CERTIFICATE
of Achievements

Issued
14/09/2024

Arif Fahreza

Has been awarded a certificate of achievements for the

FULL STACK PRODUCT MANAGEMENT

A 13-week certified online course offered by RevoU



Matteo Sutto
CEO and Co-Founder
PT Revolusi Cita Edukasi

RevoU.co

Verify at https://certificates.revou.co/arif-fahreza-certificate-achievements-facfspm23.pdf
Revou has confirmed the identity of this individual and their participation in the course

FULL STACK PRODUCT MANAGEMENT

Scorecard

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Name: ARIF FAHREZA Batch: 13

Module	Score	Notes
Product and Business Understanding	**Proficient**	Able to execute intermediate connection between Product Vision, Problem, and Product Strategy, execute intermediate product strategic discussions, understand the many types of product business and pricing model, and able to execute the complex lean canvas framework.
OKR and Product Metrics	**Proficient**	Able to execute intermediate product metrics derivation and their implications for company's success. Able to execute intermediate event tracking setup and choose appropriate event properties with specific hypotheses and user behavior.
Research in Product Management	**Proficient**	Able to execute intermediate product research method, build customer personas related to customer segment in the initial lean canvas, calculate market segmentation, build customer journey map, and how to do competitors analysis during Product Ideation.
Product Prioritization	**Proficient**	Execute intermediate focus on product problem, problem structurization, problem alignment of product requirement document, solution conceptualization, and product prioritization certain frameworks based on the key metrics and
Product Ideation and Development	**Proficient**	Able to propose solutions that address the key problem and are related to the North Star metric, properly visualize the proposed solution in multiple scenarios of user flow charts, utilize value pyramid in defining user values on all needs levels, design MVP wireframe, craft good user stories and efficient acceptance criteria in product requirement, craft structured PRD, and conduct usability tests with clear report
Technical Product Management	**Proficient**	Able to execute intermediate database query, build simple web programming using HTML, CSS, JavaScript, API, and build app using no-code software.
Stakeholder Management	**Proficient**	Able to execute intermediate stakeholder identification, stakeholder communication strategy, stakeholder engagement strategy, influencing stakeholder, and effective communication for product manager.
Product Growth and Experimentation	**Proficient**	Able to execute intermediate of the implementation of HOOK Model as growth hacking, how to design a real-life experiment and measure its outcome, the importance of Conversion Rate Optimisation for Product development, and A/B Testing technique to move Product conversion.
Product Launch & Go-To-Market Strategy	**Proficient**	Able to execute the intermediate of go-to-market strategy, planning the product launch strategy, constructing a high-level strategy that is actionable and measurable, tangibly converting the GTM strategy into action items, and how to measure, analyze, and incorporate product learnings.