**1. Client Prioritization:**

When managing multiple clients with different needs, I will prioritize tasks based on impact, urgency, and available resources. The RICE framework will guide my decision-making

The RICE framework can be applied as follows:

• **Reach:** Evaluate how many users or clients will be directly impacted by a feature. For example, if a design update will affect 12 clients out of 20, the reach score would be higher.

•**Impact:** Assess the significance of the feature. A critical bug fix that prevents a client from launching their application should have a higher impact score.

•**Confidence:** To determine how confident I am are that a feature will deliver the expected results. I will base the results on past success, data, or feedback.

•**Effort:** Measuring the time and resources required to execute the task.

**Calculation:** Client A requests a feature that will benefit 10 clients (Reach = 8). The feature is expected to have high client retention value (Impact = 9), but it will require significant development (Effort = 7), and there’s medium confidence (Confidence = 6) based on similar projects.

**RICE score = (Reach \* Impact \* Confidence) / Effort = (8 \* 9 \* 6) / 7 = 61.7**

**Prioritization:**

I will categorize the priorities into four quadrants and this will help me prioritize the tasks needs to be worked on first

**Use Prioritization Scoring:**

• **Critical-Urgent**: Immediate attention (e.g., login failures, app outage etc).

• **Critical-Non-Urgent**: Long-term strategic goals.

• **Non-Critical-Urgent:** Minor tasks with short deadlines(e.g., colour scheme changes etc)

• **Non-Critical-Non-Urgent:** Low priority items(e.g. update library template)

**Action Plan:** I will start with Critical-Urgent tasks, followed by Critical-Non-Urgent ones, ensuring both immediate needs and long-term goals are addressed.

**2. Resource Allocation:**

Given that the team is small, with a developer handling 2 clients and a designer managing 5 clients, resource allocation needs careful attention to avoid burnout and ensure that all clients’ needs are met.

**Monitor and Balance:** As a product manager I will make sure that developers are not stretched by balancing critical tasks with long-term feature development. Each developer is expected to dedicate 3-4 hours per client, per day. Designers will manage five clients and adjust their focus and prioritize based feedback and urgency.

***Example:***

Developer Max is assigned to Clients A and B. Client A has a bug causing app crashes (Critical-Urgent).Client B requests a new feature (Critical-Non-Urgent).

Plan: Max will spend the first 3 hours fixing Client A’s bug (time dependant on the complexity. The remaining time will be dedicated to starting Client B’s feature.

**Regular Check-Ins:** I will hold 15-minute daily meetings to identify roadblocks and adjust workloads based on urgency.

**Transparent Communication:** As a product manager I will keep clients informed about timelines and resource constraints, setting realistic delivery expectations to reduce pressure on the team. Group similar tasks (e.g., design enhancements) to streamline workflows and optimize resource utilization.

**3. Conflict Resolution:**

When multiple clients demand urgent attention, I will focus on prioritization and clear communication and maintain trust with all stakeholders.

***Scenario:***

Client A needs an urgent bug fix for a critical issue that stops their users from interacting with the app (Critical-Urgent).

Client B requests a new feature that also needs to be prioritized but is less urgent (Critical-Non-Urgent).

•**Prioritize the Bug Fix:** Through analysis and communication Client A’s issue has a direct and immediate impact on their users. It’s essential to resolve this first.

•**Reallocate Resources:** If necessary, I would bring in additional resources to address Client B’s feature request as soon as the bug fix is handled.

•**Internal Coordination:** Using Slack for quick updates and Trello to move tasks around, to make sure that both clients are on track and expectations are set and delivered.

***Example Communication:***

***To Client :*** "We’ve identified the issue impacting your users and have prioritized it as critical. Our team is actively working on the fix and expects to deploy the solution within the next 4 hours. I will keep you updated at key milestones and notify you immediately once it’s resolved."

***Internal:*** We have two issues: a major bug for Client A that affects app functionality and a design tweak for Client B needed for their launch. After evaluating the priorities, the bug fix for Client A must take precedence due to its critical impact on usability. Let's allocate the first 3 hours of your day to resolving Client A’s issue. Let me know if additional support is required. Once resolved, we’ll shift focus to Client B’s request.

**4. Communication and Collaboration:**

As a product manager for me communication both internally and with clients should be seamless.

***Internal Communication:*** Usage of Slack for quick and real-time communication among the team. I will create dedicated channels for each client to streamline communication.

Using Trello/Jira to track progress. Each task card will contain detailed information about the task, such as priority, effort, and estimated delivery time etc. Schedule a daily stand-up meetings (15-30 minutes) to keep everyone aligned on priorities and deadlines.

***Client Communication:***

To keep clients informed of progress and gather feedback I would set up regular client calls to provide them timely update, if it is a status update I would keep the call short(15mins) and a scrum call for 30 mins in addition I would set up channels and send emails. Documentation is very important and I would use Confluence to share feature roadmaps and allow clients to add feedback.

**5. Tracking And Reporting:**

As a product manager, I will implement a structured system for tracking progress and reporting and also create tracking metrics.

***Tracking Progress:***

***Centralized Task Management (Trello or Jira):***

***Setup:*** Creating a Trello board for each client with dedicated Status task

***Task Cards:*** Each client request is a card, containing description of the request, priority level, the assigned person, due dates and progress noted.

***Updates:*** Team members update the status of their tasks in real-time to track progress.

**Tracking Metrics that will be implemented:**

***Cycle Time:*** To measure how long it takes to complete tasks from start to finish.

***Burndown Charts:*** Monitor remaining work for each client weekly to ensure deadlines are met.

***Daily Updates:*** Use Slack for brief updates on task progress or blockers.

***Automated Reporting:*** Utilize integrations to send weekly status summaries to clients.

**Progress Reports:**

Format: A simple weekly email/meeting summarizing completed tasks, tasks in progress., upcoming deliverables, any blockers or delays.

Proposed System:

**Tools:** Trello/Jira for task tracking and transparency, Slack for real-time updates and communication, Confluence for documentation of product and feature developments, Google Forms/Survey Monkey for structured feedback surveys.

**Schedule:**

Daily internal team updates (via Slack).

Weekly client email updates (on Fridays).

Biweekly check-ins with clients (15 minutes).

Monthly performance reviews with metrics like task cycle time and client satisfaction.

**6. Balancing Long-Term and Immediate Needs:**

**Approach:**

**Prioritization Framework:** I would use the RICE framework to assess requests Immediate requests with high impact and low effort are fast-tracked, while longer-term strategic goals are planned into the roadmap with milestones to maintain steady progress.

**Resource Allocation:** My plan will be to reserve 80% of our team’s capacity for urgent, client-facing work and dedicate the remaining 20% to foundational, strategic enhancements that align with the product's vision.

***Example:***

A client urgently requested an advanced form builder for their web application (immediate need), while we were mid-development on a machine-learning-powered personalization feature (strategic goal). I will allocate a developer to the form builder with a clear timeline, ensuring delivery within a sprint. Simultaneously, the rest of the team will continue to work on the personalization feature, This dual-focus approach ensures we address urgent client needs without sacrificing strategic innovation.