Product Breakdown Exercise

Choose a GenAI product you're familiar with or interested in. It should have a significant user base for a thorough analysis.

Deliverables

1. **Market Research & Traffic Analysis**:

   - Use tools like <u>SimilarWeb</u> to gather data on user demographics, traffic sources, and competitors.

   - Analyse market share and identify trends in user engagement.

2. **Product Flows Analysis**:

   - Map out the user journey for core features.

   - Analyze usability and accessibility, highlighting any friction points.

   - Suggest improvements for the user experience.

3. **Technical Architecture Breakdown**:

   - Identify tech stack to build the product.

   - Document any third-party services or APIs. Use <u>BuiltWith</u> or <u>Wappalyzer</u>.

   - Discuss cost, scalability, and performance of the tech stack.

Evaluation Criteria

- Depth of analysis.

- Insightfulness and actionable suggestions.

- Clarity in presentation, including the use of visual aids.

Submission

- A detailed report in PDF format.

- Incorporate diagrams, flowcharts, and screenshots.

- Cite all sources.