Product Management Project

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FuSSION CRM - Connect Wisely

Product Charter

Components :

1. Purpose
2. Vision
3. Objectives
4. Scope
5. Stakeholders
6. Assumptions and Constraints
7. Success Metrics
8. High- Level Milestones

Purpose:

FuSION CRM is designed to empower Micro, Small, and Medium Enterprises (MSMEs) by simplifying customer relationship management. The purpose is to help businesses streamline communication, enhance sales and marketing efficiency, and provide actionable insights through advanced analytics.

Vision:

To create a comprehensive CRM solution that enables businesses to manage customer interactions effectively, optimize internal processes, and improve customer satisfaction.

Objectives

1. Enhance customer relationship management for MSMEs.
2. Streamline sales and marketing processes to improve efficiency by 20%.
3. Provide advanced analytics to offer actionable business insights.
4. Ensure affordability and accessibility for MSMEs while maintaining scalability.

Stakeholders

Internal Stakeholders:

1. Product Manager (Primary Owner).
2. Development Team (Front-end, Back-end, Database Specialists).
3. Design Team (UI/UX).
4. Marketing and Sales Teams (for promoting the CRM).
5. Quality Assurance Team (Testing and Feedback).

External Stakeholders:

1. MSME Business Owners (Primary Users).
2. Sales and Marketing Teams of MSMEs.
3. Customer Support Teams of MSMEs.
4. Investors and Advisors for product growth.

Scope

In Scope:

1. Development of core CRM features like lead management, sales pipeline, marketing automation, and analytics.
2. Integration with third-party tools (e.g., Google Workspace, Microsoft Office).
3. Mobile app with offline access.
4. Basic ticketing system for customer support.

Out of Scope:

1. Advanced features like AI-powered recommendations and gamification (to be included in later phases).
2. Support for enterprises beyond the MSME target market.
3. Custom integrations requiring extensive development beyond the APIs provided.

Success Metrics

- **Adoption Rate**: 10% adoption among MSMEs within the first 6 months of launch.
- **Retention Rate**: 85% of users to continue using the CRM after 1 year.
- **Efficiency Improvement**:
  - 20% reduction in lead follow-up time.
  - 15% improvement in sales team productivity.
- **Revenue Metrics**: Achieve break-even within the first year.

Assumptions and Constraints

Assumptions

- MSMEs will adopt affordable CRM solutions with high utility.
- The increasing demand for digital transformation will drive interest in FuSION CRM.
- FuSION CRM's unique features will differentiate it from competitors like HubSpot and LeadSquared.

Constraints

- Limited budget for initial product development and marketing.
- Resource availability, especially for advanced AI and integration features.
- Dependency on third-party tools and APIs for integration.

High-Level Milestones

1. **Market Research and Persona Development** (Month 1): Identify gaps, key competitors, and define user personas.
2. **Wireframes and Prototypes** (Month 2): Develop UI/UX designs and prototypes for testing.
3. **MVP Development** (Month 3-4): Create a Minimum Viable Product with core features.
4. **Testing and Feedback** (Month 5): Conduct user acceptance testing (UAT) and refine based on feedback.
5. **Launch** (Month 6): Roll out the product to a target group of MSMEs.
6. **Continuous Improvement** (Post-Launch): Regular updates and feature enhancements based on user feedback.

Product RoadMap

| WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4 | WEEK 5 | WEEK 6 | WEEK 7 | WEEK 8 |

Market Research and Persona Development

Wireframes and Prototypes

MVP Development

Testing and Feedback

Product Launch

Post-Launch Activities
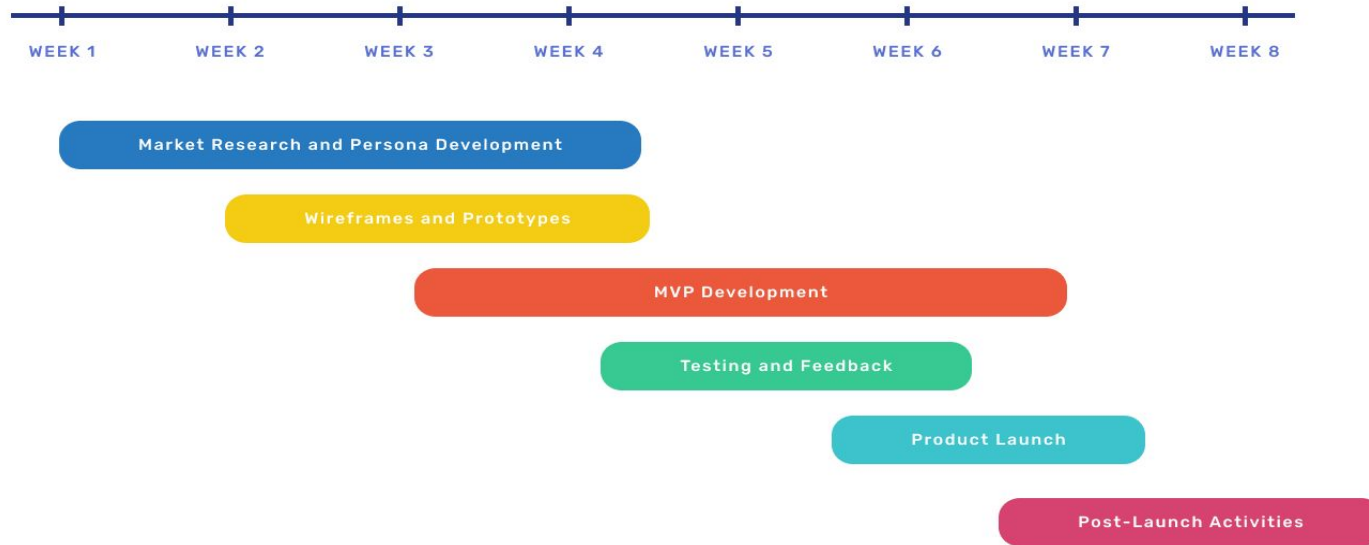
Product Roadmap

Week 1-2: Market Research and Persona Development

- **Activities**: Competitor analysis, gap identification, and user persona creation.
- **Deliverables**: Market Research Report, User Personas.

Week 3: Wireframes and Prototypes

- **Activities**: Create UI/UX wireframes and gather user feedback.
- **Deliverables**: Approved Wireframes, Feedback Summary.

Product Roadmap

Week 4-6: MVP Development

- **Activities**: Develop core features (lead management, sales pipeline, analytics), database setup, and initial testing.
- **Deliverables**: MVP with core functionalities.

Week 7: Testing and Feedback

- **Activities**: Conduct UAT, fix bugs, and refine the product.
- **Deliverables**: Tested MVP, Feedback Report.

Product Roadmap

Week 8: Product Launch

- **Activities**: Deploy product, launch marketing campaigns, and onboard users.
- **Deliverables**: Live Product, Onboarding Guide.

Product Requirements Documents (PRD)

Product Name: FuSSION CRM

Target Market: Micro, Small, and Medium Enterprises (MSMEs)

Purpose: To provide an affordable, user-friendly CRM solution tailored for MSMEs, featuring AI-driven insights, unified communication, and gamification to improve efficiency and customer relationships.

Product Requirements Documents (PRD)

Key Features

Core Features

- **Lead Management**: Automated lead capture, scoring, and customizable nurturing workflows.
- **Sales Pipeline**: Visual pipeline, task automation, and customizable sales stages.
- **Marketing Automation**: Email campaigns, social media scheduling, and landing page creation.
- **Customer Management**: Centralized database, interaction tracking, and segmentation.
- **Analytics**: Real-time dashboards, customizable reports, and trend analysis.
- **Customer Support**: Ticketing system, feedback tracking, and a self-service portal.

Unique Features

- Unified Communication: Chat, email, and voice integration.
- AI and Machine Learning: Predictive analytics and sales forecasting.
- Gamification: Leaderboards, badges, and performance tracking.
- SME Toolkit: Invoicing, project, and vendor management tools.
- Security and Compliance: Data encryption, GDPR compliance, and role-based access.

Product Requirements Documents (PRD)

User Personas

1. **Rajesh Kumar (Entrepreneur)**: Needs affordable CRM with sales automation and analytics.
2. **Anjali Singh (Sales Manager)**: Needs team collaboration tools and real-time sales tracking.
3. **Vikram Patel (Marketing Coordinator)**: Needs marketing automation and campaign tracking.
4. **Priya Sharma (Support Lead)**: Needs ticketing and customer interaction tracking.

Product Requirements Documents (PRD)

Technical Requirements

- **Platform**: Web and mobile (iOS, Android).
- **Scalability**: Support for growing user base and data volume.
- **Security**: GDPR compliance, encryption, and secure access protocols.
- **Database**: MySQL or PostgreSQL.
- **APIs**: RESTful APIs for third-party integrations.

Performance Metrics

- **Uptime**: 99.9%.
- **Response Time**: <2 seconds.
- **Data Processing**: Real-time analytics and reporting.
- **Onboarding**: Guided tutorials for seamless user onboarding.
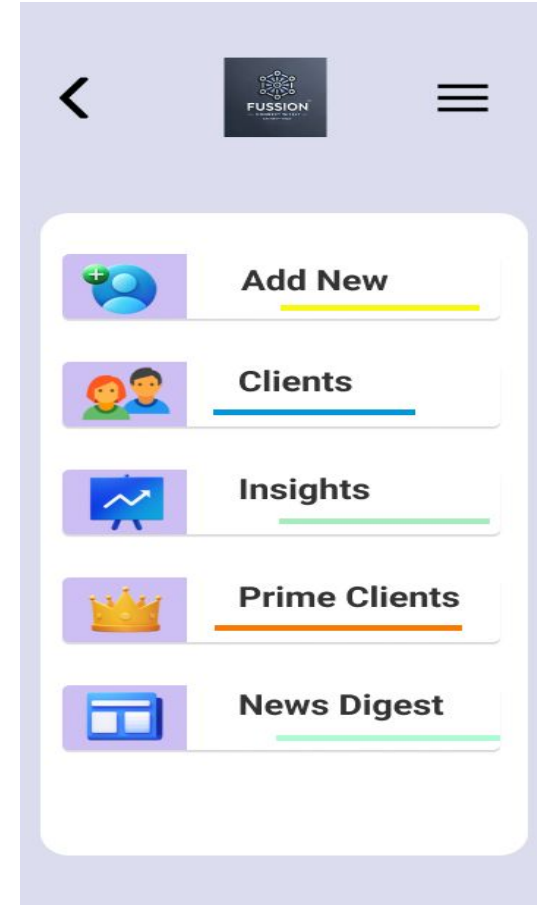
Product Requirements Documents (PRD)

User Interface

- **Design**: Intuitive and user-friendly.
- **Navigation**: Simple menus with quick access to key features.
- **Customization**: Dashboards and reports tailored to user needs.

Prototype link :
https://www.figma.com/proto/hkYgo3JaPkOC69RuBHICCP/FuSSION?node-id=10-4&t=V1XPSInU0rU4jcDR-1

Product Requirements Documents (PRD)

Compliance

- **GDPR**: Ensure data protection and privacy.
- **Data Storage**: Secure and compliant cloud storage.

Timeline

- **Phase 1**: Research & Planning (1 week).
- **Phase 2**: Design & Prototyping (1 week).
- **Phase 3**: MVP Development (4 weeks).
- **Phase 4**: Testing & QA (1 week).
- **Phase 5**: Launch & Marketing (1 week).

Deployment and Maintenance

- **Deployment**: Cloud-based for scalability.
- **Maintenance**: Regular updates and feature enhancements.
- **Support**: 24/7 support via chat, email, and phone.

THANK YOU