

Associate Product Management Assignment

India Today Group

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Problem Statement

Customers seeking personalized consultation in any domain find it challenging to connect to the freelancing consultants. As a result neither the customers nor the freelancers are able to obtain the intended outcomes.

Comprehensive research

Target market - Generic Freelance Consulting

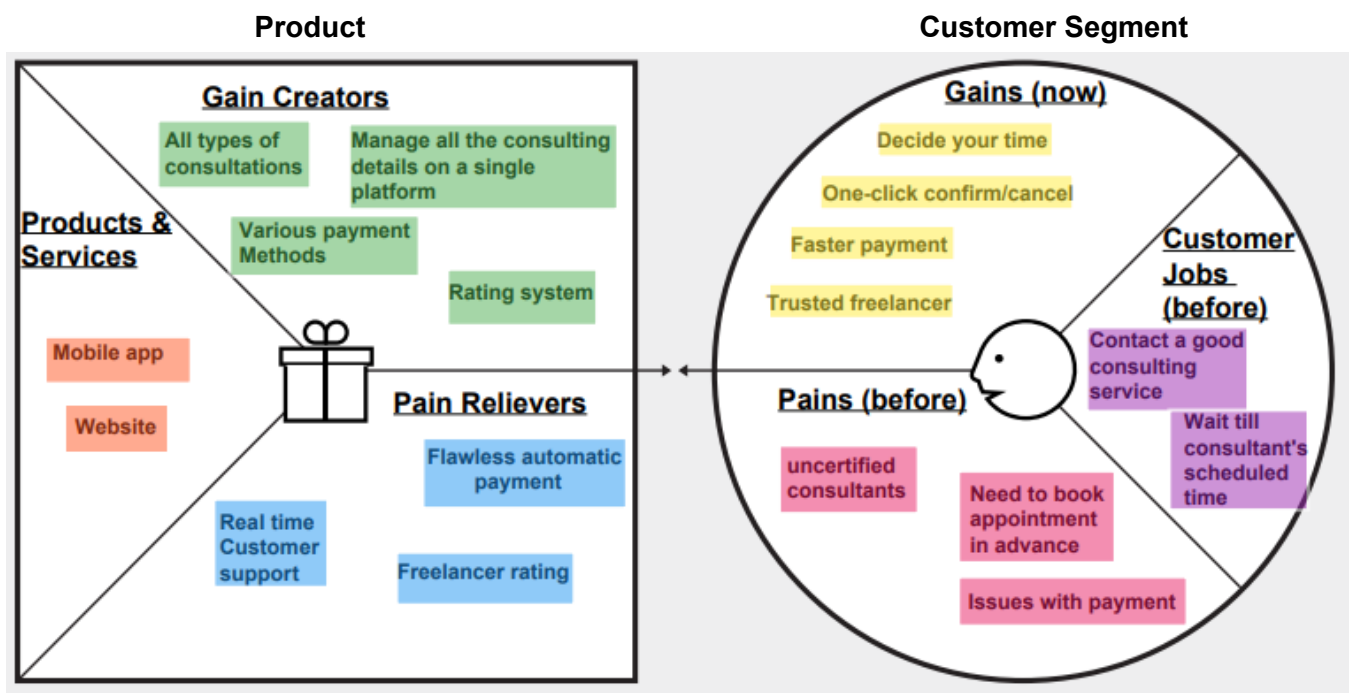
Who are the people who face the problem?
freelance consultants and potential customers.

Value proposition

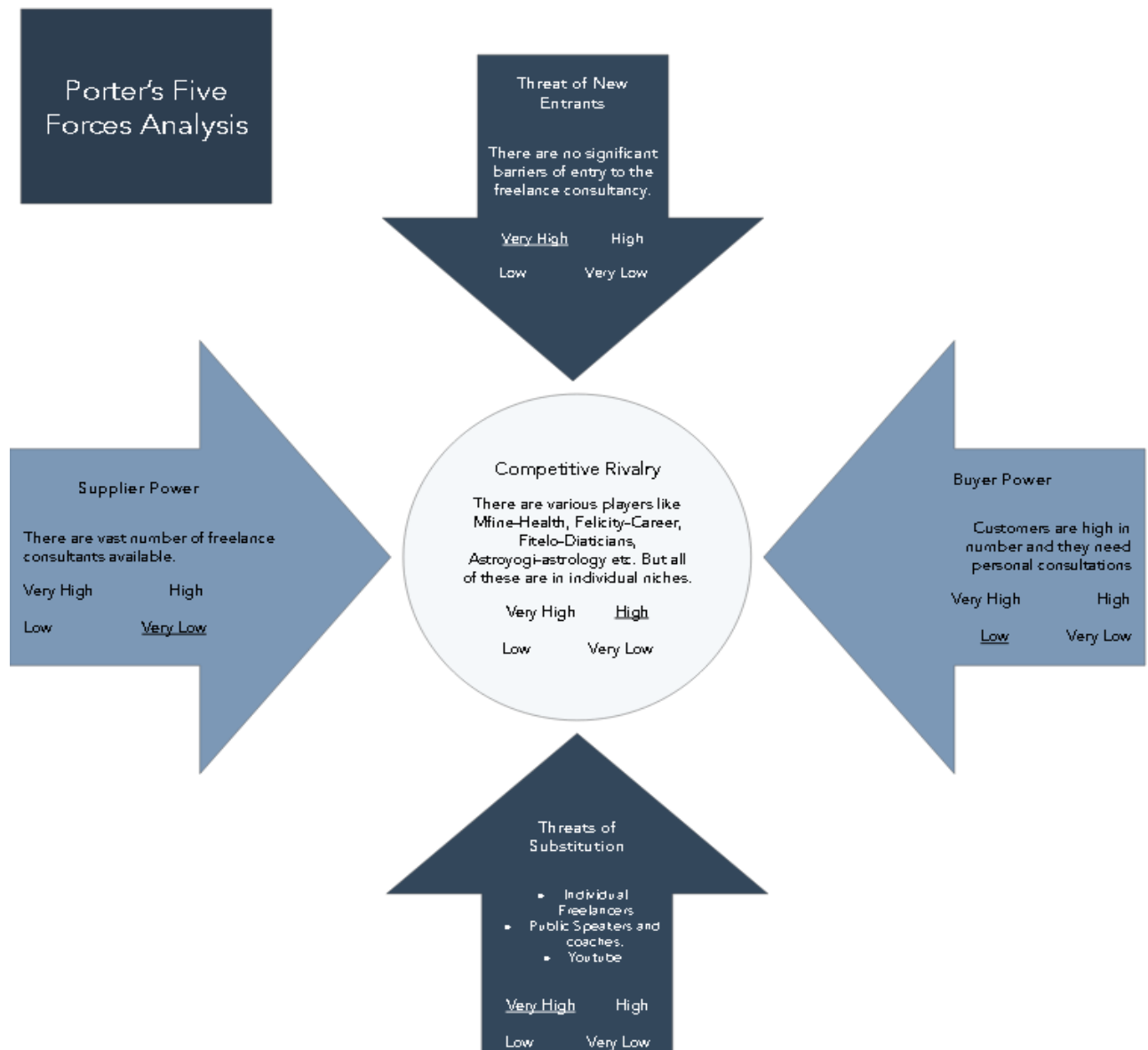
Our Product provides an online consultation platform to customers and freelancers in a structured environment with a highly professional voice helping them to connect with each other effectively.

x-factor: We make effective freelance consulting a regular thing.

Understand our customers:



Understanding the Market:



Competitive Landscape

Major Competitors	M fine, TATAHealth	Felicity. care	fitelo	Astroyogi	Rocket health	Our Product
Target Market	Healthcare consulting	Career consulting	Dietician consulting	Astrology consulting	Psychology consulting	All types of consulting
Product	App	Website	App + site	App	App + site	App

Our Competitive advantage

Main focus on providing various types of freelance consulting services on a single platform..

SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none">• Live face to face consultation.• Enables freelancers to get clients faster.• Our app deals in providing consulting in various niches.• Less competition between freelance consultants to get clients.	<ul style="list-style-type: none">• New established business.• Freelancer marketplaces are already available.
Opportunities	Threats
<ul style="list-style-type: none">• We can provide a pricing structure for freelancers with standardized pricing plans.• We can diversify our revenue streams geographically.• People are more interested in personal consultations.	<ul style="list-style-type: none">• Freelancing and online marketplace business models are replicable with newer technology and availability of resources.• Various competitors with high market share in various niches.

Identifying MVP Features and Prioritization

Product Vision

Building an online platform to connect freelance consultants around the world with potential customers for quality consultations.

Backlog Items : Features that can be included in the platform.

Signup/sign in - Consultant
Manage Service
order management
seo module
coupons and discounts
Signup/sign in - User
Find consultant
evaluate consultant
cart management
chat with consultant

Meeting
payments
Cancel booking
reward points
Add Review

Backlog Prioritization for MVP: MOSCOW Approach

Signup/sign in - Consultant	Must have
Manage Service	Should have
order management	Could have
seo module	Will not have
coupons and discounts	Will not have
Signup/sign in - User	Must have
Find consultant	Must have
evaluate consultant	Should have
cart management	Could have
chat with consultant	Could have
Meeting	Must have
payments	Must have
Cancel booking	Should have
reward points	Will not have
Add Review	Could have

MVP Approach Selection

We will move forward with a “working software” MVP.

1) Here Customers simply sign up into the platform, find a desired consultant, then book a consultant, make payment and can join the meeting.

2) The Freelancer consultants can sign up, add information about various services offered by him, and manage their services.

Success Criteria Identification

Key metrics

We will track the following metrics to measure the success of the MVP

1) Customer Feedback

It is extremely actionable.

Here we can interview our customers for qualitative feedback.

2) Net Promoter Score (NPS)

3) Activation

It is about how good the first user experience is.

If the number of sign ups are growing this means that our MVP is doing well.

New customers will bring the revenue as well as new user stories to improve the product.

If new users do not come,

This can be due to either a poor user experience or a problem with our marketing campaigns

4) Active users (Monthly active users and Daily active users).

If daily active user metric goes up it means that the product has high user engagement

If it is low then we need to increase user engagement.

5) MRR - monthly recurring revenue.

6) CAC - customer acquisition cost

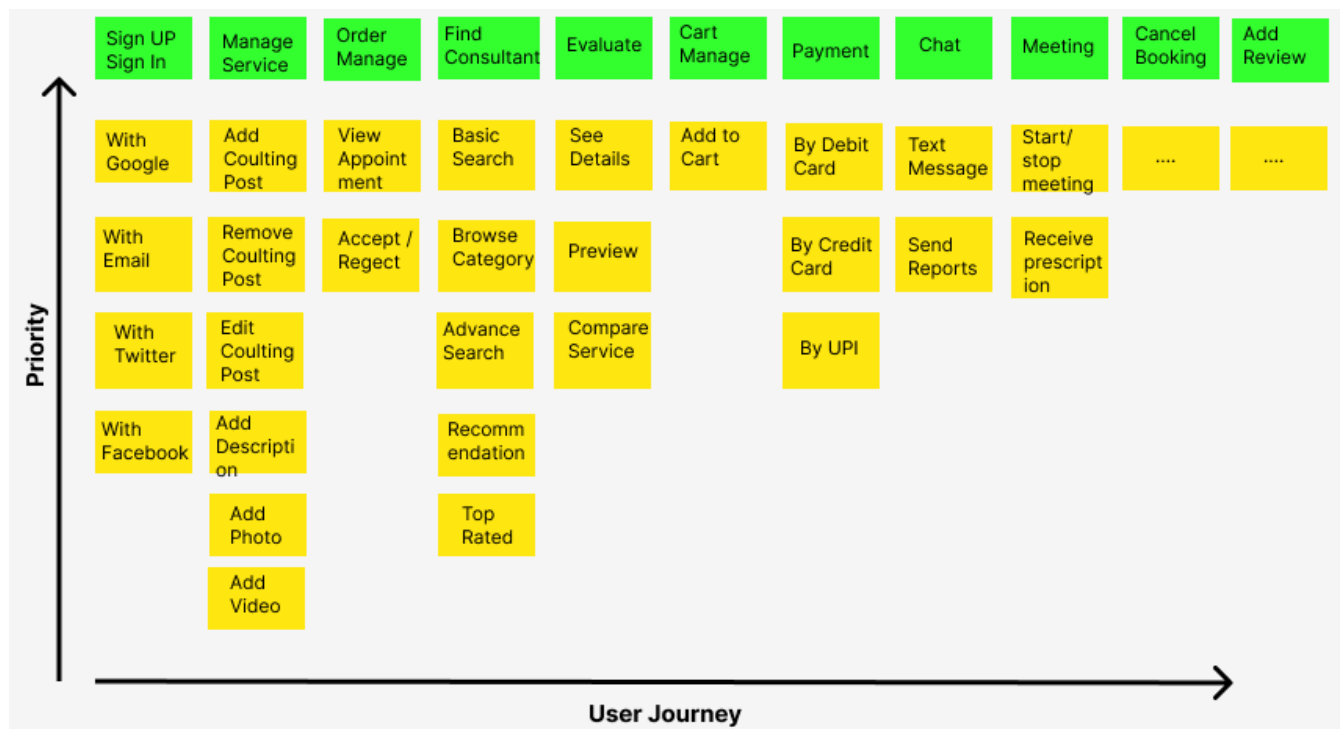
7) ARPU - average revenue per user

Story Mapping and MVP Identification

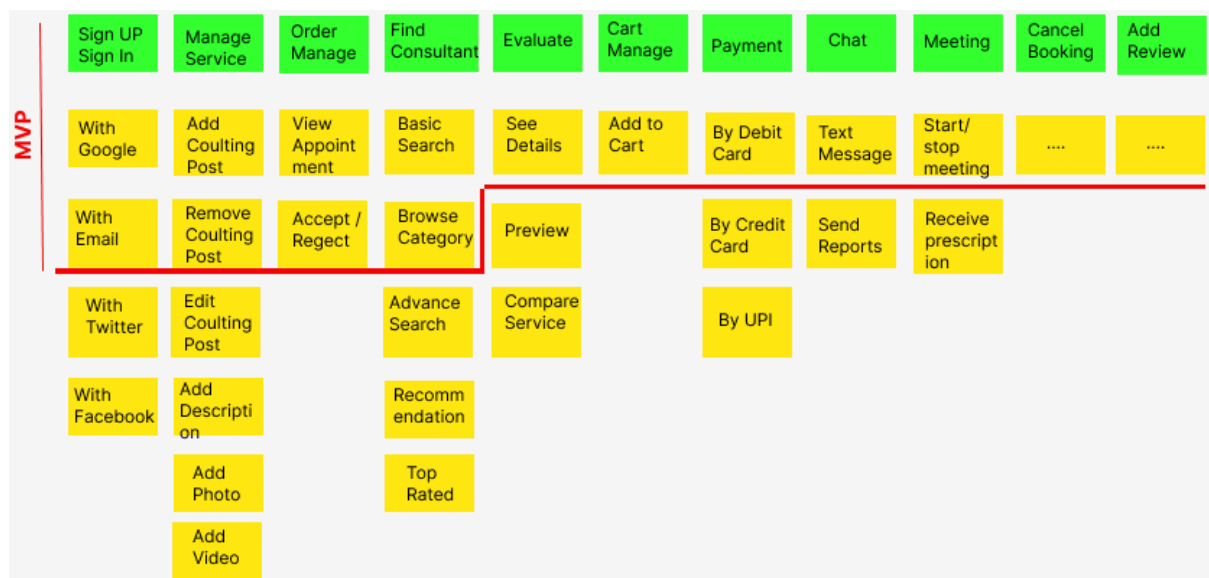
Prioritized Backlog:

Signup/sign in - User / Consultant
Manage Service - Consultant
order management - Consultant
Find consultant - User
evaluate consultant - User
cart management - User
chat with consultant - User
Meeting - User / Consultant
Payments - User
Cancel booking - User
Add Review - User

Story Map



Minimum Viable Product(MVP)

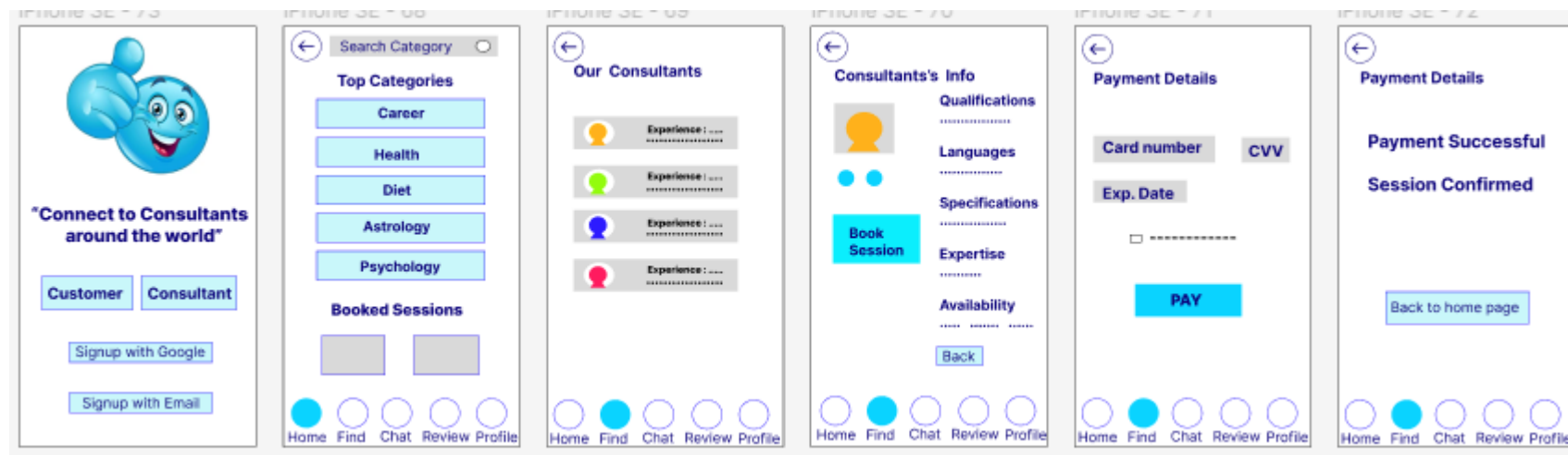
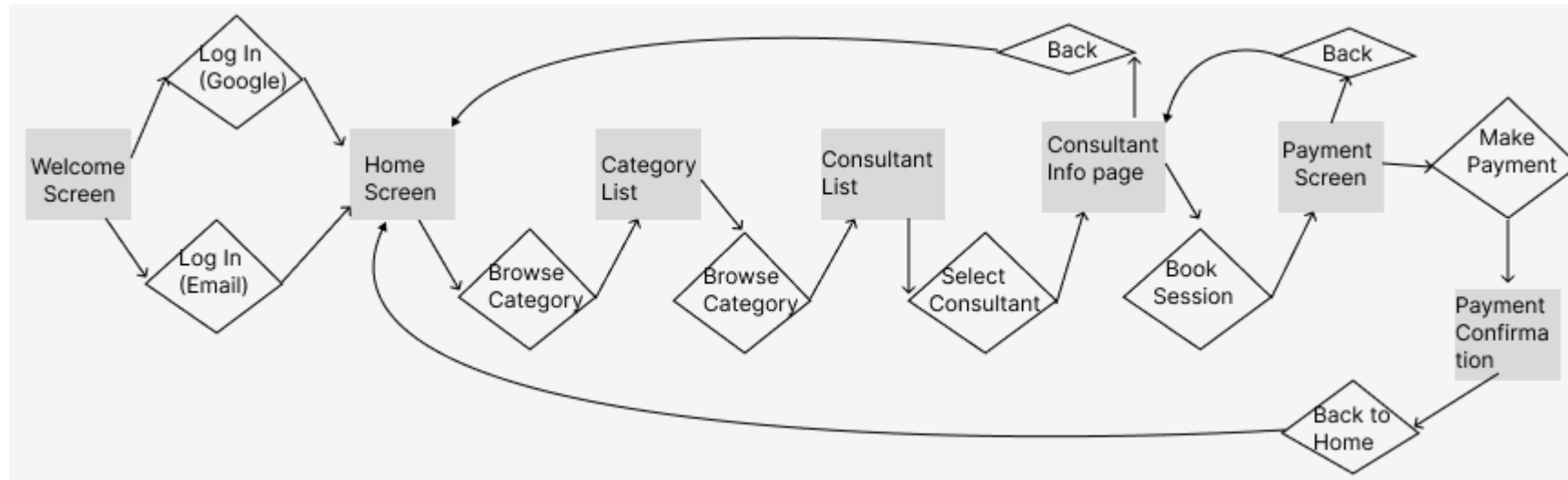


User Flow Diagrams and Wireframes

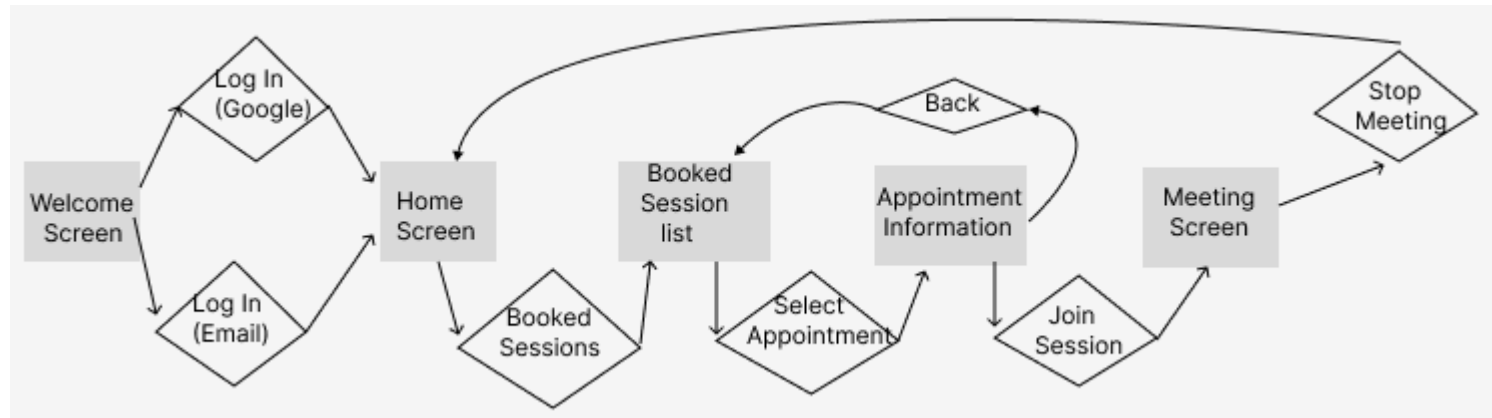
User Journey:

Customer Mode

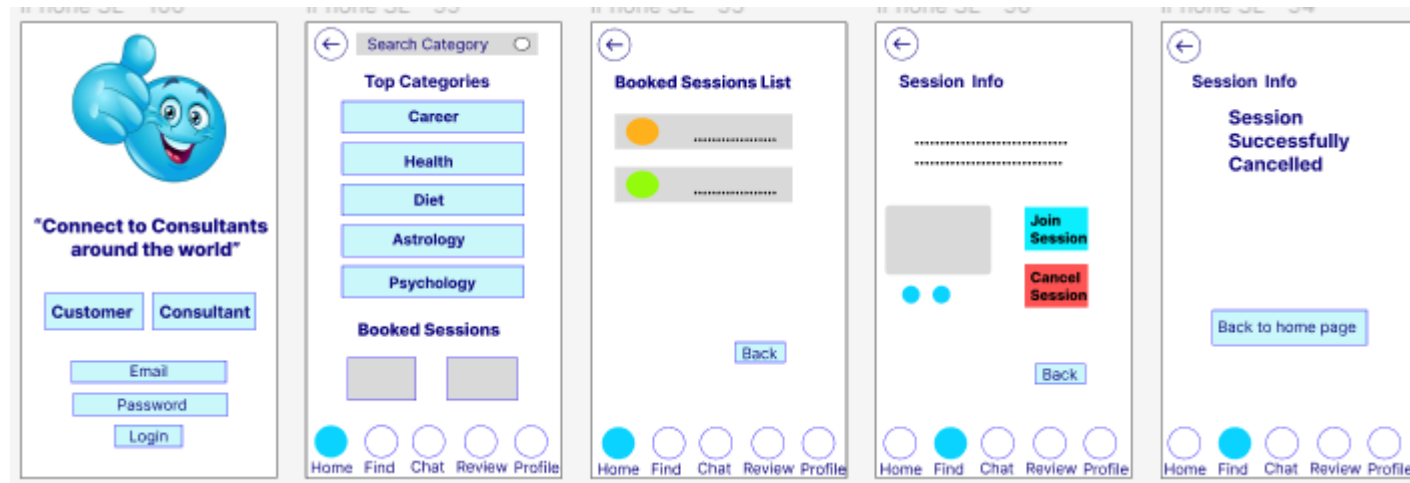
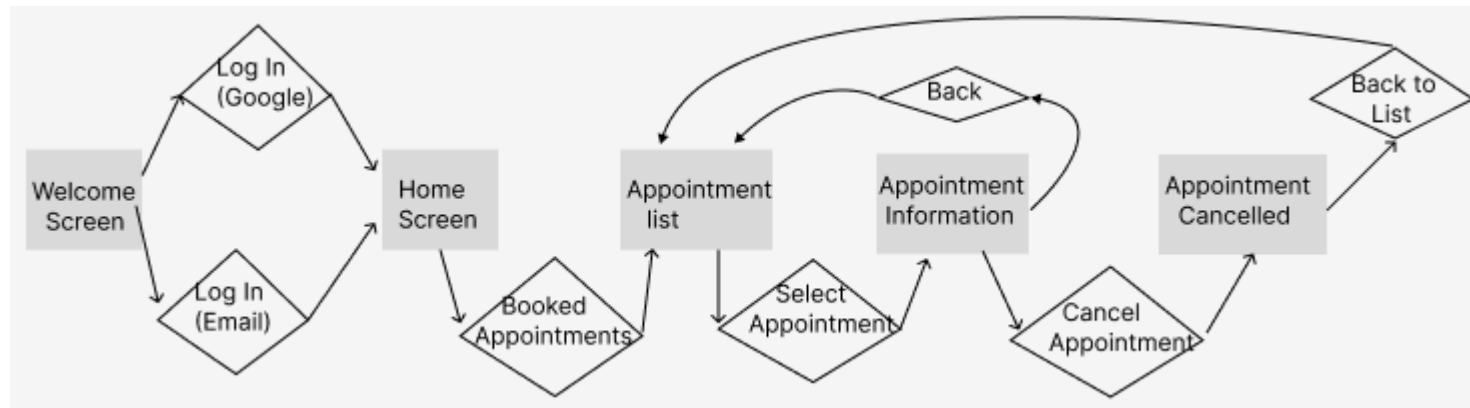
- 1) Customer logs in the app, Goes to the Home screen, selects categories, selects the consultant, views the consultant's info, books the session and makes payment.



2) Customer logs in the app, Goes to the Home screen, goes to the Booked Session List, checks the information, and joins the meeting.

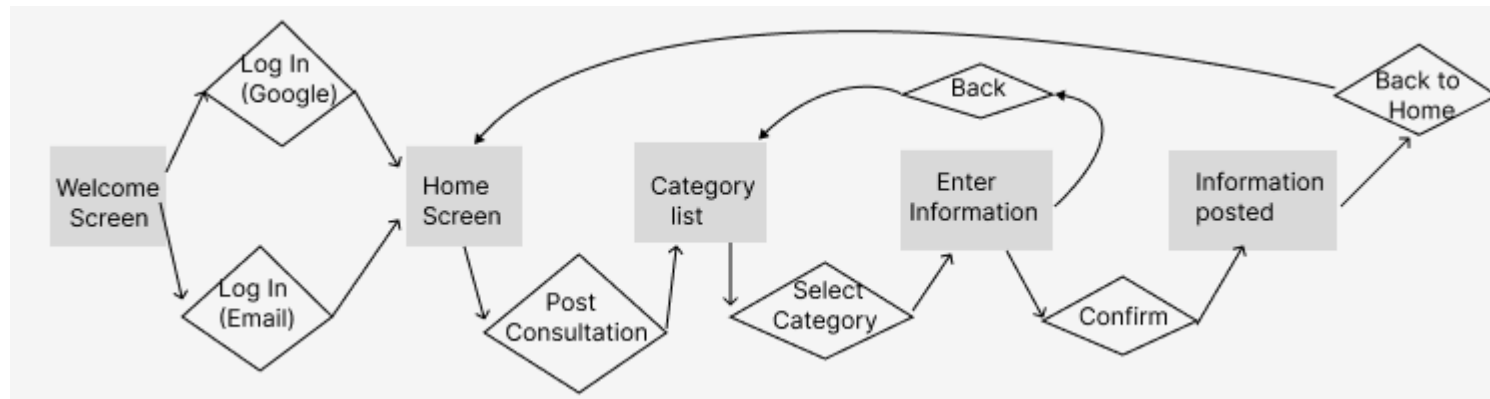


3) Customers cancels and pre-booked appointment.

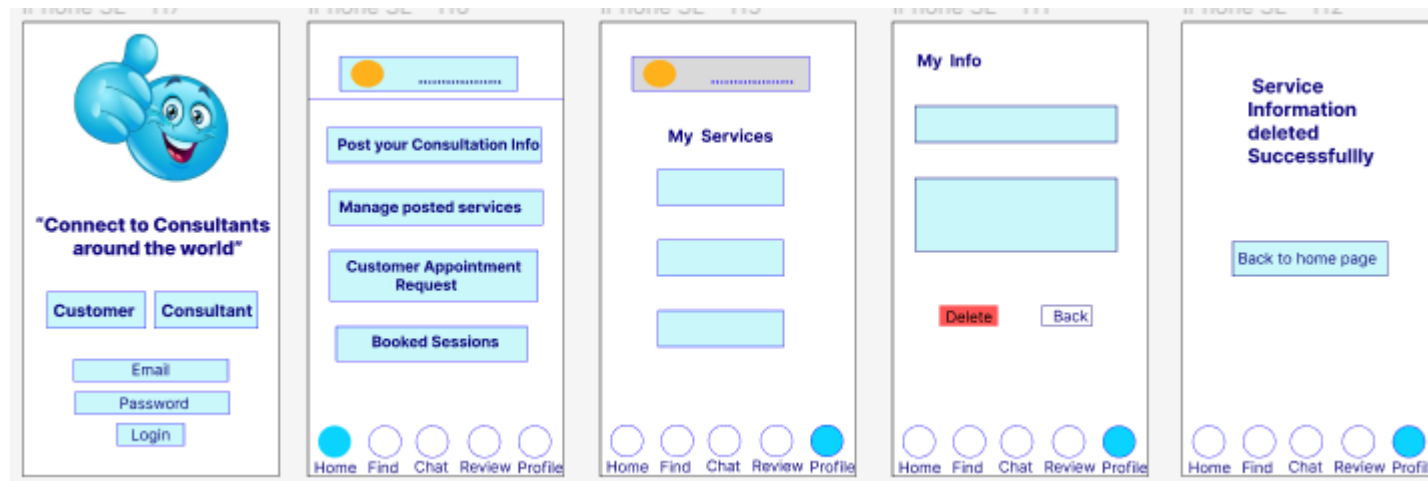
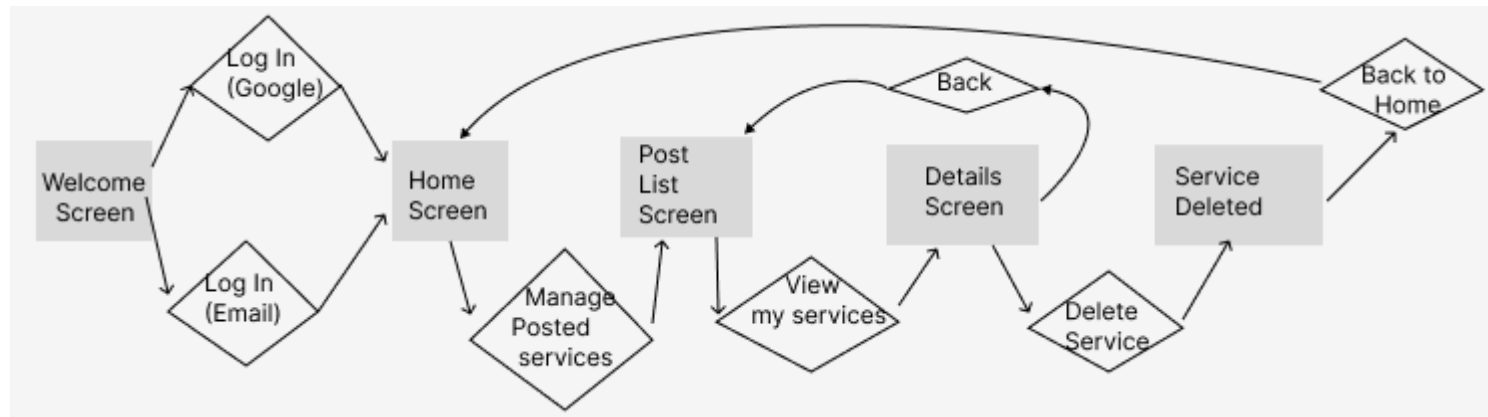


Freelance Consultant Mode

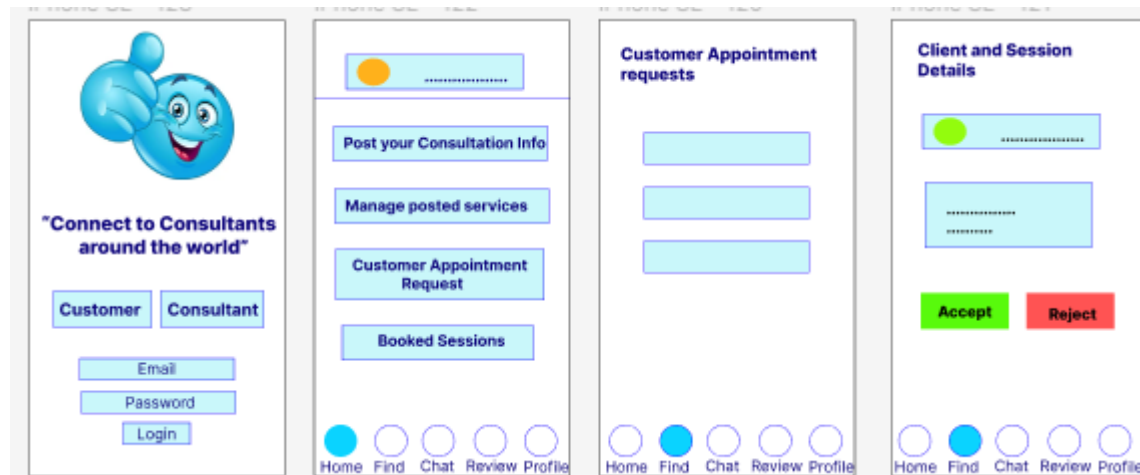
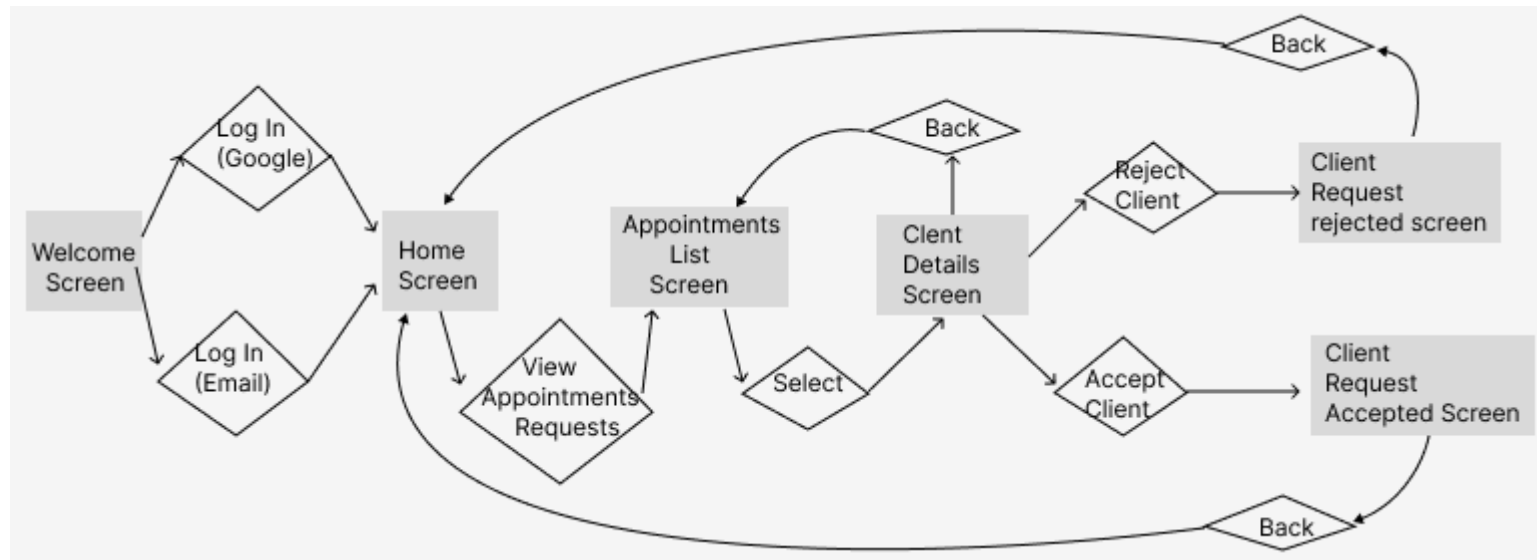
1) Consultant Signups in the app and posts a new consulting service to provide.



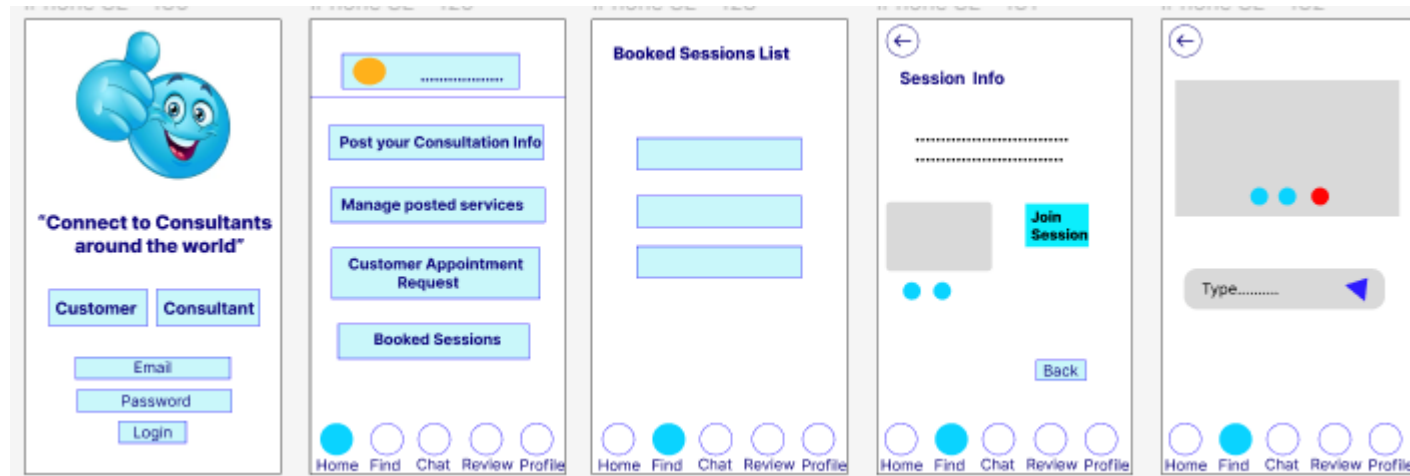
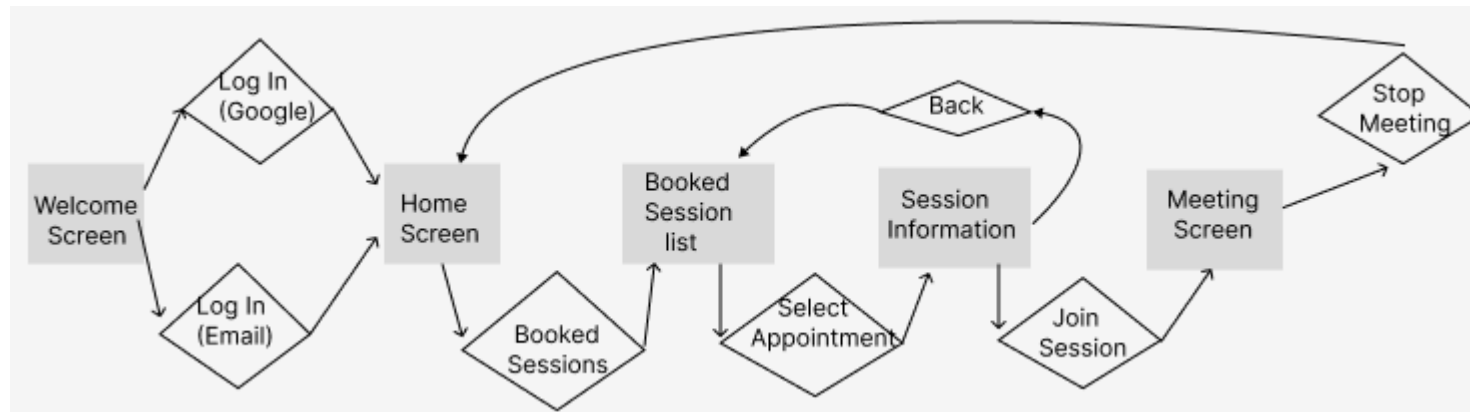
2) The consultant deletes a pre-posted service.



3) Consultant accepts or rejects a session request from the potential customers.



4) Consultant joins a meeting for a pre-booked session with the customers.



HOOK Framework

TRIGGERS	ACTIONS
External: Email and notifications can be used to notify users about various categories of consulting services available. Internal: Users/ customers feel anxious about their career/ health/ fitness/ diet etc.	Minimum Viable: Customers create accounts and find various topics of their interest. Typical/Steady State: Customers Log in and book appointments, share their reports.
INVESTMENTS	REWARDS
Customers get desired results and now they aim to explore other areas.	Customers Get personalized consultations and insights.

Business Model

We will use a combination of two types of business models

- 1) Fee-for-Service Model. - For Customers.
- 2) Commission Based Model.- For Freelance Consultants.

The freelance Consultants will charge a fixed hourly rate of their own choice (for example: \$10/hour) from their customers/clients.

The customers will pay this amount to the consultants for the number of hours they have received the service.

We will charge a Commission from the consultants for their hourly rate and the number of hours they have provided their services to their clients.

The commission rate will be based upon their profile rating of the consultants i.e.

- (i) 20% commission from consultants having ratings (1-2 stars).
- (ii) 15% commission from consultants having ratings (2-4 stars).
- (iii) 10% commission from consultants having ratings (5 stars).