

KP Refined

Managing Product Development

Product Manager: Mayowa Olabode



PRD and Prototype



[PRD](#)



[Mocks](#)



[Prototype](#)

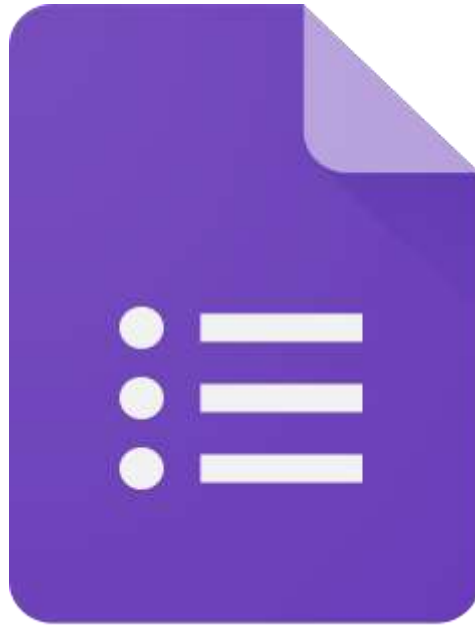
Test Plan

Test Cases: Functional and Non-functional Requirements



Dogfood Survey

Dogfood Survey



[KP Refined](#)
[DogFood Survey](#)

Prioritize

Fire Drills

Scenario	Who	Communication Method	Key Messages
QA finished testing and reported that 3 test cases failed	<ul style="list-style-type: none">• QA team,• Product team,• Engineers,• Designer,• Researchers	<ul style="list-style-type: none">• Meeting	<ul style="list-style-type: none">• Schedule a meeting and send invite to all required parties.• QA walks everyone through on the failed cases and provide information and relevant data on the failure.• Engineering spearheads review of possible causes along design and research.• Product team assigns responsibility, priorities and timeline for re-test.
An engineer is ready to start working on the next feature, but doesn't have the mocks for it	<ul style="list-style-type: none">• UX lead,• Design	<ul style="list-style-type: none">• Ping	<ul style="list-style-type: none">• Chat up Design team to provide engineer with relevant mocks.
Support flagged that many users are unable to sign in to their accounts	<ul style="list-style-type: none">• Support,• Engineers	<ul style="list-style-type: none">• Email	<ul style="list-style-type: none">• Open a line of communication via mail• Allow support provide useful insight to Engineering regarding issue• Engineer to take insight, troubleshoot, resolve and advise accordingly.
A new PM just joined your team and is interested in learning about your work	<ul style="list-style-type: none">• Product team	<ul style="list-style-type: none">• Meeting• Doc	<ul style="list-style-type: none">• A brief discuss on the team goals and the work so far.• Provision of all necessary doc to enable new PM catch up.

Fire Drills

Scenario	Who	Communication Method	Key Messages
Dogfood survey results are in and dogfooders are not excited about recommending the product	<ul style="list-style-type: none">• Product team,• UX lead,• Researcher,• Designer,• QA,• Tech lead	<ul style="list-style-type: none">• Meeting	<ul style="list-style-type: none">• Schedule a meeting and send invite to all required parties.• Product shares metric and user feedback.• Attendees brainstorm on major resolution points and how best to remedy issues highlighted by users.• Design to reiterate ideas for possible implementation in mocks and advise Tech lead• Tech lead to hand off to engineering for codebuilding and review where necessary.• Product to follow up to ensure deadline for redeployment of new version for beta testing.
Legal informed you about a new law going into effect that will require you to add new privacy controls before you can launch	<ul style="list-style-type: none">• lawyer,• Marketing lead,• Leadership team• Tech lead• Engineering	<ul style="list-style-type: none">• Email• Doc	<ul style="list-style-type: none">• Lawyer to provide insight on the scope of the law and requirements.• Send an email to inform leadership on new development• Attach a doc informing the scope of the privacy requirement to enable engineering build and incorporate.• Follow up with lawyer to ensure certification after incorporation• Marketing lead to understand possible pushback and replan timeline for deployment of marketing strategy.

Prioritize

Scenario	Priority Ranked	Rationale
QA finished testing and reported that 3 test cases failed	4	While this issue might not directly halt the product, it is important to address the issue to ensure product quality.
An engineer is ready to start working on the next feature, but doesn't have the mocks for it	5	This might set back product development. This might also affect attainment of the set timeline for deployment of feature. However, it does not deter product usability.
Support flagged that many users are unable to sign in to their accounts	1	This is an urgent issue as it could lead to lost of customers and it is an identified technical difficulty that will negatively impact user onboarding experience, consequentially affecting product goals.
Dogfood survey results are in and dogfooders are not excited about recommending the product	3	Lack of excitement to recommend usually stem from bad user experience ranging from issues with UI interphase and product perception. Subsequent update can fix issues. However, if metric shows that issue stems from technical difficulties/critical issue that makes app difficult to use, issue is a P0.
Legal informed you about a new law going into effect that will require you to add new privacy controls before you can launch	2	Failure to comply by legal laws can lead to sanction of company by regulatory bodies and cause product not going to launch.
A new PM just joined your team and is interested in learning about your work	6	The new PM can learn from debriefs and available documents and also learning by shadowing other PM hence making the lowest in priority.

Go No Go

KP Refined

- KP Refined was ideated in a bid to reinvent how people interact with their own health with the goal of enhancing life expectancy through a preventative lifestyle approach.
- With health and wellbeing as top priorities, KP refined serves as a solution committed to recognising the specific needs of our users and helping them make better health decisions daily.
- By understanding the diverse requirements and circumstances of individuals, It offers tailored solutions that empower users to take charge of their health.

Key Features:

- my AI
- Diet Plan
- Goal Theme/Plan
- Sign in with Apple/Google Health

my AI

Ready to Launch

Testing:

- All test cases passed

Dogfood:

- Positive feedback from dogfooders

Production Readiness:

- High quality, accuracy and precision of response data.
- low latency and high throughput

Open Issues / Risk:

- Legal and compliance regulations on Data privacy, collection, protection and storage.
- User Adoption

Mitigations:

- Onboarding and in-app walkthroughs to help users understand how the myAI features work and benefit them.
- Availability of legal personnel to inform on relevant regulations and ensures the app stays data compliant.

Sign in with Apple/Google Health

Some Risk

Testing:

- One test case failed; user unable to access Apple/Google Health Login Screen.

Dogfood:

- Dogfooders ran into issues related to the failed test case above.

Production Readiness:

- User able to access log-in screen.
- Ability to complete personalization process using mode.

Open Issues / Risk:

- Sign-in authentication failure.
- limited access to user information.

Mitigations:

- Alternative sign-in options
- User consent in partnership with google and apple for full access to user health information.

Diet Plan

Ready to Launch

Testing:

- All test cases passed

Dogfood:

- A third of dogfooders ran into issues; diet plan recommendations does not really align with your intended goal

Production Readiness:

- Diet recommendations fit goal plan
- Concise and correct recipe and correct nutritional content count

Open Issues / Risk:

- Misinterpretation of dietary data and portion count
- Underlying diet-dependent health issues

Mitigations:

- Clear explanation and clarification of nutritional terms and dietary data
- Section to collect information on such health issues to enable customization and acknowledged disclaimer.
- Strict use of nutritionist's pick for users with underlying diet-dependent health issues .

Recommendation: Launch

After a meeting with all required stakeholder and company leadership, KP Refined has been approved for launch based on the following reason:

- Satisfactory QA testing with 95.75% overall success cases;
- Great feedback from dogfood survey implements across a internal customer base of over 380 participants;
- Satisfaction of Legal and Compliance regulatory requirements;
- Identified risk mitigated and Enterprise risk division approved.

Invitation: Go / No Go Launch Meeting

To:

- All Leadership
- Tech lead
- UX lead
- Support Lead
- Marketing Lead
- Lawyer
- QA Lead
- Lead, Product Engineer
- Lead, Data and Research
- Lead, Design

Cc:

- Product Team

Message:

Dear All,

We are excited to invite you for the Go Launch meeting for KP Refined. It has been a rigorous yet fascinating period of ideating, creating, planning, development and execution on everyone's part. We are very much enthusiastic about this milestone.

Currently, we have been legal and compliance certified to move forward with the product. Our beta version has yielded great feedback via the deployed dogfood survey. Our QA testing had a success rate of 95.75%. All risk stemming mostly from Google/Apple Health sign-in are in the conclusion phase of mitigation.

Let us join the conversation in the presentation room 5/6, 3rd floor by 11am on Sept 28th to deep-dive all this highlighted metrics, decide our launch date and celebrate this amazing feat.

Warm Regards,

Mayowa Olabode.

Product Manager, KP Refined.

Responding to Feedback

Your director:

This all looks really promising! Can we launch two weeks earlier than originally planned?

Your response:

- Thank you for that kind feedback and yes, launching two weeks earlier would be a great feat.
- However, while we know the product is technically ready, we are still in the process of curating the support handbook. Also, we are still in the process of mitigating identified risks from the sign-in with google and apple health feature, a very key feature in the app .
- Launching without putting all this in place might defeat our achievements.
- Nevertheless, my team and I with other affected leads can weigh options on possibility of launching earlier by a week which I am forecasting is very much possible.