

Bynry - Water Utility Consumer Experience

Challenge Overview

As part of our hiring process, we'd like to understand how you approach product challenges in the B2B2C space. This challenge simulates a real situation you might encounter as a Product Management Intern at AquaConnect.

Scenario: You're a Product Management Intern at Bynry. Our client, ClearFlow Water District, has a consumer mobile app that's struggling with adoption and engagement:

- Only 8% of households have downloaded the app
- Most users check it less than once per month
- Water conservation goals aren't being met
- Customer service calls for basic information remain high

Unlike electricity, water consumption is largely "invisible" to consumers until they receive a bill, making engagement particularly challenging.

Part 1: Problem Analysis

1. **Consumer Behavior Analysis:**
 - Identify 3-4 key reasons why consumers might not engage with the SMART360 consumer app
 - Explain how these barriers affect both consumers and the utility companies we serve
 - Create a simple diagram showing how these issues connect to each other
2. **Customer Journey Map:**
 - Draw a basic customer journey map for a typical water utility customer
 - Highlight the pain points in their current experience
 - Identify moments where digital engagement could add the most value
3. **Technical Feasibility Assessment:**
 - List 2-3 technical constraints that might affect your solution (e.g., data access limitations, integration challenges)
 - Briefly explain how you would collaborate with engineers to validate technical feasibility

Submission Format: 1-2 pages with your analysis and hand-drawn diagrams (scanned or photographed)

Part 2: Solution Development

1. **Multiple Solution Exploration:**
 - Briefly outline THREE different approaches to solving the engagement problem
 - Each approach should tackle the problem from a different angle
 - Explain which approach you believe is best and why

2. **Feature Proposal:**

- Design your recommended feature that would meaningfully improve the consumer experience in SMART360
- Explain how this feature benefits both consumers and the utility companies using our platform
- Create a simple hand-drawn wireframe or sketch of your feature

3. **Implementation Plan:**

- List 3-5 key requirements for this feature
- Explain how you would measure the success of this feature
- Identify potential challenges in implementing this feature

4. **Stakeholder Collaboration Plan:**

- Identify 3 key stakeholders you would need to work with to implement your solution
- For each stakeholder, outline:
 - What information you would need from them
 - Potential concerns they might have
 - How you would address those concerns

5. **Live Discussion Preparation:**

- Be prepared to discuss your solution during the interview
- During the interview, we'll present you with a surprise constraint or new information
- You'll need to adapt your solution on the spot and explain your thinking

Submission Format: 2-3 pages with your proposal, hand-drawn wireframe, and outlined plans (scanned or photographed)

Evaluation Criteria

We'll assess your:

- Understanding of consumer motivation and behavior
- Ability to identify root causes, not just symptoms
- Strategic thinking that balances consumer and business needs
- Technical awareness and collaboration approach
- Adaptability when presented with new constraints
- Stakeholder management thinking
- Overall communication and presentation of ideas

Submission Instructions

1. Complete both Part 1 and Part 2 of the challenge
2. Submit your work as PDF documents with any hand-drawn elements scanned or photographed clearly
3. Send your submission to [insert email address] with the subject line "PM Intern Challenge - [Your Name]"
4. Deadline for submission: [insert deadline]

What Happens Next

After reviewing your submission, we'll invite selected candidates for an interview where we'll discuss your solution and assess how you adapt to new information. This will help us understand your thought process and approach to product management challenges.

If you have any questions about the challenge, please contact [insert contact person and details].

Good luck, and we look forward to seeing your innovative solutions!