

Case Study

Position: Fidibo Product Team

This exercise is designed to get a sense of how you approach product management and how you communicate your ideas to an audience. There is no right or wrong answer. Completing the assessment will help us to get an insight into your thought patterns on how to improve products.

You will have 4 days after it to complete any 2 tasks from the list of the case studies below and send us back the results. Be creative on how you think is best to present your ideas back to us. Please also give a short explanation on your choice.

Task 1-

In your monthly catchup meeting with marketing teams and publisher teams, publishers are paying and like to pay their account managers in commercial to have their books get promoted in Fidibo special promotions. All of this process is also happening in direct contact of these publishers with account managers and even some people have generated quite a good amount of money from this negotiation power.

Part 1: New features — Can you build something which can make the entire experience smoother for both publishers and marketing/commercial and give a better accessibility to all publishers? Think from both publishers and Fidibo as a business perspective.

Expectations:

- Explain how you would like to solve this problem?
- User flow diagram.
- Wireframes & Prototypes

Part 2: Launch Strategies — Let's say you have got this feature built from your tech team. How would you go about the launch plan?

Expectations:

- Explain your launch or Go-to-market strategies for this feature
- Write a blog post in Fidibo webblog, which will be shared with publishers.

Task 2-

Let's assume; you joined Fidibo as Product Manager for a newly launched Product "Fidiplus" (subscription model is available in the [last version of android](#)). How would you go about planning the 12 months product roadmap?

Expectations:

- Build a 12 months product roadmap.
- Choose the metrics you would track and why.

- Come up with a three years of revenue estimation plan.

Task 3-

You have got a goal to increase the revenue from Gift service by redesigning it (the gift book means a user can gift a book to others, you can find this feature in Fidibo android and IOS application) in the next six months. How would you go about it?

Expectations:

List down the improvements in existing features or suggest new features. Provide a name and a short description of your product features. Select the highest value feature and describe it in detail.

- Work on a PRD and wireframes.
- Include the metrics that would help you in measuring whether you are moving towards your goal or not.
- Three years of revenue estimation plan.

Task 4-

You have got a goal to grow new customer acquisition in the next 6 months to double its current number. How would you go about it?

Expectations:

List down the improvements in existing features or suggest new features. Provide a name and a short description of your product features. Select the highest value feature and describe it in detail.

- Write down 3 requirements details to be handed-off to designer and developer.
- Work on a PRD and wireframes.
- Include the metrics that would help you in measuring whether you are moving towards your goal or not.

Task 5-

Consider in your daily routine of checking the conversion funnel you realize 20% drop in the basket funnel. How would you go about it?

Expectation:

- What metrics would you gather to understand the main problem?
- What hypothesis do you list?
- List down the improvements in existing flow and new features which you list for testing your hypothesis. How would you prioritize them and why?
- Select the highest value feature and describe in detail.