



THE PRODUCT MANAGER'S KNIFE

Your Product's Source of Truth

User Manual & Onboarding Guide

Field: Product Management · Bonus Knife · swissknife.life

10 TOOLS	 CONNECTIONS	 FULLY OFFLINE	0 SERVERS NEEDED
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This manual covers all ten tools in The Product Manager's Knife — from Roadmap planning through User Stories, RICE prioritisation, Personas, Metrics, Sprint Planning, Feedback, Competitive Analysis, Stakeholder Mapping, and Release Notes. Every feature, field, shortcut, and workflow is documented here.

Version 1.0 · For use with The_Product_Managers_Engine.html

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1 Getting Started

The Product Manager's Knife is a single HTML file. No installation, no account, no server. Open it in a modern browser and start planning your product.

System Requirements

BROWSER	VERSION	NOTES
Chrome / Edge	90+	Recommended. Full localStorage support.
Firefox	90+	Fully supported.
Safari	14+	Fully supported. Private mode limits storage.
Mobile browsers	iOS 14+ / Android 10+	Works. Tabs scroll horizontally.

Opening the File

Double-click the HTML file or drag it into your browser's address bar. Everything runs locally — your product data never leaves your machine.



PRO TIP

Email the HTML file to yourself for quick access on any device. The file is fully self-contained — no internet required after saving.

The Welcome Screen

On first open, a welcome modal introduces the knife: ten interconnected tools for product managers, from discovery to delivery. Click **Got it** — **let's ship** to dismiss. The modal won't appear again on subsequent visits.

2 Interface Overview

The interface follows a consistent layout across all swissknife.life knives.

The Header

The header bar displays the knife logo (■), the product name **THE PRODUCT MANAGER'S KNIFE**, the field (**Product Management**), and the knife number (**Bonus Knife**). The header's left border is accented with the field colour (indigo-blue) as a brand identity marker.

The Tab Bar

Ten tool tabs run across the top: **Roadmap**, **Stories**, **Priorities**, **Personas**, **Metrics**, **Sprints**, **Feedback**, **Competitive**, **Stakeholders**, and **Release Notes**. Two system tabs sit on the right: ■ **Files** and ? **Help**. The active tab is highlighted with the field colour underline. An amber dot (●) appears on the Files tab when unsaved changes exist.

The Content Area

Each tab opens a dedicated panel. Tool panels include a title, an inline help link, input fields, output displays, and action buttons. The layout adapts to mobile screens.

Tooltips

Small circled question marks (?) appear next to some field labels. Hover (or tap on mobile) to see a brief explanation of what the field expects.

The Disclaimer Bar

A footer bar reminds you: *Planning tools are aids, not substitutes for judgement*. Click the disclaimer link to read the full text in the Help tab.

3 Saving & File Management

The knife auto-saves to your browser's localStorage every time you make a change. For long-term safety, export your data as a JSON file regularly.

Auto-Save

Every change is persisted to localStorage within 400ms. An amber dot on the ■ Files tab indicates unsaved-to-file changes. After 15 minutes of unsaved changes, a toast notification reminds you to export.

Exporting State

1. Click the ■ Files tab.
2. Click **Export All** ↓.
3. A file named `pm.knife.state_YYYY-MM-DD.json` downloads.
4. Keep it alongside your HTML file.

Importing State

1. Click the ■ Files tab.
2. Click **Import All** ↑.
3. Select a previously exported JSON file.
4. All ten tools are restored to the saved state.



CAUTION

Importing overwrites all current data across all ten tools. Export first if you need to keep your current state.

Per-Tool Export

Each tool can be exported or imported individually from the Files tab. This is useful when sharing a single tool's data (e.g. sharing your Roadmap with a colleague).

Clearing All Data

Click **Clear All Data** in the Files tab to permanently erase all saved state. A confirmation dialog prevents accidental deletion.



PRO TIP

Name your export files by sprint or quarter: `pm.knife.state_sprint14.json`. Over time, your exports become a decision log showing how your product strategy evolved.

4 Roadmap

Tab: Roadmap · Shortcut: Ctrl/⬛ + 1

A time-horizon roadmap with three columns: **Now** (committed work), **Next** (planned), and **Later** (exploratory). Items flow left as they mature. Includes versioned snapshots to track how strategy evolves.

Inputs

FIELD	DESCRIPTION
PRODUCT VISION	A text field for your overarching product vision statement.
Roadmap Items	Each item has: Title, Description (optional), Horizon (Now/Next/Later), and Theme tag (optional, e.g. Growth, Retention, Platform).

Outputs

OUTPUT	DESCRIPTION
Three-Column Board	Visual Now / Next / Later board showing all items.
Snapshots	Versioned snapshots you can save, compare, and restore.
Version Count	Running count of saved snapshots.

Use Cases

Plan your product strategy across time horizons. Keep 'Now' tight (2–4 weeks of committed work). Use themes to group related initiatives. Snapshots let you show stakeholders how the roadmap has shifted over time.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Items in wrong column	Click the ← Move or Move → buttons to shift items between horizons.
Lost a good roadmap version	Use Save Snapshot before making major changes. Restore any previous version from the Compare Versions panel.
Too many items in Now	Now should only contain work actively in progress. Move everything else to Next.



PRO TIP

Items in your 'Now' column automatically appear as candidates in the Stories tab. This is how Roadmap feeds the rest of the workflow.

5 User Stories

Tab: Stories · Shortcut: Ctrl/⌘ + 2

Define user stories in the standard format: *As a [user], I want to [action] so that [outcome]*. Each story includes acceptance criteria, story points, type classification, and RICE scoring fields.

Inputs

FIELD	DESCRIPTION
TITLE	Short descriptive name for the story.
AS A...	The user type or persona.
I WANT TO...	The action or capability.
SO THAT...	The outcome or value delivered.
ACCEPTANCE CRITERIA	Given/When/Then conditions that define 'done'.
POINTS	Story point estimate (numeric).
TYPE	Feature, Bug, Tech Debt, or Spike.
REACH	How many users affected per quarter (for RICE).
IMPACT	Score: 3 (massive), 2 (high), 1 (medium), 0.5 (low), 0.25 (minimal).
CONFIDENCE	100% (high), 80% (medium), 50% (low).
EFFORT	Person-weeks to complete.

Outputs

OUTPUT	DESCRIPTION
Story Stats	Count of total stories, features, bugs, and debt/spikes.
Story Cards	Full story cards with all fields editable inline.
Roadmap Hint	Shows 'Now' roadmap items as story candidates.

Use Cases

Break roadmap initiatives into actionable stories. Use 'Seed from Roadmap' to auto-create stories from your Now column. RICE fields feed directly into the Priorities tab.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
No Roadmap hint visible	Add items to your Roadmap 'Now' column first, then revisit Stories.
RICE fields ignored	Fill in Reach, Impact, Confidence, and Effort on each story — they power the Priorities tab.

**PRO TIP**

Use the 'Seed from Roadmap' button to pull all 'Now' items as story shells. Then flesh out the As a / I want / So that format for each.

6 Priority Scoring (RICE)

Tab: Priorities · Shortcut: Ctrl/⌘ + 3

Calculates RICE scores for all stories: **Reach** × **Impact** × **Confidence** ÷ **Effort**. Higher scores indicate higher priority. Scores auto-calculate from the RICE fields on each story.

Inputs

FIELD	DESCRIPTION
(from Stories)	All RICE fields come from the Stories tab — no additional input needed.

Outputs

OUTPUT	DESCRIPTION
RICE Table	Ranked table showing Story, Reach, Impact, Confidence, Effort, and RICE Score.
Colour Coding	Scores above 100 are green, 20–100 are amber, below 20 are grey.

Use Cases

Decide what to build first. Sort by score to see the highest-leverage work at the top. Push the top 5 items directly into your Sprint Planner.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
All scores show zero	Fill in RICE values (Reach, Impact, Confidence, Effort) on each story in the Stories tab.
Effort is 0 causing infinite score	Effort defaults to 1 if set to 0. Enter realistic person-week estimates.



PRO TIP

RICE is a starting point, not the final answer. Use it to surface the most impactful work, then apply judgement for dependencies and strategic alignment.

7 User Personas

Tab: Personas · Shortcut: Ctrl/⌘ + 4

Define 2–4 user personas to guide product decisions. Each persona captures who the user is, what they want, and what frustrates them.

Inputs

FIELD	DESCRIPTION
NAME	Persona name (e.g. 'Power User', 'First-Time Buyer').
ROLE / TITLE	Their professional context.
CONTEXT	Team size, tools used, workflow environment.
GOALS	What they are trying to achieve.
FRUSTRATIONS	What blocks them today.
QUOTE	A verbatim quote that captures their perspective.

Outputs

OUTPUT	DESCRIPTION
Persona Cards	Visual cards for each persona with all fields.

Use Cases

Reference personas when writing stories ('As a [persona]...') and evaluating priorities. Keep the number small — 2–4 well-defined personas are more useful than a dozen vague ones.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Too many personas	Merge similar ones. Focus on personas with distinct needs and behaviours.



PRO TIP

The best persona quotes come from real user interviews. Add the actual words your users say — they ground your team's discussions.

8 Metrics & OKRs

Tab: Metrics · Shortcut: Ctrl/⬛ + 5

Define your North Star metric and track supporting metrics with historical data points. Sparkline charts visualise trends so you can see whether shipped features move the numbers.

Inputs

FIELD	DESCRIPTION
NORTH STAR METRIC	The single metric that best captures the core value your product delivers.
NORTH STAR CURRENT VALUE	The latest value for your North Star.
Metric Name	Name for each supporting metric.
DATA POINTS	Comma-separated numeric values, newest last.

Outputs

OUTPUT	DESCRIPTION
Sparkline Charts	Visual trend lines for each metric with 2+ data points.
Latest Value	Current (most recent) value displayed.
Delta (Δ)	Change from previous period with percentage.
Trend	Three-point trend indicator: Up, Down, or Mixed.

Use Cases

Track product health over time. Your North Star feeds into Release Notes automatically. Supporting metrics reveal whether individual features impact the bigger picture.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
No chart appears	Add at least 2 numeric data points to see a sparkline.
Delta shows ∞	The previous value was zero. Add a non-zero starting point.



PRO TIP

Add a data point after each sprint or release cycle. Over time your sparklines tell the story of your product's growth.

9 Sprint Planner

Tab: Sprints · Shortcut: Ctrl/⬛ + 6

Plan sprints with capacity, goal, and a backlog of items. Track progress with status (To Do, In Progress, Done). The capacity bar shows how loaded the sprint is.

Inputs

FIELD	DESCRIPTION
SPRINT NAME	e.g. Sprint 14, Q2 Release.
START DATE	Sprint start date.
END DATE	Sprint end date.
TEAM CAPACITY	Total available story points for the sprint.
SPRINT GOAL	What must be true at sprint end.
Sprint Items	Each item has: Name, Points, Status (To Do / In Progress / Done).

Outputs

OUTPUT	DESCRIPTION
Capacity Bar	Shows total points vs. capacity with OVER warning if exceeded.
Sprint Stats	Items count, Points Done / Total, Completion %, In Progress points.

Use Cases

Plan and track a sprint cycle. Use 'Pull from Stories' to populate from your RICE-ranked story list. Mark items Done as they ship — done items feed into Release Notes.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Capacity shows OVER	You've committed more points than the team can handle. Remove items or increase capacity.
Items don't appear in Release Notes	Only items with status 'Done' are pulled into Release Notes.

**PRO TIP**

Use 'Push Top 5 → Sprint' from the Priorities tab to auto-populate your sprint with the highest-leverage work.

10 Feedback Log

Tab: Feedback · Shortcut: Ctrl/⬛ + 7

Log user feedback with source, sentiment, and theme tags. Filter by sentiment to spot patterns. Themes that appear repeatedly should inform your Roadmap.

Inputs

FIELD	DESCRIPTION
SOURCE	Where the feedback came from (e.g. User interview, Support ticket, NPS).
CUSTOMER / SEGMENT	Who said it (e.g. Enterprise, Power user).
FEEDBACK	The actual feedback text. Direct quotes are gold.
THEME / TAG	Comma-separated tags (e.g. onboarding, performance, pricing).
SENTIMENT	Positive, Neutral, or Negative.

Outputs

OUTPUT	DESCRIPTION
Feedback Stats	Total, Positive, Neutral, Negative counts, plus Top Themes.
Feedback Cards	Quoted feedback with source, date, sentiment badge, and tags.
Filter	Filter displayed entries by sentiment.

Use Cases

Build a feedback repository. Look for recurring themes — if 'onboarding' appears 15 times with negative sentiment, that's a signal for your Roadmap. Date-stamped entries create an audit trail.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Tags not appearing in Top Themes	Add at least 2 feedback entries with the same tag.



PRO TIP

Log feedback continuously, not just during research sprints. The patterns emerge over time and make roadmap decisions evidence-based.

11 Competitive Landscape

Tab: Competitive · Shortcut: Ctrl/⌘ + 8

Define competitors and compare feature-by-feature. The comparison matrix shows where you lead, lag, or match. Use this to inform positioning and roadmap priorities.

Inputs

FIELD	DESCRIPTION
YOUR PRODUCT NAME	Your product's name (appears as first column in matrix).
FEATURES TO COMPARE	Comma-separated list (e.g. SSO, API, Mobile App, Offline Mode).
Competitors	Each has: Name, Notes (positioning, pricing, strengths), and per-feature status.

Outputs

OUTPUT	DESCRIPTION
Comparison Matrix	Grid: Features × Players. Each cell is ✓ Yes, ■ Partial, ✗ No, or — Unknown.

Use Cases

Identify competitive gaps and strengths. Share the matrix with stakeholders to justify roadmap decisions. Update after each competitor release.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Matrix shows 'Add features and competitors'	Enter at least one feature and one competitor to populate the matrix.
Feature statuses not saving	Click the dropdown in each cell to set status. Changes auto-save.



PRO TIP

Focus on features that matter to your target personas, not every feature in existence. A tight comparison is more useful than an exhaustive one.

12 Stakeholder Map

Tab: Stakeholders · Shortcut: Ctrl/⬛ + 9

Map stakeholders by influence and interest on a 2×2 matrix. Track their stance, role, and notes. High influence + high interest = manage closely.

Inputs

FIELD	DESCRIPTION
NAME	Stakeholder name.
ROLE	Their position (e.g. VP Engineering, CEO, Product Lead).
INFLUENCE	High or Low.
INTEREST	High or Low.
STANCE	Champion, Supportive, Neutral, or Resistant.
NOTES	Key concerns, communication preferences, action items.

Outputs

OUTPUT	DESCRIPTION
Influence × Interest Matrix	2×2 grid: Manage Closely / Keep Satisfied / Keep Informed / Monitor.
Stakeholder Cards	Detailed cards for each stakeholder with all fields.

Use Cases

Know who to talk to, how often, and about what. Champions need to be activated, resistant stakeholders need to be understood. Review before major decisions or launches.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Stakeholder in wrong quadrant	Change their Influence and Interest settings in the card below the matrix.



PRO TIP

Update stakes and stances before every major decision. People's positions shift — your map should reflect reality, not assumptions.

13 Release Notes Generator

Tab: Release Notes · Shortcut: Ctrl/⌘ + 0

Auto-generates release notes from your Sprint (completed items), Metrics (current values), and manual highlights. Export as Markdown, copy as text, or save to history.

Inputs

FIELD	DESCRIPTION
VERSION	Release version string (e.g. v2.4.0).
RELEASE DATE	Date of the release.
SUMMARY	One-paragraph overview of the release.
HIGHLIGHTS	One per line — key features or improvements.
BUG FIXES	One per line — bugs fixed.
KNOWN ISSUES	One per line — known remaining issues.

Outputs

OUTPUT	DESCRIPTION
Preview	Formatted release notes with: version, summary, North Star metric, highlights, shipped items (from Sprint), bug fixes, known issues.
Release History	Saved release notes with version and date.

Use Cases

Communicate what shipped and why it matters. Pull completed sprint items automatically. Include your North Star metric to show impact. Save to history to track your release cadence over time.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
No shipped items in preview	Mark sprint items as 'Done' first — only done items appear.
No North Star in preview	Fill in the North Star metric name and value in the Metrics tab.



PRO TIP

Use 'Pull from Sprint' to auto-populate highlights from done sprint items. Add context and polish — your release notes are a communication tool, not just a changelog.

14 Keyboard Shortcuts

All shortcuts use **Ctrl** on Windows/Linux or **⌘** on macOS.

Ctrl/⌘ + 1	Switch to Roadmap
Ctrl/⌘ + 2	Switch to Stories
Ctrl/⌘ + 3	Switch to Priorities
Ctrl/⌘ + 4	Switch to Personas
Ctrl/⌘ + 5	Switch to Metrics
Ctrl/⌘ + 6	Switch to Sprints
Ctrl/⌘ + 7	Switch to Feedback
Ctrl/⌘ + 8	Switch to Competitive
Ctrl/⌘ + 9	Switch to Stakeholders
Ctrl/⌘ + 0	Switch to Release Notes
Ctrl/⌘ + S	Export full knife state
Esc	Dismiss welcome modal or confirmation dialog

15 Troubleshooting

JavaScript is disabled

The knife requires JavaScript to run. Enable it in your browser settings. No external scripts are loaded — everything is inline.

Data disappeared after clearing browser data

The knife stores data in localStorage. Clearing browser data, cookies, or site data will erase your saved state. Always export before clearing.

Import says 'Wrong knife'

You're importing a state file from a different knife. Check that the file's "knife" field matches "pm".

Tabs don't scroll on mobile

The tab bar scrolls horizontally. Swipe left/right on the tab bar to see all ten tool tabs.

RICE scores seem wrong

Verify that Effort is not zero (it defaults to 1). Check that Reach, Impact, and Confidence are set on each story. The formula is: $\text{Reach} \times \text{Impact} \times \text{Confidence} \div \text{Effort}$.

Sparkline chart not showing

You need at least 2 data points. Enter comma-separated values in the Data Points field.

Roadmap items not appearing in Stories

Only items in the 'Now' column are surfaced as story candidates. Move items to Now to see them.

Release Notes preview is empty

Fill in at least a version number. Add highlights, mark sprint items as Done, or enter a summary.

Export/import buttons don't work

Some browsers block downloads in private/incognito mode. Try in a regular browser window.

16 Accuracy & Limitations

The Product Manager's Knife is a planning aid. It helps you organise, prioritise, and communicate — but it does not make decisions for you.

TOOL	WHAT IT DOES WELL	LIMITATIONS
RICE Scoring	Provides a consistent, comparable framework for prioritisation.	Garbage in, garbage out. Scores are only as good as your estimates.
Metrics / OKRs	Tracks trends over time with visual sparklines.	Does not pull live data. You enter values manually.
Sprint Planner	Simple capacity and status tracking.	Not a replacement for Jira, Linear, or Asana for team-scale work.
Competitive Matrix	Quick visual comparison of feature coverage.	Binary yes/no/partial doesn't capture nuance. Use notes field.
Release Notes	Auto-pulls from Sprint and Metrics for quick drafts.	Output is a starting point — always edit for your audience.



DISCLAIMER

This tool is provided as-is for planning and organisational purposes. It does not replace professional product management training, team collaboration tools, or stakeholder alignment. Always validate decisions with your team, customers, and data.

17 Glossary

Acceptance Criteria	Conditions that define when a user story is 'done'. Typically written in Given/When/Then format.
Backlog	An ordered list of work items awaiting development. The Sprint Planner draws from this.
Capacity	The total number of story points a team can complete in one sprint cycle.
Champion	A stakeholder who actively supports and advocates for your product or initiative.
Confidence (RICE)	How sure you are about your Reach and Impact estimates. 100% = high, 50% = low.
Effort (RICE)	Person-weeks required to complete a story. Higher effort lowers the RICE score.
Impact (RICE)	Degree of effect per user reached. Scale: 3 (massive) to 0.25 (minimal).
JSON	JavaScript Object Notation. The file format used for state export/import.
localStorage	Browser-based storage that persists data between sessions. Cleared when you clear site data.
North Star Metric	The single metric that best captures the core value your product delivers.
Now / Next / Later	Time-horizon roadmap columns. Now = committed, Next = planned, Later = exploratory.
OKR	Objectives and Key Results. A goal-setting framework pairing qualitative objectives with measurable results.
Persona	A fictional archetype representing a key user segment, based on real research.
Reach (RICE)	How many users or customers a story affects per quarter.
RICE	Prioritisation framework: $\text{Reach} \times \text{Impact} \times \text{Confidence} \div \text{Effort}$.
Sentiment	Feedback classification: Positive, Neutral, or Negative.
Sparkline	A small, inline chart showing a data trend over time.
Sprint	A fixed time period (typically 1–4 weeks) in which a team completes planned work.
Stakeholder	Anyone who has influence over or interest in your product's direction.
Story Points	A relative estimate of the effort, complexity, and risk of a user story.

Tech Debt	Work needed to fix or improve existing code/infrastructure, not directly user-facing.
Theme	A category tag applied to roadmap items or feedback entries for grouping and analysis.
User Story	A requirement written from the user's perspective: As a [user], I want [action], so that [outcome].

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