# Product Management Portfolio

- Prepared by Emmanuel Afolabi

# Professional Background

Emmanuel Afolabi has worked in the Financial Services and Banking industry for 5 years, gaining experience in Banking, Capital Market and Investment.

A user-centric product manager who has excellent problem-solving skills and great at identifying opportunities that maximize revenue, with years of experience in developing customer requirements/pain-points into products and features that are valuable, innovative and successful.

I am passionate about building the best products and experiences for users and brands.

# Abstract

The main objective of this report is to give a detailed documentation to how a Product Manger identifies the customer need and the larger business objectives that a product or feature will fulfill, articulates what success looks like for a product, and rallies a team to turn that vision into a reality.

We were given a task to create an hypothetical online car platform for Amazon. In other to build this product, validation was done to confirm the market needs, market competition, market size, understand customer needs and to know if our solution is right or not.

This portfolio analysed the car buying process,common user experiences and difficulties along the user journey, customer problem and risk importance, MVP strategy, prioritization with the Moscow's method, user stories, needs and features, T-shirt framework ranking and Value Effort ranking, managing stakeholders and working effectively with other members of the product team, learning the Agile values and methodology to deliver working software product.

In conclusion, different metrics for defining success were documented with ways to measure them. I was able to deduce from this report that the value proposition that the features of the Amazon Cars offers is viable and solves customer's pain-points in the buying process and enhances a positive experience overall which will lead to traction, increase in customers, overall sales and revenue for the company.

# Portfolio Outline

**Table of Contents** **Pg. No.**

# Problem Statement

For [middle class income earners] who have [the need to purchase a vehicle]

[Amazon Cars] is an [online car dealership]

That [partner allows you to weigh different car purchase options - new and used cars online]

Unlike [other car retailers], Amazon Cars is [more trustworthy, cheaper, and a one stop shop for purchase]

We'll know this is true when [new and used vehicles are purchased through Amazon Cars more often than its competitors]

# Assumption Mapping

*Identifying Assumptions:*

- How big is the market of people who live in urban cities?
- Is there a large enough market for people who want to buy a car?
- Do people want to buy a car online? Do people want to see different options together?
- Would people trust and buy from Amazon?
- How can we measure this?

# Risk Importance Graph

How much do I know about it?

0 - Unknown

10 - Importance

Large enough market for people who need to buy a Car?

How big is ‘people who live in Urban Cities’ market

Do people want to get it all in one place; buying?

Large enough market for people who need to buy a Car?

How can we measure this?

Do people want to buy cars online?

Would people trust and buy from Amazon

Do they want to see different options together

If we get this wrong, how likely will we fail

# Market Validation

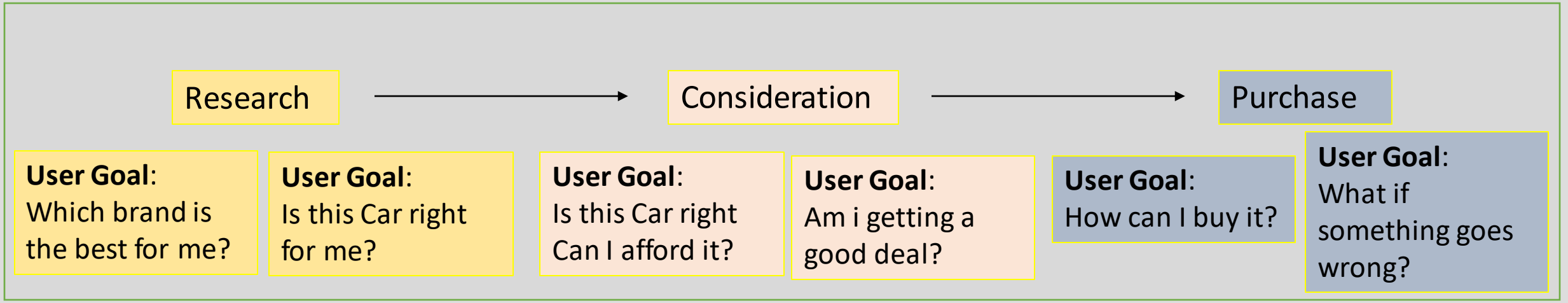
- **Demographic:** salaried or self-employed, middle class, between the ages of 28-50
- **Geographic:** Residing in metro cities
- **Psychographic:** people who shop online for expensive products, value price transparency and custom recommendations and digital payments
- **Behavioral:** people who use ride-sharing apps to travel, like driving, travel for work

- The global online car buying market was valued at $237.93 billion in 2020 and is projected to reach $722.79 billion by 2030, registering a CAGR of 12.2% from 2021 to 2030. (Source)
- The market size, measured by revenue, of the Online Car Dealers industry, is $38.1bn in 2022. It has grown by 4.3% per year on average between 2017 and 2022. (Source)

# User Interviews

| | Interviewee 1 | Interviewee 2 | Interviewee 3 |
|---|---|---|---|
| Why did you decide to buy a Car? | Live in the suburbs, easier to go to work, easier to move around with Kids. | Married couple – easy to manage, covid limited public transportation, groceries in bulk, weather – raining season, relatives that live far away | Getting around is easier |
| Did you check cars online to find options or did you go to a dealership? How did you find that experience? Why did you select the model that you selected? | Online. The best option because you see all the specs and filter options. They knew what they wanted so online is better. | Both – General check online on understand budget, narrowed down the options and went to see the options physically, Covid restrictions were annoying. | Know private sellers, easy and practical |
| Why did you select the model that you selected? | All wheel drive, low mileage, not too old, at most 5 yrs old, rear camera, space in the trunk, | Honda CRV – withstands use over time, maintenance cost is low, fuel consumption, spacious, durability. | Indifferent about make or model |
| Did you get your car financed or did you pay for it with cash? | Paid cash, to avoid debt and loan | Financed – through the bank. | Bought cash |
| Did you have the car inspected before you bought it? How did you find a mechanic? | Yes – self inspected, looking for a Car with no accident, certified dealer | Pre-owned but certified, | A friend checked it out, not a mechanic. |
| Did you experience any problems with the car you bought after you drove it for a while? | Carfax reported no accident, but there was a sticker indicating that the body was fixed. | | No issues after driving it for a while |
| How long did you decide to keep the car after you bought it? Why did you decide to get rid of it? | Accumulation of issues would influence maintenance costs. New car needed to be bigger because of the children | | 2-3 years. The car got vandalized. |

# Car-Buying Process User Journey




## Customer Needs

•**Research** - Needs to be convenient, need to have a wide source of options, need to filter options, need to speak to others in the process.

•**Price** & **Payment-** Need to search for competing prices to negotiate the final price of the car, need to check if they can afford the car.

•**Financing and Insuring** - Need to have Loan/financing and Insurance options, needs to be simple.

•**Inspection** - Need to verify car accident history and damages. Need to hire a mechanic, Needs to test drive the car

•**E-contracting** - Need to Sign documents virtually

•**Delivery** - Need to have the car delivered.

# MVP – Assumption and Success Criteria

| **Assumptions** | **Success Threshold** |
| --- | --- |
| Customers want financing and payment options when buying vehicles | 50% of respondents should validate this |
| Customers do not want to go into Car dealership – people want to buy cars online. | 90% of the respondents should validate this |
| Customers trust inspections handled by a Third Party | 70% of the respondents should validate this |

# Prototype Strategy and Finding Users

Amazon has a huge user base already who visit the Amazon.com website daily. We can find our target market to test the prototype by running ads on the product pages that are under the Automotive (car parts) category. Since Amazon is a big brand, they might consider running this experiment under a shadow brand and not promote it on Amazon.com, in that case, we can find users by:

- Tying up offline car dealerships and promoting it to their users
- Using specific Facebook groups
- Running Targeted ads on Google and Facebook

# User Stories

**Search Functionality**

As a car buyer I want to be able to see a range of cars that suit my needs so I can find the car best suited for me.

**Loan Calculator**

As a car buyer I want to be able to see how much money I can borrow so I can know what my budget should be.

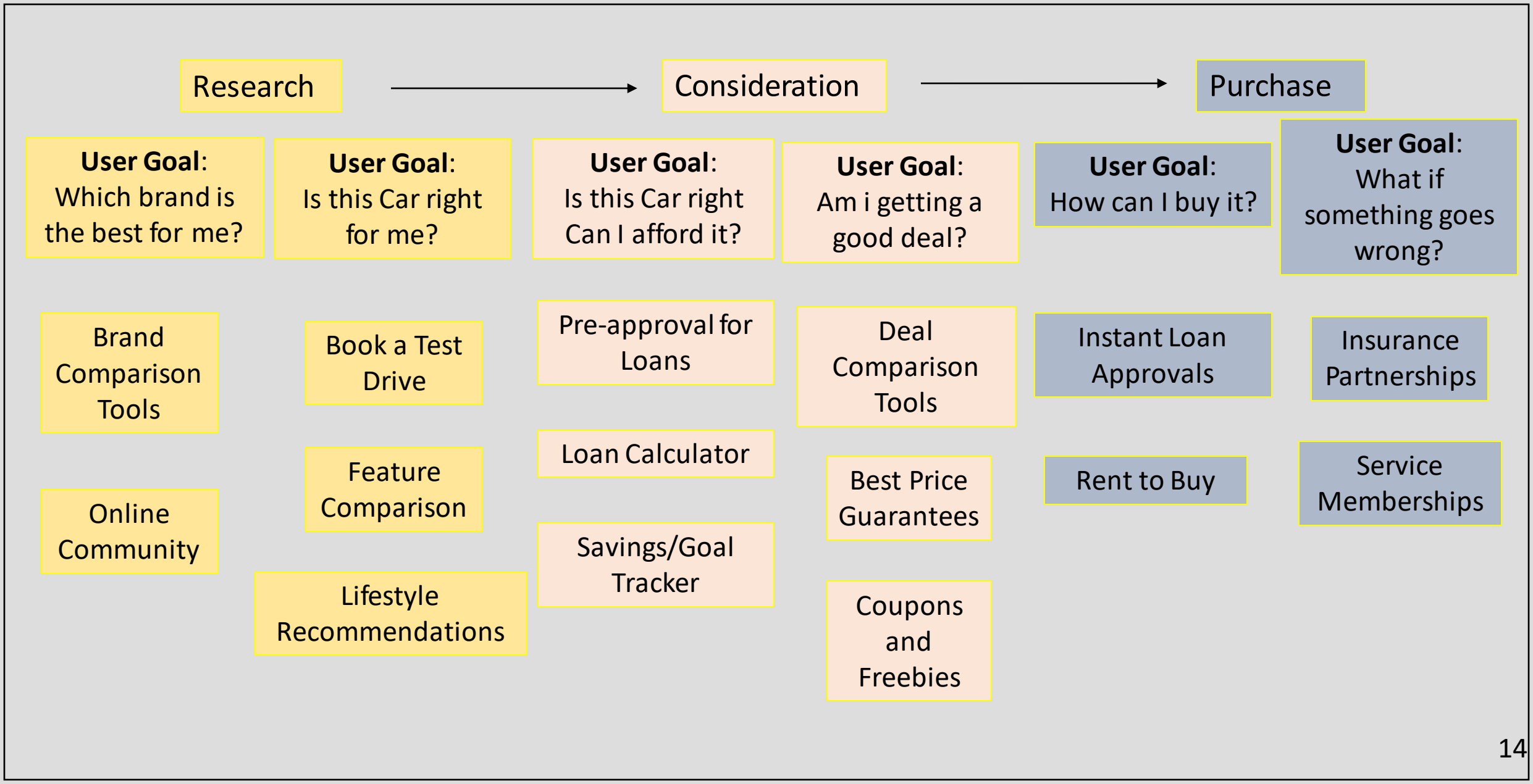
**Inspection**

As a car buyer I want to be able to have the car inspected so I can make sure it is in good condition.

**Dealer Reviews**

As a car buyer I want to be able to see the experience of past buyers so I can determine whether the dealer is trustworthy or not.

# Feature Ideas



# MSCW Framework on Features

| FEATURES | FEATURE PRIORITISATION WITH THE MOSCOW METHOD |
| --- | --- |
| Must Have | Features that must exist to purchase a Car |
| Should Have | Features that are important to the customer and they won't place an order without |
| Could Have | Features that will improve the customer experience |
| Won't Have | Features that are not needed for the first launch but can come later |

# Effort Estimation using T Shirt Size

Must:
- Detailed car view (M)
- Search (M)
- Loan calculator (S)
- Secure paperwork (M)

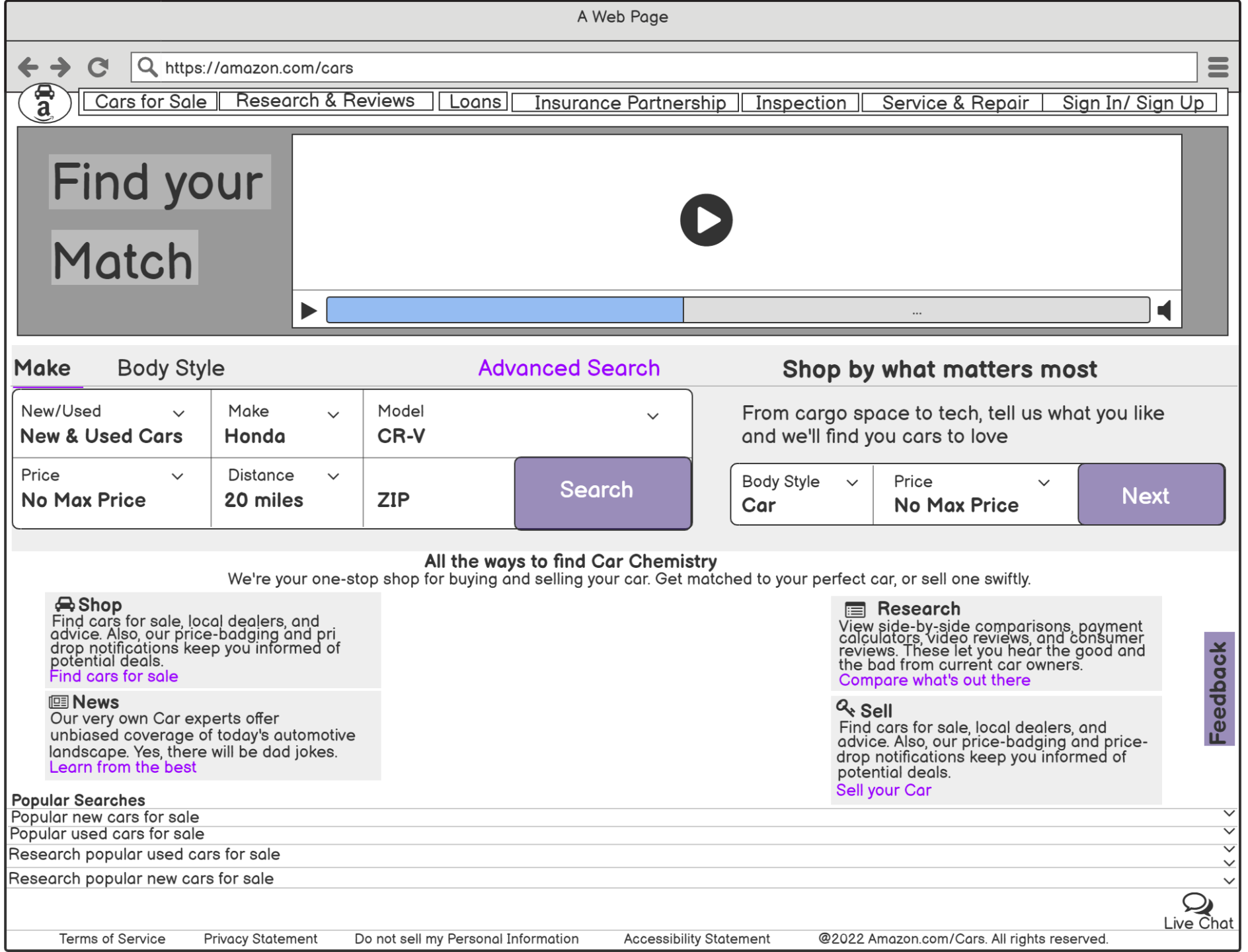
Could:
- Deal comparison (M)
- Loan options (M)
- Coupons / freebies (S)
- Recommended cars (L)
- Rent to buy (XL)

Should:
- Comparison tool (S)
- Reviews of the dealer (M)
- Review of the car (M)
- Price guarantee (S)
- Instant loan approval (L)
- Purchase Tracking (S)
- Test drive (S) 17

Won’t have:
- Insurance partnerships (M)
- Service memberships (M)

# Effort Value Map

| | | |
|---|---|---|
| **HIGH VALUE** | Detailed Car View M<br>Search M<br>Location Calculator S<br>Secure Paperwork M<br>Comparison Tool S<br>Price Guarantee S<br>Purchase Tracking S | Review of the dealer<br>Review of the Car |
| **LOW VALUE** | Deal Comparison M<br>Loan Options Comparison M<br>Coupons/Freebies S<br>Insurance Partnership S<br>Service Memberships S | Recommended Cars L |
| | **LOW EFFORT** | **HIGH EFFORT** |


A Web Page
https://amazon.com/cars
Cars for Sale
Research & Reviews
Loans
Insurance Partnership
Inspection
Service & Repair
Sign In/ Sign Up
Find your Match
Make
Body Style
Advanced Search
New/Used
New & Used Cars
Make
Honda
Model
CR-V
Price
No Max Price
Distance
20 miles
ZIP
Search
Shop by what matters most
From cargo space to tech, tell us what you like and we'll find you cars to love
Body Style
Car
Price
No Max Price
Next
All the ways to find Car Chemistry
We're your one-stop shop for buying and selling your car. Get matched to your perfect car, or sell one swiftly.
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Find cars for sale, local dealers, and advice. Also, our price-badging and pri drop notifications keep you informed of potential deals.
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Sell
Find cars for sale, local dealers, and advice. Also, our price-badging and price-drop notifications keep you informed of potential deals.
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Feedback
Popular Searches
Popular new cars for sale
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- Thank You