

## Essential Frameworks



1. Prioritization Frameworks , Rice, KANO Model

Priority poker prioritization

[Prioritization Frameworks](#)

[Guide to Product Planning: Three Feature Buckets](#)

2. Heart Framework

[What is the HEART Framework? Definition and Overview.](#)

3. Octalysis Framework

[Octalysis: Complete Gamification Framework](#)

[A Framework on actionable gamification](#)

4. Design Framework

[The three step framework for designing better products](#)

[Product Design Playbook Concepts and Methodologies To Live By](#)

Suggested time for this  
Module: 20 days

# Product Strategy



1. What is Product Strategy?
  - [A Complete Guide to Product Strategy \(with examples\)](#)
  - [What is a Product Strategy? | Definition and Overview](#)
2. User Research
  - [Lecture 16 - How to Run a User Interview \(Emmett Shear\)](#)
  - [My Best Advice for Conducting User Interviews](#)
  - [PM101 Early Customer Research Eisenmann](#)
  - [12 Tips for Early Customer Development Interviews \(Revision 3\) | giffconstable.com](#)
  - [How many Customer Interviews should you do?](#)
  - [User Research: What we love talking about, but rarely do justice to](#)

# Product Strategy



## 3. Pricing Psychology

- [Pricing Psychology: A List of Tactics](#)
- [Our 6 Must Reads On Pricing a Product | First Round Review](#)
- [Pricing Strategy An Introduction](#)

## 4. Product Branding

- [The Branding Process | Design Agency Leicester | Your Hyphen](#)
- [The Role of Product Marketing in Your Startup: Defining & Implementing Product Marketing](#)

## 5. Product Launching

- [From 0 to \\$1B - Slack's Founder Shares Their Epic Launch Strategy](#)
- [Product Launch Mock Interview with Abhirup Bhabani, Product Owner at Paysend](#)
- [Launching Your Product](#)

## 6. Search Engine Optimization

- [How Housing leveraged organic growth to become the real estate powerhouse](#)

## 7. Books

- [The Lean Startup](#)