

Automated Doordash

Developing the product

Product Owner: Amit Balasaheb Gholap



Getting Started

Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

Share your project-specific coordination activities map here ([Link](#)). You can also share a screenshot below.

Copy of Starter - Coordination Activities Map

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	A	B	C	D	E	
1	Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task:</i> 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, do be complete <i>Select milestone nature of the effects of delay</i>
2	Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target w
3		Setup meeting to share MVP scope and walk-through design to gather feedback		All except Legal and Compliance	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	
4		Setup meeting to kickoff project with the scrum team		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
5		Get feedback on previously identified legal areas to update, e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	
6	Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy	Product Manager	Head of Product/Impacted Product Mana	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Before project starts
7		Discuss the prioritized feedback received from stakeholders to update scope and		Product Designer	Scrum Team (Involved directly in product development efforts)	Before project
8	Incorporate stakeholders					

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal

Give control of robots to the end user as well as operations team so that they can track the status of the order (delivery, location, ETD, battery life, etc.)

Sprint Backlog (list the prioritized user-stories from the product backlog)

- | | |
|---|--|
| 1 | As an operator, I want to know the status of estimated delivery time so that same can be conveyed to the customer on real time basis |
| 2 | As an operator, I want to receive a notification in case the robot facing any technical issue, so that we can activate self-troubleshoot program for robot |
| 3 | As a customer, I want to control the robot so that I can navigate him to my location sooner than later |
| 4 | As an operator, I want to know the battery life of my robot so that I can route him to the nearest charging point |
| 5 | As an operator, I want to know the delivery status of the order so that I can route robot back to the warehouse |

Sprint Prioritization Logic

- Being the high priority, high critical feature are important for product success and to make sure that it should be built within the available resources and time
- Operator and End Customer should be equipped with details that allow him to assist the robot well, like Tracking, ETD, Control the robot if there's an issue and status all of these are essential features.

User Story 1

User Story	As an operator, I want to know the status of estimated delivery time so that same can be conveyed to the customer on real time basis.
Design	Prototype
Acceptance Criteria	<ul style="list-style-type: none">• The customer should find the 'Estimated Time of Delivery (ETD)' when clicking on 'Track Order Status'• The operator should be able to find robot location and ETD once clicking on "Track Order Status"• Time taken to populate this information must be within 300-500 MS• The information should be reflected on the map with the real time location of robot
Assumptions	The operator using the request id raised by customer from help center to control and check robot status through

User Story 2

User Story	As an operator, I want to receive a notification in case the robot facing any technical issue, so that we can activate self-troubleshoot program for robot
Design	Prototype
Acceptance Criteria	<ul style="list-style-type: none">• Operator should received the notification for robots facing technical issues• Operator should be able to get technical failure details once they click on “Robot Failure”• Operator can choose to either restart the robot (redirect to Restart Robot process) or Send an Agent to the robot (redirect to Send Agent process)• Acceptable page time load for Technical failure details: 500 MS
Assumptions	<ul style="list-style-type: none">• Robots automatically send the diagnostic data before becoming unresponsive• Proactive maintenance is activated for the robots

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

Automated Doordash Project

Based on the API documentation how would you update your solution and design?

- Use [Google Direction API](#) to calculate the distance between the restaurant and the customer's address as well as provide estimated arrival times to the customer
- Use [Google Distance Matrix API](#) for allowing robots to navigate sidewalks or bicycle paths while delivering the order to the customer's address

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility

Is there any possibility that robot can change their route automatically once it is triggered by the end user or operator?

What is the best logic will be fitted for the robot if order needs to be delivered within certain time? Will robots choose shortest path? What if shortest path has some obstacles? How then robot will navigate?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	<p>Landing page taking 38% more time to load is minor impact on operator, but from customer point of view it could have moderate impact knowing the customer satisfaction.</p> <p>In order to increase the efficiency of the operations team, loading time of landing page needs to improve. Similarly, for increased customer experience it should be prioritized.</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Add issue to the product backlog and mark it as a high priority• Request dev ops team to resolve the issue in coming sprint• Inform customer service team and provide them the ticket id as well as tentative ETA of issue resolution
Would you take additional steps ?	<ul style="list-style-type: none">• Attend the next scrum meeting and address the issue with the team• Identify the root cause of the issue and maintain corrective action and preventive action plan• Ensure that the issue is going to resolve in coming sprint and the same should not be pop-up again

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	<p>Trivial impact, low issue priority:</p> <ul style="list-style-type: none">• The Profile Settings page works effectively and this is just a design issue• A low percentage of users access this page on a daily basis (only 2%)
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	<ul style="list-style-type: none">• Add issue to the product backlog and update its priority to Low• Inform the reporter of the issue that the issue was added to the product backlog, that its priority was updated to Low and will be prioritized for implementation at a further release

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<p>Critical impact, High issue priority:</p> <ul style="list-style-type: none">• The users not able to reset their password using the link and this issue is affecting a churn rate• The fact that users are constantly complaining means this issue is really frustrating them and may lead to these users not using our product anymore and deciding to adopt a competitor's product
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Add this issue in the current sprint backlog to work on that in the ongoing sprint.• Set a short daily stand-up Meeting with QA, engineer lead and internal tool teams head to know the status of the fix

Respond to Customer Service Manager's Email

Sample Email Response

Hello ABC,

Thank you for reaching out to us and highlighting this critical issue which customers are facing. Knowing the severity of the issue and its impact we have already initiated the issue resolution with our development team.

Development team is going to resolve this issue in current sprint and will be able to provide some robust solution sooner than later. We will keep you and other stakeholders update about the progress of the issue and will keep close eye to resolve this faster.

Regards,
Amit Gholap

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

A request from CEO or GM via email

Use the information below to understand what is expected and use the next slide to share your answers

Sprint Progress

You are 7 days into the 2 week sprint

Request Details

Your startup CEO or division GM is excited about your product's future potential (for exercise sake, assume it is the product feature you have chosen to build for the project) and wants to demo it to their stakeholders in 2 days. You have received an email asking for test account and QA environment details to login and demo during their meeting.

Additional Details

- The product feature is 65% functionality complete and not fully stable yet since it is still being tested
- Your development team is deploying changes to the QA environment frequently to verify the completed tickets and bug fixes
- The typical procedure involves having a staging environment where fully tested, stable and functional features are deployed

Respond to CEO or GM's request via email

Assessment and result	<ul style="list-style-type: none">• Discuss with the scrum team to understand the status of the feature development for this current sprint• Speed up the testing process or an extra developer to help with the bug fixing• Create a test account for the demo meeting• Check the backlog sprint for any issue and make a list with the features finished
Sample Email Response	<p>Hello GM,</p> <p>We are thrilled to know that you are excited about the product and its demo. However, we want to highlight one thing here that the product feature is only 65% completed and it may not be the right the time to showcase the product to other stakeholders. Although, we don't want to create a discourage here and we would try to complete the rest of the feature in available time for which we need some extra resources and to keep on hold other developments. We have already created the login id and password for the demo. We are also adding the prototype here for your quick reference about the future development of the product.</p> <p>Your support and guidance is appreciated.</p> <p>Regards, Amit Gholap</p>

Step-in and guide the scrum team at stand up

Use the information below to understand what is expected and use the next slide to share your answers

Sprint Progress

You have 3 more days for the sprint to end

Assumption for exercise-sake

User stories being referred here are related to the product feature (project you are working on). The tickets are costed and targeted to be completed by the end of this sprint to go live with the product feature

Situation Details

You are stepping in as Scrum master for the stand up today. Your back-end engineer just finished sharing their update (*pick up the analytics ticket, and there are no blockers*). Your QA team member is next in line to share their update. In JIRA (ticket tracking tool) you notice the following:

- A user story that needs to be marked as completed('done') has two back-end tickets in "Code Review" status, which is assigned to the back-end engineer that just shared their update. You know from attending previous standups that these two tickets have been in 'Code Review' status for 2 days now
 - The back-end tickets are blocking two front-end tickets (which are in 'Ready to Test' status) from being verified by QA
- Also, there is one another ticket covering analytics requirements (story points =3), for which development has not yet started. This is currently 'must-have' for the launch and is expected to be completed in this sprint. The ticket cannot be completed (marked as done) by end of this sprint if it is not picked up for development by the end of today. The ticket has 5 tracking requirements as of now and you believe it is ok to have 2 out of these 5 be downgraded to 'nice-to-have' if needed to de-risk for the launch

Step-in and guide the scrum team at stand up

Video Response	Link
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How would you handle resource constraints?

Use the information below to understand what is expected and use the next slide to share your answers

Sprint Progress

There are 6 more days for the sprint to end

Assumption for exercise-sake

User stories being referred here are related to the product feature (project you are working on). Based on the test strategy that had been discussed, tickets were added by QA team to this sprint and targeted to be completed by the end of this sprint to go live with the product feature

Situation Details

- Your project has a shared QA team member that you are working with for the first-time in the company. The Head of QA informed you that your QA team member is handling 2 other major projects with other PMs simultaneously and is out on sick leave for the next 3 days
- When the QA team member returns, tickets related to automated testing (to cover 30% of this sprint's scope) will be still pending along with manual verification and regression for the user stories that have been completed by then
- You know a product feature that is not fully tested is unstable and prone to issues. You believe this is a potential risk affecting the product launch if not addressed immediately.
💡 As a PM, you need to sometimes step up and wear multiple hats to launch your product.

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none">• In the next scrum meeting, we will address the blocker for product launch• I would ask my scrum team to overcome on the blocker and to get a robust solution• Focus on alternatives to test features that were developed and waiting for QA
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	<ul style="list-style-type: none">• Conduct a high-level meeting with the impacted product managers• Understand the impact of the other major projects and its feature launch dates• Request to share QA team member which will completely focus to complete the majority of the testing• In order to help other projects I will negotiate my resources to help their product development once my product feature is launched
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	<p>Head of the Product Engg. And Marketing Team QA Head and Impacted PM</p> <ul style="list-style-type: none">• Share the MoM of high level meeting conducted with impacted PMs and share collective input with relevant stakeholders• Share the data and impact of the product launch with stakeholders as well as the risk if product do not launch on time

Feedback from stakeholder in public forum

Use the information below to understand what is expected and use the next slide to share your answers

Sprint Progress

You are 2 days away from the sprint ending

Situation Details

- You are conducting the product sign-off meeting with cross-functional stakeholders and scrum team (10+ people) and the product being tested is expected to go live at the end of this sprint.
- One of the cross-functional stakeholders shared the feedback below at the meeting

Feedback

I don't think the product we just tested is good enough to go live. It needs to send daily push notification reminding users to open and use the product feature being launched

Assumption for exercise-sake

(**Notification**) feature (of any sort) is not in the MVP scope. Your goal is to understand the user-journey within the product better after the launch to define the trigger and other details to introduce later

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">• Why would you think that product need this push notification?• Do you have any use cases or data points that can support your claim that product is not good to launch?• Do we have any historical data from where we can identify that without push notifications, customer will not open the product?
Video Response	Link