Product Management for Digital Finance Training Course: Roadmaps, Prototypes and Release Control

19 – 23 July 2027
Barcelona

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Programme Summary

Product management for digital finance is the subject of this one-week training course for product, design and business leaders at managerial level, ending in a product launch file for one digital financial service. Ideas for payments, lending and savings services often reach build before users, controls and success measures are defined. The programme moves from discovery and journey design to prototyping, controls and a staged release. Mars Training Centre UK delivers this programme on product management for digital finance to mixed-organisation cohorts.

The Business Case

A digital financial service is judged by customers within minutes of first use, and by supervisors and risk teams long after launch. When research is thin, interface choices are untested or approval gates are unclear, teams rebuild late and release dates move. Leaders who set one product method for discovery, design, controls and release give sponsors earlier evidence.

- Rebuild Effort: Falls as user research and prototypes test assumptions before build.
- Time to Release: Shortens as control and approval steps are planned into the roadmap.
- Customer Adoption: Improves as journeys and interfaces are tested with the people who use them.

Principles and Evidence Base

- ISO 9241-210 Human-Centred Design for Interactive Systems: Frames the research, design and evaluation cycle used in Sessions 1, 2 and 3.
- W3C Web Content Accessibility Guidelines WCAG: Supply the accessibility checks applied to prototypes in Session 3.
- Product Roadmapping and Minimum Viable Product Practice: Structure the sequencing and release decisions taken in Sessions 4 and 5.

Intended Participants

- Product owners who decide what a digital financial service does and in what order it is built.
- Design and research leads who shape journeys, interfaces and usability tests.
- Business line managers who sponsor a new service and answer for its results.
- Risk, compliance and operations managers who set the controls a release must meet.
- Technology managers who plan delivery and release with product teams.

Typical settings include retail banks, payment companies, insurers and fintech firms.

Learning Outcomes

1. Participants will be able to diagnose a customer problem from research evidence and frame it as a product opportunity.
2. Participants will be able to construct a customer journey map that shows steps, effort and points of failure.
3. Participants will be able to evaluate prototype designs for usability and accessibility.
4. Participants will be able to prioritise features into a roadmap that includes control and approval steps.
5. Participants will be able to design a staged release with measures that show whether the product works.
6. Participants will be able to justify a launch decision to a sponsoring executive.

Programme Structure

Day 1: Product Management for Digital Finance: Discovery

Which customer problem is worth solving, and how is it evidenced?

- User Research Plan
- Customer Problem Statement
- Opportunity Sizing Sheet
- Competitor Service Teardown
- Assumption Register

Day 2: Customer Journeys and Service Design

How does a customer move through the service, and where does it fail?

- Customer Journey Map
- Service Blueprint
- Onboarding Friction Review
- Persona and Scenario Cards
- Pain Point Ranking Matrix

Day 3: Prototyping and Interface Testing

Does the design work for the people who must use it?

- Low-Fidelity Prototype Sketch
- Clickable Prototype Review
- Usability Test Script
- Accessibility Check against WCAG
- Design Decision Log

Day 4: Roadmaps, Controls and Release Planning

In what order is the product built, controlled and released?

- Feature Prioritisation Grid
- Minimum Viable Product Scope
- Control and Approval Gate Map
- Staged Release Plan
- Product Metric Tree

Day 5: Product Launch File for One Digital Financial Service

Do the earlier tools form one launch file that a sponsor can approve?

- Applying the Session 1 Assumption Register
- Testing the Session 2 Journey Map
- Reviewing the Session 3 Usability Findings
- Checking the Session 4 Release Plan
- Completing the Launch File and Decision Note

Methodology

The programme uses case analysis built on a prepared product file for one mobile payments service and one small-business lending service, each with research notes, journey data and draft screens. Participants work in small groups, test their designs on one another and revise them after peer review.

- Suggested activity: Converting interview notes into a problem statement and a ranked list of assumptions.
- Suggested activity: Running a short usability test on a clickable prototype and logging the findings.
- Suggested activity: Sequencing a roadmap around control gates and defending the order.

Capstone Output

Each participant completes a product launch file for one digital financial service of their choosing. It holds a problem statement, a journey map, a tested prototype summary, a roadmap with control gates and a staged release plan with measures. The file is used at work to brief a sponsoring executive, brief delivery teams and set the first review.

Frequently Asked Questions

Is a course on product management for digital finance suitable for leaders without a design background?

Yes. Product management for digital finance is taught through a prepared product file and templates. It assumes experience in financial services, product or operations work, but no design or coding skills.

Which standards does product management for digital finance rest on?

Product management for digital finance rests on ISO 9241-210 for human-centred design, the W3C Web Content Accessibility Guidelines for accessible interfaces and established roadmapping and minimum viable product practice.

How is the launch file from product management for digital finance used at work?

You use the product launch file to brief a sponsor, align delivery teams on scope and control gates, and plan the first review after release.

How does product management for digital finance differ from a general project management course?

Product management for digital finance concentrates on customer evidence, design testing and staged release of a financial service, while a general project management course concentrates on schedule, cost and delivery governance.