



Software Product Management

Assignment: 2



BITS Pilani

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Assignment



Digital Marketing and Online Advertisement System

Assignment 1 - Summary



Digital marketing engages audiences across various online platforms such as social media, search engines, email, and websites, reaching consumers where they are most active.



It enables marketers to target specific audiences based on demographics, interests, and behaviors, ensuring ads reach the most relevant segments.



Digital marketing also provides real-time analytics on campaign performance, allowing marketers to swiftly adjust strategies based on metrics like impressions, click-through rates, and conversions.



With flexible budgeting and bidding options, digital marketing is often more cost-effective and efficient than traditional media.



Additionally, digital marketing supports personalized content delivery and continuous optimization through A/B testing, resulting in higher engagement and improved conversion rates.

Summary - Product Opportunity



Target Market

Small to medium-sized businesses (SMBs) looking to increase their online presence.



Pain Points

Difficulty in reaching the right audience, managing digital ads effectively, and high costs of advertising.



Product Idea

A digital marketing and online advertisement platform specifically designed for SMBs, offering cost-effective and targeted advertising solutions.

Summary - Value Proposition



Our platform simplifies the process of creating and managing online ads, making it accessible for SMBs.

Provides advanced targeting tools to improve ad reach and effectiveness.

Reduces advertising costs through optimized ad spending strategies.

Empowers SMBs to efficiently connect with their ideal audience through cost-effective digital marketing solutions.

Summary - Final Product Description

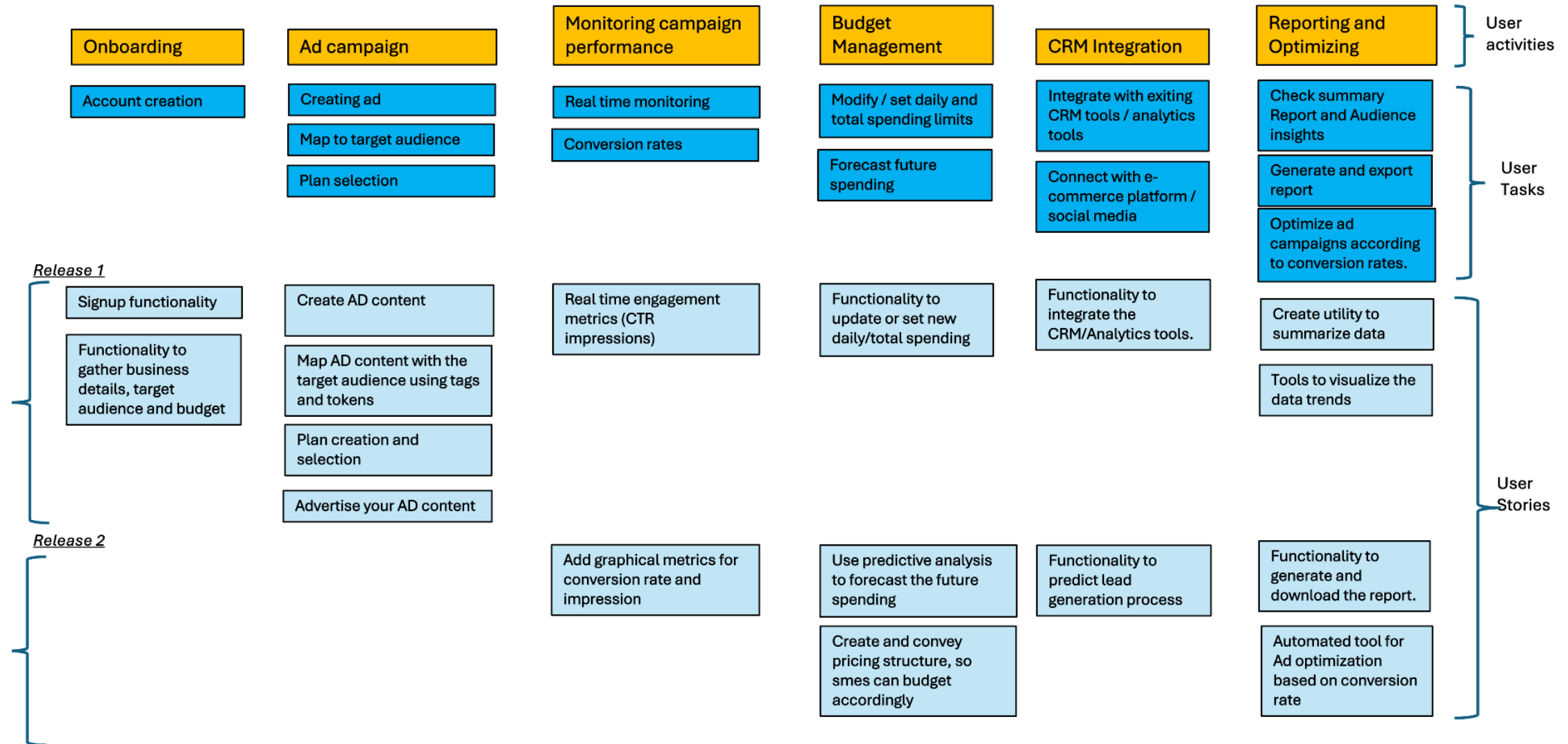


Product Name: AdSphere

Description: An easy-to-use digital marketing platform for SMBs to create, manage, and optimize digital ads. It maximizes reach and return on investment (ROI) with minimal cost by offering advanced targeting tools, a user-friendly interface, integrated analytics, and seamless CRM integration.

Benefits: Cost-effective, improves ad reach and engagement, simplifies ad management, and provides valuable insights through analytics.

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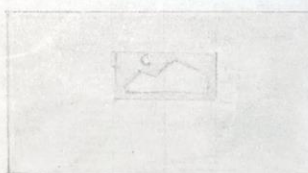
Hand Drawn Sketch by Team



Name: Rahul Harimalkar Bits ID: 2024MT93073 Software Project Manager

Ad Sphere: Transform ads into Action Small Business Enterprise Partners Learn More

Reach shoppers who are looking for products like yours. Sponsored Ads can help drive more visibility, traffic and sales for your business.

<p>Key Features</p> <ul style="list-style-type: none">Ad CampaignsReal Time AnalyticsAutomated Reporting	<p>Customer Testimonials</p> <p>(Client Details establish Trust)</p>	<p>Sign Up For Free</p> <p>Username</p> <p>Password</p> <p>Forgot Password?</p> <p>Login</p>
<p>Take a Tour</p> <p>Get Started</p> <p>Start free trial</p>	<p>Pricing Details and Analytics</p> 	<p>Chat Bot</p>

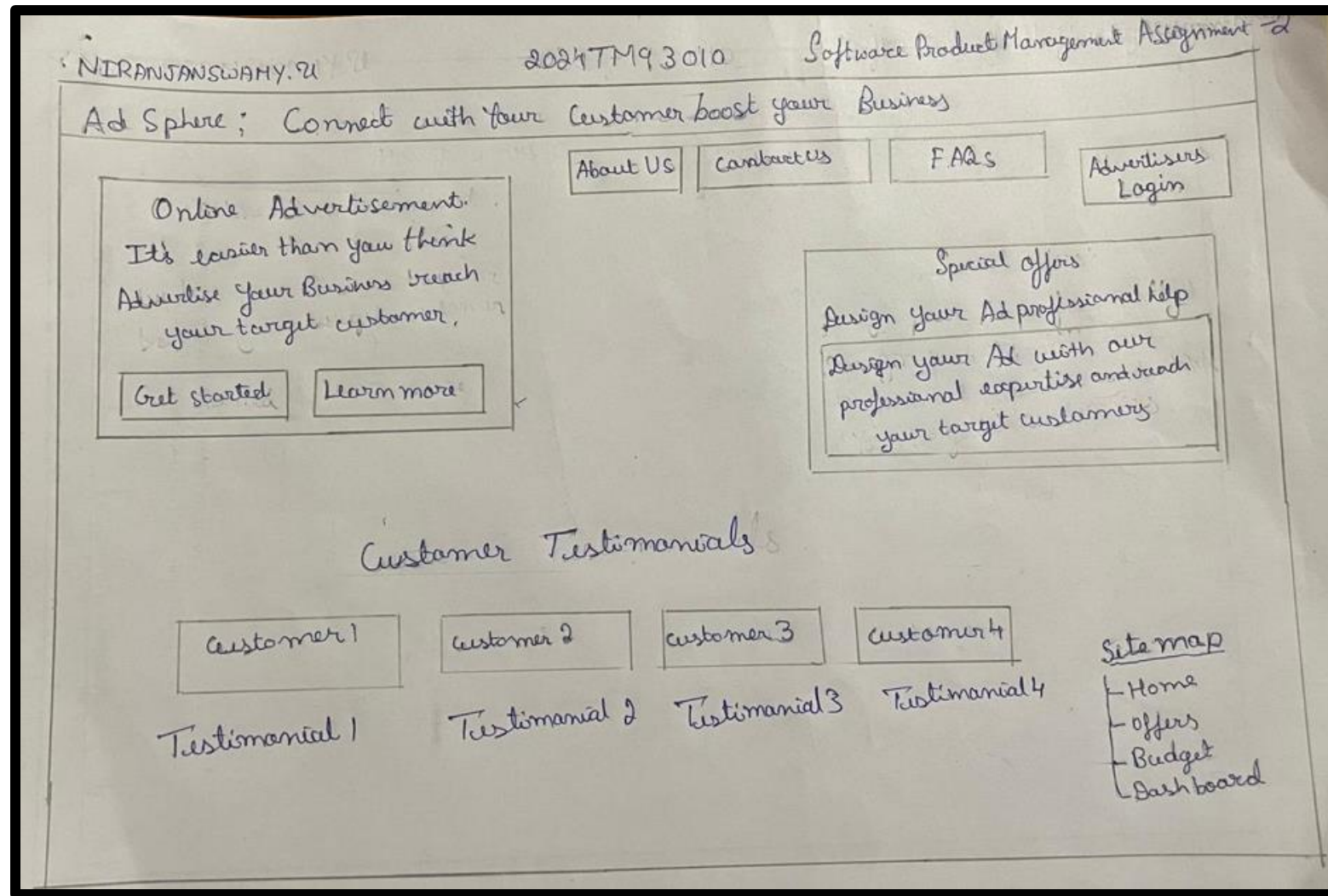
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Hand Drawn Sketch by Team

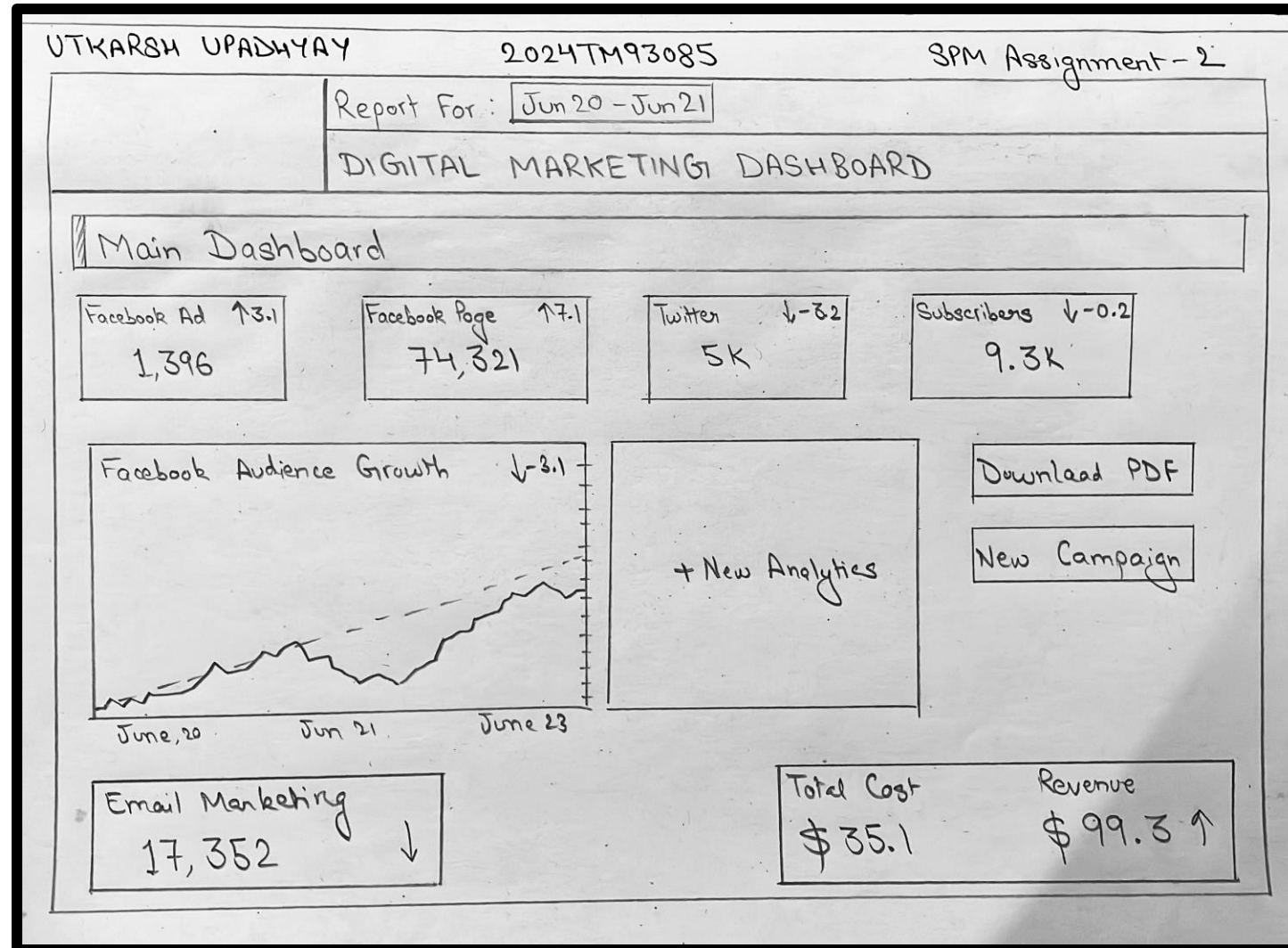
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Hand Drawn Sketch by Team

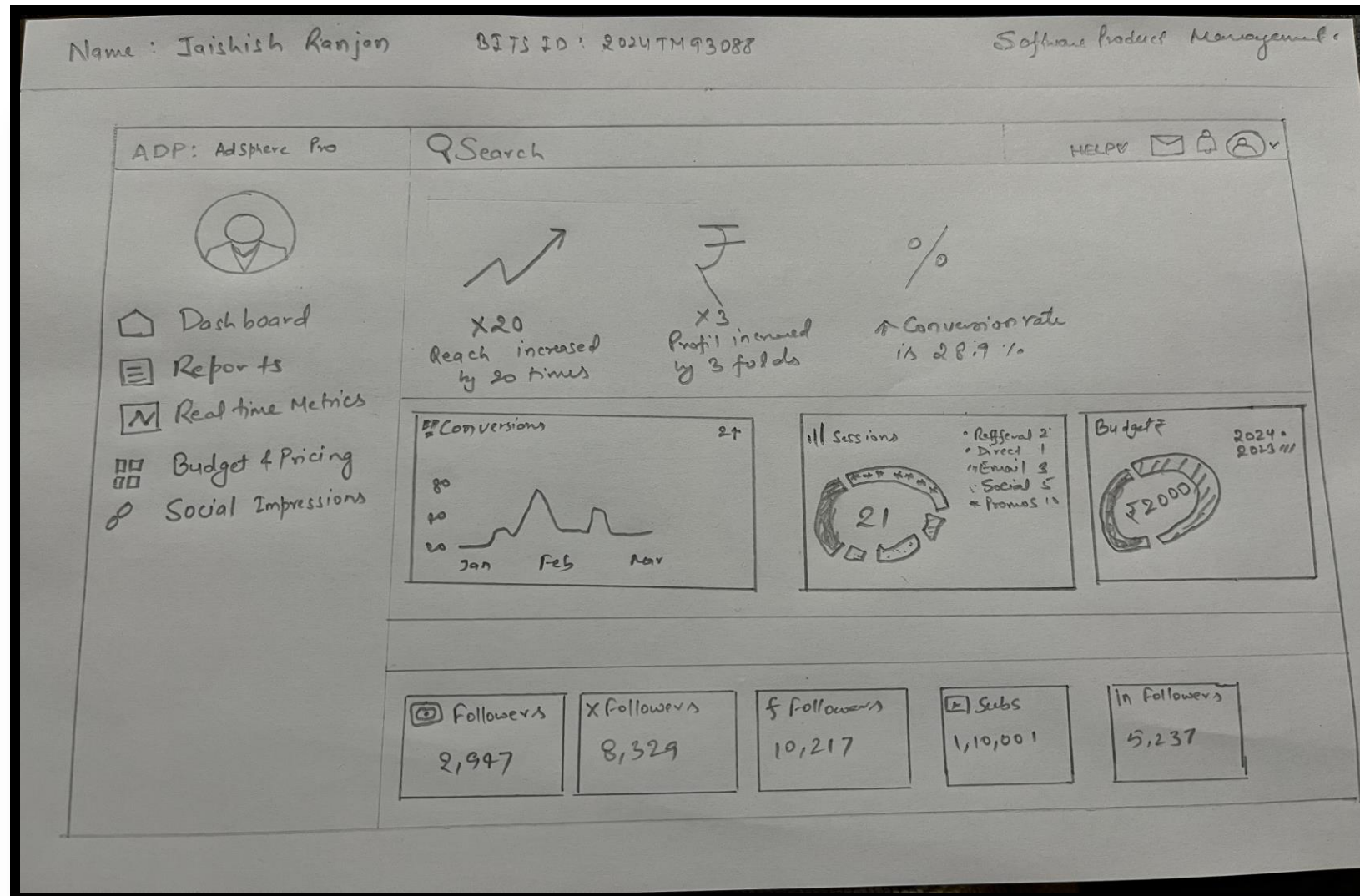


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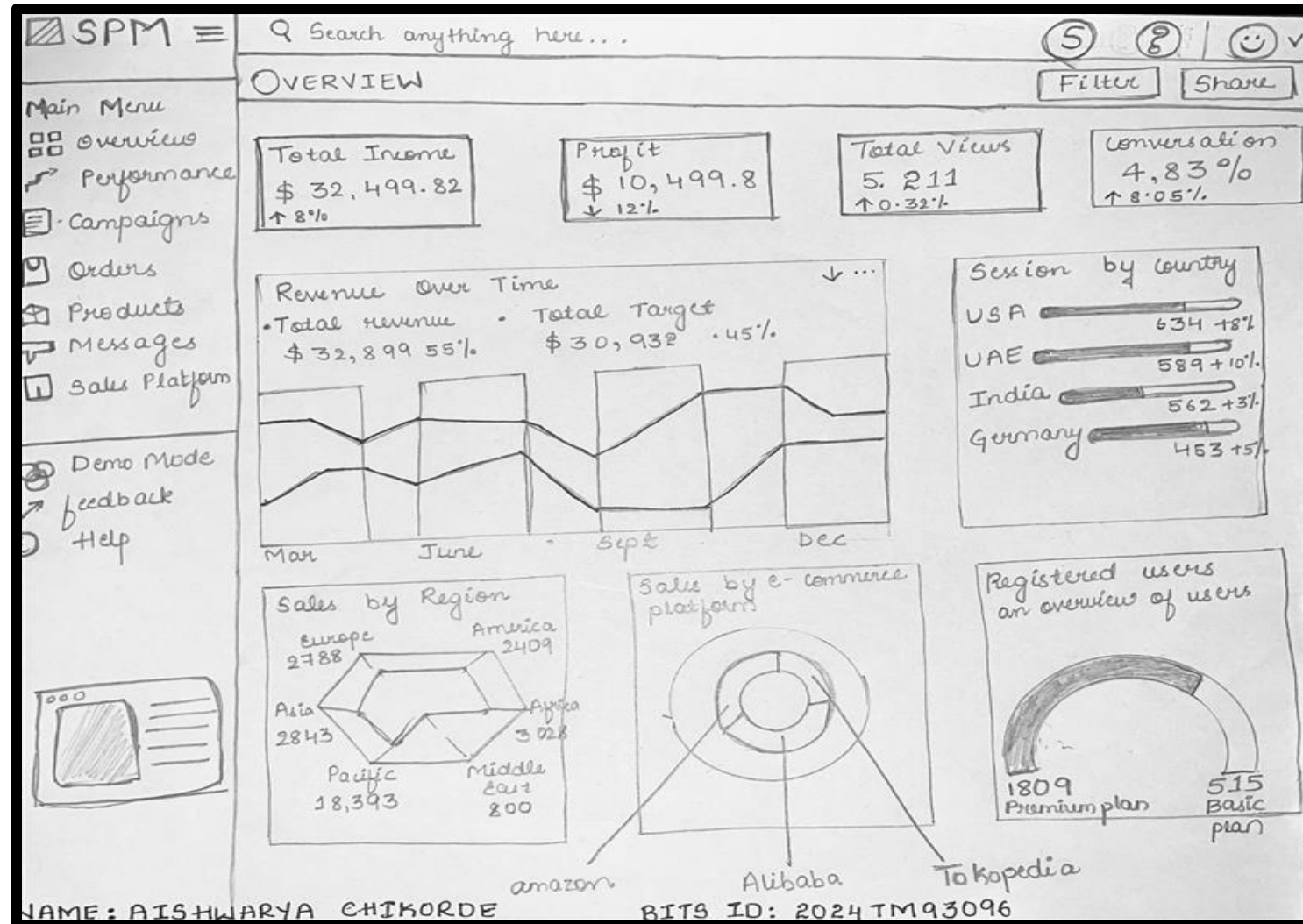


Hand Drawn Sketch by Team

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Finalized Sketch by Team

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Name: Rahul Harimalkar Bits ID: 2024MT93073 Software Project Manager

Ad Sphere: Transform ads into Action Small Business Enterprise Partners Learn & Sell

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Wireframe Story Board



AdSphere : Tranform ads into Action

Small Business

Enterprise

Partners

Learn

Search

Reach shoppers who are looking for products like yours. Sponsored ads can help drive more visibility, traffic, and sales for your business.

Key Features
Ad Campaigns
Real time Analytics
Automated reporting

Take a Tour

Get Started

Start Free Trial

Customer Testimonials
(Client Details to establish Trust)

Pricing Details And Analytics

Sign Up for Free

Username

Password

Forget Password?

LOGIN

ChatBot

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Customer Feedback



Customer 1: John Doe, Owner of a Local Bakery

1. **Usability:** Found the interface intuitive and easy to navigate.
2. **Value:** Appreciated the advanced targeting tools, which he believes will help him reach more local customers.
3. **Suggestions:** Suggested adding a feature to schedule posts in advance.

Customer 2: Jane Smith, Freelance Graphic Designer

1. **Usability:** Liked the clean design but found the analytics section a bit overwhelming.
2. **Value:** Valued the cost-effective advertising solutions.
3. **Suggestions:** Recommended simplifying the analytics dashboard with more visual aids like graphs and charts.

Customer 3: Raj Patel, Owner of an Online Clothing Store

1. **Usability:** Found the CRM integration seamless and beneficial for managing customer relationships.
 2. **Value:** Believed the platform would significantly reduce his advertising costs.
 3. **Suggestions:** Suggested adding a tutorial or help section for new users.
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Customer Feedback



Customer 4: Maria Garcia, Co-owner of a Small Marketing Agency

1. **Usability:** Praised the user-friendly interface and easy ad creation process.
2. **Value:** Saw great potential in the platform for her clients.
3. **Suggestions:** Recommended including more customization options for ad templates.

Customer 5: Ahmed Khan, Owner of a Local Gym

1. **Usability:** Found the platform straightforward but suggested a mobile app version for on-the-go management.
 2. **Value:** Appreciated the detailed targeting options to attract more gym members.
 3. **Suggestions:** Suggested integrating social media management tools.
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Customer Feedback



Summary of Feedback

•Positive Aspects:

- Intuitive and user-friendly interface.
- Advanced targeting tools.
- Cost-effective advertising solutions.
- Seamless CRM integration.

•Areas for Improvement:

- Simplify the analytics dashboard.
 - Add a scheduling feature for posts.
 - Include a tutorial or help section.
 - Provide more customization options for ad templates.
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Updated Wireframe Story Board



AdSphere : Tranform ads into Action

Small Business

Enterprise

Partners

Learn

Search

Reach shoppers who are looking for products like yours. Sponsored ads can help drive more visibility, traffic, and sales for your business.

Key Features

Ad Campaigns

Real time Analytics

Automated reporting

Take a Tour

Tutorial

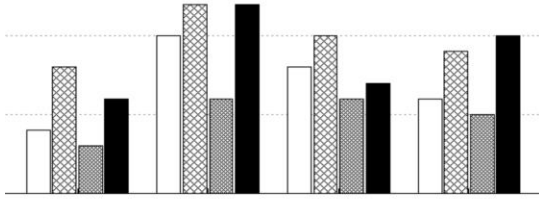
Get Started

Start Free Trial

Customer Testimonials

(Client Details to establish Trust)

Pricing Details And Analytics



Month	Category 1	Category 2	Category 3	Category 4
January	10	20	15	25
February	20	30	25	35
March	25	35	30	40
April	20	30	25	35

Sign Up for Free

Forget Password?

LOGIN

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Key Learnings - Aishwarya



- **Agility in Product Development:** The assignment underscores the importance of being agile and responsive to feedback, which is crucial in a real-world setting where user needs may evolve.
 - **Collaboration and Idea Integration:** Combining ideas from multiple team members and testing them with users can produce a more well-rounded, innovative solution.
 - **Customer-Centric Mindset:** Validating assumptions with users early and often ensures that the product truly addresses user needs, making it more likely to succeed in the market.
 - **Learning through Iteration:** Iterative design, grounded in user feedback, leads to a more refined and polished final product, ready to deliver value effectively upon launch.
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Key Learning – Niranjanswamy U

- **Understanding Market Needs:** Emphasize the importance of identifying and understanding the specific needs and challenges faced by mid and small-scale industries in digital marketing. This includes conducting market research and gathering customer feedback.
 - **Product Development Lifecycle:** Highlight the stages of the product development lifecycle, from ideation to launch, and the role of each team member in ensuring the product meets market demands and quality standards.
 - **Agile Methodology:** Discuss the benefits of using Agile methodology in software product management, such as increased flexibility, faster delivery, and improved collaboration among team members.
 - **User Experience (UX) Design:** Stress the significance of creating a user-friendly and intuitive interface for the digital marketing product. This includes usability testing and incorporating user feedback into the design process.
 - **Data-Driven Decision Making:** Explain the importance of using data analytics to make informed decisions about product features, marketing strategies, and customer engagement. This includes tracking key performance indicators (KPIs) and analysing user behaviour.
 - **Collaboration and Communication:** Highlight the need for effective communication and collaboration among team members, stakeholders, and customers. This includes regular meetings, clear documentation, and using collaboration tools to stay aligned on project goals.
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Key Learning – Utkarsh Upadhyay

- **Balancing User Needs with Feasibility:** The project highlighted the challenge of balancing what users want with what is technically feasible within the given timeframe and resources. I learned that prioritizing features based on impact and feasibility is essential for meeting deadlines without compromising on quality.
 - **Importance of Stakeholder Feedback:** I realized how crucial it is to involve stakeholders early in the product development process. Their feedback provided valuable insights into the market fit and helped us stay on track with business objectives.
 - **Value of Rapid Prototyping:** This assignment taught me the importance of quickly developing and testing prototypes. By creating rough versions early, I could gather user feedback sooner, which helped us make adjustments that aligned more closely with real user needs.
 - **Iterative Improvement:** Working on this assignment emphasized the importance of iterative improvement. Through each version of the product, I was able to make refinements based on testing and feedback, which ultimately made the final product stronger.
 - **Effective Communication:** I found that consistent communication among team members was vital to the success of the project. Regular check-ins and clear documentation helped us stay aligned, address issues quickly, and keep everyone updated on our progress.
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Key Learning – Harmalkar Rahul Rajan Sayali

- **Agile Product Development:** Emphasized flexibility and responsiveness to user feedback, critical for iterative improvement.
 - **Collaboration and Communication:** Effective teamwork through idea-sharing, regular check-ins, and clear documentation ensured alignment on project goals.
 - **Customer-Centric Focus:** User validation and feedback during development phases helped tailor the solution to real needs, enhancing market relevance.
 - **Balancing User Needs & Technical Feasibility:** Prioritization based on feature impact and available resources ensured efficient use of time and effort.
 - **Importance of Analytics & Data-Driven Decisions:** Data analysis guided optimization, feature prioritization, and campaign effectiveness.
 - **Ease of Use in Product Design:** Simplifying complex functionalities for small-to-medium-sized business owners addressed pain points like targeting complexity and budget control.
 - **Continuous Learning and Iteration:** Iterative refinements through rapid prototyping, testing, and feedback cycles increased product value.
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Key Learning – Jaishish Ranjan

- **Importance of Market Research:** Understanding the competitive landscape and the specific needs of target users is essential. Conducting thorough market research at the start can help tailor features to meet market demands more effectively.
 - **Collaboration:** Working in a team to develop solutions for a problem can provide different perspectives and ideas, leading to better outcomes.
 - **Adaptability to New Tools and Technologies:** Being open to learning and incorporating new digital tools or frameworks can enhance product capabilities and improve development efficiency.
 - **Scalability Considerations:** Designing the product with future scalability in mind ensures it can handle increased user loads and additional features, supporting long-term growth.
 - **User Training and Support:** Including user training materials or a help section in the app can reduce onboarding time and improve user satisfaction, especially for less tech-savvy users.
 - **User-Centered Design:** Developing a product that prioritizes the needs and experiences of the users is key to ensuring its success.
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Thank you
