

# Product Scenarios

Choose one of the fictional scenarios below to use for your project.

## Kaiser Permanente Project

Kaiser Permanente is looking to enter into the preventative care space to help their patient base increase physical activity and improve on healthy habits. While the overall goal is improved patient satisfaction and well-being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, KP wants to decrease spending on conditions such as type 2 diabetes.

### Your Product

Your team is tasked with launching a mobile application that communicates with KP patients and helps them improve on healthy habits.

### Post-launch data

Week	Number of new users
1	1,000
2	5,000
3	7,500
4	10,000
5	15,000

Week Users Started	New users	Users retained week 2	Users retained week 3	Users retained week 4	Users retained week 5
1	1,000	500	350	280	252
2	5,000	2,500	1,750	1,400	1,260
3	7,500	3,750	2,625	2,100	1,890
4	10,000	5,000	3,500	2,800	2,520

5	15,000	7,500	5,250	4,200	3,780
Total	38,500	19,250	13,475	10,780	9,702

### Field Feedback:

Your users are adopting the app, but they are not granting you permissions for notifications (only 10% of all your users granted you notifications permissions. What can you do to improve that?

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## DoorDash Project

DoorDash is looking to automate food delivery using self-driving robots for trips that are less than 2 miles in order to reduce its operating costs and provide more reliable delivery times. The long term goal is that these delivery robots will navigate sidewalks fully autonomously. But initially, there may be times when manual intervention will be required. Your team has been tasked with building a tool for the operations team-- to view the status of deliveries and remotely take control of robots that need intervention (ie: rerouting).

### Post-launch data

Week:	Number of deliveries
week 1	100
week 2	300
week 3	500
week 4	500
week 5	600

## Your Product

Your team has been tasked with launching a tool for that the operations team can use to view the status of deliveries and remotely take control of robots that need intervention (ie: rerouting).

**Field Feedback:**

The DoorDash Operations team is generally very happy with your product, but in about 25% of the deliveries with the robots, there are some issues. You believe that it is because the operations team misses some of the robots malfunction. What can you do to address this item?

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**Amazon Project**

Amazon is the world leader in self-publishing for books. They would now like to enter into another self-publishing media vertical and are launching self-published videos and music.

**Post-launch data**

Week	Number of videos created	Number of videos posted
1	100	50
2	300	150
3	500	250
4	500	250
5	600	300
Total	2,000	1,000

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Week	Number of music items recorded	Number of music items posted
1	80	40
2	240	120
3	400	200
4	400	200
5	480	240

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Total	1,600	800
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### Your Product

Your team has been tasked with launching the self-publishing music and video app.

### Field Feedback:

Amazon is happy with your product, but they report that in the music sector adoption is about 20% lower than in the self-publishing video sector. What can you do about that?

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### LinkedIn Project

LinkedIn is trying to expand its job market offerings by creating an app that will recommend the best jobs to recent college graduates based on their skills and preferences

### Post-launch data

Week	App Downloads	Active users
1	1,000	200
2	5,000	1,000
3	7,500	1,500
4	10,000	2,000
5	15,000	3,000

### Your Product

Your team has been tasked with launching the job recommendation app.

### Field Feedback:

After launching your product, you notice that the adoption rate is lower than you expected (about 35%). How would you investigate the reasons and suggest potential solutions?