



BTCertiCentre
Business Transformation Certification Centre

Preparation Guide

**DIGITAL PRODUCT MANAGER
FOUNDATION – DPMF**

1. Introduction

a) Purpose of this Certification

This exam aims to demonstrate the professional's knowledge of the fundamentals of digital product management.

With this certification, the professional demonstrates that he/she can get involved in the development, management, delivery and evolution of digital products and platforms.

The exam covers the following topics:

- Definition of digital product.
- The business context around the product manager.
- The organizational context around the product manager.
- Digital product development methods.
- Product requirements definition.
- MVP – Minimum Value Product.
- Product Evolution.
- Delivering the product
- Product metrics
- Product lifecycle
- Product manager soft skills
- Product manager career

This Exam is part of the Business Transformation through Digital Transformation context that is the focus of the Business Transformation Certification Center.

b) Who this Certification is for?

For professionals who wish to pursue a career as a digital product manager or participate in the management of these products and need to demonstrate fundamental knowledge.

Based on this Certification, professionals will be able to participate in the product lifecycle management activities.

c) What you need to be certified

You need to pass the Certification Exam, the details of which are described below:

- It is an exam with questions in a multiple-choice format and True or False.
- Has 40 questions.
- It should be completed in a maximum of 60 minutes.
- In order to pass you must get 25 of the 40 questions right or 65%.

You will not be able to consult during the exam.

We use an Automated Proctor, that give greater credibility to your achievement and you can stand out to other companies that do not use this approach.

The exam level is considered easy to medium. The exam was developed considering Bloom Taxonomy levels 1 and 2.

At level 1 you are required to remember concepts, classifications, while at level 2 there is a need for an understanding of the concepts and approaches presented.

d) How you should prepare

You can prepare as follows:

- Obtain knowledge through the suggested source:

Amazon Kindle Shop:

Nagaraj, Varun; Joglekar, Nitin. Digital Product Management Thinking: Integrating Analytics, Business Model, Coordination and Design Thinking (p. 60). SenseShaping Ventures LLC.

- Conducting a Sample Exam provided free of charge.
- At least 40 hours of study, depending on your level of knowledge.
- Training: (not yet available) BTCertiCentre is implementing partnerships with Accredited Training Organizations worldwide to provide classroom training or through learning management systems (synchronously or asynchronously).

2. Exam Content

a) Exam Organization:

See the Table below to learn what will be required in the Exam.

DPMF – Exam Organization
Product Management Definition
. The purpose of this unit is to help the candidate to understand the work scope of a product manager and what’s mean by product management.
The recommended study period for this unit is 1 hour
State product management definition.
Tell about digital product characteristics.
Describe the product manager role.
Identify the main product manager skills.
PM and Business Context
The purpose of this unit is to help the candidate to understand the Business Context where Product Management operates
The recommended study period for this unit is 2 hours
Describe the product manager role in product strategy formulation.
Identify business strategy models.
PM and Organizational Context
The purpose of this unit is to help the candidate to understand the Organizational Context where Product Management operates
The recommended study period for this unit is 1 hour.
Describe the organizational context in which the product manager operates for product development.
Identify differences between product development and project management approaches.
Understand agile and blend development process.

DPMF – Exam Organization
Understand key factors to improve the agile process.
Product Development Methods
The purpose of this unit is to help the candidate to understand the methods and approaches to product vision and design like ideation and hypotheses development.
The recommended study period for this unit is 1 hour.
Explain the opportunity identification process.
Explain how to define the product concept.
Understand the key factors to improve ideation.
Product Management Requirements Definition
The purpose of this unit is to help the candidate to comprehend requirements management to product development
The recommended study period for this unit is 4 hours.
Understand the application of requirements management to the product development process.
Understand how to collect and assessing requirements for product development.
Talk about requirements prioritizing
Describe the necessary requirements documentation.
Identify product and requirements documentation techniques.
Understand the elements to improve requirements management.
Identify techniques or approaches to classify requirements and portfolio.
MVP – Minimum Value Product
The purpose of this unit is to help the candidate to comprehend product definition and the concept of Minimum Value Product
The recommended study period for this unit is 2 hours
Understand the concept of MVP.
Identify approaches to product evolution.
Product Evolution
The purpose of this unit is to help the candidate to comprehend the process of product evolution and A/B test.
The recommended study period for this unit is 1 hour
Understand the importance of product architecture, test, and integration.

DPMF – Exam Organization
State what is and the importance of architecture and modularity for digital products.
State what is prototyping and test A/B.
Describe techniques to product modularity definition.
Delivering the product to the market
The purpose of this unit is to help the candidate to comprehend how to launch the product to the market.
The recommended study period for this unit is 1 hour
Identify launching models to firm view and to customer focus.
Understand the variables of pricing and value capture.
Identify the variables and alternatives do place, promotion, and education about the digital product.
Understand the differences between product management activities and product marketing activities.
Identify analytics techniques to use in product launching and operation.
Metrics to Product Management
The purpose of this unit is to help the candidate to comprehend metrics that can be useful to product management.
.The recommended study period for this unit is 1 hour
.Identify metrics to understand and estimate the size of the market.
Describe the importance of KPI’s and other measures of profit and loss.
Product Lifecycle and Roadmap
The purpose of this unit is to help the candidate to comprehend product lifecycle and roadmap beyond its launching to the market.
The recommended study period for this unit is 1 hour
Describe a product roadmap.
State product lifecycle management and product portfolio management.
Describe the concept of a digital platform and its economic context.
Product Manager Soft Skill
The purpose of this unit is to help the candidate to comprehend soft skill required for product manager in performance his job.
The recommended study period for this unit is 1 hour

DPMF – Exam Organization
Identify the main soft skills.
Describe the main soft skills.
Product Manager Career
The purpose of this unit is to help the candidate to comprehend product definition and the concept of Minimum Value Product
The recommended study period for this unit is 1 hour
Identify the main aspects for career development.
Describe the requirements for product manager performance, their job and responsibilities.

b) Topics Distribution

See the Table below for you to know what will be required in the Exam.

Topics	Number of questions Exam	%
1. Product Management Definition	2	5.00%
2. PM and Business Context	2	5.00%
3. PM and Organizational Context	4	10.00%
4. Product Development Methods	2	5.00%
5. Product Management Requirements Definition	7	17.50%
6. MVP – Minimum Value Product	1	2.50%
7. Product Evolution	6	15.00%
8. Delivering the product to the market	6	15.00%
9. Metrics to Product Management	3	7.50%
10. Product Lifecycle and Roadmap	3	7.50%
11. Product Manager Soft Skill	3	7.50%
12. Product Manager Career	1	2.50%
	40	100%

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