10 Academy Cohort B: Week 3

Non-Technical Challenge

Problem-Solving Skills

Submission deadline: Saturday, May 11th, 2024, 8:00 PM UTC

**Scenario**:

You are a Product Manager of a tech startup, Canes Gaming Inc., and your job is filled with unexpected challenges that require your immediate attention and decision-making. Canes Gaming Inc. is a gaming company that focuses on the development and publishing of the game Sandy Crash. The company is struggling with declining user engagement and customer retention in its mobile application.

Despite an initial surge in downloads, the app is experiencing a drop-off in active users, leading to concerns about long-term sustainability and revenue generation.

As the product manager, you have tasked analysts with helping you analyze the situation to identify the root causes of the declining engagement. You will then propose actionable solutions to improve user retention based on the analysis and make decisions for your company with a way forward.

The objective of this exercise is to develop and demonstrate your problem-solving skills by addressing real-world challenges faced when running a product.

**Summary of the findings:**

A root cause analysis was conducted by the analysts through a combination of qualitative and quantitative methods, including user surveys, interviews with key stakeholders, and analysis of app usage data. The goal was to identify the primary factors contributing to the decline in user engagement and retention and to develop actionable recommendations for addressing these issues.

**They settled on the following reasons:**

1. Misleading advertising: The app’s advertisement campaign across social media was very appealing and lured many users into downloading the app. However, the app fell short of user expectations as it lacked the features and updates that were prominently advertised. This resulted in user disappointment and eventual disengagement
2. Marketing flaw: A lot of money was spent on advertising too soon, and it also wasn’t targeted (mindless advertising).
3. Poor employee collaboration: There is clearly a problem with team members not collaborating well. Otherwise, what was advertised would have been the same as the app itself.
4. Customer dissatisfaction: The rate of active users declined, even though the download rates are high.
5. Communication problem: The team doesn’t communicate well with each other and they tend not to comprehend each other’s vision in the team.

**Task:**

1. As a product manager, your task is to develop 5 strategies to address the issue of misleading advertising to find out how it happened, manage it, and rebuild user trust.
2. Outline 5 key steps to give guidance to the marketing team to ensure effective and targeted marketing practices.
3. What 5 steps will you take to ensure the team collaboration improves?
4. What are 5 some of the considerations you’d take to ensure customer satisfaction and retention?
5. How will you ensure effective communication?

(i) Within the whole team, i.e. marketing, developer, management, illustrators, etc? Provide 5 ideas.

(ii)Think about how in the gaming industry, describing a game requires you to properly communicate the vision, the idea, and the feel. What 5 measures would you take to ensure everyone has the right vision in mind?

**Submission**

A report consisting of slides that you’ll present to your whole team on the way forward, answering the questions in the tasks above.

Save your PPT as PDF before submission.

**Rubrics**

1. **Understanding and Addressing Misleading Advertising:** Grading will assess the clarity and effectiveness of the proposed strategies to address misleading advertising, considering how it happened, how to manage it, and how to rebuild user trust.
2. **Guidance for Effective and Targeted Marketing Practices**: You are tasked with outlining key steps to guide the marketing team towards effective and targeted marketing practices. Grading will focus on the specificity, relevance, and feasibility of the outlined steps.
3. **Improving Team Collaboration:** You are asked to propose steps to enhance team collaboration. Grading criteria include the comprehensiveness, feasibility, and potential impact of the suggested strategies.
4. **Considerations for Customer Satisfaction and Retention:** Grading will evaluate the depth and relevance of considerations outlined to ensure customer satisfaction and retention, considering the identified root causes and potential solutions.
5. **Ensuring Effective Communication:**

(i) Within the Whole Team:

You are required to provide ideas to ensure effective communication within the entire team. Grading will consider the clarity, feasibility, and inclusiveness of the suggested communication methods.

(ii) Communicating Vision in the Gaming Industry:

Grading will assess the effectiveness and relevance of measures proposed to ensure alignment on the game's vision, idea, and feel among team members, considering the unique challenges of the gaming industry.

**Usefulness in real-life**

The given exercise provides an opportunity to apply problem-solving skills in real-world scenarios. By addressing the challenges faced by Canes Gaming Inc., specifically the declining user engagement and retention in its mobile application, you will be able to gain insights into the complexities of managing a tech startup and devising strategic solutions to overcome obstacles.