

Software Product Management English Jargon Quick Reference

Field-specific terms, contrast pairs, and high-pressure sentence frames

Audience: software product managers, product owners, UX leads, engineering managers, growth product teams, platform PMs, and product-operations staff

Focus: A software product-management English curriculum for discovery, roadmaps, user stories, prioritization, metrics, launches, stakeholder negotiation, experimentation, and product strategy.

Designed for advanced ESL learners who already use professional English and need industry-specific terminology, realistic meetings, role-play pressure, careful pushback, and polished workplace outputs.

Teaching stance: this is language and workplace-communication training, not legal, medical, financial, safety, or regulatory advice. Instructors should connect every scenario to the learner's current company policies, local rules, and approved procedures.

Nomenclature and Jargon

These are classroom working definitions. Learners should adapt wording to their organization's policies, systems, and local regulatory environment.

Product Discovery and Problem Framing

Term	Working meaning
user need	Working software product management term used in product discovery and problem framing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
persona	Working software product management term used in product discovery and problem framing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
use case	Working software product management term used in product discovery and problem framing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
opportunity cost	Working software product management term used in product discovery and problem framing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Roadmaps and Prioritization

Term	Working meaning
roadmap	Working software product management term used in roadmaps and prioritization; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
prioritization	Deliberate ordering of work based on value, urgency, risk, capacity, and dependencies.
dependency	Work, approval, input, vendor, system, or decision that another activity relies on.
capacity	Available people, assets, time, space, or system throughput for a given workload.

User Stories and Acceptance Criteria

Term	Working meaning
user story	Working software product management term used in user stories and acceptance criteria; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
acceptance criteria	Working software product management term used in user stories and acceptance criteria; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
edge case	Working software product management term used in user stories and acceptance criteria; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
definition of done	Working software product management term used in user stories and acceptance criteria; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Metrics, Funnels, and Product Analytics

Term	Working meaning
activation	Working software product management term used in metrics, funnels, and product analytics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
retention	Working software product management term used in metrics, funnels, and product analytics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
funnel	Working software product management term used in metrics, funnels, and product analytics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Term	Working meaning
cohort	Working software product management term used in metrics, funnels, and product analytics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Experimentation and A/B Testing

Term	Working meaning
A/B test	Working software product management term used in experimentation and a/b testing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
hypothesis	Working software product management term used in experimentation and a/b testing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
guardrail metric	Working software product management term used in experimentation and a/b testing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
statistical significance	Working software product management term used in experimentation and a/b testing; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Release Readiness and Go-to-Market

Term	Working meaning
release	Working software product management term used in release readiness and go-to-market; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
rollback	Working software product management term used in release readiness and go-to-market; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
enablement	Working software product management term used in release readiness and go-to-market; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
migration	Working software product management term used in release readiness and go-to-market; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Platform, APIs, and Technical Debt

Term	Working meaning
technical debt	Working software product management term used in platform, apis, and technical debt; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
API	Application programming interface; a defined way for software systems to exchange data or trigger actions.
platform	Working software product management term used in platform, apis, and technical debt; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
reliability	Working software product management term used in platform, apis, and technical debt; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Stakeholder Pushback and Executive Narrative

Term	Working meaning
stakeholder	Person or group with an interest, risk, authority, or dependency in the work.
strategic fit	Working software product management term used in stakeholder pushback and executive narrative; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Term	Working meaning
tradeoff	Working software product management term used in stakeholder pushback and executive narrative; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
decision memo	Working software product management term used in stakeholder pushback and executive narrative; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Industry-Specific Meeting Moves

Situation	Useful language
Product Discovery and Problem Framing	Before we commit, I want to confirm user need, persona, the owner, and the evidence behind the decision. If user need, segment fit, evidence, opportunity cost, and strategy need review., I recommend we document the risk and agree on the next step.
Roadmaps and Prioritization	Before we commit, I want to confirm roadmap, prioritization, the owner, and the evidence behind the decision. If capacity, dependencies, risk, strategic fit, and sequencing must be clear., I recommend we document the risk and agree on the next step.
User Stories and Acceptance Criteria	Before we commit, I want to confirm user story, acceptance criteria, the owner, and the evidence behind the decision. If acceptance criteria, edge cases, analytics, and ux intent need definition., I recommend we document the risk and agree on the next step.
Metrics, Funnels, and Product Analytics	Before we commit, I want to confirm activation, retention, the owner, and the evidence behind the decision. If cohorts, instrumentation, seasonality, and counter-metrics need review., I recommend we document the risk and agree on the next step.
Experimentation and A/B Testing	Before we commit, I want to confirm A/B test, hypothesis, the owner, and the evidence behind the decision. If sample size, significance, novelty effect, and guardrail metrics matter., I recommend we document the risk and agree on the next step.
Release Readiness and Go-to-Market	Before we commit, I want to confirm release, rollback, the owner, and the evidence behind the decision. If documentation, enablement, migration, monitoring, and rollback need readiness., I recommend we document the risk and agree on the next step.
Platform, APIs, and Technical Debt	Before we commit, I want to confirm technical debt, API, the owner, and the evidence behind the decision. If reliability, developer velocity, support burden, and future roadmap risk need translation., I recommend we document the risk and agree on the next step.
Stakeholder Pushback and Executive Narrative	Before we commit, I want to confirm stakeholder, strategic fit, the owner, and the evidence behind the decision. If strategic fit, customer segment, cost, and alternatives need a clear recommendation., I recommend we document the risk and agree on the next step.

High-pressure pushback frames

- I understand the urgency. The risk is that we move faster than the evidence or process supports.
- I am not blocking the goal. I am naming the condition we need before the decision is safe and credible.
- If we accept this risk, we should name the owner, document the assumption, and define the trigger for escalation.
- That may be possible, but not under the current scope, timeline, or approval path.
- Let's separate what we know, what we assume, and what still needs confirmation.

Contrast Pairs

Do not confuse	Useful distinction
user need vs opportunity cost	In product discovery and problem framing, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
roadmap vs capacity	In roadmaps and prioritization, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
user story vs definition of done	In user stories and acceptance criteria, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
activation vs cohort	In metrics, funnels, and product analytics, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
A/B test vs statistical significance	In experimentation and a/b testing, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
release vs migration	In release readiness and go-to-market, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
technical debt vs reliability	In platform, apis, and technical debt, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
stakeholder vs decision memo	In stakeholder pushback and executive narrative, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.