Creating MX 1-Page Summary: Structure and Instructions

This document contains the headings and instructions you need to create a 1-page summary of the project (MX) you have completed. This 1-pager will not just be a simple document. It will be YOUR storyboard, showcasing YOUR story of completing this project.

Title of MX

Title of the MicroExperience

Domain & Process

Mention to which domain the MX belongs and which process under that domain it focuses on. If an MX does not have the domain component, you can skip this.

Example: Logistics & Last-Mile

Tool Stack Used

Mention which tools you used to complete the project. It can be one tool or a combination of different tools.

Example: Excel, Python, Python + Power BI, SQL + Power BI, etc.

Problem

This section will have three sub-sections.

In the first sub-section, explain the problem in 1-2 lines. Try to include a metric to demonstrate the magnitude of the problem.

Example 1:

X: The sales of a newly launched scooter variant started to decline.

✔: The sales of a newly launched scooter variant **declined by 40% after 2 weeks.**

Example 2:

X: The ratings of a streaming platform started to decline.

✔: The ratings of a streaming platform **declined from** approximately **4.8/5 to 3.5/5** since their last update.

Example 3:

X: The lead-conversion rate of a company dropped.

✔: The **conversion rate** of the leads generated by a company turned out to be **13%,** which was **extremely low** as **compared to the target.**

Show the situation and the complication **using a visual.** It can be a flowchart, a process map, a chart, or a diagram. The point is, try to visually present the problem quickly and clearly to the recruiter.

In your visual, highlight the problem area (preferably in red).

Example 1:

The visual can be a line chart showing the decline in sales of the scooter.

Example 2:

It can be a diagram (created with software like PowerPoint) with annotations clearly showcasing the problem with numbers.

Implications

The second section will be **"Implications."** Mention how the problem affected the business. It can negatively impact a metric, a KPI, or a process within the business. Show it as a list or a visual, that is up to you, <u>but no paragraphs!</u>

The business metrics/KPIs can represent *customer satisfaction, revenue, growth, engagement, churn rate, profits, cost, etc.*

Example:

- ❖ Decline in sales of the scooter led to a decrease in revenue.
- ❖ The problems with the search feature of the app led to a drop in engagement and customer satisfaction.

Objectives

The third section will be **"objectives."** This is where you mention key expectations from you or what is required of you.

Show this as a <u>list.</u>

Example 1:

- ✔ Find out why sales of the Sprint scooter declined.

Example 2:

- ✔ Find out what problems users are facing with "search."

- ✔ Localize in which devices the problems are occurring the most.

Approach

Under this heading, you'll list three things:

1. **Steps** you took to complete the MX. These should give a **<u>high-level view</u>** of what you did and in what order. Note that it should be detailed enough that a person (recruiter)

who doesn't have an understanding of the domain can easily understand your approach to solving the problem.

You need to **strike a balance between clarity and granularity.** While writing steps, take help of how milestones are created in the MX.

While writing down steps (in approach) or points in the Growth section, **start with a verb in the past tense.** (Understood, Checked, Tested, Analyzed, etc.)

E.g. Understood …., Analyzed …

Write steps in not more than 15 words.

2. **Findings & impact** you found or created. These are either insights or the impact you created through your analysis.

3. **Deliverables** you were required to submit. It can be an Excel report, deck, dashboard, storyboard, jupyter notebook, python file, .sql file, etc. It will be mentioned in the milestone. Mention the type of deliverable and embed its link.

For each step you list, there should be a "finding & impact" and an associated "deliverable." The step where you learn about the business might not have a deliverable. There you can put "NA."

Highlight the steps where you feel you have made an impact. (Example: Impact ☐ One reason why Sprint scooter sales declined is …)

Example:

Steps	Finding & Impact	Deliverables
Understood the process of delivering consignments to ODA areas	On any given day, a last-mile delivery partner can make only **2 trips.**	NA
Checked if partners followed the process established for making deliveries in ODA areas	In **~95% of clusters,** partners are violating the process	Dashboard

After listing the steps, show visually what you were finally able to achieve. This is where the recruiter's attention should automatically go.

Again, it can be a chart or a diagram clearly showing that you fulfilled the objectives you stated above. It need not be all the objectives, but the one you feel is most important.

You can show a before and after comparison, a problem-cause-solution, root-cause analysis, pyramid principle storyboard, etc.

Example:
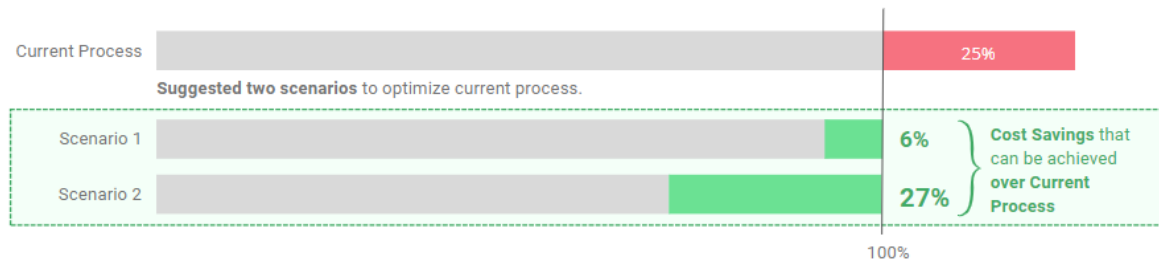
Growth Experienced

This section is for you to express what you learned, how the experience was, things you found interesting, or something that stood out. Think of anything you did while doing the project or how it benefited you. Go all out! **Show the recruiter that you have a "growth mindset!"**

You can show your skills like quick-learner, perseverance, dedication, etc.

Create catchy headings and put the details under them.

Example:

1. **Loved telling a story with data!**

   Heard a lot about storytelling before but using it to create an impact felt extremely satisfying. Would explore it more!

2. **Understood Last-Mile Delivery Process**

   Got a sense of understanding of the business model of logistics companies, especially the last-mile process.

Appendix

In this section, you can put anything that would be of help to the recruiter. It can be **terminologies** or anything **extra you did that you want to showcase.**

Tips to Enhance Your 1-Pager

1. **Tell YOUR story** of how you completed the project. Make it unique, personalize it, and give it your touch.

2. Avoid writing too much text. Use visuals wherever you can. But be careful. Do not overdo it. Keep your 1-pager clean and clutter-free.

3. Use colors to **highlight** and focus attention on important things. Think of a theme or follow a color palette. Your design should be consistent throughout the page.

4. You can also play with *font size* and styles to direct the recruiter's attention to critical numbers or KPIs.

5. Write everything in the past tense, as you would have completed the project when making the 1-pager. An exception to this is the "objective" section under "Problem."

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6. Create a section asking viewers for feedback!

7. **DO NOT forget to put up your contact information.** It should be clearly visible. Put up your name, email, phone, and LinkedIn profile in place clearly visible (like in a banner).

8. Remember, this is not just a document where you are stuffing down word after word. This 1-pager is **a deliverable in itself, where you are showcasing your <u>storytelling skills directly to the recruiter.</u> Share the 1-pager on a platform like LinkedIn, and the world will be your audience!**

1-Pager Sample and Template

This is a sample 1-pager of "Optimizing Last-Mile Delivery Planning for Cost Reduction" MicroExperience. You can refer to it while creating your 1-pager for any other MicroExperience.

📄 MX 1-Pager Sample.pdf

Given below is a link to a Canva template you can use as a starting point to create a similar 1-pager. Note that, **you are free to design the 1-pager as you want but the headings and their order should not change.**

Canva template