



Define C

Understand RC

on PR, tap int.

The Optimizer
The Planner

Groups of friends travelling together

2. PROBLEMS / PAINS

Product Management Portfolio

TOO MANY

X

POINTS FOR COMPARISON

(F) Hard to coordinate booking for a group.

TOO MANY TABS

info on site cards



Professional Background

Peter is a Product Manager, engineer, and person of industry. He graduated from Landmark University Omu Aran Kwara State Nigeria 2018. And started his career as an Engineer. From there, he gathered some impressive achievements and academic accolades. From his Master's Degree at Landmark University. To his speaking engagements across the country.

I am very much interested in Product Management as a Career and I believe heavily in the power of Product Management. I love Tech and everything relating to it, And desires to work with a wonderful team, where I can grow and evolve.

Abstract

Amazon is the earth's biggest online retailer.

They have plans to start selling cars online directly to consumers and want to include finance and payment options.

My task is to launch this new online product.

Portfolio Outline

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Pg. No.

Add
Page
numbers
here

You are
free to
edit the
text and
format
of table
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Problem Statement

For [Salaried or self employed] who has [A lot of money]

[Amazon cars] is a [Online car hub] that [Sells cars online].

Unlike [Cars.com] my product is [easy to access because I will run adverts]

We'll know this is true when [Majority of the cars on the Earth's road are Amazon cars]

Fill in the prompts above and delete this text
box

Assumption Mapping

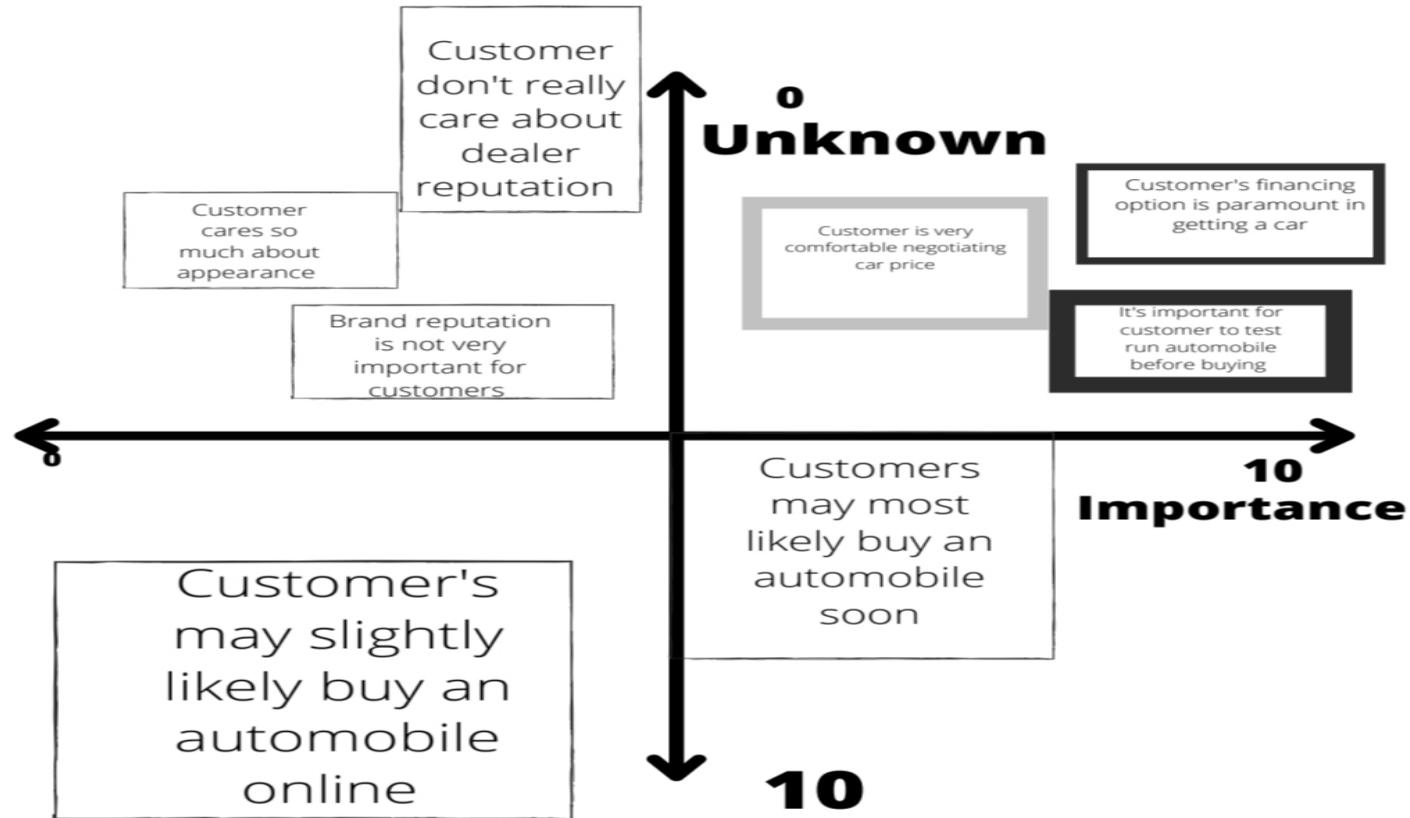
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Risk Importance Graph



Market Validation

Buying new or used cars can be a hassling experience. It is time consuming and lined with unpleasant deals and bitter discussions.

Our product makes it easier for individuals to simplify the process of car buying from the comfort of their homes.

Market Growth

The global online car buying market was valued at \$237.93 billion in 2020, and is projected to reach

\$722.79 billion by 2030, registering a CAGR of 12.2% from 2021 to 2030. (Source)

The market size, measured by revenue, of the Online Car Dealers industry is \$38.1bn in 2022. It has

grown by 4.3% per year on average between 2017 and 2022. (Source)

- Competitors

Cars.com, CarDekho.com, Autotrader.com, Carvana.com, Carsales.com.

User Interviews

Timestamp	How likely are you to buy an automobile soon?	How likely are you to buy an automobile online?	How important is it to you to test drive an automobile before buying it?	About how many miles are you willing to travel to visit an automobile dealership?	When buying an automobile, which of the following factors do you consider?	When buying an automobile, which of the following factors is most important to you? FINANCING OPTIONS	When buying an automobile, which of the following factors is most important to you? BRAND REPUTATION	V a f i D
6/25/2022 15:25:56	Moderately likely	Moderately likely	Very important		Ability of preferred make and model, Dealer reputation, Brand reputation, Fri			I
6/25/2022 18:31:28	Not at all likely		Extremely Important		1 Ability of preferred make	Very Important	Important	V
6/25/2022 21:16:18	Moderately likely	Slightly likely	Very important	1 mile	Driving performance, Ap	Very Important	Very Important	V
6/26/2022 4:33:05	Very likely	Slightly likely	Very important		1 Ability of preferred make	Important	Important	N
H	I	J	K	L	M			
When buying an automobile, which of the following factors is most important to you? BRAND REPUTATION	When buying an automobile, which of the following factors is most important to you? DEALER REPUTATION	When buying an automobile, which of the following factors is most important to you? APPEARANCE	When buying an automobile, which of the following factors is most important to you? PERFORMANCE	When buying an automobile, which of the following factors is most important to you? AVAILABILITY	When buying an automobile, which of the following factors is most important to you? How comfortable do you feel negotiating the price of an automobile?			
tion, Brand reputation, Fri	Important	Neutral	Very Important	Important	Very Comfortable			
Important	Very Important	Very Important	Important	Very Important	Very Comfortable			
Very Important	Very Important	Very Important	Very Important	Very Important	Extremely Comfortable			
Important	Neutral	Important	Important	Important	Very Comfortable			

Car-Buying Process User Journey

Customer's want to buy cars online, at affordable prices. Cars that can travel Miles. They would like to buy automobile soon. Financing and brand reputation is very important to users.

MVP

Key Assumptions:

- Customers want financing and payment options when buying vehicles
- Customers do not want to go into car dealerships - people want to buy cars online?
- Customers trust inspections handled by a third party

Success Criteria:

Assumptions	Success Threshold
Customers want financing and payment options when buying vehicles	50% of the respondents should validate this
Customers do not want to go into car dealerships - people want to buy cars online?	90% of the respondents should validate this
Customers trust inspections handled by a third party	70% of the respondents should validate this

Prototype Strategy and Finding Users

Finding Users to test the prototype:

Amazon has a huge user base already who visit the Amazon.com website daily.

We can find our target market to test the prototype by running ads on product page that are under the Automotive (car parts) category.

Another method is putting flyers in Amazon Packages for the same category.

Since Amazon is a big brand, they might consider running this experiment under a shadow brand and not promote it on Amazon.com, in that case, we can find users by:

- Tying up offline car dealerships and promoting it to their users
- Using specific facebook groups
- Running Targeted ads on Google and Facebook

Prototype Strategy

Note: students are advised to brainstorm and come up with their own strategy for a prototype. The most ideal prototype for Amazon Cars is a landing page / sticky page MVP.

Optional - We highly recommend sketching simple mockups and show how your landing page will test the MVP in your final portfolio as it will make you stand out in job search.

User Stories

Search Functionality

As a car buyer I want to be able to see a range of cars that suit my needs so I can find the car best suited for me

Loan Calculator

As a car buyer I want to be able to see how much money I can borrow so I can know what my budget should be.

Inspection

As a car buyer I want to be able to have the car inspected so I can make sure it is in good condition.

Dealer reviews

As a car buyer I want to be able to see the experience of past buyers so I can determine whether the dealer is trustworthy or not.

Feature Ideas

Feature Brainstorm:



Goal: Car Purchasing Platform

Must: Features that must exist to purchase a car

Should: Features that are important to the customer and they won't place an order without

Could: Features that will improve the customer experience

Won't: Features that are not needed for the first launch but can come later

Must:

- Pre-approval for loans
- Deal comparison tool
- Instant Loan approvals
- Book test drive

Should:

- Brand comparison tool
- Best price guarantee
- Insurance partnership
- Service membership
- Loan calculator

Could:

- Rent to buy
- Savings/Goal tracker
- Recommended Cars

Won't have:

- Lifestyle recommendations
- Online community

M

MSCW Framework on Features

Effort Estimation using T Shirt Size

T-Shirt Method

XL – Rent to buy

L – Feature comparison, Pre-approval for loans, Deal comparison, Recommended Cars

M – Deal comparison, Book a test drive, savings/goal tracker, Detailed car view, Search,

Secure paperwork, Insurance and Service partnerships, Loan options comparison, Car and dealer reviews

S – Online community, Brand comparison tool, Coupons / Freebies, Loan calculator, Price guarantee, test purchase tracking

Effort Value Map

High Value	Detailed car view M Search M Loan calculator S Secure paperwork M Comparison tool S Price guarantee S Purchase Tracking S Test drive S	Reviews of the dealer M Review of the car M Instant loan approval L
Low Value	Deal comparison M Loan options comparison M Coupons / freebies S Insurance partnerships M Service memberships M	Recommended cars L
	Low Effort	High Effort



EntryLevel

Conclusion

This portfolio was purely based on an Amazon online car sales. I learnt a lot through this process and would be very glad to share everything I learnt through out this process to the betterment of any team that wants my service.



Product Management Portfolio

Thank You

