Main Financial Impediments in Business Process Robotization (Data Flow Mapping).
- [ ] Calculating Overall Execution Time.
- [ ] Calculating Overall Process Time.
- [ ] Establishing and Setting Key Performance Indicators (KPIs) for Data Analysis.
- [ ] Calculating the Digitalization Index.
- [ ] Applying CLIU Operations.

5. Form Analysis

- [ ] Developing a mockup for a form page.
- [ ] Identifying criteria for form development.
- [ ] Establishing communication over form visualization.
- [ ] Selecting appropriate form components based on user stories and data flow.
- [ ] Generating tables within forms.
- [ ] Creating form groups.
- [ ] Integrating UX design principles into form development.
- [ ] Identifying key UX design criteria for form visualization.
- [ ] Creating form actions.
- [ ] Naming forms based on master data and operations.
- [ ] Creating a document template for forms.
- [ ] Integrating forms with UI design tools like Figma.
- [ ] Integrating form views from different sources.
- [ ] Adding input fields to forms.
- [ ] Adding input descriptions.
- [ ] Writing precise input descriptions.
- [ ] Establishing input-database relations based on software Architect.
- [ ] Adding event descriptions for frontend and mobile view development.
- [ ] Determining event-API relations based on software Architect.
- [ ] Creating User Acceptance Criteria (UAT) for forms.

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6. Database Analysis

- [ ] Extracting Master data from User Stories
- [ ] Creating an Entity Diagram
- [ ] Designing Master Data as a Table Name
- [ ] Defining Input as a Field Name and understanding SQL
- [ ] Retrieving data from a table (SELECT)
- [ ] Applying simple conditions to a SELECT statement (WHERE)
- [ ] Sorting data (ORDER BY)
- [ ] Handling duplicated data (DISTINCT)
- [ ] Inserting a new row (INSERT)
- [ ] Deleting a row from a table (DELETE)
- [ ] Updating data (UPDATE)
- [ ] Applying MIN, MAX, AVG, SUM, COUNT operations
- [ ] Applying complex conditions to a SELECT statement (IN, LIKE, CASE, IF)
- [ ] Setting a PRIMARY KEY
- [ ] Establishing a FOREIGN KEY
- [ ] Retrieving data from different tables (JOIN)
- [ ] Grouping data by criteria (GROUP BY)
- [ ] Grouping data by criteria and conditions (HAVING)
- [ ] Creating an entity representation of a table (ENTITY)
- [ ] Designing an Entity Diagram
- [ ] Creating a Database Card for documentation purposes.

7. API Analysis

- [ ] Generating JSON objects.
- [ ] Executing SQL commands within an API.
- [ ] Assigning values in an API and executing SQL commands.
- [ ] Configuring JSON objects in an API and executing SQL commands.
- [ ] Transmitting data from an API to a Form.
- [ ] Transmitting data from an API to a Form.
- [ ] Configuring a select box as a JOIN trigger.
- [ ] Creating a Form Table.
- [ ] Generating a table as a JOIN trigger.
- [ ] Deleting rows from a Form Table.
- [ ] Transferring data between two Forms.
- [ ] Creating a mock API.

- [ ] Developing a basic API.
- [ ] Identifying API inputs.
- [ ] Identifying API outputs.
- [ ] Configuring TABLE INSERT within an API.
- [ ] Configuring TABLE UPDATE within an API.
- [ ] Configuring TABLE DELETE within an API.
- [ ] Retrieving data from a table within an API.
- [ ] Passing parameters to SQL queries.
- [ ] Preparing API documentation.

8. Task Analysis

- [ ] Creating a project Backlog based on Form Cards.
- [ ] Determining Sprints.
- [ ] Creating Frontend business logic tasks derived from Form Cards.
- [ ] Creating Backend business logic tasks derived from Form Cards.
- [ ] Creating Frontend Architecture tasks derived from Form Cards.
- [ ] Creating Backend Architecture tasks derived from Form Cards.
- [ ] Generating Technical Analysis (Discussion) tasks from Form Cards.
- [ ] Generating Unit Testing tasks from Form Cards.
- [ ] Generating Functional Testing tasks from Form Cards.
- [ ] Generating Regression Testing tasks from Data Flow Cards and Form Cards.
- [ ] Breaking down tasks within 3-4 hours.
- [ ] Identifying tasks for Change Requests
- [ ] Identifying tasks for New Requests
- [ ] Estimating task hours.
- [ ] Setting User Acceptance Criteria as a task.
- [ ] Identifying Task Types.
- [ ] Establishing relationships among Task Types.
- [ ] Defining the Definition of Done (DoD) based on Form Cards.
- [ ] Establishing the file structure for Frontend development (using React, Vue JS, etc.) based on Form Cards, incorporating Form tables and Form groups.
- [ ] Setting up the file structure for Mobile App development (iOS, Android) based on Form Cards, incorporating Form tables and Form groups.
- [ ] Generating the API request/response JSON/XML structure based on Form Cards and adhering to Software Architecture standards.

9. Digital Product Management Analysis

- [ ] Controlling the Definition of Done (DoD)
- [ ] Prioritizing tasks based on Data Flow Cards and Form Cards
- [ ] Managing API documentation using API Cards and Form Cards
- [ ] Managing Database documentation using Database Cards and Form Cards
- [ ] Overseeing task statuses
- [ ] Developing workflows based on task types
- [ ] Managing Sprints
- [ ] Calculating Spent Hours
- [ ] Utilizing Estimation Hours techniques: Parametric, Analogous, Expert Judgment
- [ ] Managing project budget
- [ ] Evaluating Dev Team performance
- [ ] Calculating precise and accurate Story Points based on Form Cards
- [ ] Managing Retrospectives and creating a Case Study Pool (Learning Case Pool)
- [ ] Handling change requests during a Sprint
- [ ] Managing bug fixes during a Sprint
- [ ] Handling new requests during a Sprint
- [ ] Preparing a Backlog/Sprint Matrix
- [ ] Tracking Form Card history
- [ ] Monitoring project progress on a daily basis (Daily Reviews) without meetings
- [ ] Minimizing the number and duration of meetings
- [ ] Selecting the appropriate Agile Methodology, whether it's Scrum, Kanban, Hybrid, DDM (Disciplined Agile Delivery), or another, involves several considerations tailored to the needs and context of the Agile Team.