

Associate Product Manager Task

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Overview

1. Executive Summary
2. The Market Shift: Project Scenario
3. Part 1: MVP Prioritization
4. Part 2: Bug Prioritization
5. Conclusion
6. Supporting Documentation

Executive Summary

Microsoft CoWrite redefines reliability as a competitive advantage. Grounded in 6 months of user insights and over 1 000 reviews, the project prioritized 5 AI-driven features and 26 critical fixes to **rebuild trust, boost performance, and elevate collaboration.**

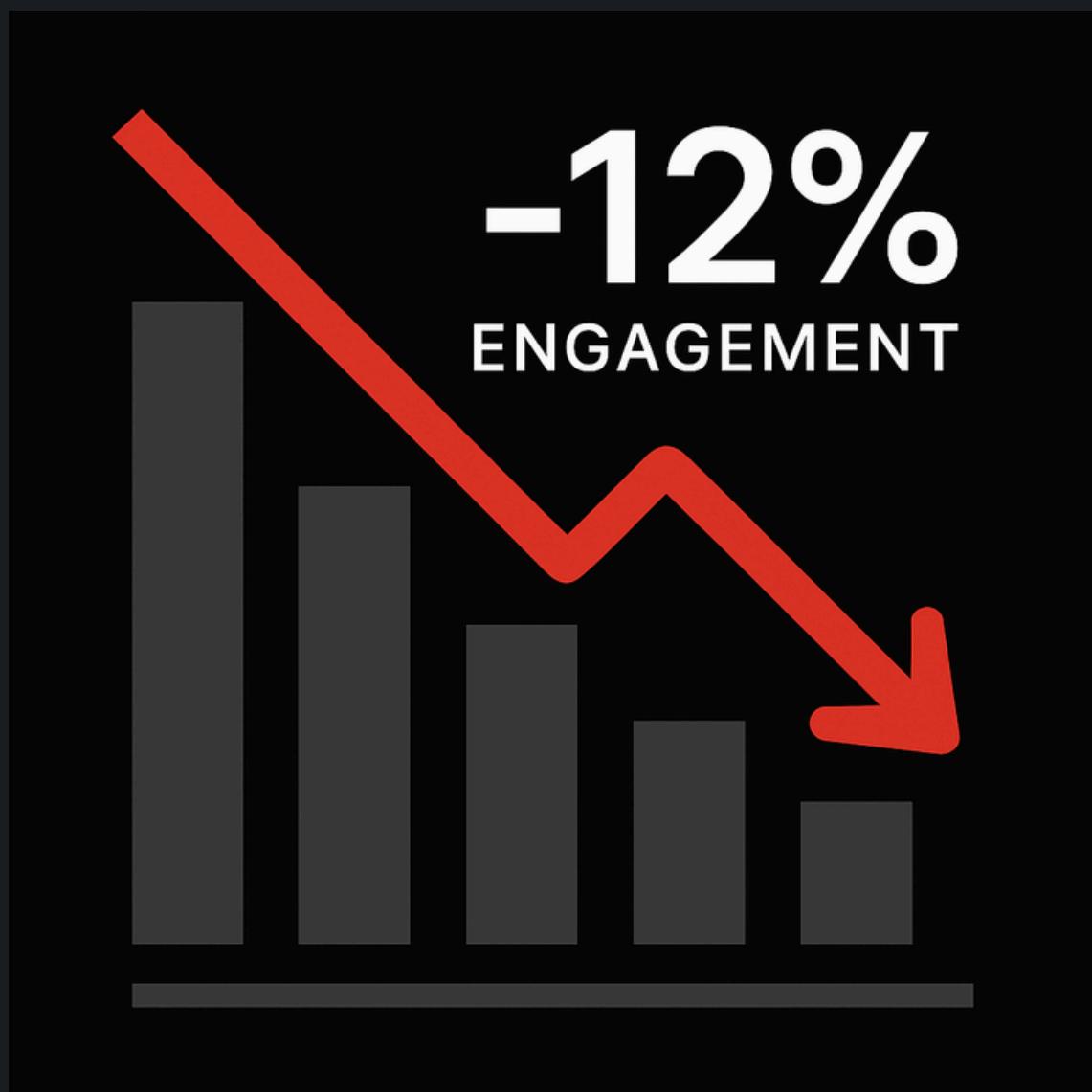
The initiative targets a **35 % increase in successful editing sessions**; transforming CoWrite into the most dependable and intelligent editor for modern creators.

The Market Shift: Microsoft's Online Editor at a Crossroads

With **Google Docs** accelerating its AI integration and **Notion** expanding into real-time collaboration, Microsoft needed to act fast.

Usage data showed a **12% drop** in engagement across the online editor suite; caused by reliability issues, long loading times and formatting inconsistencies.

The **CoWrite** initiative was launched to restore trust, boost performance and position Microsoft's editor as the most intelligent and dependable tool for modern creators.



What If Reliability Became Microsoft's Competitive Edge?

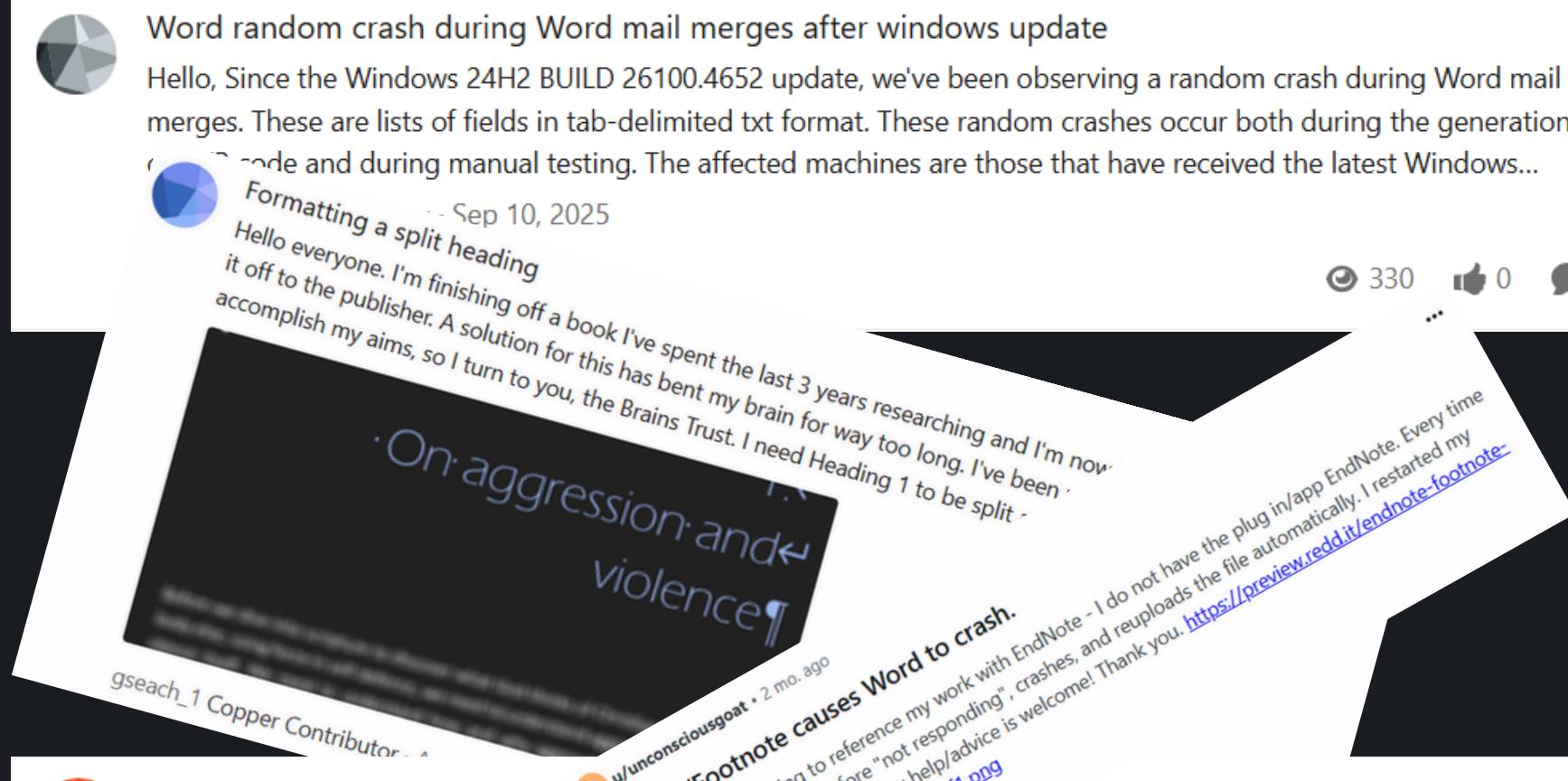
What if every document **auto-saved** instantly, every **crash recovered** in seconds and every writer gained an **AI assistant** that made formatting effortless?

Introducing **Microsoft CoWrite** which unites two parallels: innovation and reliability.

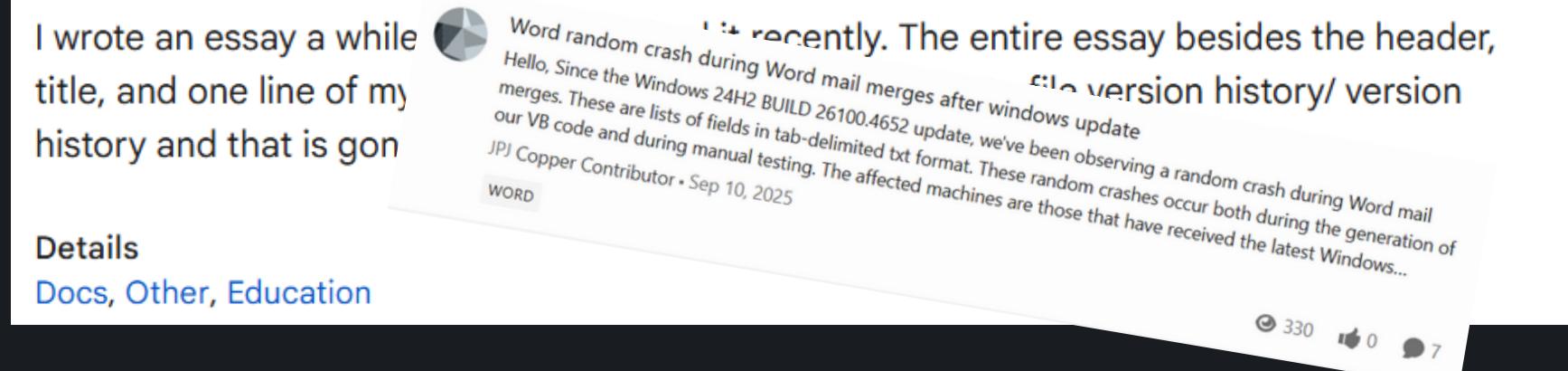
By integrating Copilot's **AI capabilities** directly into the editor's foundation, CoWrite transforms reliability from a weakness into Microsoft's defining advantage.



User Research Overview



Essay disappeared from file versions and history along with it



Details
Docs, Other, Education

Contribution

6

Months of data collected

1k+

Customer comments analyzed across forums, blogs, and communities

3

Customer personas created

5

MVP feature opportunities mapped

3

Core pain points prioritized using RICE framework

2

Prioritized task initiatives for MVP rollout and bug fixes

Results

Part 1

MVP Prioritize

After analyzing 6 months of user data and 1K+ reviews, we chose 5 features that fuse user impact with Microsoft's AI vision; creating a faster, smarter and more dependable editor.

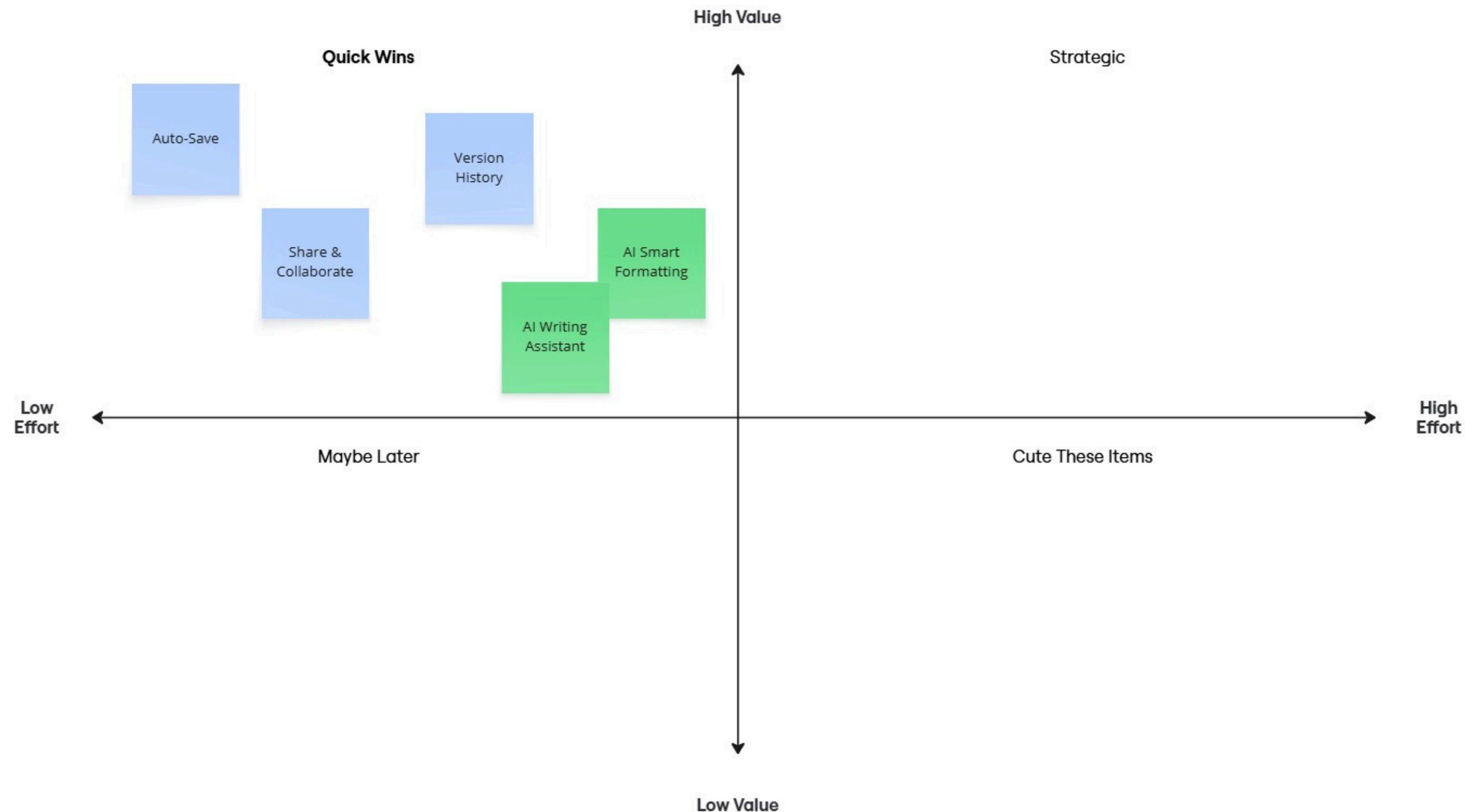
Click link to view Miro Feature Prioritization: https://miro.com/app/board/uXjVJ_bOCMO=/?moveToWidget=3458764643012037027&cot=14



MVP Feature Selection

Feature	Validation	Trade Offs
Auto-Save	Prevents work loss from crashes ; aligns with top user frustration theme.	Requires backend stability work before UI polish; however, reliability is more valuable early on.
Share and Collaborate	Simplifies teamwork and real-time editing, improving cross-device experience.	Involves high development cost for real-time sync, but it's a core differentiator that drives adoption.
Version History	Increases trust and transparency by allowing easy document recovery.	Adds complexity to storage management, yet it's critical for building user trust and transparency.
AI Smart Formatting	Reduces repetitive tasks and solves formatting inconsistencies .	Launches with initially imperfect accuracy , but early iterations still boost productivity.
AI Writing Assistant	Supports productivity and writing quality, especially for students and professionals.	Requires high compute costs , but it remains a strategic long-term differentiator.

Feature Prioritization: Value vs Effort



Positioning informed by user research themes (Performance, Formatting, Feature Parity) and qualitative effort estimation (RICE model).

Part 2

Bug Prioritization & Release Plan

26 critical bugs and one goal; to restore reliability. Using sprint planning and user story mapping, each fix was assigned to dedicated teams to strengthen CoWrite's core and rebuild user trust.

Click link to view Miro User Story Mapping: https://miro.com/app/board/uXjVJ_b0CM0=/?moveToWidget=3458764643012037027&cot=14



Bug Prioritization & Release Plan

NOW: Highest Priority

Focus: These top priority issues were chosen because they have the highest immediate impact on user experience and reliability, making them essential to fix in the first release cycle.

1. Login doesn't work on Edge browser
2. App logs out each day
3. “Save as docx” doesn't work on Mac
4. One user can't open any file
5. Two users getting double billed
6. Crash when entering non-Unicode characters
7. When over storage limit, oldest file is overwritten
8. App loads 10s in North Africa
9. Pasting a URL results in a broken link
10. Shortcut for “Undo” triggers “Redo”

Release Prioritization Overview

- Next – **Medium Priority:** These medium priority items will improve usability and overall performance once the critical fixes are in place, focusing on enhancing user workflows.
- Later – **Low Priority:** These lower priority fixes address niche cases or minor improvements that can be tackled after the main user-impacting bugs are resolved.
- Backlog – **Lowest Priority:** These backlog items are lower-impact or more complex issues that we can address in future sprints as time and resources allow.

Click link to view Miro User Story Mapping: [https://miro.com/app/board/uXjVJ_bOCMO=/?](https://miro.com/app/board/uXjVJ_bOCMO=/?moveToWidget=3458764643012037027&cot=14)

Bug Prioritization & Release Plan



The bugs were prioritized by user impact severity and technical complexity, weighted by patterns found in our user-research feedback (notably performance, reliability, formatting consistency and feature parity).

Conclusion

CoWrite marks a turning point where reliability meets intelligence.

With a goal to lift the **No. of Successful Editing Sessions** by 35% within Q1 of launch, every fix and feature strengthens Microsoft's position as the most dependable and intuitive workspace for modern creators.

- **Microsoft CoWrite GitHub Link here:** <https://github.com/KellenJay/Microsoft-CoWrite-Product-Case-Study>
- **Miro Board Link:** https://miro.com/app/board/uXjVJ_bOCMO=/?share_link_id=60460064867



Supporting Documentation

Includes:

- User Journey
- User Story Mapping
- Persona Profiles
- User Review Comments & Insights
- RICE / Weighted Prioritization
- Metric Selection
- Bug Impact vs Effort Matrix
- Links to Miro Board & Extended Analysis



Project Overview

Microsoft Mission

Microsoft's mission is to empower every person and every organization on the planet to achieve more by creating tools that seamlessly integrate AI into everyday work; making intelligent productivity effortless, intuitive, and creatively empowering.

Goal

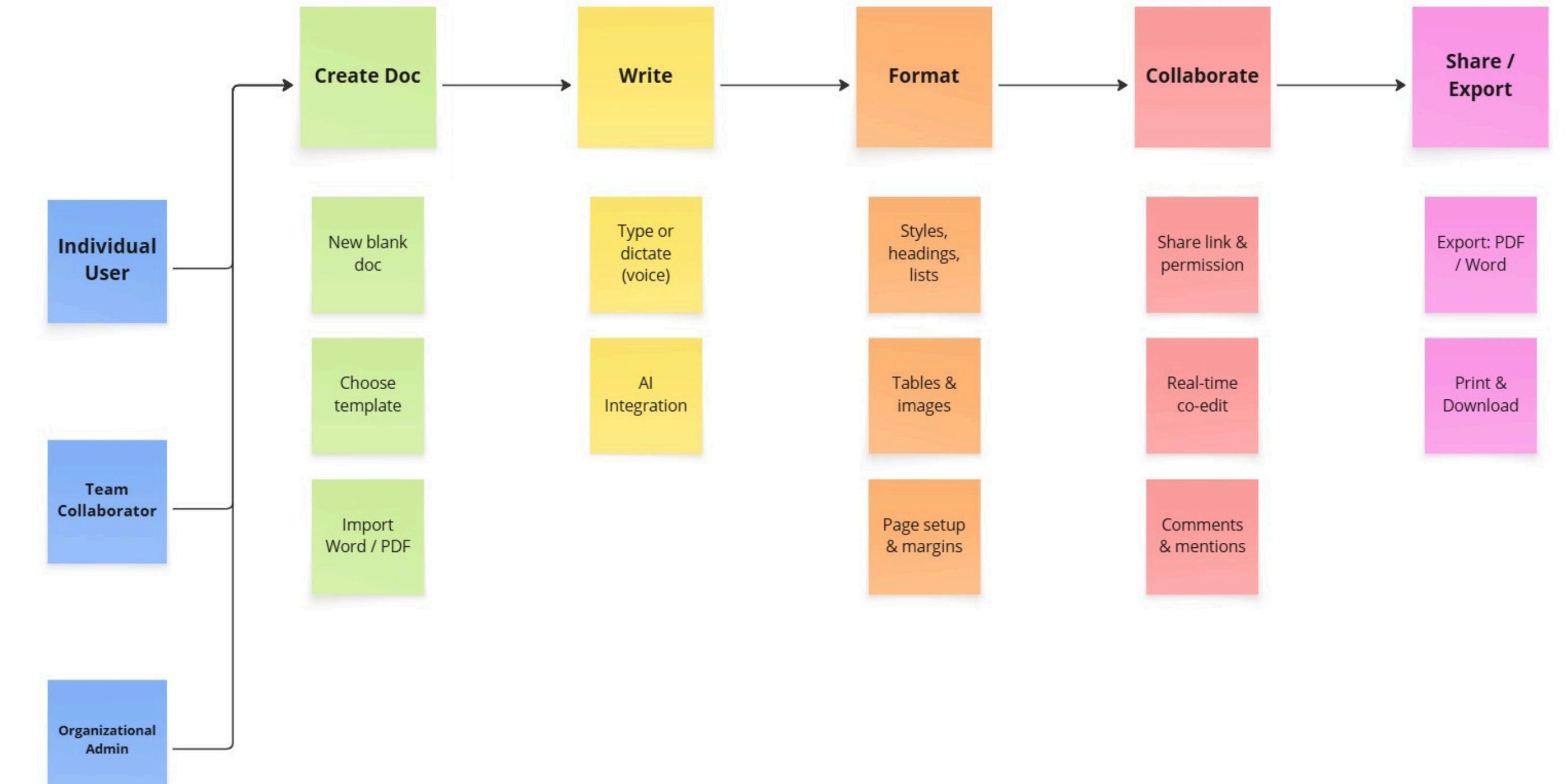
To create an intelligent, web-based document editor that combines seamless collaboration with AI-assisted productivity; enabling users to write, edit, and share content faster, with greater accuracy and less friction.

Hypothesis

We believe that empowering users with AI-assisted writing, editing, and collaboration tools will redefine productivity; making Microsoft's online document editor the most intuitive and intelligent workspace for modern creators.

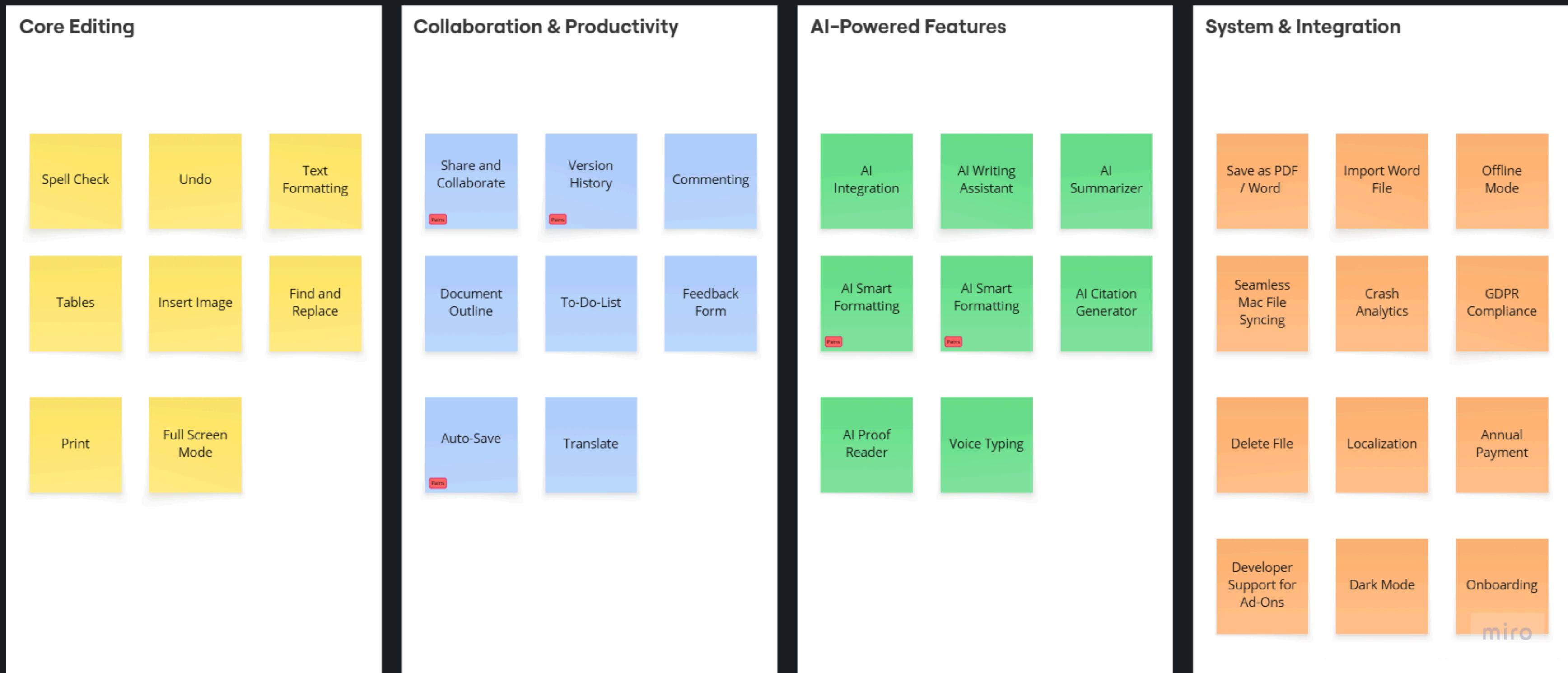
User Journey Microsoft Online Document

Goal: Efficiently, create, edit, collaborate on and share documents with minimal friction



Outlines the core user flow from document creation to collaboration, highlighting key touchpoints that shape productivity and user satisfaction.

User Story / Feature Mapping



Visualizing how user needs translate into product capabilities across editing, collaboration, AI features, and integrations to ensure a seamless experience.

CUSTOMER PERSONA 1: ACADEMIC WRITER ANNIE

BIOGRAPHY

Annie is a university lecturer who frequently drafts research papers, collaborating with peers across institutions. She values accuracy, stability, and advanced formatting tools that simplify academic writing.

GOALS

- Create documents with accurate formatting, citations, and references.
- Ensure work is never lost due to crashes or autosave issues.
- Seamless collaboration with co-authors and editors.

PAIN POINTS

- Loses work when Word Online crashes mid-edit.
- Struggles with missing academic features like footnotes, references, and section formatting.
- Formatting inconsistencies between desktop and online versions.

PROFILE

Gender	:	Female
Age	:	42
Education	:	PhD Linguistics
Job Title	:	Professor / Researcher
Tech Skill Level	:	Advanced



CUSTOMER PERSONA 2: REMOTE COLLABORATOR RYAN

BIOGRAPHY

Ryan manages distributed teams across time zones and relies on real-time co-editing to streamline communication. He needs an editor that's reliable, intuitive, and keeps version history crystal clear.

GOALS

- Real-time co-editing and commenting.
- Clear version history and permission control.
- Reliable autosave and sync between devices.

PAIN POINTS

- Experiences sync delays or version conflicts when multiple people edit.
- Comment threads can disappear or overlap.
- Frustrated when formatting breaks between contributors using different platforms (Mac vs. Windows).

PROFILE

Gender	:	Male
Age	:	34
Education	:	MBA Business Management
Job Title	:	Project Manager / Team Lead
Tech Skill Level	:	Intermediate



CUSTOMER PERSONA 3: CREATIVE PROFESSIONAL CHLOE

BIOGRAPHY

Chloe is a freelance designer who creates visual reports and marketing materials for clients on multiple platforms. She prioritizes design consistency, export flexibility, and easy collaboration.

PROFILE

Gender	:	Female
Age	:	29
Education	:	BA Graphic Design
Job Title	:	Freelance Designer
Tech Skill Level	:	Intermediate

GOALS

- Quickly create visually appealing layouts and export files for clients.
- Maintain consistent design when switching between platforms.
- Access tools that support image placement and styling flexibility.

PAIN POINTS

- Struggles with broken image insertion and misaligned visuals.
- Fonts and colors shift when exporting to PDF or sharing with clients.
- Limited design customization in the web editor.



Prioritization: Customer Segmentation

Customer Segmentation	Impact (1 - 5)	Urgency (1 - 5)	Market Size (1 - 5)	Total
Remote Collaborator Ryan	5	5	4	14
Academic Writer Annie	4	4	3	11
Creative Professional Chloe	3	3	3	9

"Size of Market is based on observed proportion of feedback in our research sample, not absolute market size."

Prioritization: Customer Pain Point

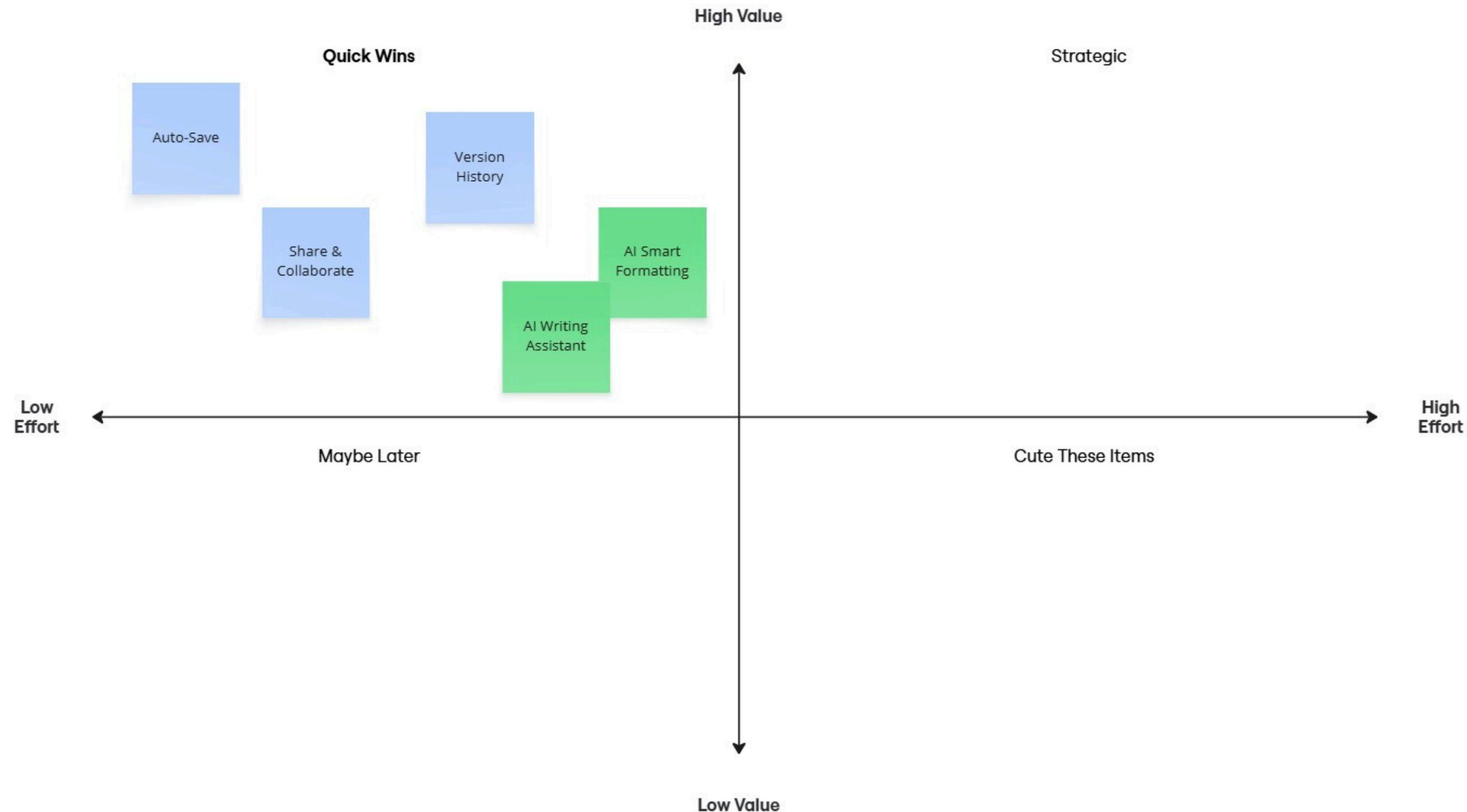
Customer Pain Points	Reach (1 - 5)	Impact (1 - 5)	Confidence (1 - 5)	Effort (1 - 5)	Total
Performance & Reliability	5	5	4	2	50
Formatting & Rendering	4	4	4	3	21
Feature Parity (Advanced Tools)	3	3	3	3	9

Performance & reliability has the highest score, confirming that stability and autosave should be our top priorities for version 1. Formatting & rendering comes next, followed by feature parity for advanced users.

MVP Feature Selection

Feature	Validation	Trade Offs
Auto-Save	Prevents work loss from crashes ; aligns with top user frustration theme.	Requires backend stability work before UI polish; however, reliability is more valuable early on.
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Feature Prioritization: Value vs Effort



Positioning informed by user research themes (Performance, Formatting, Feature Parity) and qualitative effort estimation (RICE model).

Metric Selection

North Star Metric

Increase **Number of Successful Editing Sessions** by 35% within the first quarter of launch.

Supporting Metrics

- **Number of Crash Recoveries:** number of documents successfully restored after a crash.
- **Number of Multi-User Documents:** number of documents with ≥ 2 active editors (over the life of document).
- **Formatting Consistency Rate:** % of documents without layout or style discrepancies after saving/export.
- **AI Adoption Rate:** % of unique users engaging with at least one AI feature (Smart Formatting or Writing Assistant).

User Story & Requirements

Epic: As a user, I want to work efficiently without losing progress, struggling with formatting or facing collaboration barriers, so I can create and share documents confidently.

User Story

Auto-Save: As a user, I want my work to auto-save in real-time so I don't lose progress if the system crashes or my connection drops.

Share & Collaborate: As a user, I want to share my document with teammates and co-edit in real-time so we can work together seamlessly.

Version History: As a user, I want to view and restore previous document versions so I can recover from errors or compare past edits.

AI Smart Formatting: As a user, I want AI to automatically correct layout inconsistencies and apply style rules so my document looks clean and professional.

AI Writing Assistant: As a user, I want an AI writing assistant that suggests improvements in grammar, tone and clarity so I can produce high-quality content faster.

Acceptance Criteria

System should automatically save edits in real time and confirm success with a visible “last saved” timestamp.

System should enable multiple users to co-edit documents simultaneously with real-time sync and permission controls.

System should record major edits with timestamps and allow one-click restoration of any previous version.

System should automatically detect and correct layout inconsistencies while allowing users to preview changes before applying them.

System should provide instant, inline grammar and clarity suggestions that users can accept or reject individually.

Bug Prioritization & Release Plan

Highest Priority: NOW

Focus: These top priority issues were chosen because they have the highest immediate impact on user experience and reliability, making them essential to fix in the first release cycle.

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Medium Priority: NEXT

Focus: These medium priority items will improve usability and overall performance once the critical fixes are in place, focusing on enhancing user workflows.

1. No message when login password is wrong
2. Revoking user's access takes 15 minutes
3. Crash if file has over 10,000 characters
4. Justify text deletes punctuation
5. Heading displayed as paragraph
6. Unencrypted API endpoint for fetching fonts is exposed

Lower Priority: LATER

Focus: These lower priority fixes address niche cases or minor improvements that can be tackled after the main user-impacting bugs are resolved.

1. No message when login password is wrong
2. Revoking user's access takes 15 minutes
3. Crash if file has over 10,000 characters
4. Justify text deletes punctuation
5. Heading displayed as paragraph
6. Unencrypted API endpoint for fetching fonts is exposed
7. When opened on mobile, drains battery 2x faster

Lowest Priority: BACKLOG

Focus: These backlog items are lower-impact or more complex issues that we can address in future sprints as time and resources allow.

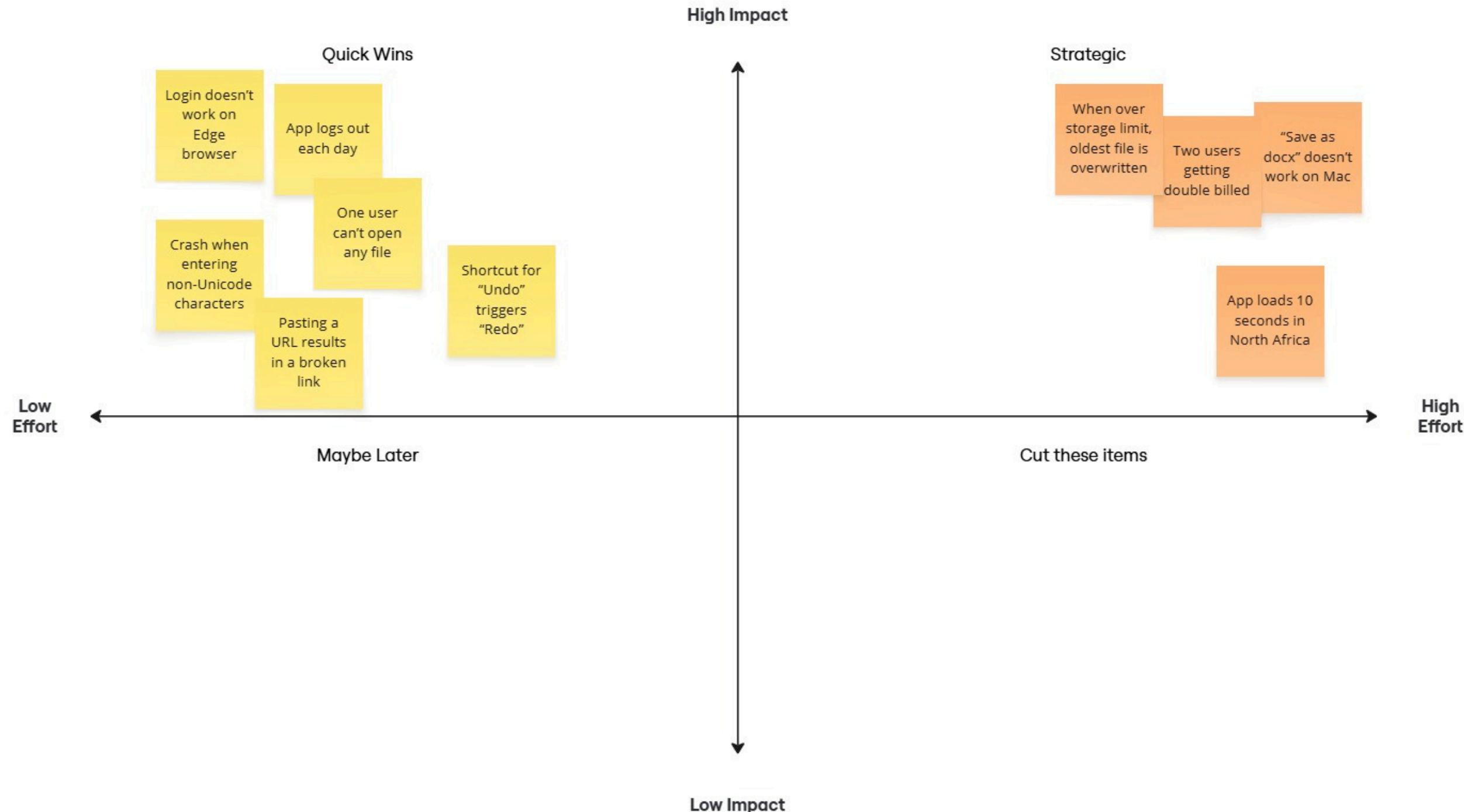
1. Resolve circular dependencies
2. Database query for “My shared documents” performs full unoptimized scan
3. Can’t delete empty file
4. Can’t open file with fileId [null]
5. Some APIs fail to load when user is behind corporate proxy

Bug Prioritization & Release Plan



The bugs were prioritized by user impact severity and technical complexity, weighted by patterns found in our user-research feedback (notably performance, reliability, formatting consistency and feature parity).

Impact vs Effort Matrix



These are the top priority fixes for the first release! high-impact, user-blocking issues aimed at improving reliability and rebuilding user trust before moving on to broader enhancements.

THANK YOU

- **Portfolio Project Link here:** https://stripe-isthmus-96c.notion.site/ELLEN-IVANOVIC-PORTFOLIO-17d68abd1c54801f8dcaf90782ee656d?source=copy_link
- **LinkedIn Link here:** www.linkedin.com/in/ellen-ivanovic

