UDACITY

Deliver a Product to Market

REVIEW
HISTORY

Meets Specifications

Congratulations Vincent, you've passed your final project of this nanodegree 🏆

Thanks for your patience and diligence while we are reviewing your submission.

🛡 SPECIAL CALL OUT TO YOU: You communicated well, loved the manner on how you're able to weave all the information into a coherent piece of work - be in PRD or the Guides - that's why can review this fairly quickly for you. I can sensed you've put in quite a fair bit of effort - that's great work. Go forward.

Your learning do not stop here, you will need to keep going to apply what you've learn in this nanodegree to the outside world. Here's a good reference site for you Product Hunt, and see how each other new products are being introduced here: https://www.producthunt.com/

Again congratulations Vincent, keep pushing forward.

Greetings from
U

Define Product and Market

PRD is well-organized and includes:

- Background information about the industry or the problem
- Problem Statement
- Product Goals
- Key Features of your project

- Success Metrics
- Target Market

✅ Marking as no change from previous review. Thanks.

Market size is estimated based on publicly available data

Size calculation uses reasonable assumptions and is logical

Data sources and assumptions are documented

✅ Marking as no change from previous review. Thanks.

At least two competitors are identified

Each competitor's size is estimated (users, sales or ideally both)

Sources for data are included and assumptions are documented

✅ Marking as no change from previous review. Thanks.

Marketing and Pricing Strategy

At least three channels are identified in the PRD At least two are not AppStore channels.

Each channel has:

- A description of the channel
- An explanation of why this channel was chosen

Loved the balanced channels approach!

✅ Overall great channel strategies.

REFERENCE MATERIAL

📚 On few idea triggers on channels
📚 On Should startups build distribution channels or sell products directly?
📚 On 4 Marketing Channels Every Startup Tech Company Should Use
📚 On Mapping your startup's growth channels

A Marketing Guide is linked in the PRD.

The Marketing guide includes:

- Key features of the product
- Benefits to users and consumers
- How to use the product

- Where users can find the product

This is clear and concise!

✅ Perfect, this is well done. This definitely will help your marketing stakeholders.

SUGGESTION TO MAKE THINGS EVEN BETTER

Here's a good way to present information:

On the Login screen, put in your email and password that you previously used to register	Once you have put in your email and password, click on the Log In button to login
Once you are logged in, you can start exploring our app!	
How to Search a Video You can search for a video right from the app's home page	
On the home page screen, click on the Search field and start typing in the keyword	Once you have typed in the keyword, click on the Search icon 🔍 to start the search
Tips: be more specific on the keywords to get a better result!	
How to Play a Video You can play video by simply tapping on the video's thumbnail	

A Pricing section is added to the PRD including:

- The revenue goal
- An explanation of why this goal was set
- A pricing strategy to meet the revenue goal

You've nailed this revenue section

✅ This is well done. This is really thoughtful discussion, this is awesome

REFERENCE MATERIALS

📚 On A good reference to think of different pricing tactics
📚 On 7 Smart Pricing Strategies to Attract Customers
📚 On The Pricing Strategy Guide: Choosing Pricing Strategies That Grow (not sink) Your Business
📚 On How to Fight a Price War
📚 On 9 types of pricing strategies to meet your business goals

Preparing for Launch

The checklist is included in the PRD and includes all of the teams that you will need to interface with before launch

Each team has at least one discussion item specified

Brilliant!

✅ This is a great list of stakeholders to engage. You did well, very comprehensive.

At least three risk factors are identified in the PRD

A mitigation plan is included for each risk factor

✅ Marking as no change from previous review. Thanks.

A training guide for the Sales and Customer Support Teams is linked in the PRD and includes:

- Key features of the product
- Benefits to users and consumers
- How to use the product
- Where users can find the product

You're in the right direction.

✅ This looks good.

User guide for users/customers is linked in the PRD and describes at least two of the product's key features and explains:

- How to access each feature
- How to use each feature

✅ Marking as no change from previous review. Thanks.

Post Launch Activities

The proposed solution and the test are included in the PRD

The test includes:

- A description of the proposed solution and an explanation of why it solves the problem
- Success metric for the test
- A description of the control and variant
- A hypothesis about what will happen

✅ Marking as no change from previous review. Thanks.

A link to the email is included in the PRD.

The email includes:

- Background information about why the product was developed
- A description of the product and its key features
- Visual representations of launch data
- Next steps

Perfect cap off in this last section. Well done

✅ This looks very good, and your email is data-driven.

⬇ DOWNLOAD PROJECT

RETURN TO PATH

Rate this review

START

RETURN TO PATH

START