# PM 小词典 (3.0)

在 3.0 版的 PM 小词典中，我们又收录了 72 个词汇，大家可以把 2.0 和 3.0 整合起来一起看。

在 3.0 版中，为了加深大家对某个词汇的理解，我们对能够添加详细介绍的词汇增加了相应的文章链接。

## A

| 英文 | 中文 |
|---|---|
| Agile | 敏捷 |
| Agile is a project management and product development approach characterized by iterative development cycles or incremental "sprints." Agile development can accommodate frequent changes without slowing down the project timeline, helping teams deliver innovative products to customers faster. In contrast to the discrete development phases of the "Waterfall" approach, Agile development encourages feedback. Requirements, plans and test results are continuously | 敏捷是一种项目管理和产品开发方法，其特点是迭代开发周期或增量 "冲刺"。敏捷开发可以适应频繁的变更，而不会放慢项目的时间表，帮助团队更快地向客户交付创新产品。与 "瀑布式 "方法的离散开发阶段不同，敏捷开发鼓励反馈。对需求、计划和测试结果进行持续评估，使团队能够根据需要进行调整，跟上不断变化的优先事项和客户需求的步伐。 |

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| evaluated, enabling teams to pivot as needed, and keep pace with changing priorities and customer needs. | |
| 参考资料：《敏捷软件开发，一次开发人员对 PM 的起义》 | |

| 英文 | 中文 |
|---|---|
| Agile Framework | 敏捷框架 |
| An Agile framework outlines a specific approach to planning, managing and executing work related to a project or product development effort. They outline a set organization and workflow patterns to help guide teams as they work within the Agile methodology. Three popular Agile frameworks are Scrum, Kanban, and Extreme Programming (XP). | 敏捷框架概述了规划、管理和执行项目或产品开发工作相关工作的具体方法。它们概述了一套组织和工作流程模式，以帮助指导团队按照敏捷方法开展工作。三种流行的敏捷框架是 Scrum、Kanban 和 Extreme Programming (XP)。 |

| 英文 | 中文 |
|---|---|
| Agile Product Manager | 敏捷产品经理 |
| An Agile Product Manager is responsible for guiding the product development | 敏捷产品经理负责指导产品开发团队完成敏捷开发周期。他们必须坚持产品愿景， |

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| team through Agile development cycles. They must maintain the product vision, solicit and integrate feedback, set product strategy and encourage an Agile approach to product planning, development and execution. | 征求并整合反馈意见，制定产品战略，并鼓励采用敏捷方法进行产品规划、开发和执行。 |
| 参考资料：《APM｜敏捷产品管理》 | |

| 英文 | 中文 |
|---|---|
| Annual Recurring Revenue (ARR) | 年度经常性收入 |
| ARR is a company's expected annual revenue from customers in exchange for providing them with products and/or services. Unlike revenue from single sale, ARR refers to predictable, stable revenue that's expected to continue into the future. | ARR 是公司向客户提供产品和/或服务的预期年收入。与单笔销售收入不同，ARR 指的是可预测的、稳定的收入，预计将持续到未来。 |

B

| 英文 | 中文 |
|---|---|
| Beta Plan | 测试计划 |
| A beta plan is a set of tests designed to determine if a completed product fulfills the value proposition that it was designed to deliver. Beta Plans are executed following product development but prior to launch, and requires collaboration between the Product Manager, Product Marketing Manager, Project Manager/Administrator and Engineering team. | 测试计划是一套测试，旨在确定已完成的产品是否实现了设计时的价值主张。测试计划是在产品开发之后、发布之前执行的，需要产品经理、产品营销经理、项目经理/管理员和工程团队的协作。 |

| 英文 | 中文 |
|---|---|
| Buyer Persona | 购买者角色 |
| A buyer persona is a fictional character that exhibits the characteristics, attributes, demographics, motivations, and preferences as your target customer. Marketers leverage buyer personas to | 购买者角色是一个虚构的人物形象，它具有目标顾客的特征、属性、人口统计学特征、动机和偏好。营销人员利用 "买家角色"来帮助进行市场细分和信息传递。买家角色是以市场调研和客户数据为基础的。 |

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| assist with market segmentation and messaging. Buyer personas are based on market research and customer data. | |

**参考资料**：《有个"朋友"，其实我们一直没照顾好》｜《8 个问题搞清楚如何构建完整的用户原型》｜《一文讲清楚构建用户原型/角色的规范操作》

| 英文 | 中文 |
|---|---|
| Buyer Behavior | 购买者行为 |
| Buyer behavior refers to the actions an individual, group or organization takes prior to deciding to purchase a product or service. It includes all activities related to the evaluation, purchase, use, and disposal of a product or service, and encompasses a customer's emotions and preferences, and how they impact the decision to buy. | 购买行为是指个人、团体或组织在决定购买产品或服务之前所采取的行动。它包括与产品或服务的评估、购买、使用和处置相关的所有活动，还包括客户的情感和偏好，以及它们如何影响购买决策。 |
| **参考资料**：《用户行为分析》 | |

C

| 英文 | 中文 |
|---|---|
| Chief Product Officer | 首席产品官 |
| The Chief Product Officer (CPO), sometimes called "Head of Product," heads up the product department, is responsible for the product discipline, and acts as a strategic leader and visionary for an organization's product team. As part of the executive team, the CPO's goal is to facilitate the development of products that deliver value to customers and the business. | 首席产品官（CPO），有时也被称为 "产品主管"，是产品部门的负责人，负责产品纪律，是企业产品团队的战略领导者和远见卓识者。作为高管团队的一员，首席产品官的目标是促进产品开发，为客户和企业创造价值。 |
| 参考资料：《【必看推荐】产品管理者的层次结构地图详解》 | |

| 英文 | 中文 |
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| Churn | 流失 |
| Churn, sometimes referred to as attrition, refers to the rate at which customers stop doing business with a company. | 流失（有时也称为损耗）是指客户停止与公司合作的比率。 |

参考资料：《产品经理需要关注的 25 个关键测量指标（图文全解版）---指标 1-12》

| 英文 | 中文 |
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| Competitor Analysis | 竞争分析 |
| A competitor or competitive analysis is the process of identifying companies that offer products and/or services similar to yours and conducting an analysis of their relative strengths and weaknesses. It involves assessing competitors' products, services, and sales and marketing tactics and strategies to identify opportunities for your business to differentiate your offerings. | 竞争对手或竞争分析是指找出提供与贵公司类似产品和/或服务的公司，并对其相对优势和劣势进行分析的过程。它包括评估竞争对手的产品、服务以及销售和营销策略和战略，从而为自己的企业寻找机会，使自己的产品与众不同。 |

参考资料：《产品经理的竞争格局分析》 | 《你真的会做产品管理的竞争分析工作吗？》 | 《90%的产品经理的竞争情报分析都是不合格的，不信，用这十个指标衡量一下（上)》 | 《90%的产品经理的竞争情报分析都是不合格的，不信，用这十个指标衡量一下（下)》

| 英文 | 中文 |
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| Continuous Deployment | 持续部署 |

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| In product development, continuous deployment is an engineering approach in which new features and functionalities are delivered frequently through automated deployments. | 在产品开发中，持续部署是一种工程方法，它通过自动部署频繁交付新特性和功能。 |

| 英文 | 中文 |
|---|---|
| Cross-Functional Team | 跨职能团队 |
| A cross-functional or "multidisciplinary" team is made up of people from different business units or functional areas of an organization. For example, a cross-functional team may include people from marketing, engineering, operations, and customer service. | 跨职能或 "多学科 "团队由来自企业不同业务单位或职能领域的人员组成。例如，一个跨职能团队可能包括来自营销、工程、运营和客户服务部门的人员。 |
| 参考资料：《产品经理的关系很复杂，但不乱---产品经理工作关系框架》 | |

| 英文 | 中文 |
|---|---|
| Customer Retention | 客户留存率 |
| Customer retention is a company's ability to attract repeat business and retain customers over time. A high customer | 客户留存率是指公司吸引回头客和长期保留客户的能力。客户留存率高，说明产品或服务需求量大，能满足客户需求。客户 |

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| retention rate indicates a product or service is in demand and satisfying customer needs. A low retention rate indicates a need to refine the product, service or strategy to better meet customer needs. In essence, customer retention is a metric that helps to measure customer loyalty, which is important, because the cost of acquiring new customers is much higher than retaining existing customers. | 留存率低，说明需要改进产品、服务或战略，以更好地满足客户需求。从本质上讲，客户留存率是一个有助于衡量客户忠诚度的指标，这一点非常重要，因为获取新客户的成本远远高于保留现有客户的成本。 |

| 英文 | 中文 |
|---|---|
| Customer Advisory Board | 客户咨询委员会 |
| A customer advisory board or product advisory counsel is a group of customers that an organization invites to meet on a regular basis and provide insights and feedback about the company's products, services, roadmap and go-to-market strategy. Members are often executives in their companies. Most customer | 客户咨询委员会或产品咨询顾问是一个组织邀请客户定期举行会议，就公司的产品、服务、路线图和市场战略提供见解和反馈的小组。成员通常是公司的高管。大多数客户顾问委员会有 10-12 名成员，每个人都会带来独特的背景和观点。 |

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| advisory boards have 10-12 members, each bringing unique backgrounds and perspectives to the table. | |

| 英文 | 中文 |
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| Customer Validation | 客户验证 |
| Customer validation is an essential part of product development. The validation process tests assumptions and hypotheses about the customer problem, target market, and product attributes, and enables teams to gather evidence for a product's potential market success before investing too much money in development. | 客户验证是产品开发的重要组成部分。验证过程检验了有关客户问题、目标市场和产品属性的假设和假说，使团队能够在投入过多资金进行开发之前，收集产品潜在市场成功的证据。 |

| 英文 | 中文 |
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| Customer Journey Map | 客户旅程地图 |
| A customer journey map tells the story of your customer's experiences with a brand across all channels throughout the customer lifecycle. It's often visual in | 客户旅程地图讲述的是客户在整个生命周期中通过所有渠道与品牌进行交流的经历。它通常是可视化的，能让企业领导者深入了解客户的痛点，帮助调整客户体 |

| nature, providing business leaders insights into customer pain points and helping to fine-tune the customer experience. | 验。 |
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**参考资料**：《业务流程&客户旅程分析表》

| 英文 | 中文 |
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| Customer Acquisition Cost (CAC) | 获客成本 |
| CAC is the amount of money required to attract and convert a new customer. It's used to help companies measure the return on investment on their customer acquisition efforts and includes the cost of all time, resources, and materials used in the process. | CAC 是吸引和转化一个新客户所需的成本。它用于帮助公司衡量其客户获取工作的投资回报，包括过程中使用的所有时间、资源和材料成本。 |

**参考资料**：《产品经理需要关注的 25 个关键测量指标（图文全解版）---指标 1-12》

D

| 英文 | 中文 |
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| Daily Scrum | 每日站会 |
| In Agile development, the daily Scrum is a 15-minute event during which a product development team synchronizes activities and creates a plan for the next 24 hours. | 在敏捷开发中，每天的 Scrum 是一项 15 分钟的活动，在此期间，产品开发团队会同步开展活动，并为接下来的 24 小时制定计划。 |

| 英文 | 中文 |
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| Design Thinking | 设计思维 |
| Design thinking represents the cognitive, strategic, and practical processes used to come up with design concepts for development. It involves problem-solving based on prioritizing customer needs, and leverages an iterative approach that spans five phases: Empathize, Define, Ideate, Prototype, and Test. | 设计思维是用于提出开发设计概念的认知、战略和实践过程。它涉及在确定客户需求优先次序的基础上解决问题，并利用跨越五个阶段的迭代方法：共鸣（Empathize）、定义（Define）、构思（Ideate）、原型（Prototype）和测试（Test）。 |
| 参考资料：《【必读】产品经理必须要熟练掌握的五类产品管理框架！》 | |

| 英文 | 中文 |
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| Differentiation | 差异化 |
| In Product Development, differentiation refers to what makes a product or service different from a competitor's product or service. It helps the product or service stand out to the target audience and increase brand loyalty. Achieving differentiation requires introducing unique or distinctive characteristics, features, or capabilities that add value. | 在产品开发中，差异化是指产品或服务与竞争对手产品或服务的不同之处。它有助于产品或服务在目标受众中脱颖而出，提高品牌忠诚度。要实现差异化，就必须引入独特或与众不同的特征、特性或能力，以增加价值。 |

| 英文 | 中文 |
|---|---|
| Digital Transformation | 数字化转型 |
| Digital transformation is the process of integrating digital technologies into various areas of the business to improve the way the business operates and deliver additional value to customers. The goals for digital transformation | 数字化转型是将数字技术融入企业各个领域的过程，目的是改善企业运营方式，为客户提供更多价值。数字化转型的目标包括提高运营效率、实现快速创新、改善客户体验和降低成本。数字化转型的四个目标领域是技术、数据、流程和组织变革。 |

include improving operational efficiency, enabling rapid innovation, improving the customer experience, and reducing costs. Four target areas for digital transformation are technology, data, process, and organizational change.

| 英文 | 中文 |
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| Digital Product Manager | 数字产品经理 |
| A Digital Product Manager oversees the digital product lifecycle, from inception through development and market launch. They are responsible for driving market success of digital products, such as SaaS offerings, websites, apps, and tools. | 数字产品经理负责监督数字产品从立项到开发和市场投放的整个生命周期。他们负责推动 SaaS 产品、网站、应用程序和工具等数字产品在市场上取得成功。 |

E

| 英文 | 中文 |
|------|------|
| Epic | 史诗 |
| In Agile product development, an "epic" is a large amount of work that can be broken down into smaller pieces called "stories." Epics help product teams organize tasks and prioritize activities throughout product development. Epics can span across sprints, teams, and projects. | 在敏捷产品开发中，"史诗"是指可以分解成更小片段（称为"故事"）的大量工作。在整个产品开发过程中，"史诗"帮助产品团队组织任务并确定活动的优先级。史诗可以跨越冲刺、团队和项目。 |

F

| 英文 | 中文 |
|---|---|
| Feature | 特征 |
| A product feature is a piece of functionality a product offers that delivers a benefit or value to the customer. | 产品特征是产品提供的一项功能，可为客户带来利益或价值。 |

| 英文 | 中文 |
|---|---|
| Feature Flag | 功能标志 |
| A feature flag, or feature toggle, is a software engineering technique that's used to turn functionality on or off during runtime, without having to deploy new code. This enables software companies to gradually roll out new features or fix bugs without having to redeploy the software. Using feature flags streamlines development and enables teams to roll back code when needed, quickly and easily. | 功能标志或功能切换是一种软件工程技术，用于在运行时打开或关闭功能，而无需部署新代码。这使软件公司能够逐步推出新功能或修复漏洞，而无需重新部署软件。使用功能标志可以简化开发过程，并使团队在需要时快速、轻松地回滚代码。 |

G

| 英文 | 中文 |
|---|---|
| Go-To-Marketing Strategy | 入市战略 |
| The Go-to-Market (GTM) strategy is an organization's plan to deliver a product to market in a way that's intended to achieve competitive advantage. It includes numerous tactics and activities, including defining pricing, branding, messaging, marketing campaigns, sales outreach, channel distribution, and more. | 入市战略（GTM）是企业将产品推向市场的计划，旨在实现竞争优势。它包括众多战术和活动，包括确定定价、品牌、信息传递、营销活动、销售推广、渠道分销等。 |
| 参考资料:《产品经理如何构建一个优秀的入市战略（GTM)》 | |

I

| 英文 | 中文 |
|---|---|
| Iteration | 迭代 |
| In Agile development, an iteration represents a single development cycle. It's a small section of the overall planning and development process that enables development teams to gain insights and feedback that help guide the next step in product development. | 在敏捷开发中，迭代代表一个开发周期。它是整体规划和开发流程的一小部分，使开发团队能够获得有助于指导下一步产品开发的见解和反馈。 |

| 英文 | 中文 |
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| Innovation | 创新 |
| According to ISO TC 279, innovation is "a new or changed entity realizing or redistributing value." In other words, it's the process of applying a new idea or set of ideas that result in the introduction of new products or services, or improve existing products or services, adding value by enabling new solutions to a | 根据 ISO TC 279，创新是 "实现或重新分配价值的新实体或改变后的实体"。换句话说，创新就是运用一个或一系列新想法，从而推出新产品或服务，或改进现有产品或服务，通过为问题或市场需求提供新的解决方案来增加价值的过程。 |

| problem or market need. | |
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**参考资料**：《[这是篇正经的文章—产品创新管理之 NPD 流程构建思路（6 图)](#)》 | 《[【推荐】产品管理中的《创新项目计分卡》](#)》

| 英文 | 中文 |
|---|---|
| Integration | 集成 |
| In Product Development, integration refers to combining smaller components or separate systems into a single system that functions as a whole. Links between the two components enable data to be shared, with the goal of providing enhanced functionality and value for customers. | 在产品开发中，集成是指将较小的组件或独立的系统组合成一个整体系统。两个组件之间的链接可实现数据共享，目的是为客户提供更强的功能和价值。 |

J

| 英文 | 中文 |
|---|---|
| Jobs to be Done (JTBD) | 待完成工作 |
| JTBD is a framework that helps organizations understand the jobs customers are trying to get done by using your product or service. It's the starting point for innovation and product strategy, and the basis for the product roadmap. Consider it a lens through which you view and observe your market, your customers and their needs, and your competitors. | JTBD 是一个帮助企业了解客户使用产品或服务所要完成的工作的框架。它是创新和产品战略的起点，也是产品路线图的基础。将其视为观察市场、客户及其需求以及竞争对手的透视镜。 |
| **参考资料**：《【必读】产品经理必须要熟练掌握的五类产品管理框架！》 | |

K

| 英文 | 中文 |
|---|---|
| Key Performance Indicator (KPI) | 关键绩效指标 |
| KPIs are quantifiable measurements that help you evaluate the success of an organization, or its products and services. Examples of KPIs include customer lifetime value, customer satisfaction score, or revenue per customer. KPIs should be defined in alignment with a company's business goals and objectives. | 关键绩效指标是可量化的衡量标准，可帮助您评估组织或其产品和服务的成功与否。关键绩效指标的例子包括客户终身价值、客户满意度得分或每位客户的收入。关键绩效指标的定义应与公司的业务目标和目的保持一致。 |
| 参考资料：《产品经理的年度计划制定和 KPI 绩效的考核》 | |

L

| 英文 | 中文 |
|---|---|
| Lifetime Value (LTV) | 终身价值 |
| The Customer's LTV represents the amount of revenue a customer will deliver to an organization over the course of the business relationship. | 客户的 LTV 代表客户在业务关系期间将为企业带来的收入。 |

| 英文 | 中文 |
|---|---|
| Lean Canvas | 精益画布 |
| Adapted by Ash Maurya from Alex Osterwalder's Business Model Canvas, Lean Canvas is a one-page business plan that helps to deconstruct a business idea into key assumptions, to help teams validate their ideas. Lean Canvas is intended for use by startup companies. | 精益画布由 Ash Maurya 根据 Alex Osterwalder 的《商业模式画布》（Business Model Canvas）改编而成，是一种一页纸的商业计划书，有助于将商业构想解构为关键假设，从而帮助团队验证其构想。精益画布适用于初创公司。 |

| 英文 | 中文 |
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| Lean Product Development | 精益产品开发 |

| Lean product development is a methodology that focuses on a lean approach to developing products, with the goal of reducing waste, accelerating market delivery, and increasing customer value. | 精益产品开发是一种以精益方法为重点的产品开发方法，其目标是减少浪费、加快市场交付和提高客户价值。 |
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M

| 英文 | 中文 |
|------|------|
| **Markets** | **市场** |
| A market is a place where buyers and sellers come together to facilitate the exchange of goods and services. It comprises systems, institutions, processes, and procedures, and the infrastructure in which such exchanges can take place. | 市场是买卖双方聚集在一起促进商品和服务交换的地方。它包括系统、机构、流程和程序，以及进行此类交换的基础设施。 |

| 英文 | 中文 |
|------|------|
| **Marketing Plan** | **营销计划** |
| A marketing plan provides a high-level view of the tactics and strategies used to deliver a product to market. It includes a strategic roadmap that the business can use to organize, execute, and track its GTM strategy over time. | 营销计划提供了将产品推向市场的战术和战略的高层次视角。它包括一个战略路线图，企业可利用该路线图来组织、执行和跟踪其 GTM 战略。 |
| 参考资料：《营销计划模板（看板版)》 | 《产品经理和营销体系的那点事》 | |

| 英文 | 中文 |
|---|---|
| Market Validation | 市场验证 |
| The market validation process helps determine if there's a need for a product in the target market. It's the process of validating a product or business idea to gauge whether the target audience will like the product and want to purchase it. | 市场验证过程有助于确定目标市场是否需要某种产品。这是一个验证产品或商业理念的过程，以衡量目标受众是否会喜欢并愿意购买该产品。 |

| 英文 | 中文 |
|---|---|
| Minimum Viable Product | 最小可行性产品 |
| An MVP is a version of a product in development that has just enough features to be introduced to the market and used by early customers. The MVP helps teams collect feedback for future development cycles, and it also serves to validate customer needs prior to investing in developing a full-featured version of the product. | MVP 是正在开发的产品的一个版本，其功能只够向市场推出并供早期客户使用。MVP 可以帮助团队为未来的开发周期收集反馈，还可以在投资开发全功能版本产品之前验证客户需求。 |
| 参考资料：《MVP，MLP，MMP，产品经理要向 3P 挑战了!》 | 《MVP，让我欢喜让我忧》 | 《MVP 已死，有事烧纸？》 | 《这就是 MVP 的感觉---产品管理如何应用 | |

[MVP 的逻辑](#)》

| 英文 | 中文 |
| --- | --- |
| Monthly Recurring Revenue (MRR) | 月度经常性收入 |
| MRR is a calculation of predictable total revenue generated by your business from all the active subscriptions over the period of one month. | MRR 是对一个月内所有有效订阅所产生的可预测总收入的计算。 |

| 英文 | 中文 |
| --- | --- |
| Mockup | 模型 |
| In product development and manufacturing, a mockup is a scaled down or full-size model of a product or service for use in design evaluation, promotion, or other purposes. It may be a prototype that includes part of the functionality of the finished product. | 在产品开发和制造中，模型是产品或服务的缩小模型或全尺寸模型，用于设计评估、促销或其他目的。它可以是包含成品部分功能的原型。 |

O

| 英文 | 中文 |
|------|------|
| Objectives and Key Results (OKRs) | 目标与关键成果法 |
| OKRs provide a framework for collaborative goal setting and defining measurable outcomes. Teams use OKRs to align teams around goals, and measure and report on their progress toward accomplishing them. | OKRs 为协作设定目标和定义可衡量的成果提供了一个框架。团队利用 OKRs 围绕目标调整团队，并衡量和报告完成目标的进展情况。 |

P

| 英文 | 中文 |
|---|---|
| Prioritized Product Backlog | 优先级的产品待办列表 |
| In Agile development, the product backlog is a prioritized list of work derived from the product roadmap and requirements document, with the most critical items at the top. The product backlog helps teams understand and align on what to work on first. | 在敏捷开发中，产品积压（product backlog）是根据产品路线图和需求文档排出的工作优先级列表，其中最关键的项目排在最前面。产品积压可以帮助团队了解并协调首先要做的工作。 |

| 英文 | 中文 |
|---|---|
| Pricing Strategy | 定价战略 |
| A pricing strategy is a model for establishing the best possible price point for a product or service, in order to maximize profits while meeting customer demand. Pricing strategies consider the consumer's ability to pay, market conditions, and competitor pricing, as | 定价战略是一种为产品或服务确定最佳价格点的模式，目的是在满足客户需求的同时实现利润最大化。定价策略要考虑消费者的支付能力、市场条件、竞争对手的定价，以及开发和销售产品的相关成本。 |

| well as costs associated with developing and distributing the product. | |

**参考资料：**《[PMBA｜第五期---定价策略案例版](#)》 ｜ 《[技术产品该如何定价](#)》｜《[产品经理在产品引入期的定价思路都有哪些](#)》

| 英文 | 中文 |
| --- | --- |
| Product Adoption | 产品采用率 |
| Product adoption describes the extent to which a target user becomes aware of and uses a product. Once they discover the product's value, product adoption may expand as they begin using more features and capabilities. | 产品采用率是指目标用户了解和使用产品的程度。一旦他们发现了产品的价值，随着他们开始使用更多的特性和功能，产品采用率可能会扩大。 |

| 英文 | 中文 |
| --- | --- |
| Product-Market Fit | 产品市场契合 |
| Product-market fit is the degree to which a product or service addresses a need or solves a problem for the target market. | 产品与市场契合度是指产品或服务满足目标市场需求或解决目标市场问题的程度。 |

**参考资料：**《[产品经理如何实现"以产品为导向"的增长](#)》

| 英文 | 中文 |
| --- | --- |

| Product Launch | 产品发布 |
| --- | --- |
| A product launch describes all of the plans and activities around bringing a new product or service to market. It's a multidisciplinary endeavor with the goal of making a product generally available for purchase. A product launch encompasses activities leading up to the product's market introduction, the introduction itself, and how the product performs in the months that follow. | 产品发布是指将新产品或服务推向市场的所有计划和活动。这是一项多学科的工作，其目标是使产品普遍可供购买。产品投放市场包括产品投放市场前的各项活动、投放市场本身以及产品在随后几个月中的表现。 |

| 英文 | 中文 |
| --- | --- |
| Product-Led Growth | 产品主导型增长 |
| Product-Led Growth is a model focused on the end-user that relies on a product itself to drive customer acquisition, conversion, and expansion. In the Product-led Growth model, the product becomes a marketing channel, allowing customers to try it out, assess its value, purchase the product, and tell others | 产品主导型增长是一种以最终用户为中心的模式，它依靠产品本身来推动客户的获取、转换和扩展。在产品主导型增长模式中，产品成为一种营销渠道，让客户试用产品、评估产品价值、购买产品并向他人介绍产品，而无需与销售人员或营销活动进行传统的互动。 |

| | |
|---|---|
| about it, without the traditional interaction with a salesperson or a marketing campaign. | |

参考资料：《如何实现以产品为导向（PLG）的"业务增长"》

| 英文 | 中文 |
|---|---|
| **Product Strategy** | **产品战略** |
| A product strategy is a high-level plan for a product that defines what a business wants to achieve with the product and how it will accomplish those goals. | 产品战略是产品的高层次计划，它定义了企业希望通过产品实现的目标以及如何实现这些目标。 |

参考资料：《产品战略制定中的 7 个陷阱》 | 《【推荐】今天看，明天用：一个非常实用的产品战略管理技术---"影响地图"》 | 《产品经理再多的"栈"，也得以这个"栈"为准》| 《《产品战略摘要》模板》 | 《产品战略制定向导》 | 《你真的需要做一份产品战略》

| 英文 | 中文 |
|---|---|
| **Product Ops** | **产品运营** |
| Product Ops is short for Product Operations and refers to the operational function in an organization that facilitates communication between | Product Ops 是 Product Operations（产品运营）的缩写，指的是企业中促进参与产品开发的各个团队（包括产品、工程、客户成功等）之间沟通的运营职能。产品 |

| | |
|---|---|
| various teams involved in product development, including product, engineering, customer success, and others. The job of Product Ops is to help these teams work together effectively and reduce friction that could delay product development. | 运营部的工作是帮助这些团队有效合作，减少可能延误产品开发的摩擦。 |
| **参考资料**：《运营，消费者有话说》 ||

| 英文 | 中文 |
|---|---|
| Product Vision | 产品愿景 |
| Your Product Vision describes the essence of a product, including the problems it solves, the target audience, and the product-market fit. It provides the product development team with a broader understanding of the overarching, long-term mission for the product and the ultimate purpose behind their work. | 产品愿景描述了产品的本质，包括它所解决的问题、目标受众以及产品与市场的契合度。它让产品开发团队更广泛地了解产品的总体和长期使命，以及他们工作背后的最终目的。 |
| **参考资料**：《最简单的才是最要水平的---如何才能构建一个合格的产品愿景》 ||

| 英文 | 中文 |
|---|---|
| Product Differentiation | 产品差异化 |
| Product differentiation is the process of distinguishing a product or service from competitive offerings. It includes identifying features, functionality, and capabilities that set the product apart in the market and makes it more appealing to the target audience. | 产品差异化是将产品或服务与竞争产品区分开来的过程。它包括确定使产品在市场上脱颖而出的特征、功能和能力，使其对目标受众更具吸引力。 |

| 英文 | 中文 |
|---|---|
| Product End of Life (EOL) Plan | 产品生命周期结束计划 |
| The EOL plan is put in place when a product is retired from the market. Retirement can involve completely pulling the product from the market without replacing it or, in many cases, replacing it with a new version. | EOL 计划是在产品退出市场时实施的。退市可能是指产品完全退出市场而不进行替换，或者在许多情况下用新版本进行替换。 |

| 英文 | 中文 |
|---|---|
| Product Backlog | 产品待办列表 |

| | |
|---|---|
| In Agile product development, a product backlog is a prioritized list of deliverables – a to-do list of sorts – and is considered an "artifact" within the Scrum framework. The product backlog helps teams decide how to proceed with their work to best meet the needs of customers. | 在敏捷产品开发中，产品待办列表（product backlog）是一份按优先顺序排列的可交付成果清单，类似于待办事项清单，被视为 Scrum 框架中的 "工件"。产品积压帮助团队决定如何开展工作，以最大限度地满足客户的需求。 |

| 英文 | 中文 |
|---|---|
| Profit and Loss Statement | 损益表 |
| A profit and loss (P&L) statement is a financial document that shows a company's revenue and expenses over a specific time period, usually a fiscal year. | 损益表是一份财务文件，显示公司在特定时间段（通常是一个财政年度）内的收入和支出情况。 |

在敏捷产品开发中，产品待办列表（product backlog）是一份按优先顺序排列的可交付成果清单，类似于待办事项清单，被视为 Scrum 框架中的 "工件"。产

# Q

| 英文 | 中文 |
|---|---|
| Quality Assurance | 质量保证 |
| Quality assurance is the process of determining whether a product or service meets standards for quality and usability, to avoid problems that may arise from a low-quality product being delivered to customers. | 质量保证是确定产品或服务是否符合质量和可用性标准的过程，以避免因向客户交付低质量产品而可能产生的问题。 |

R

| 英文 | 中文 |
|------|------|
| Release Management | 发布管理 |
| In Product Development, release management is the process of planning, scheduling, managing, and deploying product releases. The goal is to ensure that a product release is delivered efficiently while meeting business objectives and maintaining integrity of the production environment. | 在产品开发中，发布管理是规划、安排、管理和部署产品发布的过程。其目标是确保产品发布的高效交付，同时满足业务目标并保持生产环境的完整性。 |

| 英文 | 中文 |
|------|------|
| Return on Investment (ROI) | 投资回报率 |
| ROI is a performance metric that measures the difference between what a company has invested in a particular project, product, or service and its value to the organization. | 投资回报率是一种绩效指标，用于衡量公司在特定项目、产品或服务上的投资与其对组织的价值之间的差额。 |

S

| 英文 | 中文 |
|------|------|
| Segments | 细分市场 |
| A market or target segment is a group of consumers who share one or more characteristics, such as industry, role, age, gender, lifestyle, or others. Product and marketing teams typically create segments within their target audience in order to market and sell to them more effectively. | 市场或目标细分市场是指具有一个或多个共同特征的消费者群体，如行业、角色、年龄、性别、生活方式或其他特征。产品和营销团队通常会在目标受众中创建细分市场，以便更有效地向他们进行营销和销售。 |
| 参考资料：《【必看】用户细分的九类变量（C端4+B端5)》 | 《产品经理和营销体系的那点事》 ||

| 英文 | 中文 |
|------|------|
| Sprint Planning | 冲刺计划 |
| In the Scrum framework for Agile product development, sprint planning encompasses activities around kicking off a sprint. During sprint planning, teams define the objectives, deliverables, and | 在敏捷产品开发的 Scrum 框架中，冲刺计划包括围绕启动冲刺的活动。在冲刺计划中，团队要确定冲刺的目标、交付成果和时间安排，以及冲刺期间要处理的产品待办列表中的事务。 |

| schedule for the sprint, as well as what product backlog items will be worked on during the sprint. | |

| 英文 | 中文 |
| --- | --- |
| Sprint Goal | 冲刺目标 |
| In Agile product development, a sprint goal is the specific and measurable objective for a sprint. Determined by the Product Owner and development team, it describes what you plan to achieve during the sprint. | 在敏捷产品开发中，冲刺目标是一个冲刺的具体且可衡量的目标。它由产品负责人和开发团队确定，描述了您计划在冲刺期间实现的目标。 |

| 英文 | 中文 |
| --- | --- |
| Sprint Cycle | 冲刺周期 |
| In Agile product development, a sprint cycle is a time-boxed period during which the development team works toward a sprint goal. As part of the process of continuous development, sprint cycles are typically two to four weeks in duration, and when one ends, another | 在敏捷产品开发中，冲刺周期是开发团队为实现冲刺目标而工作的时间段。作为持续开发过程的一部分，冲刺周期通常持续 2 到 4 周，一个周期结束后，另一个周期开始。 |

begins.

| 英文 | 中文 |
|---|---|
| Sprint Review | 冲刺评审 |
| In Agile product development, the sprint review is a working session during which the development team gathers actionable feedback on work completed during a sprint. | 在敏捷产品开发中，冲刺评审是一个工作会议，开发团队在会议期间就冲刺期间完成的工作收集可行的反馈意见。 |

| 英文 | 中文 |
|---|---|
| Sprint Retrospective | 冲刺回顾 |
| The final step of a sprint, the sprint retrospective, is an opportunity for the Scrum team to evaluate itself and the work completed during a sprint and devise a plan to implement improvements during the next sprint. | 冲刺的最后一步是冲刺回顾，Scrum 团队借此机会对自己和冲刺期间完成的工作进行评估，并制定在下一个冲刺期间实施改进的计划。 |

| 英文 | 中文 |
|---|---|
| Stakeholder | 利益相关者 |

| A stakeholder is any person or group of people who may be impacted by the activities or decisions of an organization or team within the organization. | 利益相关者是指可能受到组织或组织内团队的活动或决策影响的任何个人或群体。 |
| --- | --- |

T

| 英文 | 中文 |
|---|---|
| Total Addressable Market (TAM) | 潜在市场范围 |
| TAM is a metric that represents the revenue opportunity and potential for a product or service. Defining the TAM helps businesses prioritize opportunities and activities and narrow their focus about which market segments to target. | TAM 是一个指标，代表了产品或服务的收入机会和潜力。定义 TAM 有助于企业确定机会和活动的优先次序，并缩小目标市场细分的范围。 |

| 英文 | 中文 |
|---|---|
| Technical Debt | 技术债务 |
| In software product development, technical debt refers to the implied cost of rework that results when a team places more importance on development speed over quality. Similar to monetary debt, technical debt can accumulate "interest" if not addressed, which makes it more difficult to implement necessary changes over time. | 在软件产品开发过程中，技术债务指的是当团队更重视开发速度而非质量时所产生的返工成本。技术债务与货币债务类似，如果不加以解决，就会积累 "利息"，随着时间的推移，实施必要的变更就会变得更加困难。 |

U

| 英文 | 中文 |
|---|---|
| User Story | 用户故事 |
| In Agile product development, a user story is an informal description of the features of a product and represents an end goal from the user's perspective. | 在敏捷产品开发中，用户故事是对产品功能的非正式描述，代表了从用户角度出发的最终目标。 |
| 参考资料：《产品经理们，今天我们讲"故事"》 \| 《除了"用户故事"和"工作故事"，产品经理还要讲好一个故事》 | |

| 英文 | 中文 |
|---|---|
| Use Case | 用户用例 |
| A use case describes how an end user will use your product or service. A single product may have multiple use cases. | 用例描述了最终用户将如何使用您的产品或服务。一个产品可能有多个用例。 |
| 参考资料：《【产品管理模板专题】---用户用例（UC）模板大全（14个)》 | |

| 英文 | 中文 |
|---|---|
| UX Designer | 用户体验设计 |
| A UX designer focuses on the user experience, with the goal of making a | 用户体验设计关注用户体验，其目标是使产品或服务易于使用和令人愉悦。用户体 |

| product or service accessible and enjoyable to use. UX designers care about the design, usability, function, and presentation of a product or service, and are interested in optimizing the user experience with the product or service. | 验设计师关注产品或服务的设计、可用性、功能和展示，并致力于优化产品或服务的用户体验。 |
|---|---|

参考资料：《【推荐】CX、UX、PX，产品经理必须要搞清楚的 3 个 X 是什么》｜《【资料下载】产品经理的用户体验设计入门》

V

| 英文 | 中文 |
|---|---|
| Value Proposition | 价值主张 |
| A value proposition is a promise made by a business to its customers about the value its product or service will deliver to a particular market segment. | 价值主张是企业就其产品或服务将为特定细分市场带来的价值向客户做出的承诺。 |
| 参考资料：《第十九节：支持文档之一：独特销售主张》 | 《第二十节：支持文档之二：销售原理》 | 《用户行为分析》 | |

# W

| 英文 | 中文 |
|---|---|
| Waterfall | 瀑布模式 |
| The Waterfall methodology is an approach to Project Management that takes a linear progression from beginning to end. It depends on careful planning and detailed documentation. In Waterfall, tasks are executed sequentially in phases, including conception, initiation, analysis, design, construction, testing, deployment, and maintenance. Each phase is dependent on the previous phase, unlike the Agile methodology, which is characterized by iterations and flexibility. | 瀑布法是一种项目管理方法，从开始到结束采用线性进展。它依赖于周密的计划和详细的文档。在瀑布法中，任务按阶段顺序执行，包括构思、启动、分析、设计、构建、测试、部署和维护。每个阶段都依赖于前一个阶段，这与敏捷方法不同，后者的特点是迭代和灵活性。 |
| 参考资料：《不涉足 RDMS 太多，不代表不需要关注 RDMS---浅谈各种开发流程模式对产品经理的影响（上)》 | |

| 英文 | 中文 |
|---|---|
| Whole Product | 整体产品 |

| The Whole Product concept is an adaptation of Harvard Business School professor Ted Levitt's total product concept. Whole Product is centered around the fact that consumers purchase everything they need to get a job done, and not just the core product. | 整体产品概念是对哈佛商学院教授泰德-莱维特的整体产品概念的改编。全产品概念的核心是，消费者购买的是完成工作所需的一切，而不仅仅是核心产品。 |
|---|---|