

## Overview

This standard is about delivering digital products.

Digital product managers are responsible for the quality of the digital products that they deliver. In this role they use knowledge of user needs and business goals to identify product problems and set priorities for product development teams.

Digital product delivery involves working with a range of product delivery specialists in multidisciplinary teams to set the product vision, develop product strategies, capture user needs and develop user stories to translate them into viable product deliverables. It includes planning, developing, launching, and managing a product throughout its product development lifecycle.

This standard is for those who need to deliver digital products as part of their duties.

## Performance criteria

*You must be able to:*

1. Determine product requirements from customers to create digital product specifications
2. Engage with users to assess digital product delivery needs
3. Review User eXperience (UX) research to inform digital product designs
4. Create user stories and propose design approaches to address them
5. Lead discovery to translate the product vision into prioritised, deliverable goals
6. Lead multidisciplinary product teams to design, prototype, build and test digital products through the product delivery lifecycle
7. Incorporate security and data privacy for products being developed
8. Manage digital product development through discovery, alpha, beta and live states to understand the problem, iterate and test the solution
9. Monitor product development performance and outcomes, to iterate and continually improve the product and development processes

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## Knowledge and understanding

### *You need to know and understand:*

1. The steps involved in identifying digital product requirements with customers
2. How to create a digital product vision
3. How to act as an advocate for users within the organisation
4. The importance of integrating user research outcomes into product delivery strategies
5. Industry standard product management tools and techniques and how to apply them
6. How to interpret user stories to inform digital product delivery improvements
7. How to ensure services are accessible, inclusive and simple to use
8. The steps involved in running product development experiments
9. What is meant by discovery, alpha, beta and live states
10. How to use agile methodologies and culture to create an environment that encourages product iteration and continuous discovery
11. How to create and iterate a product roadmap
12. The role a product manager plays in creating accessible products
13. The different phases of product delivery
14. How to coach multidisciplinary teams to improve their ways of working over time
15. How to coordinate delivery of features that improve the overall user experience

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Deliver digital products



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