



Mello Task Manager

Simplifying task management, Team Work and prioritization



Professional Background

Academic Background - Bachelor of Science in Education B.Sc(Ed)

Product Management - Associate at a big FinTech Company where I spearhead competitor research, PRD creation, etc.

Licenses & Certifications:

- Certificate of Completion – Understanding Technology
- Certificate of Completion - Product Management Level 1
- Certificate of Completion –Product Management Level 2 (In View)

Front End Development – Expert in HTML/CSS proficient in Javascript, React, and Git

It is my ambition to showcase my commitment to excellence. I eagerly anticipate the opportunity to present my journey and insights to the esteemed senior management of the company as we collectively embark on a path of innovation and growth.



ABSTRACT

Mello: Your Path to Enhanced Productivity



Mello is a groundbreaking task management application designed to streamline organization, prioritize goals, optimize collaboration and monitor task progress. It caters to individuals and organizations grappling with task overload, offering an intuitive and customizable user experience.

Mello's mission is to bridge the gap between productivity and chaos, revolutionizing task management for users worldwide.

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Mello

Mello is a comprehensive productivity and task management application designed to empower users and teams to efficiently and effectively organize, monitor, track and prioritize task progress

Mello's Target Market

The Target Market for Mello Are:

- For Multi Taskers, who need to manage their task property to meet task goals and deadlines.
- For teams that want to collaborate more effectively, prioritize tasks and track progress.

User Need: They need to be able to organize, prioritize, and manage their tasks effectively.

Demography: All multi taskers and team members

Psychography:

- Productive (always seeks to add value)
- Diligent & Goal oriented

Behaviors: People who understand the value of using tools in improving productivity.

User Pain Point That Mello Solves

- Efficient task organization and prioritization.
- Goal setting and progress monitoring.
- Team and inter-team collaboration.
- Reduced time mismanagement.

Relevant Statistics

- The global project management software market was valued at \$6.1 billion in 2021 and is projected to reach \$15.08 billion by 2030, growing at a CAGR of 10.68% from 2022 to 2030.
- The increasing adoption of agile methodologies and the growing need for remote work solutions are the key drivers of the project management software market.

Key Players Estimated Revenue & Users



- Product - Microsoft Todo
- Est.Revenue - \$50mn
- Est.downloads-50mn



- Product - Asana
 - Est.Revenue - \$100mn
 - Est.downloads-100mn
- Product - Trello
 - Est.Revenue - \$200mn
 - Est.downloads-150mn

MELLO USER PERSONAS

Nenye – The Busy Team Leader



Needs and Pain Points

- Struggles with coordinating tasks among team members
- Requires a tool to effectively tasks and monitor progress
- Misses important deadlines due to task overload

Goals

- Improve team collaboration and productivity
- Ensure Timely Project Delivery

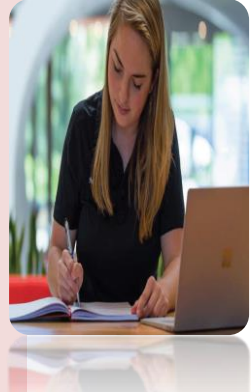
Amara– The Intern & Student Worker

Needs and Pain Points;

- Struggles with balancing school and work life
- Wants better organization and time management

Goals;

- Excel in school while maintain an internship role
- Reduce stress associated with managing multiple responsibilities



David – The Overwhelmed Freelancer

Needs and Pain Points;

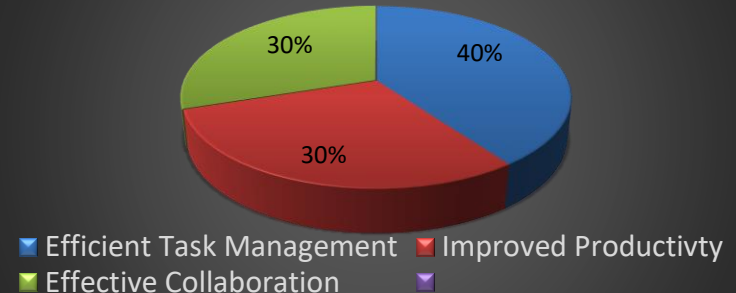
- Task prioritization challenges
- Needs to meet with clients timelines
- Needs a tool to organize work and meet project deadlines

Goals;

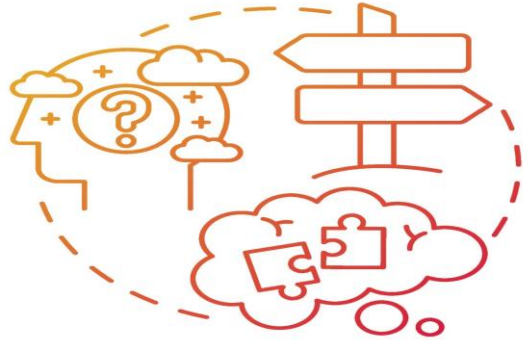
- Enhance personal productivity
- Deliver quality work on time for clients



Top 3 Reasons why People Will Use Mello



MELLO PRODUCT ASSUMPTIONS



ASSUMPTIONS

REVENUE MODEL

Free Model (Basic):

- Access to core task management features.
- Limited integrations.

Premium Model (Paid Subscription):

- Full feature access, including advanced prioritization and analytics.
- Extensive third-party integrations.
- Priority customer support.
- Offline mode and customization options.
- Ad-free experience and early access to new features.

1. Task Management Need: Users seek an efficient task management solution.

2. Existing Tools Challenges: Current task management tools have limitations.

3. Intuitive Design: Users prefer a user-friendly interface.

4. Goal Setting Interest: Users want to set and track goals.

5. Collaboration Demand: Teams need efficient collaboration features.

6. Nigeria Market Opportunity: Untapped market potential in Nigeria.

7. Transition Willingness: Users are open to switching to Mello.

8. Productivity Impact: Users expect improved productivity.

9. Customization Value: Users appreciate customizable experiences.

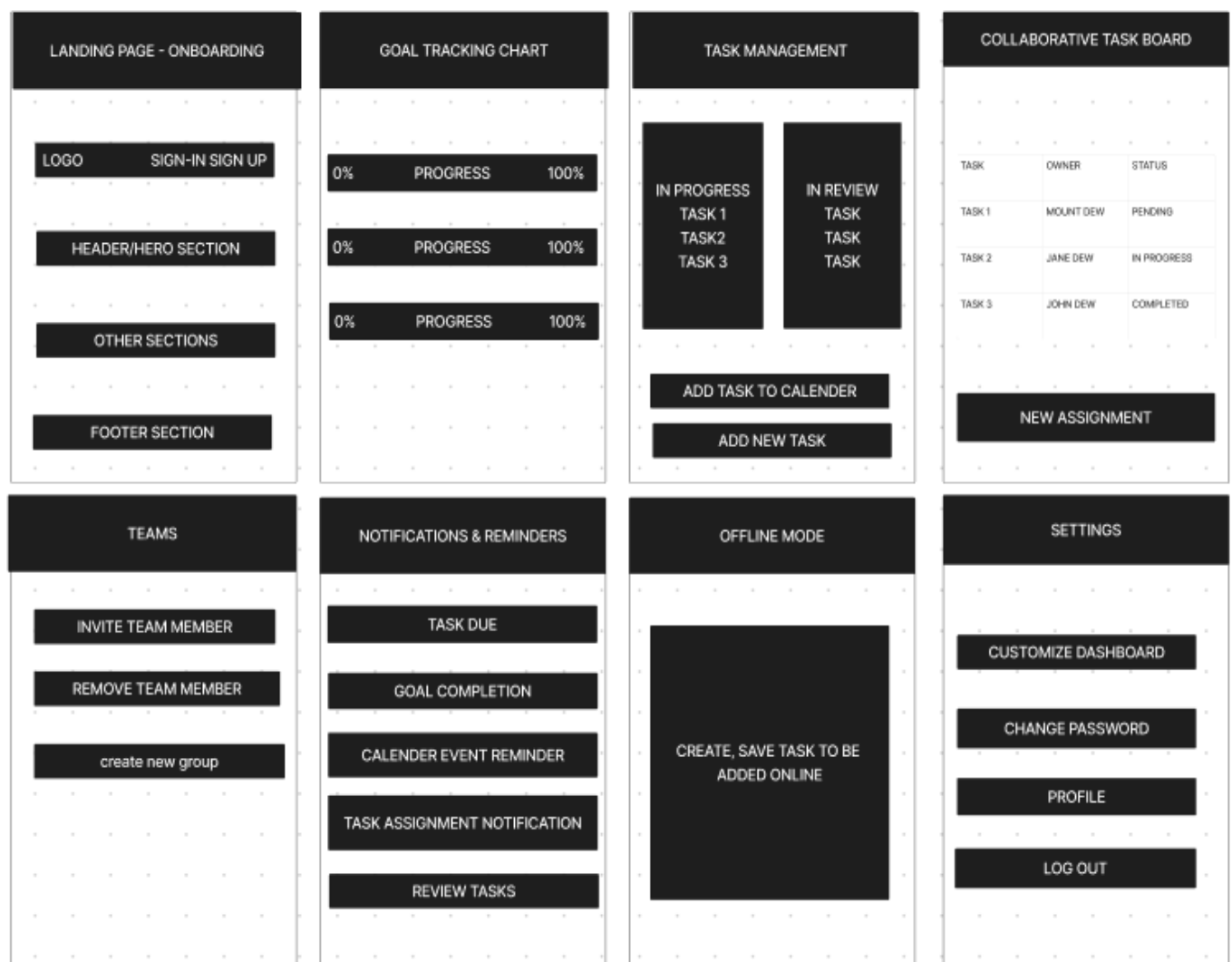
10. Notification Desire: Users want proactive reminders.

CRAZY-8 LOW-FI SKETCH

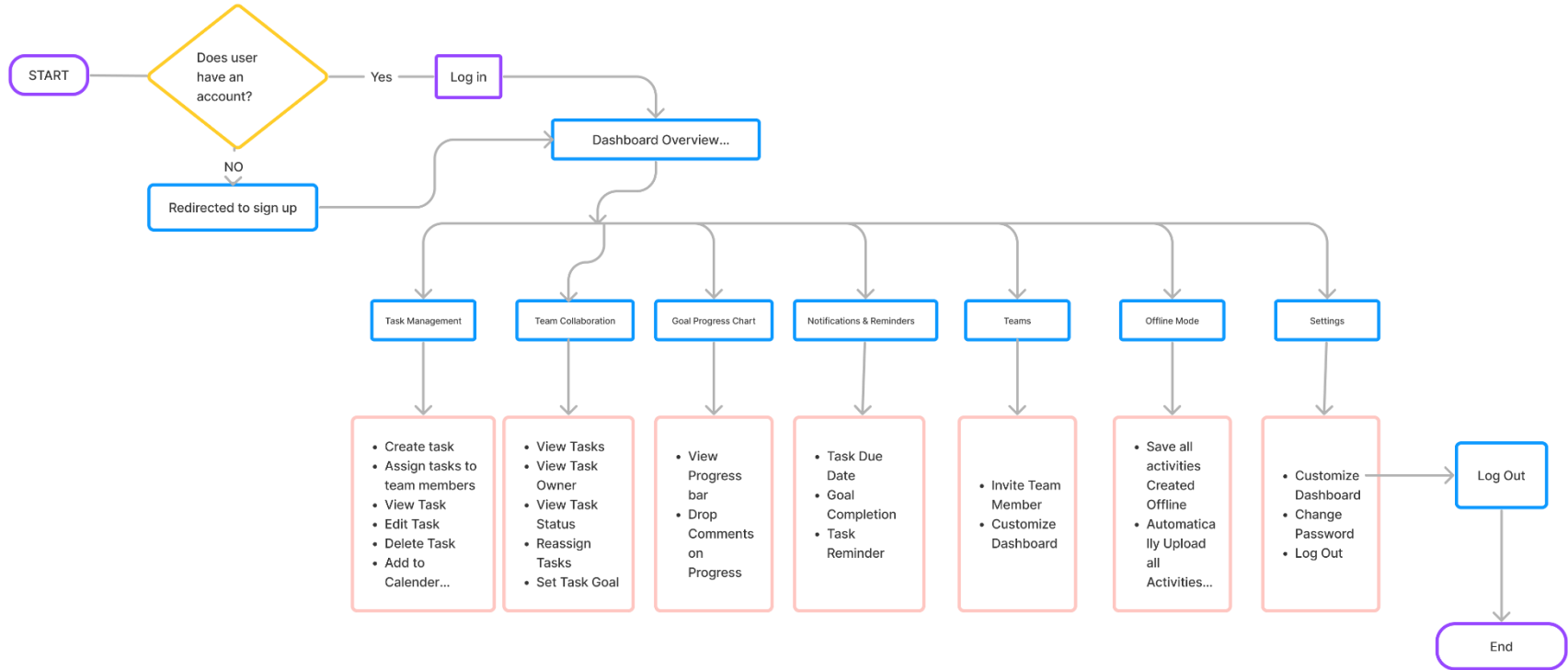
Approach: a low-fi sketch was created using a pen a paper. The low-fi was then converted to a high-fi sketch using Figma

REASONS

- 1. Users need to register as individuals or corporations and choose free or premium plans.
- 2. Users need to track task progress to remain accountable
- 3. Task prioritization and tracking require reprioritization & task status.
- 4. Teams need to be able to work seamlessly, regardless of their location.
- 5. The team leads should have team management capabilities.
- 6. Users need task reminders to improve effectiveness and efficiency.
- 7. Users need to be able to manage tasks offline and sync changes when online.
- 8. Users can customize their view, change password and log out.



Mello User Flow Diagram



Product Goals



Goal 1: Enhance User Engagement and Satisfaction

Key Results:

1. Increase user engagement by 20% over the next quarter, measured by the number of tasks created, completed, and average daily active users.
2. Achieve a Net Promoter Score (NPS) of 45 or higher by the end of the year, indicating a high level of user satisfaction.
3. Reduce user churn rate by 15% within the next six months, demonstrating improved user retention.

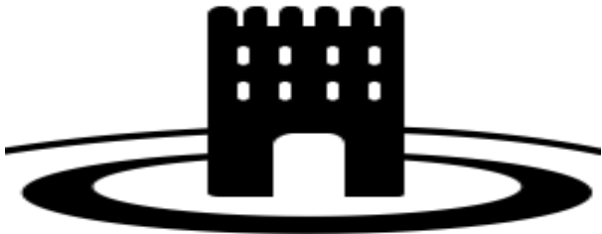
Goal 2: Expand Market Reach and Adoption in Nigeria

Key Results:

1. Acquire 5,000 new users from Nigerian tech startups and small and businesses within the next six months.
2. Secure partnerships with two prominent Nigerian tech organizations to promote Mello as the preferred task management solution.
3. Achieve a 15% month-over-month growth in the number of Nigerian organizations using Mello for team task management.

PRODUCT MOATS

- **Tailored Industry Solutions:** focus on providing tailored solutions for specific industries, such as Nigerian tech startups or small businesses, creates a moat.
- **Customization:** Commit to delivering an intuitive and customizable user experience sets it apart.
- **Effective Collaboration Features:** collaboration capabilities, can serves as a moat.
- **Localized Market Understanding:** initial focus on the Nigerian market provides a moat regarding localized understanding and adaptation.



PRODUCT SIGNALS

- **User growth signals:** such as monthly active users (MAU), indicate Mello's user base's steady expansion.
- **Monetization signals:** including conversion rate, average revenue per user (ARPU), and subscription renewal rate, highlight the app's potential for generating revenue and retaining paying customers.
- **User satisfaction signals:** encompass the Net Promoter Score (NPS), user feedback, and partnership collaborations, reflecting the app's user-centric approach and growth through collaborations.

PRODUCT BETS

Product Bet 1: Enhanced Mobile Experience

- **Goal Alignment:** Improve user engagement and retention.
- **Rationale:** Mobile task management apps need to be enhanced to improve user satisfaction and usage.

Product Bet 2: Advanced Collaboration Features

- **Goal Alignment:** Expand market reach and adoption in Nigeria.
- **Rationale:** Collaboration is key for Nigerian organizations. Make Mello indispensable with real-time chat, task tracking, file sharing. Attract more orgs with collaboration features.

Product Bet 7: Localized Content and Support

- **Goal Alignment:** Expand market reach and adoption in Nigeria.
- **Rationale:** Tailor content, customer support, and onboarding materials to the Nigerian market. Offer localized features, such as Nigerian holidays and work culture insights, to make Mello more relevant and attractive to Nigerian users and organizations.

PRODUCT METRICS

User Adoption Rate: This directly reflects Mello's ability to attract and onboard new users.

User Retention Rate: Retaining users over time is essential for long-term success.

Conversion Rate: tracking the conversion rate from free to paid users is important for monetization.

Net Promoter Score (NPS): Understanding user satisfaction and their likelihood to recommend Mello is essential.

Customer Support Requests: Monitoring customer support requests will provide insights into user challenges and areas for improvement.

User Feedback and Feature Requests: Collecting and analyzing user feedback and feature requests is important for iterative product development.

Mobile App Performance (Ratings, Downloads, Reviews): tracking Mello app store ratings, download counts, and user reviews is both important and realistic for assessing mobile user satisfaction.

PRODUCT STRATEGY – VISION STATEMENT

Product Vision:

Mello is committed to empowering individuals and organizations in Nigeria and beyond to efficiently manage tasks, boost productivity, and foster collaboration, ultimately leading to improved work-life balance and organizational success.

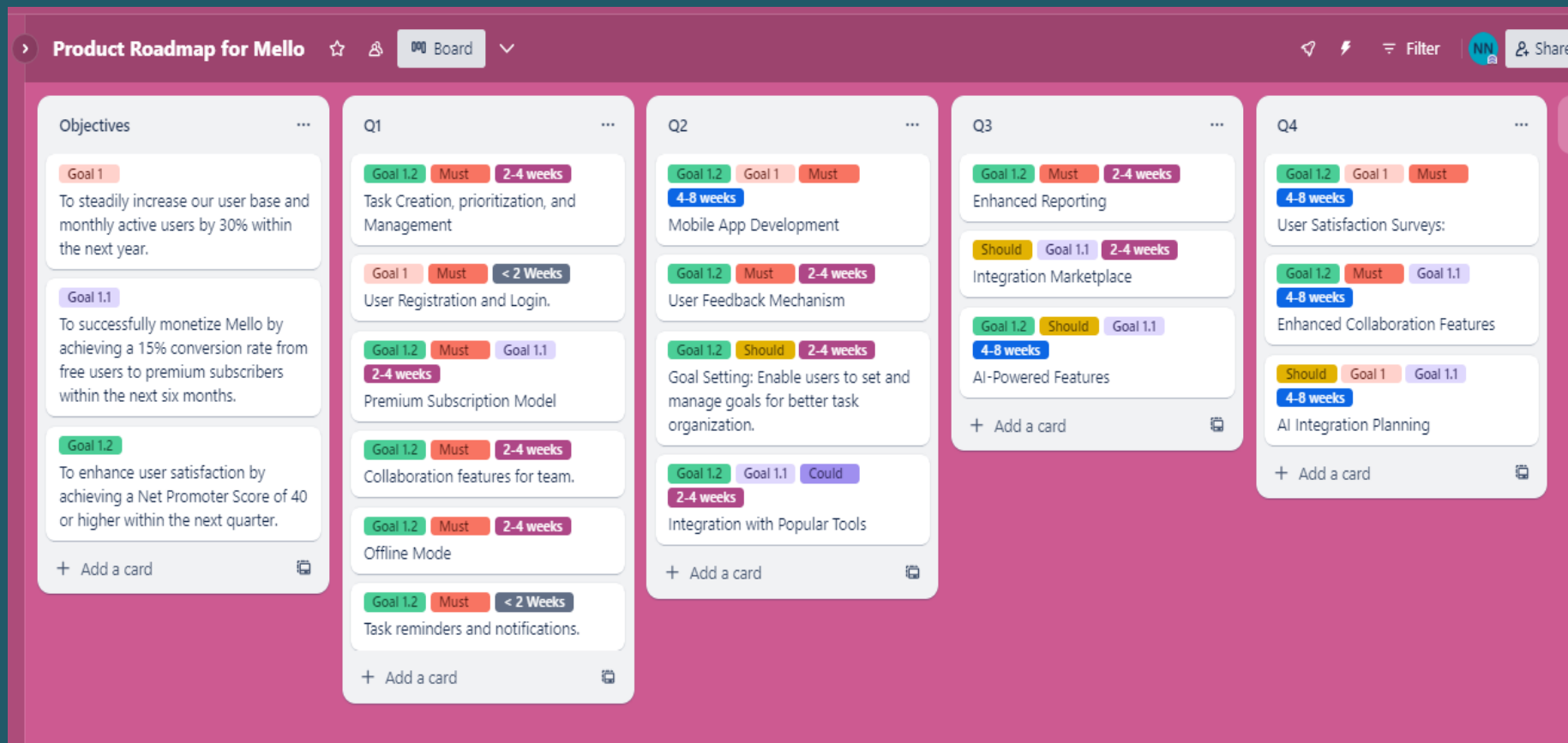
Our product helps:

- Individuals within organizations by providing them with a comprehensive task management and productivity enhancement solution.
- Nigerian tech startups, freelancers, small businesses, and students in achieving efficient task management, improved productivity, and seamless collaboration.

Mello will achieve this by:

- **Expanding our mobile experience:** Ensuring that Mello offers an enhanced mobile experience to cater to users' on-the-go task management needs.
 - **Enhancing collaboration features:** Introducing advanced collaboration features to facilitate real-time communication, task coordination, and file sharing, making Mello indispensable for teams.
 - **Seamless integrations:** Expanding our integration ecosystem to seamlessly connect with popular business apps and streamline users' workflows.
 - **Leveraging AI for task recommendations:** Utilizing artificial intelligence to provide personalized task recommendations and help users prioritize effectively.
 - **Introducing gamification elements:** Making task management enjoyable and motivating by introducing gamification elements such as badges and rewards.
 - **Localized content and support:** Tailoring our product and support to the Nigerian market to increase relevance and attract more local users.
 - Maintaining a continuous feedback loop
-

PRODUCT STRATEGY – VISION STATEMENT



PRODUCT LAUNCH STRATEGY – CROSS CHANNEL LAUNCH

Objective: The primary objective of the launch strategy is to successfully introduce Mello to its target audience, generate buzz, and drive user adoption while maintaining a focus on product quality and user satisfaction.

Key Components of the Strategy

1. Pre-Launch Teasers and Hype (1-2 Weeks Prior to Launch):

- **Create teaser content:** Share intriguing messages, blog posts, videos, and countdowns on Mello's social media channels to provide a glimpse of mello's key features and benefits.
- **Early access invitations:** Send exclusive early access invitations to companies and organizations, beta testers, and influencers.

2. Launch Day (D-Day):

- **Official Announcement:** Make a grand announcement across all marketing channels and on the Mello website.
- **Press Release:** Distribute a well-crafted press release to tech and productivity-focused media outlets.
- **Social Media Blitz:** Post live updates, videos, and images on all social media platforms, encouraging users to download the app.
- **Email Blast:** Send a dedicated launch day email to subscribers, providing a direct download link.

- **User Onboarding:** Ensure a seamless onboarding experience for new users, guiding them through the app's key features.

3. Post-Launch Engagement (First Month):

- **User Feedback Collection:** Actively seek user feedback through surveys, emails, and in-app prompts to gather insights for improvements.
- **Social Media Engagement:** Keep users engaged with success stories, user-generated content, and responding to comments and questions.

4. Partnerships and Collaborations (Ongoing):

- **Tech Ecosystem Integration:** Explore partnerships with productivity and collaboration tools to expand Mello's reach.
- **Track KPIs:** Regularly monitor key performance indicators (KPIs) such as user adoption rate, retention rate, and conversion rate.
- **Iterate and Improve:** Act on user feedback and data insights to make necessary improvements and enhancements.
- **Feature Rollouts:** Plan for periodic feature updates to keep the app fresh and engaging for users.

PRODUCT LAUNCH CHECKLIST

Product

- ✓ Provide customer problem statement
- ✓ Prepare feature description and benefits materials for app store
- ✓ Provide context for business goals and vision
- ✓ Finalize product features and functionalities
- ✓ Set clear limitations, restrictions and business rules

UI/UX

- ✓ Hi-Fi wireframes for new features
- ✓ User journey mapping
- ✓ Error states mapping and documentation

Engineering

- ✓ Complete technical documentation
- ✓ Define operational support & SLA
- ✓ QA test & Pass
- ✓ Establish disaster recovery and backup plan

Go To Market

➤ Pre-Launch Phase:

- ✓ Define Launch Objectives
- ✓ Target Audience Segmentation
- ✓ Content Creation
- ✓ Landing Page Preparation
- ✓ Early Access Invitations

➤ Marketing/ Launch Day

- ✓ Press release distribution
- ✓ Official announcement to customers and stakeholders
- ✓ Demo videos to showcase features and functionalities
- ✓ User Onboarding

➤ Post-Launch/ Ongoing

- ✓ Content Continuity
- ✓ User Feedback Collection
- ✓ Social Media Engagement
- ✓ Tech Ecosystem Integration
- ✓ KPI Tracking
- ✓ Iterate and Improve
- ✓ Feature Rollouts



PRE LAUNCH COMMUNICATION PLAN

Week 1-2: Countdown Teasers

➤ Days 1-14: Countdown Teasers

- ❑ Start teaser posts on social media announcing the upcoming launch.
- ❑ Use videos, messages, countdown timers, and engaging visuals.

Week 3-4: Product Teardown

➤ Days 15-28: Detailed Teardown

- ❑ Publish blog posts and videos explaining Mello's key features and benefits.
- ❑ Share these posts on social media and within relevant forums.
- ❑ Direct users to the landing page for early access.

Week 5-6: Early Access and Beta Testing

➤ Days 29-42: Announce Early Access

- ❑ Share the start of early access and beta testing on social media and via emails.
- ❑ Feature user testimonials and encourage feedback sharing.



Week 7-8: Countdown to Launch

➤ Days 43-56: Countdown Posts

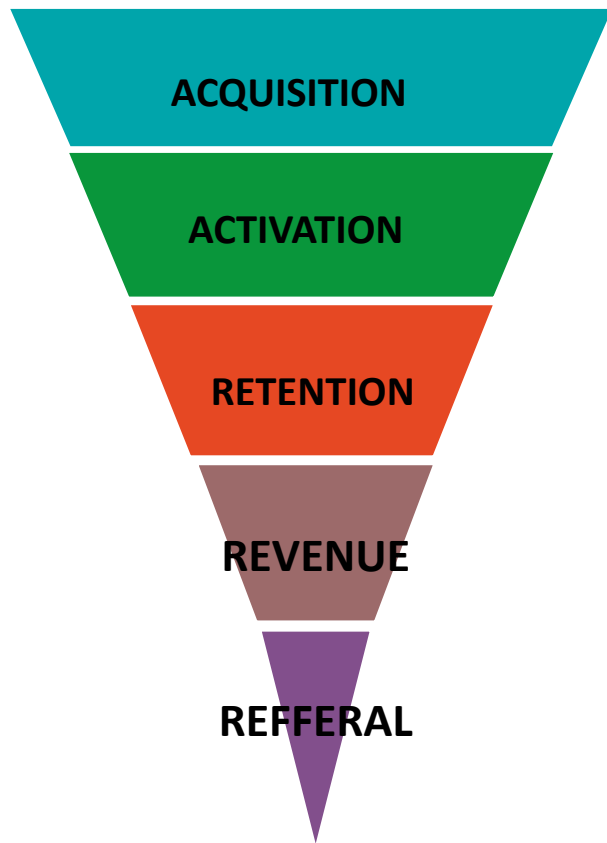
- ❑ Begin a countdown to the official launch on social media.
- ❑ Highlight different aspects of Mello's functionality each day.
- ❑ Share user-generated content and testimonials.

Week 9: Final Preparations

➤ Day 57-63: Launch Day

- ❑ Announce the official launch on all social media platforms with live updates and celebrations.
- ❑ Send a dedicated launch day email to subscribers.
- ❑ Distribute a final press release to media outlets and journalists about the launch.

AARRR METRICS FOR PRODUCT PERFORMANCE



- User Signups
- Website Traffic

- Account Activation Rate
- First-Time Usage
- Task Creation

- Daily Active Users
- Weekly Active Users
- Monthly Active Users

- Conversion Rate
- Average Revenue Per User
- Subscription Renewal Rate

- Collecting user feedback on the likelihood of recommending Mello to others, serves as an indicator of user satisfaction and referral potential.
- Social Sharing

A woman with long dark hair, wearing a light purple sweater, is smiling and reaching up to place a yellow sticky note on a glass wall. A man with short dark hair and glasses, wearing a dark blue sweater, stands behind her, looking at the notes. The glass wall is covered with many yellow sticky notes of various sizes. The background shows a modern office interior with large windows and circular ceiling lights.

Thank You!