Product Management Project 3

Due 1:00 pm, Thursday, Nov. 7th (Canvas): PDF, as many pages as necessary

Project Client

Google's Mission
Our mission is to organize the world's information and make it universally accessible and useful.

Current Product Description
Google Maps helps over 1 billion people navigate, search and explore the world around them every day.

Product Origin Story
Google Maps was launched in 2005 for web and mobile after seeing that many people were searching on Google for location based questions. Since then, Google has expanded maps to enabling users to review places, see the world through street view and provide turn by turn navigation using augmented reality. Maps can be run on any browser and has native mobile apps for Android and iOS.

Proposed Product Prompt
When looking at the goal of providing great search and navigation to the entire planet, making sure we have accurate data across the world is extremely important. Most people search for places, addresses and politicals such as neighborhoods and towns.

The primary user problem that we've identified with headroom for improvement is that the hours of operation for a business are inaccurate.

Project Deliverable

Company & Product Assessment (200 points)

In addition to the findings from your user research, cite content covered in class lectures as well as from readings assigned in class to support your arguments.

- Company Vision Statement (10 points)
- Company Assessment & Competitive Analysis (40 points)
- Product Assessment Using HEART Framework (40 points)
- OKR Selection & Rationale (20 points)
- Personas (50 points)
- User Stories (20 points)
- Presentation (20 points)
  - Company Vision Statement
  - Research Findings with Recommendations
  - Company Assessment & Competitive Analysis
  - Product Vision
  - Product Assessment Using Value Proposition Canvas
  - Personas & User Stories
  - Top 5 Features (Description of Feature, Benefits, and Targeted Persona(s))
  - Future Vision for Product (Long-term Improvements)