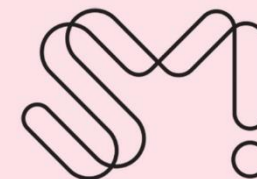




UNIVERSAL MUSIC GROUP



**RevoU**  
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SM  
ENTERTAINMENT

# Solution Prioritization : Music Streaming Platform

Prepared by : **Febe Jovita**

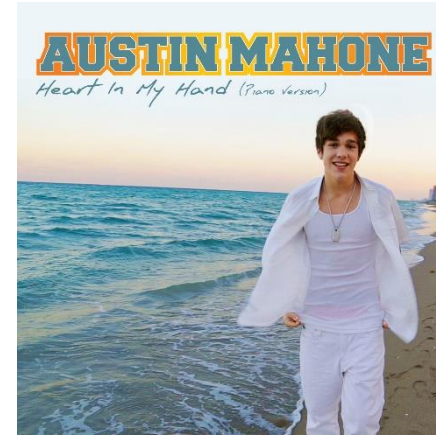


**AQUARIUS**  
**MUSIKINDO**



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**TAYLOR SWIFT**  
**THE ERAS TOUR**

Presented By  
**Capital One**

TAYLOR SWIFT  
TOURING







# Case

Imagine that you are working as a Product Manager in a new startup with the product of a music streaming platform. There are few competitors in the market already such as Spotify, Joox, Noice, Shazam, etc. The company's mission is to aim for sustainable growth by providing music creators a platform to sell their music and also their merchandise.

Here are two ideas that you, as a product manager, need to prioritize:

Solution / Ideas	Description
Ticket booking with the Artist concert (A)	In our app, our users can buy their lovely artist ticket concert easily. By enabling ticket booking in our app. It is estimated to increase our revenue to extra \$5,000 USD per month.
Merchandise Shopping (B)	User only can listen to their artist songs to contribute to the artist. We want to provide merchandise shopping in our app to deliver bigger opportunities to both parties. It expected to increase our revenue from extra \$2,000 USD per month. The revenue stream came from 2% fee from selling the merchandise.



# Kano Model Prioritization Framework

1. **Categorize** - interview users on the features in the backlog using the Kano survey

How would you feel if iCream...	I like it	I expect it	I am neutral	I can tolerate it	I dislike it
had Ticket booking with the Artist concert as a feature?	<input checked="" type="checkbox"/>				
doesn't have Ticket booking with the Artist concert as a feature?			<input checked="" type="checkbox"/>		
had Merchandise Shopping as a feature?	<input checked="" type="checkbox"/>				
doesn't have Merchandise Shopping as a feature?			<input checked="" type="checkbox"/>		

Analyze the interview results based on the Kano Questionnaire

Feature	Functional	+	Dysfunctional	Category
Ticket booking with the Artist concert	I like it		I am neutral	Excitement (Attractive)
Merchandise Shopping	I like it		I am neutral	Excitement (Attractive)

Note : Assume all the initiatives could be finished in 4 weeks by the engineer team.





# Kano Model Prioritization Framework

## 2. Rough Prioritization Based on Group

### Feature List:

#### Attractive/Excitement

1. Ticket booking with the Artist concert
2. Merchandise Shopping

## 3. Align and Decide

feature	kano category	fit with strategy	effort needed	other considerations	total score
Ticket booking with the Artist concert	attractive - 2	great fit - 3	complex - 1	none - 1	6
Merchandise Shopping	attractive - 2	ok - 2	complex - 1	none - 1	4

So as a product manager, we need to prioritize make feature **Ticket booking with the Artist concert**.

Note : Assume all the initiatives could be finished in 4 weeks by the engineer team.



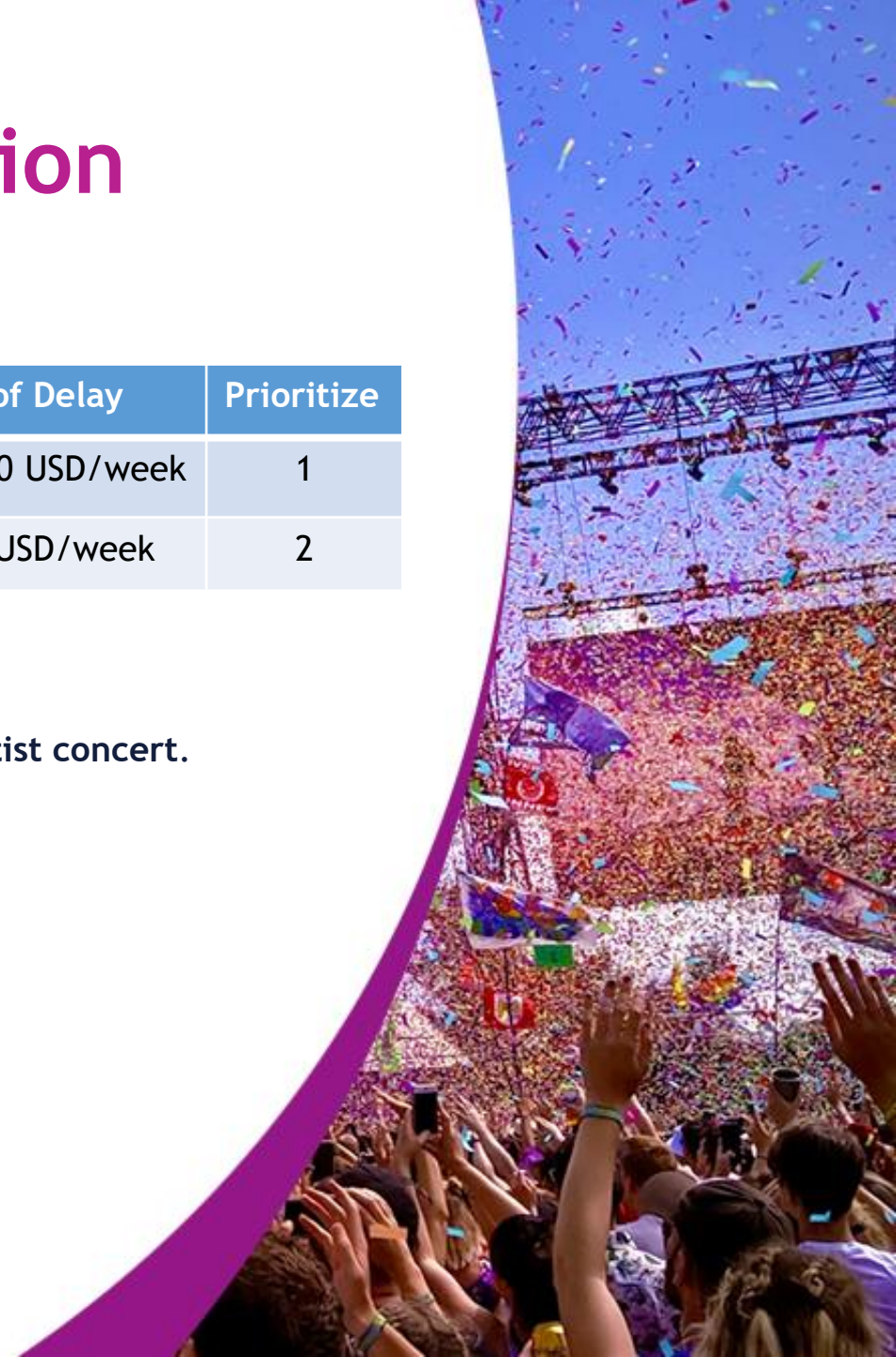
# Cost of Delay Divided by Duration Prioritization Framework

Feature	Estimated Extra Revenue	Duration	Cost of Delay	Prioritize
Ticket booking with the Artist concert (A)	\$5,000 USD per month	4 Weeks	\$1,250 USD/week	1
Merchandise Shopping (B)	\$2,000 USD per month	4 Weeks	\$500 USD/week	2

1. We will lose \$1,250 USD/week if we delay making feature 'A'

2. We will lose \$500 USD/week if we delay making feature 'B'

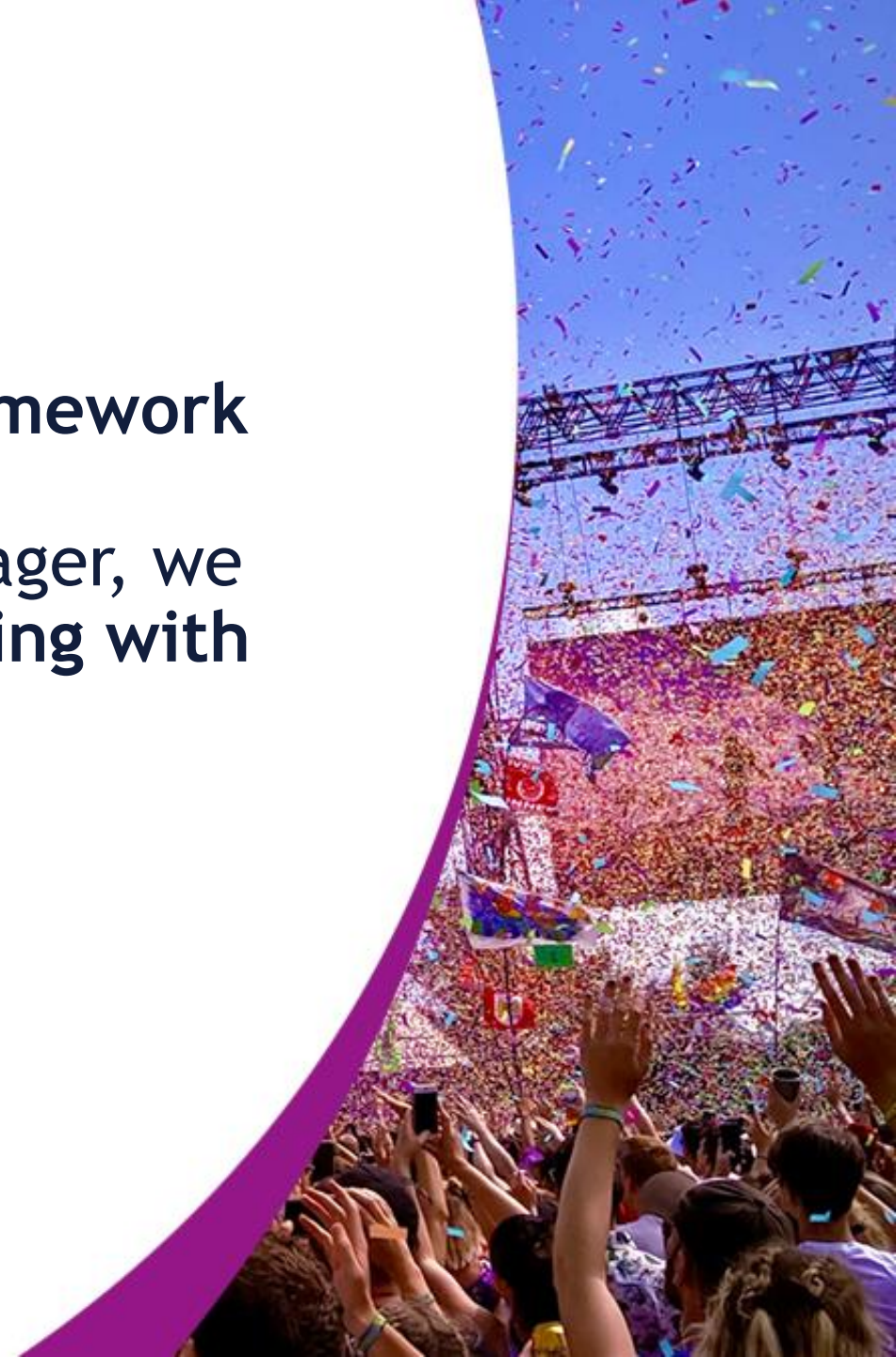
So as a product manager, we need to prioritize make feature **Ticket booking with the Artist concert**.





# Conclusion

Based on The Kano Model Prioritization Framework and The Cost of Delay Divided by Duration Prioritization Framework as a product manager, we need to prioritize make feature **Ticket booking with the Artist concert.**





# Thank You

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