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COURSE BROCHURE

Customer Problem to Product Launch Training Course for Product Newcomers

27 September – 1 October 2027
Casablanca

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Customer Problem to Product Launch Training Course for Product Newcomers

Ref: 2512_95310 **Date:** 27 September – 1 October 2027 **Location:** Casablanca **Fees:** 4500 GBP

Customer Problem to Product Launch is a 1-week training course for new product managers and team leads moving into product roles, who leave with a First-Quarter Product Plan linking customer problems, priorities, metrics and launch steps. Organisations now expect product decisions to rest on customer evidence rather than internal opinion, and new product managers carry that expectation from their first week. The course is delivered by Jupiter Prime Training.

Why Customer Problem to Product Launch Matters Now

Three forces shape the product role today: customers who switch quickly when a product misses their needs, engineering and design teams that work in short release cycles, and executives who ask for outcome evidence rather than feature counts. Strong problem framing spends build capacity on changes customers value; weak framing ships features nobody adopts. The course rests on widely used practice: continuous discovery, outcome-based roadmaps, simple prioritisation scoring and a small set of product health metrics.

Who Gains Most from Customer Problem to Product Launch

- Professionals newly accountable for a product's direction and backlog choices
- Team leads moving from engineering, operations or support into product ownership
- Specialists who represent customer needs to delivery squads
- Business analysts asked to shape requirements into product increments
- Service owners responsible for adoption and customer satisfaction measures

A cross-functional trio from one product area gains most when attending together.

Customer Problem to Product Launch Capabilities

Participants practise naming the customer problem and judging whether a release moved the right metric.

- Frame a customer problem statement from interview and usage evidence — the decision on which problem to solve first
- Weigh competing backlog requests with a transparent scoring method — engineering leads and sponsors
- Build an outcome-based roadmap with now, next and later horizons — executive stakeholders
- Specify acceptance criteria and design constraints with engineering and design partners — the delivery squad
- Select a north star metric and supporting input measures — the product's quarterly review
- Design a launch readiness checklist covering support, sales and communications — go or no-go decisions

Key Customer Problem to Product Launch Terms

- Product discovery — Learning which customer problems are worth solving before committing build capacity.
- Problem statement — A short description of who struggles, with what, and why it matters, written without proposing a solution.
- Outcome-based roadmap — A roadmap organised around results to achieve rather than features with dates.
- Prioritisation scoring — A repeatable method that rates requests on reach, impact, confidence and effort to compare them openly.
- North star metric — The single measure that best captures the value customers get from the product over time.
- Minimum viable product — The smallest release that tests a key assumption with real customers and produces learning.

Customer Problem to Product Launch Day by Day

Day 1: The Product Role and Its Context

- Product Manager Responsibilities Map — Where Product Ends and Delivery Begins
- Product Lifecycle Stages — Which Questions Matter at Each Stage
- Business Model Canvas — How the Product Creates and Captures Value
- Stakeholder Influence Grid — Who Shapes Product Direction and How
- Product Vision Statement — Guiding Daily Trade-Offs Across the Team

Day 2: Customer Discovery and Problem Framing

- Customer Interview Guide — Uncovering Real Needs Without Leading Questions
- Jobs to Be Done Statements — Describing Progress Customers Seek
- Opportunity Solution Tree — Linking Outcomes to Problems and Ideas
- Assumption Mapping — Choosing Which Risky Beliefs to Test First
- Problem Statement Canvas — Agreeing the Problem Before Any Solution

Day 3: Roadmaps and Prioritisation

- Reach, Impact, Confidence and Effort Scoring — Ranking Competing Requests Openly
- Now, Next, Later Roadmap — Communicating Direction Without False Dates
- Minimum Viable Product Scoping — Testing Value With the Smallest Release
- Saying No Script — Declining Requests While Keeping Sponsor Trust
- Roadmap Review Cadence — When to Revisit Priorities With Sponsors

Day 4: Working With Engineering, Design and Metrics

- User Story and Acceptance Criteria Writing — Shared Definition of Done
- Product Trio Working Agreement — Balancing Desirability, Feasibility and Viability
- North Star Metric Tree — Connecting Daily Work to Customer Value
- Activation and Retention Cohorts — Judging Whether Releases Change Behaviour
- Experiment Brief Template — Deciding What Counts as a Successful Test

Day 5: Practising the First-Quarter Product Plan

- Launch Readiness Checklist — Go or No-Go Across Support, Sales and Communications
- Stakeholder Alignment Briefing — Securing Sponsor Agreement on Problems and Priorities
- Applied Opportunity Tree and Scoring — Selecting the Quarter's Focus Problems
- Metric Targets and Review Points — Defining How Progress Will Be Judged
- First-Quarter Product Plan Assembly — Peer Challenge and Final Commitments

Applying Customer Problem to Product Launch After the Course

- Run five customer interviews with the interview guide and agree a problem statement with the product trio.
- Rescore the current backlog with reach, impact, confidence and effort, then present a now, next, later roadmap to the sponsor.

Customer Problem to Product Launch Questions FAQ

What is customer problem to product launch practice and why does it matter now?

Customer problem to product launch is the core practice of choosing which customer problems a product solves and in what order. It matters now because customers switch quickly and leaders want evidence that releases move outcomes.

Which roles gain most from customer problem to product launch training?

New product managers and team leads moving into product roles gain most. Engineers, analysts and service owners taking on backlog decisions also benefit.

How does customer problem to product launch training differ from an advanced product leadership course?

Customer problem to product launch training builds the everyday skills of a new product manager on one product. Advanced product leadership courses address portfolio strategy, pricing across product lines and leading several product managers, assuming the habits practised here.

What do you bring back from customer problem to product launch training?

You bring back a plan for your next quarter. It names customer problems, ranks requests openly, sets a north star metric and lists agreed launch steps.

Customer Problem to Product Launch: The Way Forward

The First-Quarter Product Plan gives a new product manager a shared reference for the next three months. Its first use is the sponsor conversation on which problems the team will address and which requests wait. Product trios, sponsors and support leads use it weekly. After the first release, revisit the metric targets to test whether the problem framing still holds.