

VIBEMOTION LABS · PRODUCT MANAGEMENT

COMPLETE PM TOOLKIT

From Analyst to *AI Product Manager*

\$47

Role-specific frameworks, artifacts, and decision tools for every level of the product management career ladder. Five complete role profiles — each with key responsibilities, core artifacts, success metrics, and level-specific frameworks.

DESIGNED FOR

Product Analysts	Full playbook for the research, data, and discovery work that feeds the PM pipeline.
Product Managers	Core execution frameworks, stakeholder tools, and the roadmap-to-delivery operating system.
Senior Product Managers	Cross-functional leadership, strategy frameworks, and the senior PM decision toolkit.
Product Strategists	Portfolio strategy, market analysis frameworks, and long-horizon planning tools.
AI Product Managers	The emerging discipline's unique frameworks — model selection, AI PRD, trust & safety, and responsible launch.

PRODUCT ANALYST

Product Analyst

The research engine of the product organisation. The PA finds signal in noise and translates data into decisions.

Core Responsibilities

- Define and track product metrics dashboards
- Conduct user research: surveys, interviews, usability tests
- Analyse funnel performance and identify drop-off causes
- Write discovery research reports that inform roadmap decisions
- Run A/B tests and interpret results for the PM and team
- Build business cases with data for proposed features

Key Artifacts

- Research Report — problem definition, methodology, findings, recommendations
- Metrics Dashboard — north star, primary KPIs, guardrails, weekly health
- A/B Test Plan — hypothesis, variants, sample size, success criteria
- Competitive Analysis — feature matrix, positioning map, market gaps
- User Journey Map — current state with pain points quantified

Success Metrics for This Role

- Stakeholders cite your research in decisions — not just read it
- Your dashboards are reviewed in weekly team meetings without prompting
- You identify a problem before the PM articulates it
- A/B tests you design reach statistical significance on schedule

PA SUCCESS FRAMEWORK

Metric	Baseline	Target	Timeframe
Research reports cited in PRDs	0	3 per quarter	Q1
Dashboard weekly review rate	0%	80% of team	90 days
A/B tests reaching significance	N/A	≥ 80%	6 months
PM satisfaction (1–10)	—	≥ 8	Quarterly

PRODUCT MANAGER

Product Manager

The owner of product outcomes. The PM translates strategy into a roadmap and ships products customers love.

Core Responsibilities

- Own the product roadmap and prioritise ruthlessly
- Write PRDs and lead engineering through the build process
- Run sprint ceremonies: planning, review, retrospective
- Manage stakeholders and align cross-functional teams
- Define and monitor launch criteria, success metrics, and rollback plans
- Conduct weekly 1:1s with engineering lead and design

Key Artifacts

- Product Roadmap — themes, milestones, prioritisation rationale
- PRD (One-Pager or Full) — problem, solution, metrics, risks
- Sprint Goals — the one outcome the sprint must achieve
- Launch Brief — rollout plan, comms, success criteria, rollback
- Weekly Status Update — shipped, in progress, blockers, decisions needed

The PM Operating Rhythm

- Monday: Review sprint board, unblock team, 1:1 with EM
- Tuesday–Thursday: Deep work — PRDs, user research, stakeholder alignment
- Friday: Sprint review prep, metrics review, weekly status update
- Monthly: Roadmap review, OKR check-in, exec briefing
- Quarterly: OKR planning, customer discovery sprint, roadmap refresh

PM DECISION MATRIX

Decision Type	Who Decides	Who Is Consulted	Who Is Informed
Feature prioritisation	PM	EM, Design, Data	Stakeholders
Technical architecture	EM	PM, Design	PM, Stakeholders
Design direction	Design Lead	PM, EM	Stakeholders
Launch timing	PM + EM	Legal, Marketing	All
Scope reduction	PM	EM, Design	Stakeholders

SENIOR PRODUCT MANAGER

Senior Product Manager

The force multiplier. The Senior PM ships products and raises the capability of everyone around them.

Core Responsibilities

- Define product strategy for a significant surface area or business line
- Coach and mentor Associate and Mid-level PMs
- Align cross-functional leads (Design, Engineering, Marketing, Legal) on a shared vision
- Run product reviews and hold quality bar for the team's output
- Represent the product in executive and board-level discussions
- Lead the annual planning process and OKR definition

Frameworks Unique to This Level

- The Influence Map — mapping stakeholders by support, impact, and engagement strategy
- The Strategic Narrative — a one-page story connecting company mission to team roadmap
- The Pre-Mortem — imagining the product has failed and working backwards to prevent it
- The Speed vs. Quality Trade-off Canvas — making explicit the cost of each decision
- The Escalation Ladder — when to decide, when to align, when to escalate

How Senior PMs Spend Their Time Differently

- 40% strategy and planning (vs. 20% for mid-level PM)
- 30% stakeholder management and alignment
- 20% coaching, PRD review, and raising the team's output quality
- 10% individual execution — PRDs, analysis, research

SENIOR PM INFLUENCE MAP

Stakeholder	Current Support (1–5)	Impact on Success (1–5)	Engagement Strategy
CEO / VP			
Engineering Lead			
Design Lead			
Marketing			
Legal / Compliance			
Key Customer			

PRODUCT STRATEGIST

Product Strategist

The architect of long-horizon bets. The Strategist connects market forces to product decisions years before they are obvious.

Core Responsibilities

- Define the 3–5 year product vision and communicate it compellingly
- Run market sizing (TAM/SAM/SOM) and competitive positioning analysis
- Lead portfolio-level prioritisation: which bets to take, which to stop
- Build the strategic narrative that aligns the organisation around a shared future
- Conduct horizon scanning: emerging technologies, regulatory shifts, market disruptions
- Partner with the CEO and Board on M&A, partnerships, and adjacency moves

Strategy Frameworks

- Jobs-to-be-Done at the market level — what jobs are underserved across the industry?
- Porter's Five Forces applied to your specific product category
- The Three Horizons Model — Core (H1), Emerging (H2), Transformational (H3)
- Wardley Mapping — mapping the value chain and predicting commoditisation
- Blue Ocean Strategy — creating uncontested market space by redefining boundaries

The Strategist's Output

- Annual Strategy Document — 10-page narrative, not slides
- Competitive Intelligence Report — quarterly, deeply researched
- Product Vision Document — 3–5 year north star with explicit assumptions
- Investment Case — for new bets requiring significant resource reallocation
- Kill Criteria — explicit conditions under which we stop a strategic initiative

THREE HORIZONS PORTFOLIO CANVAS

Horizon	Description	Current Investments	Target % of Resources	Strategic Bets
H1 — Core	Today's revenue and growth		70%	
H2 — Emerging	Building tomorrow's growth		20%	

H3 — Transformational	Creating the next S-curve	10%
--------------------------	------------------------------	-----

AI PRODUCT MANAGER

Ai Product Manager

The translator between model capabilities and customer value. The AI PM ships AI-powered products that are genuinely useful, trustworthy, and differentiated.

Core Responsibilities

- Define AI product outcomes before selecting models or architectures
- Write AI PRDs that specify behaviour, edge cases, and failure modes — not just features
- Own the trust and safety framework for AI-powered features
- Evaluate model performance on real-world tasks, not benchmark datasets
- Define the human-in-the-loop strategy: what requires human oversight, what can be automated
- Manage the AI product lifecycle: train → test → monitor → retrain

Frameworks Unique to AI PMs

- The AI PRFAQ — includes a 'failure mode' section and an 'oversight mechanism' section
- The Confidence-Stakes Matrix — maps AI decision confidence vs. decision impact to determine human oversight requirements
- The Eval Framework — defines the real-world tasks the model must perform well to be shippable
- The Drift Monitoring Plan — how to detect when model performance degrades post-launch
- The Trust Ladder — progressive disclosure of AI capabilities as user trust is established

AI PM Red Lines

- Never ship an AI feature without an explicit failure mode analysis
- Never use benchmark accuracy as a proxy for real-world product quality
- Never automate a decision that the customer cannot understand or reverse
- Never launch without a monitoring plan that detects unexpected model behaviour
- Never conflate 'technically possible' with 'appropriate to ship'

AI PRODUCT EVAL FRAMEWORK

Capability	Real-World Task	Success Criteria	Failure Mode	Oversight Required