Technology

Work Sample Introduction
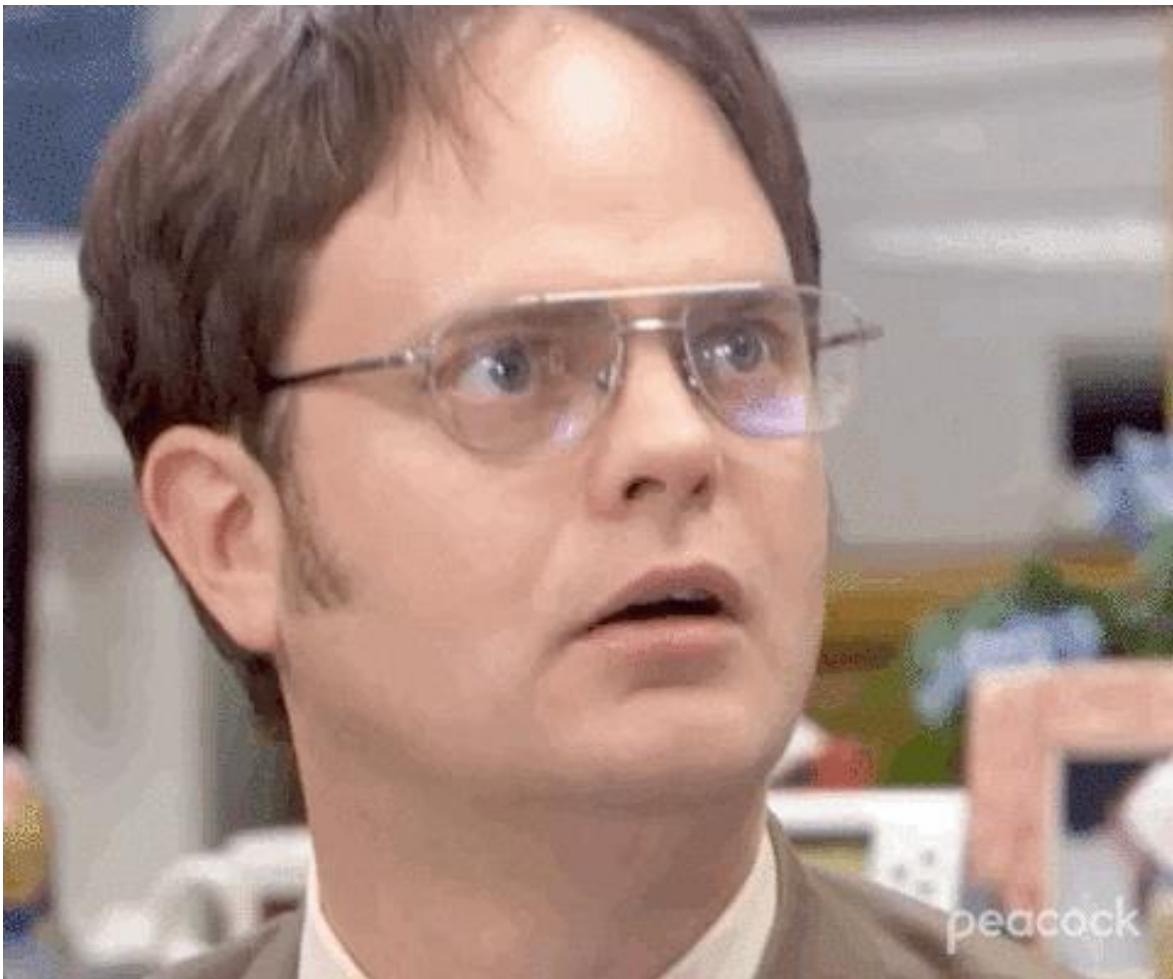
**Bobbie Payne (She/her) – Product Manager - Strategy**

You've recently joined a small start up in fitness tech as a product manager.
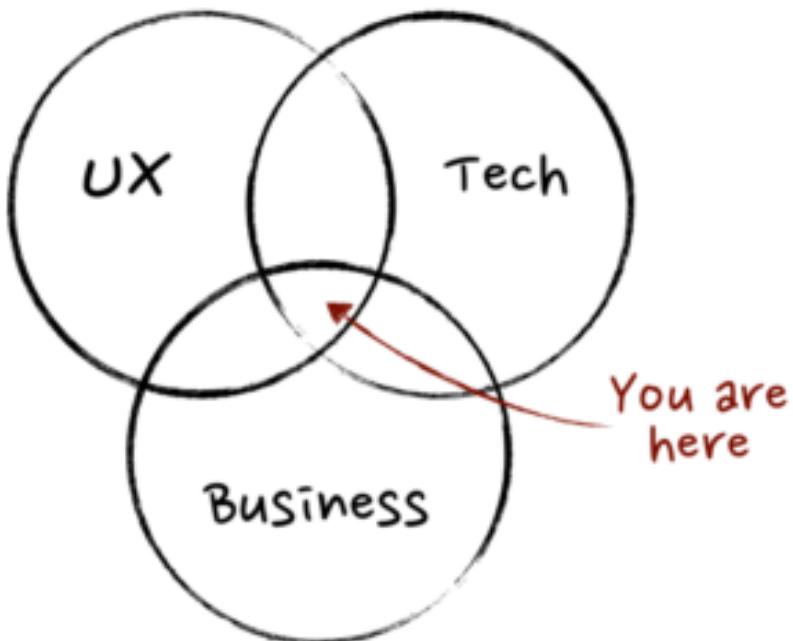
Now what?

The role of a Product Manager

Marty Cagan describes the job of the product manager (in his book 'Inspired') as the ability and skill "to discover a product that is valuable, usable and feasible"

A product manager is the person who 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 (Sherif Mansour, Atlassian)*

The business opportunity

RunWize has been in the market for just over a year and has an ambition to be the top fitness app in the UK. It has launched on both iOS and Android, available on smartwatches.

Mission: Empower runners, transform lives, and create a vibrant community that thrives on health, resilience, and boundless achievement.

However, in the past three months the number of monthly app users has declined, as well as a churn of 10% in our paid subscribers since the start of this year.

Business objective:

To enhance user engagement and subscription growth

Key Results:

- Achieve a 15% increase in Monthly Average Users (MAU) within six months.

- Increase the paid subscriber count by 20% within six months.

Current Features

1   GPS route tracking, which informs users about their route distance

2   Users can design runs of 5k, 10k and 20k routes on a map before setting off

3   Users can set notification reminders to run on specific days

4   Tracking metrics about a particular run including pace, heart rate, stride length, and cadence (when using a compatible watch)

5   Users can set weekly distance targets

The brief
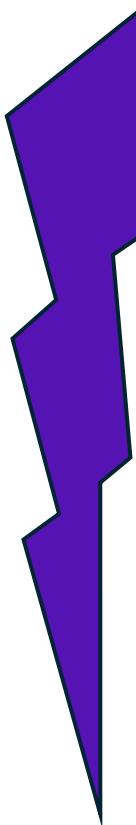
Your mission is to understand your user feedback and create a feasible roadmap for the next six months.

Given your team's composition (three engineers and one designer), resource allocation is crucial. Balancing the introduction of new features with maintaining the existing system (often referred to as 'keeping the lights on') will be essential.

Good luck with crafting an impactful roadmap! 🚀

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Your first product assignment

- To guide your recommendations, I'd suggest conducting a high-level competitor analysis to identify areas for potential enhancement. Think about their differentiators and even their own customer feedback.

- Prioritise addressing critical user pain points, improving user experience and engagement, and considering future development needs.

- A set of user stories illustrating why users would benefit from your proposed features.

- An outline of the software development methodologies you plan to employ, along with justifications for your choice. As part of this, consider how your team will balance competing priorities, manage technical and design debt, handle bugs and requests from other business areas, all while developing new features.

- An outline of the technology stack that could be used to implement these features. You should weigh the pros and cons of each stack when justifying their inclusion. These stick around for a while so it is important to think this through.

- A set of metrics to measure the product's performance against the key results and as part of this, develop a methodology for validating new features with users.

- A roadmap that outlines your features and plans for the next six month and the justification on the priority.

The pitch

Assume you will be presenting this back to the company's board. The board members have varied technical skills, so clarity and explanation of any of your ideas you are pitching is crucial. If they don't understand the 'so what?', they won't approve your roadmap.

Tips;

- Keep it concise

- Remember the story you are telling, communicating the 'so what' is extremely important to bring your vision to life

- Think how you can articulate the usability, feasibility and the value your roadmap and plans will add to the business

- Link and tie your thought process and customer understanding back to the business objectives

User feedback

1. "The weekly distance targets can be discouraging for someone just starting out. I'd like more flexibility in setting achievable goals that match my fitness level."

2. "The app could provide more guidance on how to interpret the metrics like stride length and cadence. As a beginner, I'm not sure what these mean for my running."

3. "The reminders feature doesn't always send me notifications on the correct day"

4. "There isn't enough post-run analysis. I'd appreciate more detailed feedback on my performance and suggestions on how to improve."

5. "The app is missing advanced training features like interval training programs or customisable workout plans tailored to specific race preparations."

6. "Heart rate data is tracked, but the app doesn't offer advanced insights or the ability to create heart rate-based training zones, which are essential for serious training."

7. "Setting weekly distance targets is useful, but I'd like to set different types of goals, such as improving my pace or increasing the number of runs per week."

8. "The app's social sharing features are quite basic. It would be great to have more community interaction, like joining virtual running clubs or participating in challenges."

9. "The reminders to run are helpful, but they lack personalisation. It would be better if the reminders could adapt to my running habits and rest days."

10. "I'm concerned about the safety of sharing my running routes publicly. It would be reassuring if the app had more robust privacy settings and safety features."

Top Tips for the Work Sample

1. Open the work sample brief – you can find it in the **Resources section**

2. A **recording** of this session will be shared on Zoom Events

3. You have **until Thursday** to work on the task

4. If you have questions – **ask your BN peers or research online!** You're not expected to know everything

5. Create your work sample in a document that allows you to **share it via a link** (Wetransfer, Google Drive or Dropbox)

6. Approach the task as if it were set by a manager in a **real work environment**

7. Focus on doing the task - **do not worry about submitting the work sample**

8. Do your best – **we don't grade your work** which means you CANNOT fail the work sample!

9. Instructions on how to submit the work sample will be shared on **day four**

Reflection criteria

It may be helpful to consider the criteria below when you approach your work sample. These are the elements you'll be reflecting on during the self-reflection and peer review sessions on Day 4 of the internship.

- **Research** – evidence of a wide range of sources integrated to produce the work, with accurate referencing

- **Knowledge and Comprehension** – clearly understood the brief set and has answered all aspects of the question

- **Creativity and Imagination** – nuanced and innovative approach to answering the question

- **Structure and Presentation/Design** – order of information presented is clear and logical. Work is produced in a visually appealing and suitable format (e.g. font size, colour, margins, use of images and diagrams). Quality of expression is clear, precise and eloquent. Content is easy to follow and comprehend

- **Problem Solving, Analysis, Evaluation** – draws reasoned and systematic conclusions from the research conducted, and fully explains the purpose of the information presented to answer the set question

- **Numeracy and Commercial Awareness** – all calculations and figures are accurate. There is a strong command of technical terms and concepts, which are used seamlessly and accurately