Product Management Portfolio

I am a dynamic and learnable person who takes constructive criticism in good stride, a good team player, always looking for way to improve process, full of ideas, worked in a time bound environment, always open to other people's opinion, a good leader who is tenacious.

Professional Background

I attended Yaba College of Technology and graduated with a Distinction in the year 2019, before then I worked in two place one of which solidified my interest in tech and business and that was SWIFT NG LIMITED. After that, I worked in a factory as the PA to the factory manager this role exposed to me to a lot of challenges which I feel helped me cemented my problem solving skill which I took further by taking McKinsey forward program (still in the process), I later moved on to work at The Concept Group, working here opened my eyes to a structured organization, having to bring up new ideas of way of workings and putting my teamwork ability to play, learning to associate with my colleagues-networking and building relationships. I have come to the understanding that product management domain is a field you transition into not move to, this has made me move into the Business Operations sphere because I believe it would open my eyes into things I should know, areas I should cover to make me become a good product manager as this same field is quite similar to the product management field as it deals with creating new process and optimizing current ones.

Introduction

I was given the responsibility to introduce a particular product into the market named "Amazon online cars"- it is meant to be a solution oriented product taking care of the needs of users that wants a car without leaving the comfort of their house and also getting a variety of options while at it. This was really challenging for me as I have never gotten a car before, but I successfully solved that by doing users interviews to get both quantitative and qualitative data to build on- as this gave me a solid foundations on why people get cars, how they get the cars and how they feel about the whole process.

This projects involved a lot of task to be carried out ranging from defining and answering the questions below:

1. What need does the product fill?
2. Any problems or pain points it solves for?
3. Who would benefit most from the product?

After all these questions were successfully answered, we had to prioritizing the riskiest assumptions based on what we know and don't know, using the T-Shirt method for estimating the amount of time will be spend on each action. Deciding which of the features would be on our MVP that will produce more value with little efforts. No the real deal came when we had to design the wireframe, I would like to say it is so easy to have this all figured out in your head- how It should work, the

result you expect and even do post-mortem on it but you see that Wireframe is a whole new level for someone like me with no or little artistic talent.

The wireframe was designed by me but implemented by my UI/UX designer, I didn't want to leave it just to the designer because I already have how it should look like in but of course I am not the expert in this field. I designed the wireframe adding features that should be there and the UX/UI designer developing more on the idea.

With all these done, using agile mindset and framework to introduce iterative and incremental MVP to the customer and improving it based on feedback bringing about the launch of the final product which would still be maintained during its lifecycle.

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The Problem

For Individuals who have the need to purchase a vehicle with financing and payment options - do individuals want financing and payment options? Do all individuals purchase vehicles?

Amazon Cars is an online car dealership

That partners with financial institutions, insurance providers and local mechanics, allowing individuals to purchase and inspect vehicles from the comfort of their own home. - Are users uncomfortable going to a dealership in person? Will customers trust Amazon Cars to provide the same level of inspection as the competition?

Unlike other online car retailers Amazon Cars is unique because it aggregates available vehicles from car dealerships, online retailers, and even individuals looking to sell their personal vehicles, providing more vehicle options and lets users inspect vehicles from their home. Do users care about variety of vehicle sources? Do users trust online inspections?

We'll know this is true when we new and used vehicles are purchased through Amazon Cars more often than it's competitors.

Assumptions

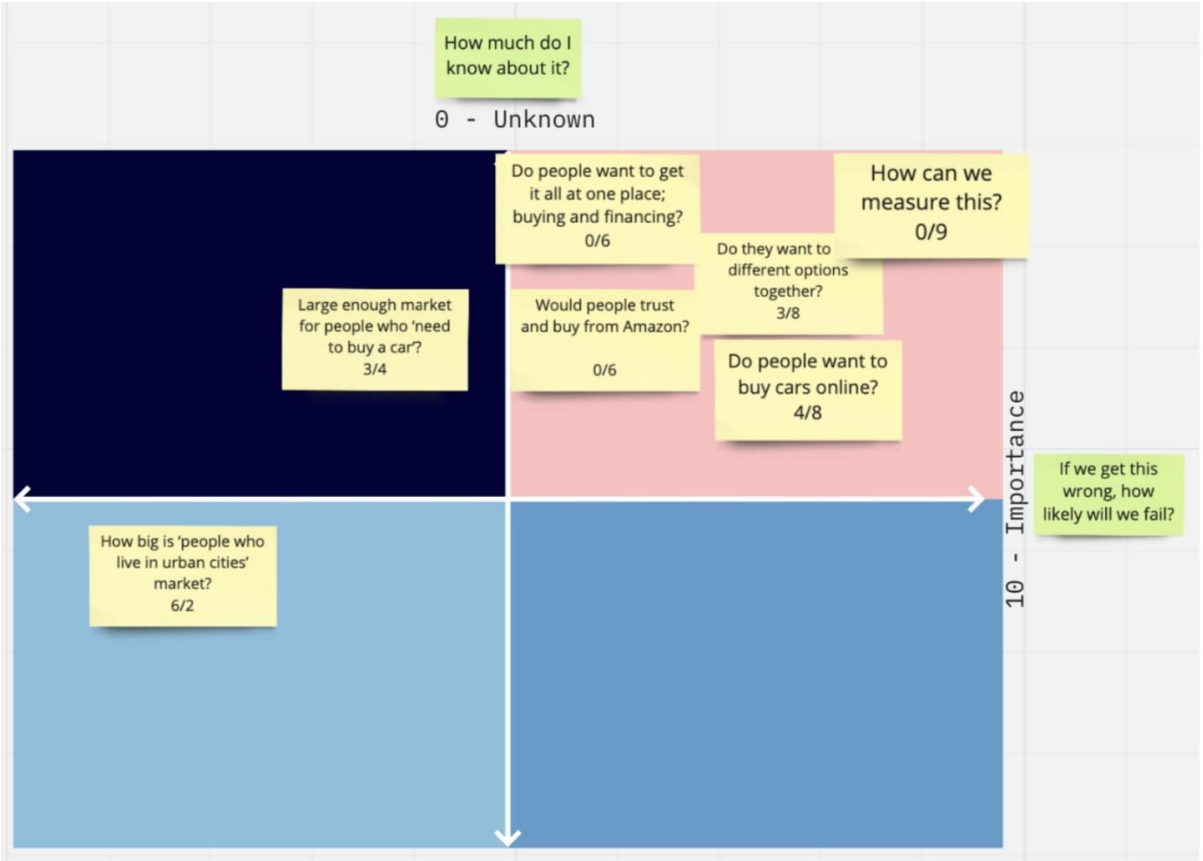
Identifying Assumptions

- All individuals have a need to purchase vehicles
- Customers want financing and payment options when buying vehicles
- Customers do not want to go into car dealerships
- Customers trust inspections handled by a third party
- Customers want cars from a variety of source

Assumption Statements

- How big is the market of people who live in urban cities?
- Is there a large enough market for people who want to buy a car?
- Do people want to buy a car online?
- Do people want to see different options together?
- Do people want to get buying and financing together?
- Would people trust and buy from Amazon? ● How can we measure this?

Product Assumptions Map



The Customer

Customer Survey:

Questions	**Interviewee 1**	**Interviewee 2**	**Interviewee 3**
Why did you decide to buy a car?	Live in the suburbs, Easier to go to work, easier to move around with kids.	Married couple - easy to manage, Covid limited public transportation, Groceries in bulk, Weather Winter Especially, Feeling settled, Relatives that live far away	Getting around is easier.

Did you check cars online to find options or did you go to a dealership? How did you find that experience? Why did you select the model that you selected?	Online. The best option, because you see all the specs and filter options. They knew what they wanted and so online is better.	Both - General check online to understand budget, Narrowed down the options and went to see the options physically., Covid restrictions were annoying.	Went to people she knew, private sellers in her network. Easy and practical. Didn't care about make or model or size.
Why did you select the model that you selected?	All wheel drive, low mileage, not too old, at most 5 years old, rear camera, space in trunk, hybrid was not an option because husband wants to fix it up, reliability - based on reputation.	Honda CRV - Withstands use over time, Maintenance cost is low, fuel consumption, spacious, durability, something that was 44 and high for the snow.	Didn't care about make or model or size
Did you get your car financed or did you pay for it with cash?	Paid cash, to avoid debt and loan	Financed - They were able to facilitate through the bank of their choosing.	Bought cash
Did you have the car inspected before you bought it? How did you find a mechanic?	Yes - self inspected, looking for a car with no accidents. Certified dealer.	Pre-owned but certified, dealership did the full check. Dealership was Certified Honda.	A friend checked it out, not a mechanic.
Did you experience any problems with the car you bought after you drove it for a while?	carfax reported no accidents, but there was a sticker indicating that the body was fixed.		No issues after driving it for a while.
How long did you decide to keep the car after you bought it? Why did you decide to get rid of it?	accumulation of issues would influence maintenance costs. new car needed to be bigger because of children.		2-3 years. The car got vandalized and had to be totaled.

Car-Buying Process User Journey

Customer Needs:

Research: Needs to be convenient, need to have a wide source of options, need to filter options, need to speak to others in the process.

Price & Payment: Need to search for competing prices to negotiate the final price of the car, need to check if they can afford the car.

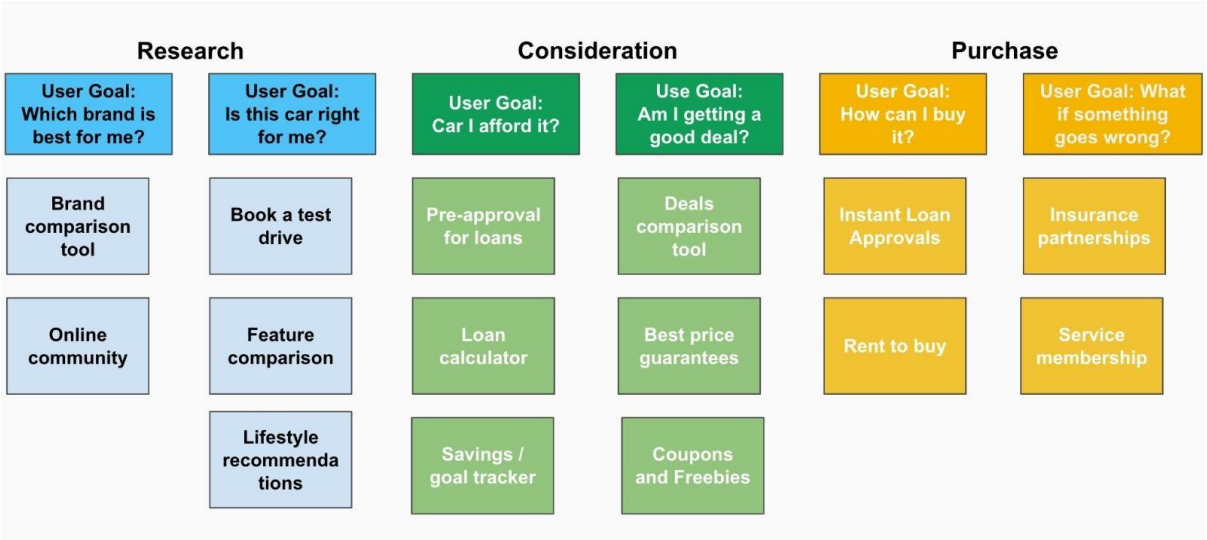
Financing and Insuring: Need to have Loan/financing and Insurance options, needs to be simple

Inspection: Need to verify car accident history and damages. Need to hire a mechanic, Needs to test drive the car

E-contracting: Need to Sign documents virtually Delivery : Need to have the car delivered.

Features

Feature Brainstorm



User stories for MVP Features

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.

MSCW Framework on Features

Goal: Car Purchasing Platform.

MSCW for Amazon Cars

Must: Features that must exist to purchase a car
Should: Features that are important to the customer and they can't live without it
Could: Features that will improve the customer experience
Won't have: Features that are not needed for the first launch but can come later

Vote on each feature

Must:

- Detailed car view
- Search
- Loan calculator
- Secure paperwork

Should:

- Comparison tool
- Reviews of the dealer
- Review of the car

- Price guarantee
- Instant loan approval
- Purchase Tracking
- Test drive

Could:

- Deal comparison
- Loan options
- Coupons / freebies
- Recommended cars

Won't have:

- Insurance partnerships
- Service memberships

T-Shirt Framework for Features

Go through the various features you have planned for your product, and get their effort estimates using the T-Shirt Method method.

Must:

- Detailed car view (M)
- Search (M)
- Loan calculator (S)
- Secure paperwork (M)

Should:

- Comparison tool (S)
- Reviews of the dealer (S)
- Review of the car (S)
- Price guarantee (M)
- Instant loan approval (L)
- Purchase Tracking (S)
- Test drive (M)

Could:

- Deal comparison (M)
- Loan options (M)

- Coupons / freebies (S)
- Recommended cars (L)

Won't have:

- Insurance partnerships (M)
- Service memberships (M)

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**

Strategy

OKRs

Objective: To create the most used online vehicle marketplace in North America in 1 year.
Key Result: Increase conversion rate to 25% in six months
Key Result: Increase retention to 10% in one year

Objective: To provide a convenient process for financing approval
Key Result: Increase adoption of new feature to 75% in 1 year.

Objective: For users selling vehicles, allow users to reach as many customers as possible.
Key Result: Increase views for users selling vehicles by 50% from its previous view rate in 3 months.

Metrics for features

#	Product/MVP Features	North Star/Primary	Guardrail	Secondary
-	Product	# of cars delivered in a month	1. Total Revenue 2. Avg order value	# of cars purchased, conversion rate # of cars returned Items per order Accessory purchases Funnel steps
1	Detailed car view -Price guarantee	# of cars purchased	1. Total Revenue 2. Avg price of cars purchased	# of visitors, bounce rate Cars added/removed to/from cart - Total - From view page Scroll rate, depth
2	Search	# of cars purchased	1. Total Revenue 2. Avg price of cars purchased	# of visitors, bounce rate # of searches: total and per user # searches per user # searches per user who converts % conversion to car view, cart, purchase - Total - from search Scroll rate, depth
3	Comparison tool	# of cars purchased	1. Total Revenue 2. Avg price of cars purchased	# of users who compare at least 2 cars % conversion to car view, cart, purchase
4	Test drive	# of cars purchased	1. Total Revenue 2. Avg price of cars purchased	# users who test drive # users who convert after test drive # test drives per user # test drives per user who converts # cars test driven % cars bought vs taken for test drive
5	Loan calculator	# of loans	1. Total # cars purchased	% total vs users who use loan calc % users who get the loans after using calc vs dont % users who use calc before getting loan
6	Required Features: -Secure paperwork -Purchase Tracking	-	-	-

AARRR Metrics

AARRR	User Action (metrics)	Process/System to track	A/B tests could be run for the following
Acquisition	Visits site (the car purchasing landing page)	Competitive	SEO, Emails, Discovery on other Amazon pages - including home page
	Doesn't abandon (stays for 30+ seconds, views/clicks 2+ cars ads)	Comparative, Quantitative, Qualitative	Headline, copy, ad placements, CTA on landing page
Activation	Happy 1st visit (views 5 cars, stays 60 seconds, performs 1+ searches/compares 2+ cars)	Comparative, Quantitative	Information layout on detailed and search page, CTA on each page: detailed view, compare mode, search
	Adds to a list, cart or 'Save for later', shares link to a car, sign-up for similar cars/deals	Comparative, Quantitative	Additional CTAs on each page, ways to share the info, recommendations and sign-up for receiving recos
Retention	Email opens to view and click through	Comparative, Quantitative	Emails: ads info, copy, listing Email and in-app alerts
	Repeat visitors (visits 5+ times, views saved items: compare mode, search, list, cart)	Comparative, Quantitative	List view, CTAs in list views, recommendations based on the lists/views/searches
Revenue	User generates minimum revenue	Quantitative	Ads, subscriptions
Referral	Refer 1+ users who visits the site	Comparative, Quantitative, Qualitative	Campaign, contest, emails, discounts/perks
	Refer 1+ users who activate		