So, what is a product? If you're enrolled in this course, I'm sure it's a question that's on your mind. At its most basic level, a product is a service or an item that services a need or want to your target audience or customer.

It's likely that you come across various products each day. The alarm clock you use when you wake up, the weather app on your cell phone that you look at each morning before you go outside or even the very device that you're using to watch this video.

Remember that products are also services. A delivery app you use for takeout is a product or the ride-hailing app you use to catch a ride to the airport.

At the heart of a product is a solution. Products fulfill a need or a want that consumers have. Now you're probably wondering, how does this relate to journalism?

Well, traditionally, a product in journalism was a physical newspaper or radio segment.

Today, products in journalism range from apps, such as the New York Times' cooking app that you read about in the introduction module, your internal content management system where you write and publish articles or even an extension placed on your website to enable commenting, like the Coral Project.

It could be newsletter offerings from your publication or your mobile news app.

If you sat down to think about it, you could probably identify a handful of news products that you come in contact with frequently.

When it comes to product management in news, much of the process is overseeing the product at all stages of its lifestyle.

That includes things like the research of the product, development, collaboration, launch and iteration of the product. In journalism, this role involves working with lots of stakeholders and ideals, including the editorial team and journalism ethics, business teams, technology teams and even readers.

For example, if you were on the product team working on that New York Times Cooking app that we read about earlier, your work would revolve around questions like:
- Will consumers pay for a subscription product in the domain?
- How will we maintain our editorial standards?
- How can we create [a] differentiated product in a crowded market?
- How might we leverage our existing assets or content?

The answers to those questions involve collaborating with a lot of different people in a lot of different roles across the organization.

By the end of this course, my hope is that you'll be able to navigate these relationships with various stakeholders effectively throughout your product's life cycles and develop product thinking, even if you don't have a product title.

In the next video, I'll be discussing more about what it means to connect the dots between all of the things I listed earlier into one bucket called product thinking.