

# Kaiser Permanente health app

Developing the product

**Product Owner: Saloni Suman**



# Getting Started

# Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

## Coordination Activities Map

4

# Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

# Sprint Planning Meeting Preparation

## Sprint Goal

Enable the KP patient to access the new feature to view information and understand its offering, and be able to link a fitness tracking app

## Sprint Backlog (list the prioritized **user-stories** from the product backlog)

- |   |   |
|---|---|
| 1 | As a Kaiser Permanente patient, I want to search for the fitness apps available so that I can link them to my fitness tracking app  |
| 2 | As a KP patient i want to know what information is available through the linked fitness tracking apps and be able to view it  |
| 3 | As a KP patient i want to see the feature and understand its offerings so that i can make a better decision   |
| 4 | As a KP patient once i see the desired fitness app available within the app, i want to be able to link to it  |
| 5 | As a product manager I want to understand what API capabilities are available in house and what can be leveraged through third party vendors so that i can make a feasible and cost effective decision. |

## Sprint Prioritization Logic

To have a fully functional feature which can connect the KP patient to a fitness tracking app where they can access, view and understand the data.

# User Story 1

<b>User Story</b>	As a Kaiser Permanente patient, I want to search for the fitness apps available so that I can link them to my fitness tracking app
<b>Design</b>	<a href="https://www.figma.com/file/gFHqW5Hi8WDV0TGxax69t/User-story-prototype?node-id=0%3A1">https://www.figma.com/file/gFHqW5Hi8WDV0TGxax69t/User-story-prototype?node-id=0%3A1</a>
<b>Acceptance Criteria</b>	<p>Search feature available within KP fitness app</p> <p>-When the user starts typing the name of desired fitness apps the names will be displayed and updated dynamically based on user input in alphabetic order</p>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• User has logged in to the KP health app</li><li>• Since KP.org is (ADA compliant) and mobile responsive, engineering team builds all features to be compatible with these requirement</li><li>• Product is available in U.S only and the MVP will be launched in English only</li></ul>

# User Story 2

<b>User Story</b>	As a KP patient once i see the desired fitness app available within the app, i want to be able to link to it
<b>Design</b>	<a href="https://www.figma.com/file/gFHqW5Hi8WDV0TGxax69t/User-story-prototype?node-id=0%3A">https://www.figma.com/file/gFHqW5Hi8WDV0TGxax69t/User-story-prototype?node-id=0%3A</a>
<b>Acceptance Criteria</b>	When the user finds the desired app and taps on it, the chosen app stays highlighted so that the user can select the link button.
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• User has logged in to the KP health app</li><li>• Since KP.org is (ADA compliant) and mobile responsive, engineering team builds all features to be compatible with these requirement</li><li>• Product is available in U.S only and the MVP will be launched in English only</li></ul>



# Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

# Kaiser Permanente Project

**Based on the API documentation how would you update your solution and design?**

Based on the API documentation I understand that we can make a call to this API any number of times to get user's sleep, fitness and calorie information. I would like to explore -

Getting this data for every user through this API

Integrating the KP database with the API so that i can also fetch data other than sleep and calorie information

**Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility**

1. How feasible is this solution for fetching user's data?
2. Will the response time be fast enough?
3. What happens when this API does not respond?

# Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

# Issue 1: Landing Page loading too slow

## Determine impact and criticality to prioritize issue

- QA has confirmed that the reported issue is happening on production (taking 38% more time to load)
- Analyzed the API/Server response data and observed that it takes a while to respond, as a result its killing the conversion rate
- Also, its looks like there are large images on the pages where landing is slow

This issue should be at high priority and should be included in the sprint as soon as possible. Page load time is one of the key performance metrics, there are high chances of losing customers if this isnt fixed soon.

## Next Steps

You would carry out typically using JIRA (ticketing tool), communication channel (Slack)

Create a JIRA ticket , update issue priority to 1,assign it to the engineers explaining them the impact. Also notify them to go through the comments to understand the severity of the issue on the communication channel Slack

## Would you take additional steps

-Advice the development team to clean up the code, if necessary as tidy code makes pages load quicker too.

# Issue 2: Misaligned fields in Profile Settings

<b>Determine impact and criticality to prioritize issue</b>	<p>Analytics team has reported that there are 2% of users with this issue.</p> <p>Tried to figure out if the users are in same location or hosted on the same server</p> <p>Looked into the user database and tried to figure out if these users have properly filled their data while sign up?</p>
<b>Next Steps</b> use ticketing tool (JIRA), and communication channel (Slack)	<p>Create a ticket at JIRA and include the task in the sprint for the engineers to look at it. I would update the priority as 3 - normal and communicate the same to the team members using Slack</p>

# Respond to Customer Service Manager's Email

<b>Determine impact and criticality to prioritize the issue</b> (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none"><li>● Analyzed the server/API trigger response time when the reset password button is hit.</li><li>● Analyzed the page submit data to figure out if the users are entering the correct email with the one used at time of subscription</li><li>● Confirmed that QA team has not reported this issue yet</li><li>● The priority could be 2 . It's not reported by QA and for the moment we can continue analyzing the above mentioned data to figure out the issue. If there is a lag at the service which generates the email it will be fixed soon.</li></ul>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	Create a ticket at JIRA and include the task in the sprint for the engineers to look at it. I would update the priority as 2 - High and communicate the same to the team members using Slack
<b>Sample Email Response</b>	We are analyzing the server logs/data and trying to find out the issue, QA Team is also advised to have this tested as soon as possible. Meanwhile, you can please request the customers to make sure they are entering the correct email address when they are trying for a password reset. Also,

# Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

# Respond to CEO or GM's request via email

<b>Assessment and result</b>	<ul style="list-style-type: none"><li>• The product feature is 65% functionality complete and not fully stable yet since it is still being tested</li><li>• Our development team is deploying changes to the QA environment frequently to verify the completed tickets and bug fixes</li></ul>
<b>Sample Email Response</b>	<p>We appreciate your interest in the product that we are building. As the product is not 100% complete we would not be able to have a full demo but we can definitely show you the prototype and also the working features which have been built and tested. We still have a week for the sprint to finish. Hope you would not mind us sharing “the work in progress”.</p>



# Step-in and guide the scrum team at stand up

## Video Response

Share the link to your video here <insert link>

[guide the team.aac](#)

# Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none"><li>• I would figure out which other projects is the resource handling and talk to the product leads to understand how are they dealing with this?</li><li>• I would talk to the QA lead and see if i can get another resource for 3 days</li><li>• I would talk to the QA head and Product Head and try to come up with a solution</li></ul>
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	<p>I would explain the criticality of my project and how it would delay the completion.</p> <p>I would ask them how critical is their projects and if everyone in the QA team is utilized to the full capacity?</p>
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	I would raise the visibility to head of QA and head of product
	<p>If successful with negotiation - I would like to bring this to your notice that a shared QA resource is out on sick leave for 3 days and i have managed to replace him with another shared QA resource for 3 days.</p> <p>If not successful with negotiation - I would like to bring this to your notice that our shared QA resource is out on sick leave for 3 days and there are 6 more days for the sprint to end. Here its very important for the product features to be tested to believe that they are stable. If we don't find a QA resource it could result in delaying the product launch. Please could you suggest?</p>

# How would you handle stakeholder feedback?

<b>Feedback Assessment</b>	<p>I would like to know your thought process behind the feedback please?</p> <p>The idea is to understand the user's journey within the product better after the launch to define the trigger and other details to introduce later. Do you think not sending notifications in the morning would impact this? If yes, to what extent?</p>
<b>Video Response</b>	<p>Share the link to your video here <a href="#">(insert link)</a> <a href="#">stakeholder feedback 1.aac</a></p>