



Defi

Optimizer
The Planner

travelling together

Understand RC

2. PROBLEMS / PAINS

Product Management Portfolio

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TOO MANY
POINTS FOR
COMPARISONS

(FI) Hard to
coordinate
booking for

TOO MANY
TABS

Professional Background

An astute and highly motivated product management intern, a non-STEM graduate with passion for digital technology. An organized and dependable candidate successful at managing multiple priorities with a positive attitude and willingness to take on added responsibilities to meet team goals.

I graduated with a degree in Law from the University of Lagos, Nigeria. I developed an interest in Information Technology during my undergraduate days. I have a passion for creative technology and enrolled in online courses for Product Management certification as well as Project Management after my undergraduate studies. I also learned the basics of HTML and CSS during this period. This helped me gain exposure to the IT field.

I believe that I have an amazing opportunity before me, and I have started building my portfolio and tailoring my experience towards the role.

Abstract

I would like to introduce this report using the STAR method to describe the whole picture of this report

- **Situation:** This is a hypothetical situation that Amazon is starting to create an app/website for purchasing cars. As a product manager, I would need to help Amazon to accomplish this task.
- **Task:** The purpose of this report is the clear process for what a product manager will figure out with the product management team. I think of the customers' problem in this situation, and also do some interviews for more information to find out some useful features that customers really need. After finding and deciding the features, I chose the MVP features after comparing all those features. These processes are all that will be done as a product management team to launch the Amazon car buying service.
- **Action:** I used a lot of methods during this process which include: **Product Assumptions Map, Customer Survey, Feature Brainstorm, MSCW Framework, T-Shirt Framework.**
- **Result:** After all these processes and methods, I could know all the problems I might meet and figure out the best solution with my team. Eventually, I can lead my team to launch the Amazon car buying service successfully.

Portfolio Outline

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Problem Statement

For People who love shopping online who has a need to buy a car.

Amazon Car is an online Shopping store that allows you buy a car in a simple and convenient way online.

Unlike most e-commerce retail outlets and physical car dealers Amazon Car is more reliable and reputable, with finance and payment options.

We'll know this is true when People start purchasing cars from Amazon Online car store more than other online and physical car dealers.

Assumption Mapping

Do the customers really enjoy online shopping?

Do they think going to a store is annoying?

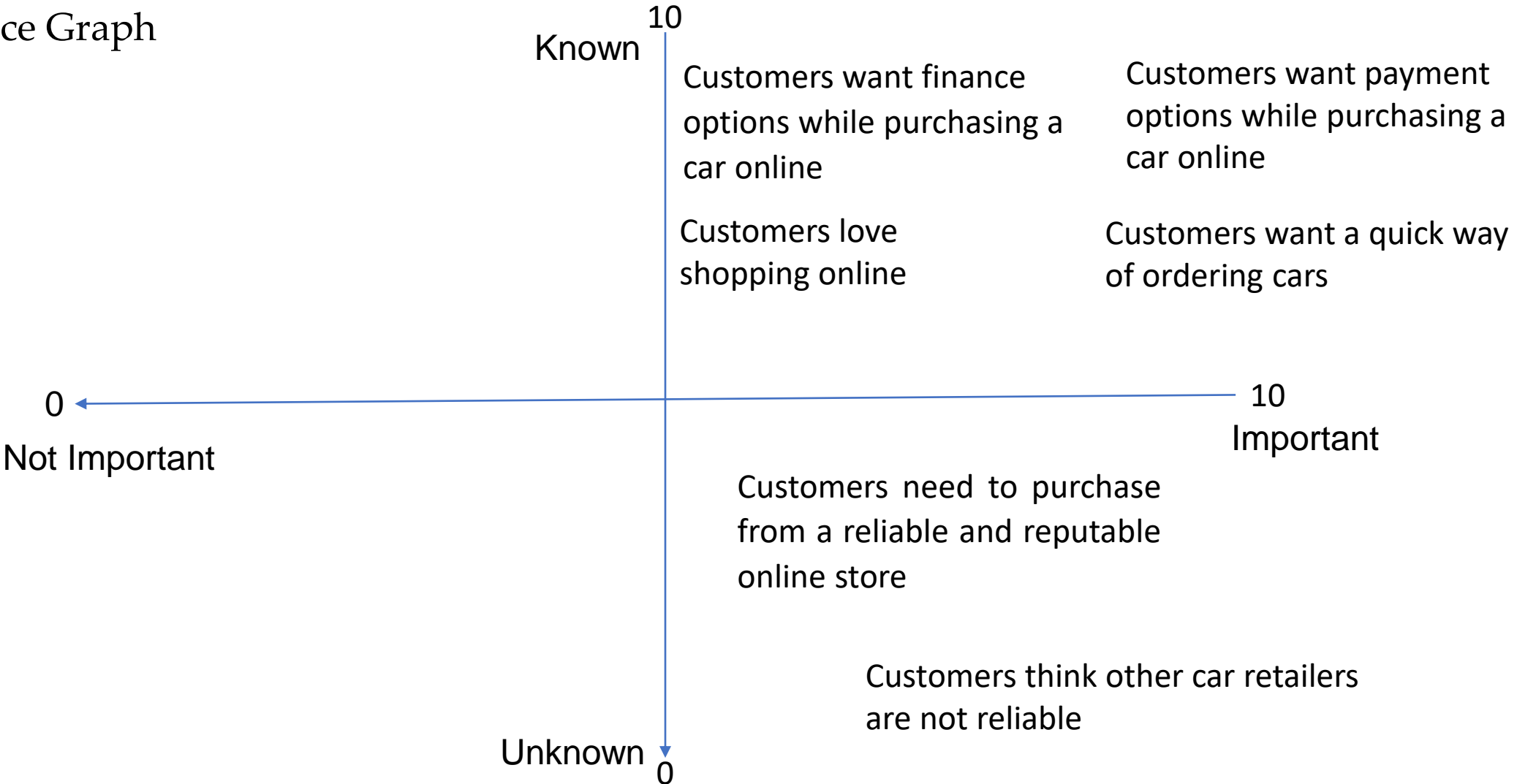
Do people want to buy cars online?

Do the customers want to compare the different types of cars quickly?

Do the customers want payment options while purchasing a car online?

Do the customers want Customers want finance options while purchasing a car online?

Risk Importance Graph



Market Validation

Specific Target Market:

Demographic: salaried or self-employed, middle class, between the ages of 20-60

Geographic: Residing in metro cities

Psychographic: people who shop online for expensive products, value price transparency.

Behavioral: people who use taxi, cab booking and sharing apps.

Market Growth & Competitors

US\$ 721.6 billion by 2030 by growing at a compound annual growth rate (CAGR) of 13.2% during the forecast period from 2022 to 2030.

Competitors include: Carvana, CarMax, ebayMotors, Cars.com, Vroom, Drivetime.

User Interviews

Questions	Interviewee 1	Interviewee 2	Interviewee 3
Why did you decide to buy a car?	I want a car with the latest features and don't mind paying for it.	As a Married couple for functional reasons. We use cars to commute to the office, pick up groceries, schlep the kids to soccer practice, etc..	For easy movement and prestige.
Did you check cars online to find options or did you go to a dealership?	Online. The best option, because you see all the specs and filter options. They knew what they wanted and so online is better.	Both - General check online to understand budget, and went to see the options physically	Online, to check the prices and review of the product.
Why did you select the model that you selected?	Current safety technology	Space and design	The design.
Did you get your car financed or did you pay for it with cash?	Outright payment	Financed	Outright payment
Did you have the car inspected before you bought it? How did you find a mechanic?	Yes - self inspected	A friend checked it out.	Since its new I don't need inspection since it comes with warranty.

Customer Needs:

Research: This needs to be convenient and must have various options to filter from.

Price & Payment: There is need to search for competing prices to negotiate the final price of the car and to also check the affordability of the car.

Mode of Payment: Outright purchase or Financing Option
Insurance Option

Inspection: There is need to verify car accident history and damages and to hire a mechanic

Signing of documents virtually

Delivery of car.

MVP

- Customers love shopping online.
- Customers need to purchase from a reliable and reputable online store.
- Customers want payment options while purchasing a car online.

Assumption	Success Criteria
Customers love shopping online	90% of the respondents should validate this
Customers need to purchase from a reliable and reputable online store	70% respondents should validate this
Customers want payment options while purchasing a car online	50% of the respondents should validate this

Prototype Strategy and Finding Users

1. Running ads on product page that are under the Automotive (car parts) category on Amazon.com
2. Running this experiment under a shadow brand by:
 - Using specific Facebook groups
 - Running Targeted ads on Google and Facebook

User Stories

Search Functionality

As a Car buyer I want to be able to see a range of cars that suit my needs so I can find the car best suited for me.

As a Car buyer, I want to be able to list the attributes I am looking for in a car so that I can find the car I want.

Payment Options

As a car buyer I want to be able to see different options of payments available so I can know how to pay for the car I want.

Inspection

As a car buyer I want to be able to have the car inspected so I can make sure it is in good condition.

Dealer reviews

As a car buyer I want to be able to see the experience of past buyers so I can determine whether the dealer is trustworthy and reliable or not.

MSCW Framework on Features

Goal: Car Purchasing Platform for Amazon cars

Must: Features that must exist to purchase a car

Should: Features that are important to the customer and they won't place an order without

Could: Features that will improve the customer experience

Won't: Features that are not needed for the first launch but can come later

MSCW Framework on Features

Must:

Simple UI/UX feature
Car comparison feature
Elaborate search option
feature.
Pre-approval for loans
Instant Loan approvals
Book test drive

Could:

Recommended Cars
On sale feature
Discount feature

Should:

Loan calculator feature
Price comparison feature
Brand comparison tool

Won't have:

One on one service feature
Lifestyle recommendations

Effort Estimation using T Shirt Size

Must:

- Simple UI/UX feature (XL)
- Car comparison feature (L)
- Elaborate search option(XL)
- Pre-approval for loans (L)
- Instant Loan approvals (L)
- Book test drive (M)

Could:

- Recommended Cars (L)
- On sale feature (S)
- Discount feature (S)

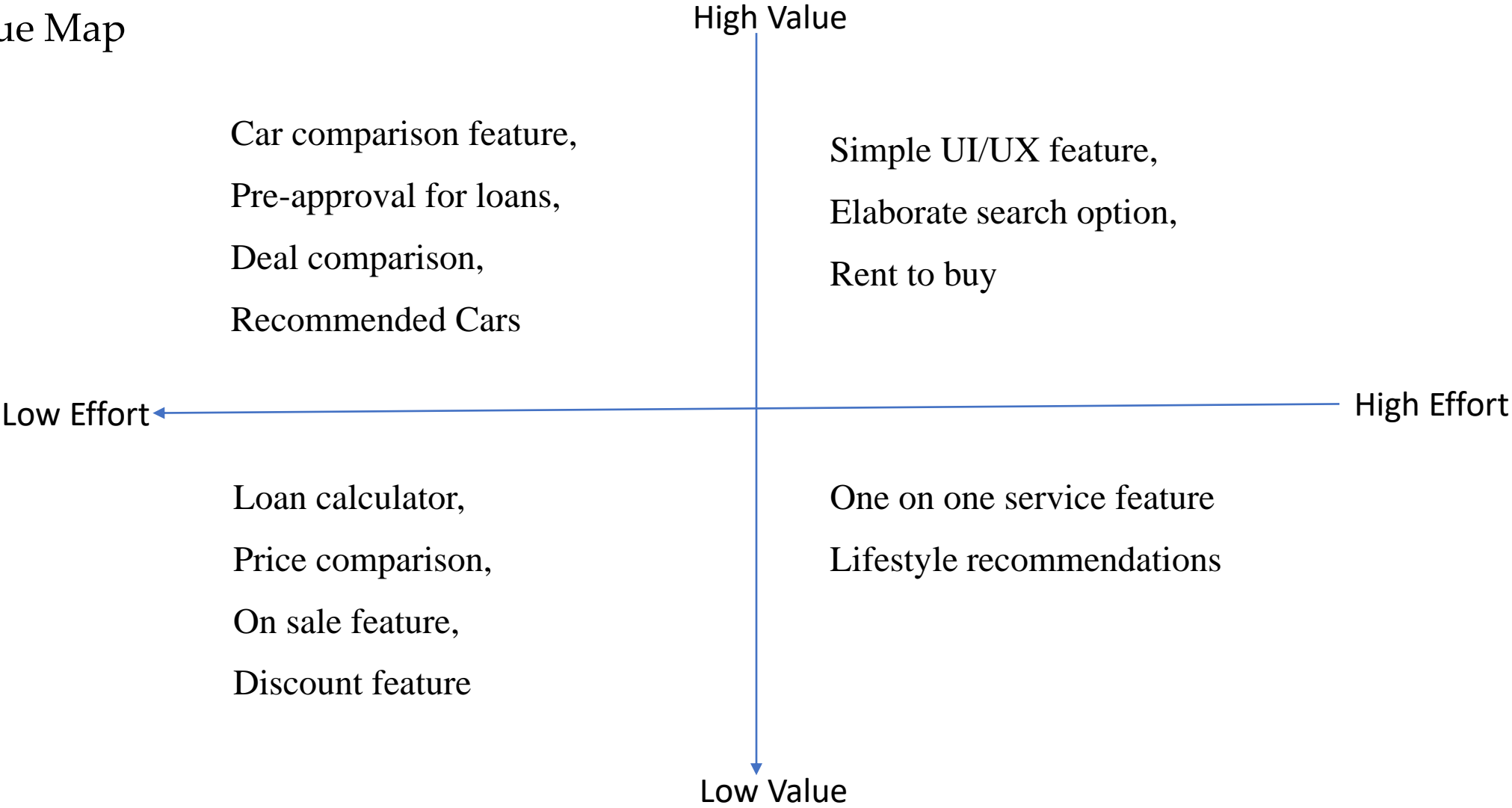
Should:

- Loan calculator feature (S)
- Price comparison feature (S)
- Brand comparison tool (S)

Won't have:

- One on one service feature (M)
- Lifestyle recommendations (M)

Effort Value Map



Conclusion

After all these processes and methods, I was able to figure out the best solution to use in order to have Amazon Online Car Platform and it was indeed successful.

A person in a dark suit is seen from the back, looking at a corkboard. The corkboard is covered with numerous colorful sticky notes (yellow, blue, pink, orange) and a yellow string. The notes contain handwritten text, mostly in all caps. Some legible notes include: 'CONCLUDING THE FELLOWSHIP', 'FOLLOW-UP AFTER THE FELLOWSHIP IS OVER', 'FUTURE OPPORTUNITIES', 'I NEVER KNEW IT WAS OVER NO COMPLETION DATE DETTY', 'THE NETWORK WAS GREAT. BEING IN LOWLAND COH.', 'THE EXPOSE ADDS VALUE TO MY BRAND', 'Flexibility of Proj was beneficial', 'Driven by how you shape it', 'I WOULD HAVE MADE IT PRACTICAL IF IT WAS FOR EVERYONE', 'TICKETING IS AN ISSUE HERE MEANS PEOPLE DON'T COME', 'I DON'T HAVE GREAT CONNECTION IN MY INDUSTRY', 'I STARTED WORKING IN A PLACE', 'COLLECTING ALL THE INFORMATION AT THE END WAS HARD DISTILLING PRINCIPLES', 'GOT HELP FROM OTHERS TO "GOVERNMENT ID" REPORT', 'I SPENT MORE TIME NEGOTIATING FORMAT THAN BEING CREATIVE', 'THE REPORT I WROTE WAS NOT ACADEMIC', 'ATTENDANCE IN TIME 4 WAS', 'RUNNING EVENTS', 'REPORTS REPORTING', 'RISK IN NOT APPEARING EVERY MONTH'.

Product Management Portfolio

Thank You