

Reach Out

Developing the product

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Getting Started

Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

Coordination activities map

Purpose <i>Convey the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i>	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target week
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to share MVP scope and walk-through design to gather feedback		All except Legal and Compliance	Informed (No authority over the decisions, and need to stay updated on the progress since it impacts their own work)	
	Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Get feedback on previously identified legal areas to update, e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Set a target week
	Setup meeting to review MVP scope and identify possible legal updates, e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's final sprint starts
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	All except Legal and Compliance	Informed (No authority over the decisions, and need to stay updated on the progress since it impacts their own work)	Ongoing activity
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter dependencies and potential risks	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

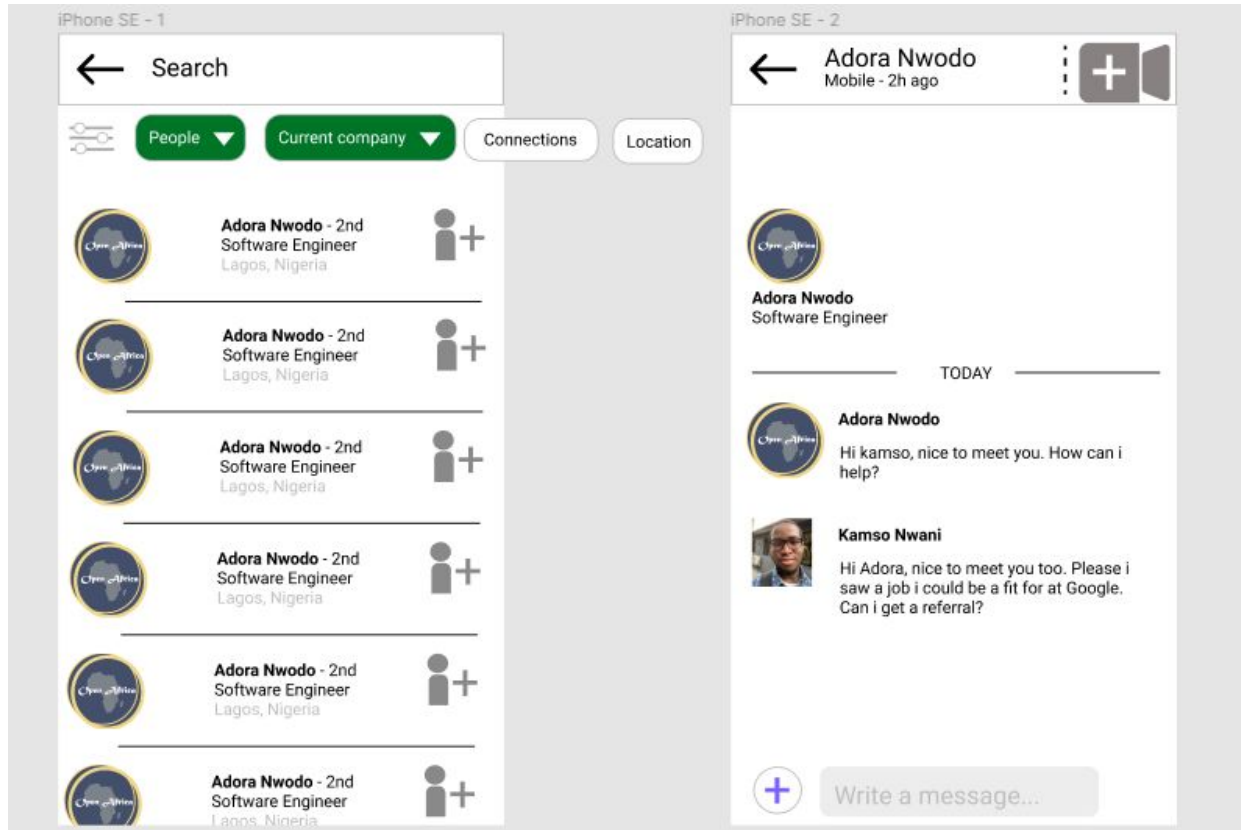
Sprint Planning Meeting Preparation

Sprint Goal	
Allow college graduates apply to jobs using referrals from their people in their network	
Sprint Backlog (list the prioritized user-stories from the product backlog)	
1	As a graduate, i want to use my resume to reach a hiring manager so that i can get an interview
2	As a graduate, i want to I want to know which positions are relevant to me so that I can save my time from applying randomly
3	As a graduate, i want to be recommend jobs to other people so that they can get jobs relevant to them.
4	As a college graduate, i want to use my network to get a referral so that I can apply to a job
5	As a college graduate, i want to know to receive application feedback that i know my strengths and weaknesses
Sprint Prioritization Logic	
<ul style="list-style-type: none">Have a fully functional deliverable at the end of the sprint where the referral button on jobs can be accessedBuild the jobs board for users to provide custom job openings. This may require added complexity and integrations	

User Story 1

User Story	As a college graduate, i want to use my network to get a referral so that I can apply to a job
Design	<u>prototype</u>
Acceptance Criteria	<ul style="list-style-type: none">• On a job opening, the user clicks on the referral. He is shown a list of people in his network that can offer a referral to the job• When they click a person's name on the list, they are shown a pre-populated message having the job details and asking for a referral.• They click the 'send message' button. Once this action has been taken, a display message is shown informing them that the message has been successfully sent
Assumptions	<ul style="list-style-type: none">• The people on the list displayed are 1st degree connections• The product will only be available in English and in the USA to begin with

User Story 2- Prototype Screenshot



User Story 2

User Story	As a graduate, i want to I want to know which positions are relevant to me so that I can save my time from applying randomly
Design	<u>prototype</u>
Acceptance Criteria	<ul style="list-style-type: none">• Once a user has applied for a job using a referral, they are asked whether they want recommendation for similar jobs in their network with a yes/no choice• If they choose yes, they are redirected to a page where they are asked to pick their preferences• Preferences are based on factors like location, skills and position title• They are shown a success message when this is completed• Users can now begin to receive in-app and mail notifications
Assumptions	<ul style="list-style-type: none">• The jobs that are recommended only come from 1st degree connections• A jobs board has been set up in a previous sprint

User Story 2- Prototype Screenshot

Interests

9:41

INTERESTS

Tell us about your interests and we'll find the best jobs for you.

Search here

Skills

Product management x Data analysis

Location

Nigeria x Ireland USA England

Experience

Entry Level x Associate Senior

Language

Product management x Data analysis

let's proceed >

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

Reach Out Project

Based on the API documentation how would you update your solution and design?

1. Match the skills from user's profile to the job's skills. Include both active and expired jobs
2. Update the solution to gather user preference for the following: Location, Industry, Company Type and size .
3. Users should be able to initiate specific actions such as Not interested, save to jobs etc
4. There should be a minimum number of jobs applied or saved before job matching can be done with recommendations

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility

- Is there a way for us to quantify the "match quality" ? i.e "50% of skills in user profile matches the job's description. What is the complexity involved in this ?
- What is the minimum threshold of historical applications customers must have before matching can be made?
- For the future, can we identify and list the missing skills for a job that has almost a strong fit (i.e 50% of skills matched)?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue

- This is a bug and a huge metric mover as the page load time is 38% longer
- Our growth in monthly users has come down by 12%. This could lead to less people visiting our site overall and reduce our ratings on the app store.
- The risk of delay would affect our reputation and as such a hotfix is required urgently

This is a bug with CRITICAL priority as it is a metric mover. If left unresolved, we could see less usage in our services which will lead to huge impact on our business values.

Next Steps

You would carry out typically using JIRA (ticketing tool), communication channel (Slack)

- Update issue priority to 1- CRITICAL
- Inform engineering and QA team via slack that a critical bug has been moved up the priority list and needs a hotfix.

Would you take additional steps ?

- Perform more manual tests in staging environment before being moved to production.
- Communicate with customer service team to inform customers about the status of the bug and work with Engineering and QA teams to reduce lead time.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">• Not impacted based on business needs. The bug doesn't impact any of our metrics and so we can't allocate more resources to tackle it than is needed currently.• We still see retention of 90% across all users• The issue only affects 1% of our users but won't decrease functionality of other parts of the app <p>As this is not impacting any of our metric mover, this issue priority for this bug is set to LOW.</p>
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	<ul style="list-style-type: none">• Update issue priority and move down to 4-LOW and add to the customer & stakeholder request buffer• Enquire from data analysis which group of users are currently impacted i.e new vs existing users, unique daily users etc• Confirm with QA if the issue is reproducible on iOS and other platforms supported

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none">• 20% of users that are unable to log due to incorrect password reach out to the customer service team• This is a major functionality defect that causes friction for both users and support team. Therefore, it is best to fix it before it overwhelms the customer support team.• The issue priority is set to 1- CRITICAL because it has a high impact.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Update priority to CRITICAL and communicate change with customer service manager on Slack.• Inform Scrum team to address the issue and deploy a hotfix immediately since this has been analyzed to be critical• Work with QA team on JIRA to understand why the password link isn't working even before needing the trigger from the customer service team
Sample Email Response	<p>Hello Maggie,</p> <p>With consultation of QA and Engineering, we determined this impacts a high number of our users. I have created a ticket and moved the priority to CRITICAL. I would also advise that we send posts via social media and email to make sure affected users are informed about the status of the issue.</p> <p>Thank you for your patience.</p> <p>Warm regards, Tom.</p>

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	<ul style="list-style-type: none">• We can either ramp up our throughput to release something that is 70% complete in the next two days or delay two weeks for something more complete• Product is currently unstable to be presented to stakeholders as there are unit tests and continuous improvements being made.• If extremely urgent, we can create a demo account or prototype for our stakeholders explaining to them that the product isn't 100% complete
Sample Email Response	<p>The team has been working tirelessly during the sprint to push a product that is at least presentable to stakeholders. However, we're only 65% of the way. It would take another four days to cover most of our core features. Releasing the product as it is today to stakeholders wouldn't be best as it is still unstable.</p> <p>I have attached a working prototype of the end-product with a guide explaining how it works. Let me know what you think and I'm always available to support you.</p>

Step-in and guide the scrum team at stand up

Video Response

Share the link to your video here [<insert link>](#)

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none">● Ask QA about automated tests and how to perform them as they would block most of the manual tests done in staging environment● Ask support from the head of engineering to see if anyone can support QA testing
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	<ul style="list-style-type: none">● Coordinate a meeting with impacted PMs and head of PM via email to raise awareness of risk of this feature at risk● Identify tickets for immediate review based on the RICE prioritization framework.
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	<ul style="list-style-type: none">● Head of Product● Head of QA● Impacted PMs
	<ul style="list-style-type: none">● If negotiation is successful, new QA is given more time to get up to speed and delays are expected as a result of these new developments.● If negotiation is not successful, PM has to take most the QA responsibilities. The sprint backlog is reprioritized which will set back the sprint by a couple of days or even push it into future sprints. Discussions with Head of QA and Engineering has to be made to prevent future occurrence.

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">• Why is adding notifications important?• Can you help me understand how this will help us understand the user journey?• What else could happen if we don't do this? Do we have any data about other features we launched without including notifications?
Video Response	Share the link to your video here (link to video)