Structured Thinking of Product Managers :
Tech Venture Capital Apps

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INTRODUCTION

As Product Managers, we must know how to assess the Value Proposition of a product. A useful way of looking at the Value Proposition of a product is to imagine that the customer has a series of "jobs" to be performed in their lives, and that your product can help by performing one or more of those jobs for them. In addition, as Product Managers, we must also be able to make the right decisions so that the company objectives can be achieved.

In this case study, we will learn how to apply the JTBD (Jobs-To-Be-Done) Framework and RACI (Responsible, Accountable, Consulted, Informed) Framework as a Product Manager.

1. You have to provide your answer in slides. We'd like to point out that how you present the answer matters to us.
2. Answer the questions and problems below to the best of your ability.
3. You may use any outside resources necessary to help in your answer.

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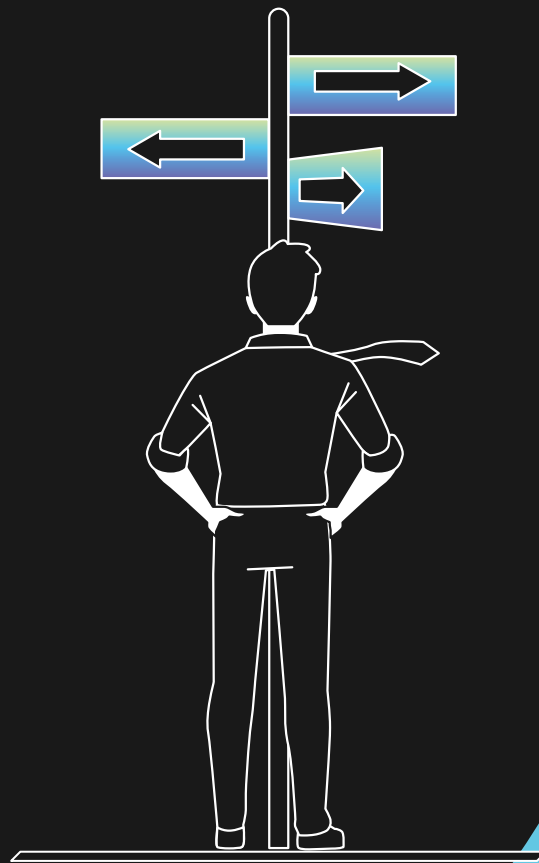
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RACI Framework

Answer Key

Using Jobs to be Done framework to identify
customers' problem

Study Case

Simulation: Using Jobs to be Done framework to identify customers' problem

Imagine that you are the founder of Tech Venture Capital Apps called "VENTURA" , *a marketplace that connects startup founders and entrepreneur with experts who can advise, motivate, and inspire them.*

When you started the company back, you are very keen on conducting customer interviews, before getting into Customer Jobs. You initially asked questions like, "How would you feel if you could no longer use this apps?" or "How can we improve our apps?" But those questions had their limitations. You needed to understand his customers' motivations.

Look at what happened once you applied the JTBD framework.

Customer Interview Prep

Simulation: Using Jobs to be Done framework to identify customers' problem

Contrast

Have customers set aside a budget for using VENTURA or some other solution?

If you could no longer use VENTURA, what would you use instead?

What other solution did you try before deciding on VENTURA?

What do customers see as competition to VENTURA?

Context

What did they do with their day after using VENTURA?

What would they spend their money on if they didn't spend it on VENTURA?

What was their day like before using VENTURA?

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Customer Responses

Simulation: Using Jobs to be Done framework to identify customers' problem

"I've joined entrepreneur groups before"

"Before Clarity I hired an individual advisor"

"It's hard to actually meet people on LinkedIn"

Entrepreneurs seeking advice value the messengger

"If I can't go to a conference I use VENTURA"

"I've spent money on countless events"

Categorising Insights

Simulation: Using Jobs to be Done framework to identify customers' problem

For more details, you can view here:
https://miro.com/app/board/uXjVPwDNFLg=/?share_link_id=726752234529

Functional

Before ending up with **VENTURA**, customers had tried solutions such as joining entrepreneur groups

VENTURA to some is an alternative to attending a conference

Emotional

Entrepreneurs seeking advice value the messengger more than the message

Meeting the "right" person fulfills the purpose

"It feels good to hear about someone who's made it"

Identifying Customer Jobs

Simulation: Using Jobs to be Done framework to identify customers' problem

|		
Find inspiration for entrepreneurship	Find venture opportunities	Meet high ranking or famous professionals
Recieve professional advice for entrepreneurship	Find an Entrepreneurship Events	Become successful

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https://miro.com/app/board/uXjVPwDNFLg=/?share_link_id=726752234529

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Potential Matrix

Simulation: Using Jobs to be
Done framework to identify
customers' problem

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Grow

Evolve

Get inspired by successful people

Meet high ranking or famous professionals

Find venture opportunities
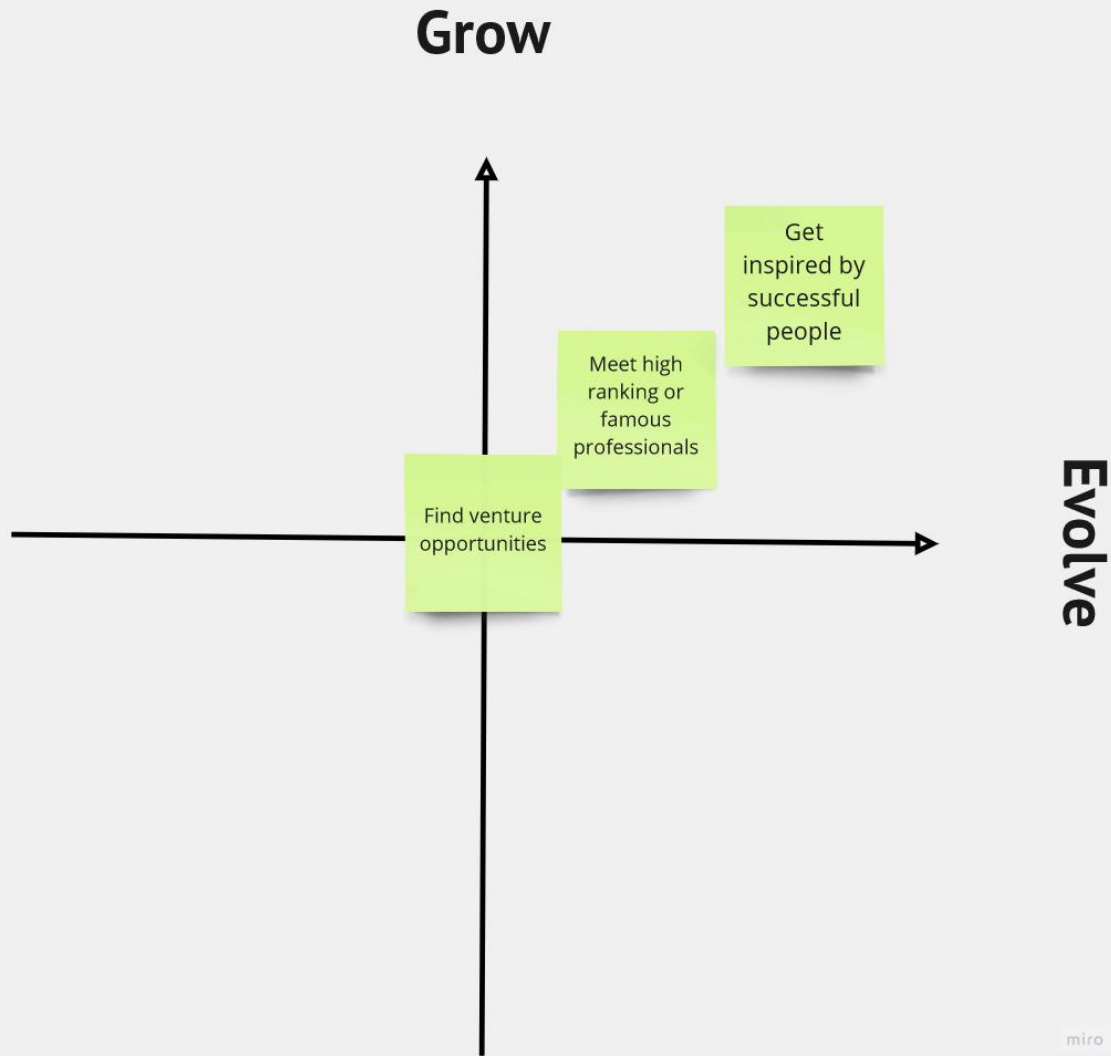
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Results

Simulation: Using Jobs to be Done framework to identify customers' problem

WHEN I feel like I'm in a "profesional slump" **I WANT TO** get inspirations from a particular person **SO I CAN** make their success rub off on me too
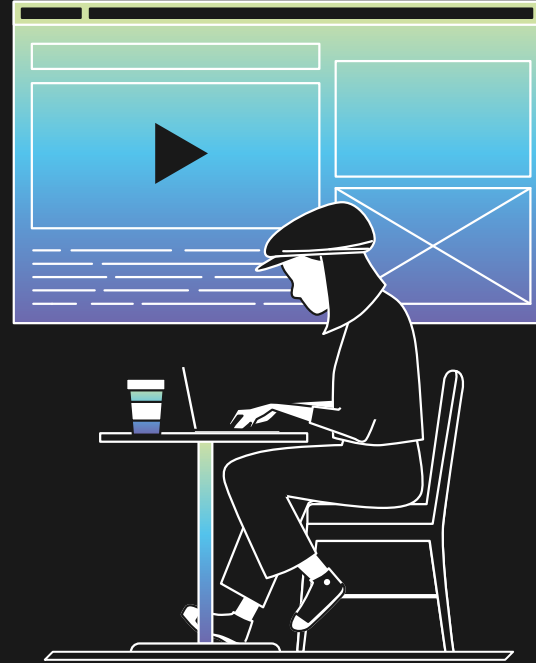
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For more details, you can view here:
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Answer Key

Use RACI Framework to make decisions

Study Case

Simulation: Use RACI Framework to make decisions

Imagine that you are the founder of **Tech Venture Capital Apps called "VENTURA"**, a marketplace that connects startup founders and entrepreneur with experts who can advise, motivate, and inspire them. You will update the homepage on your apps. The product stakeholders consist of:

- Copywriter Team
- UI/UX Designer
- Product Manager
- Front End Web Developer
- Back End Web Developer

You want to create RACI charts for five tasks and their final results:

- Update homepage CTA
- Updating customer stories on the homepage
- Updating videos on the home page
- Increase the loading speed of the home page
- Updating web page design

RACI : Redesign Homepage

	Copywriter Team	UI/UX Designer	Product Manager	Front End Web Developer	Back End Web Developer
Update homepage CTA	R	I	C	A	A
Updating customer stories on the homepage	R	I	C	A	A
Updating videos on the home page	I	R	C	A	A
Increase the loading speed of the home page	I	I	C	R	A
Updating web page design	I	R	C	A	A

Responsible, Accountable, Consulted, Informed

THANKS!

Do you have any questions?
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