

Amazon Video

Developing the product

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Create Project Blueprint

Coordination Activities Map

Purpose <i>Conveys the scope of</i>	What is the task? <i>Based on the purpose, select the appropriate</i>	Who is the task owner? <i>Does the following to finish task:</i>	Whose involvement is needed to accomplish the task ?	What is their role? <i>Select the stakeholder's role from the</i>	By when, does the task need to be completed?
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of Contributors)	Set a target week
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise)	
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise)	
			Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Get feedback on previously identified legal areas to update. e.g Terms of Use and Setup meeting to review MVP scope and identify possible legal updates. e.g Terms of	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise)	Set a target week
			Legal and Compliance	Contributors (Consulted for their opinions or expertise)	Before project's sprint 0 starts
Incorporate stakeholders Initiate and maintain feedback loop	Setup meeting to share MVP scope and walk-through design to gather feedback	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
	Identify the support material that needs to be prepared and targeted timelines to align	Product Manager	All except Legal and Compliance	Contributors (Consulted for their opinions or expertise)	Before project's sprint 0 starts
Plan development work	Setup solution feasibility discussions to understand the work involved/identify critical spike and engineering design work to complete prior to	Product Manager Engineering Lead	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Manage product/feature	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Setup analytics tracking	Create a project-specific communication channel (in Slack etc) to share insights from	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Prepare for every sprint	Review analytics tracking requirements	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Create tickets for each sprint based on the analytics tracking requirements	Customer Service			
	Finalize user-stories and design to add for each sprint	Product Manager			
Coordinate product/feature launch	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Contributors (Consulted for their opinions or expertise)	Before project's last sprint ends
	Identify the support material that needs to be prepared and targeted timelines to align	Customer Service	Product Manager	Informed (No authority over the decisions and Contributors)	Ongoing activity
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Contributors (Consulted for their opinions or expertise)	Ongoing activity
Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise)	Before project's last sprint ends
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise)	
			Head of Product	Approver (Has the final say on a specific aspect of Contributors)	

Plan for Sprint Meeting

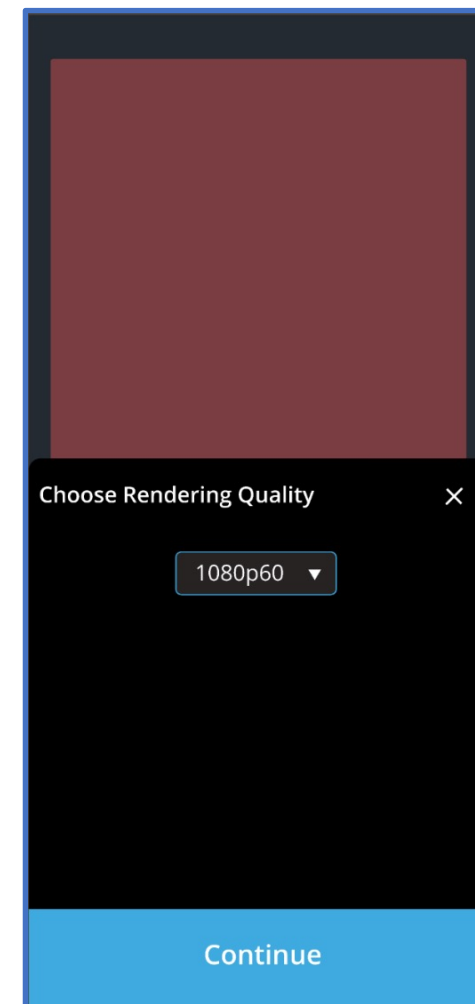
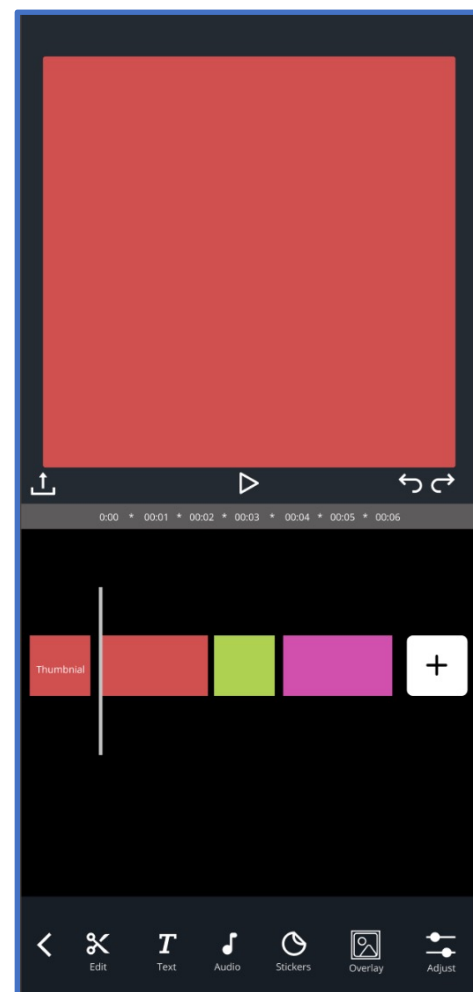
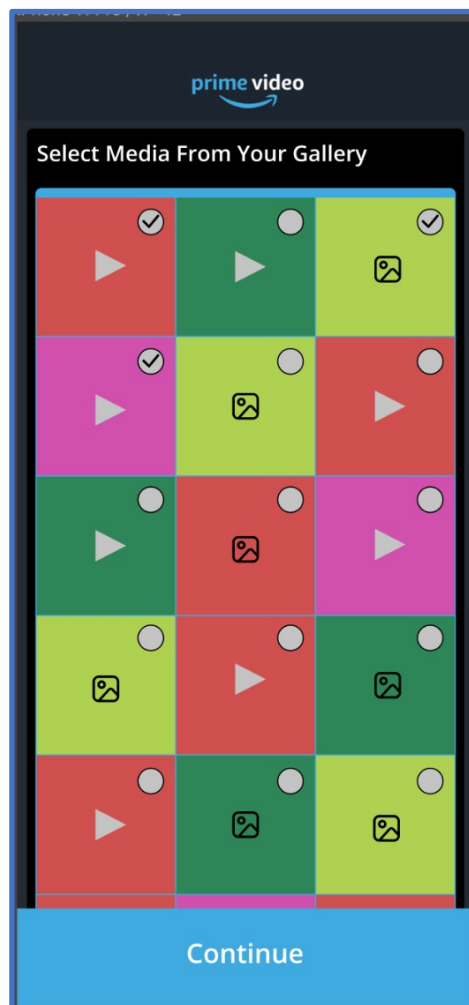
Sprint Planning Meeting Preparation

Sprint Goal	
Enable content creators to self-publish their videos, while maintaining the ability to montage it before publishing.	
Sprint Backlog (list the prioritized user-stories from the product backlog)	
1	As a content creator, I want to easily montage my videos so that I focus on the content itself.
2	As a content creator, I want to see my videos analytics, so that I get helpful insights
3	As a content creator, I want my videos to reach my targeted audience, so that it has more impact
4	As a viewer, I want to see what is best rated videos, so that I can enjoy good content
5	As a viewer, I want to search the videos with key terms, so that I get what I want.
Sprint Prioritization Logic	
<ul style="list-style-type: none">- To get a functional MVP that implements the main features.- The focus is on the creator, because the success of the creators will lead to the success of the platform	

User Story 1

User Story	As a content creator, I want to easily montage my videos so that I focus on the content itself.
Design	(Next Slide)
Acceptance Criteria	<ul style="list-style-type: none">- user add photos and videos before editing- User then can merge, split, add effects, sounds etc..- The user choose quality, then video gets rendered and published
Assumptions	<p>There will be sensitive content filtration</p> <p>The app will be responsive and adaptive</p>

Montaging Video Design



User Story 2

User Story	As a content creator, I want to see my videos analytics, so that I get helpful insights
Design	*design not available
Acceptance Criteria	<ul style="list-style-type: none">- The user opens his dashboard- He then can display overview of the analytics- User then can drill-down or roll-up
Assumptions	demographics of user will be collected There will be no link to users' identity (anonymity)

Decoding API Documentation

Amazon Video Project

Based on the API documentation how would you update your solution and design?	<p>The uploading progress must continue even if the app is in the background</p> <p>We will use the resource link to enable the publisher to convert the link and save it as a video to share it as a teaser</p>
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	<p>SOAP APIs will be no longer be supported for future features, are we using SOAP or REST?</p> <p>Since it only uploads full files, what will happen if the user connection is lost during the uploading? Will the whole progress fail or there is a workaround?</p>

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	<ul style="list-style-type: none">- Since it is critical issue, change the issue priority to high. it needs to be addressed directly because landing screen fast load is crucial, because it is the first screen, and this might affect the overall experience.- Ask QA: Does this bug happen all the time?- Personally check the bug
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">- <i>Add the issue to the sprint backlog</i>- <i>Notify scrum team members on slack</i>- <i>Determine whether it is front-end or server-side issue by asking developers</i>- <i>Raise the issue in the daily stand-up</i>
Would you take additional steps ?	

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	<p>This is a minor bug and shall not be prioritized</p> <ul style="list-style-type: none">- It does not affect any function- The page is rarely visited
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	<ul style="list-style-type: none">- Change the ticket priority to 4- Inform Customer Services the rational

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	Unable to log in is a huge problem and it will certainly impact the customer satisfaction, this is a critical issue since it prevents user from using the app functions and raising the volume of calls to customer service.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">- Add the ticket to the sprint backlog [P = 1]- Inform the sprint team on slack
Sample Email Response	<p>Good Afternoon [Customer Service Manager], I hope you are doing well.</p> <p>I received your feedback, me and my team apologies for such issue, and it is now highly prioritized and will be fixed as soon as possible. I will inform you with the updates later.</p> <p>Thank you for your cooperation.</p>

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

Respond to CEO or GM's request via email

Assessment and result	<ul style="list-style-type: none">- The main functionality would reach 85% by the end of the sprint- The demo could have bugs and issues but that is ok- Creating testing account is simple
Sample Email Response	<p>Hello [General Manager], I hope this email finds you well.</p> <p>I am writing to inform you that your request of having a demo will be fulfilled, and we are happy to share it with you. Note that the features are 65% implemented, we are still working on it and the team is testing and verifying the bugs to ensure the app quality. However, the QA team has prepared the testing environment so you can test the demo.</p> <p>The test account credentials is attached, I have also attached an onboarding video so that the picture is clear.</p> <p>Thank you for understanding and have a nice day.</p>

Step-in and guide the scrum team at stand up

Video Response

[link](#)

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">- Request QA member from QA head- Discuss testing importance for some features (on order to unblock of not necessary)
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">- Describe the importance of the features that are pending and see which features across all projects are the most important
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Head of Product, Head of QA
	<p>If It was negotiated, inform the stakeholders that the features are tested. the product will go live meeting the project schedule.</p> <p>If not, inform the stakeholders that the project cannot align with the schedule and there will be some delays due to resource constraints, and the new schedule will be provided.</p>

How would you handle stakeholder feedback?

Feedback Assessment	Why do think notification is important?
Video Response	Link