

Managing an Agile Team

Part 1: Positioning Statement

Intro Note

Laptops for the modern professional: Our laptops are designed for the needs of the modern professional, with features that make them ideal for work, play, and everything in between. We offer a wide range of laptops to choose from, so you can find the perfect one for your needs.

Part 2: Focal Questions

1. What's important to this business? Why? How is it measured with regard to customer/user behavior?

The most important things for a website that sells laptops are:

- Customer satisfaction: This is how happy customers are with the website's products, prices, and overall experience. Customer satisfaction is important because it can lead to repeat business and positive word-of-mouth.
- Conversion rate: This is the percentage of website visitors who actually buy something. Conversion rate is important because it is a measure of how effective the website is at converting visitors into customers.
- Bounce rate: This is the percentage of website visitors who leave the website after viewing only one page. Bounce rate is important because it is a measure of how engaging the website is.
- Average order value: This is the average amount of money that customers spend each time they buy something from the website. Average order value is important because it is a measure of how profitable the website is.
- Customer lifetime value: This is the total amount of money that a customer is expected to spend on the website over their lifetime. Customer lifetime value is important because it is a measure of the long-term value of a customer.
- These are just some of the most important things for a website that sells laptops. The specific things that are most important will vary depending on the website and its goals.

Customer/user behavior can be measured in a variety of ways, such as:

- Website traffic: This is the number of people who visit the website.
- Search engine traffic: This is the number of people who find the website through search engines.
- Social media traffic: This is the number of people who find the website through social media.
- Page views: This is the number of pages that people view on the website.
- Time on site: This is the amount of time that people spend on the website.

- Bounce rate: This is the percentage of website visitors who leave the website after viewing only one page.
- Conversion rate: This is the percentage of website visitors who actually buy something.
- Average order value: This is the average amount of money that customers spend each time they buy something from the website.
- Customer lifetime value: This is the total amount of money that a customer is expected to spend on the website over their lifetime.
- By measuring customer/user behavior, businesses can get a better understanding of what is important to them and how they can improve their website.

2. For which problem scenarios/jobs-to-be-done should we test new propositions?

Here are some problems scenarios/jobs-to-be-done that you can test new propositions for:

Problem Scenario / Work to Be Completed	Your value proposition	Notes (optional)
A customer is looking for a way to save money on their purchase	I could test a new proposition that offers discounts or coupons.	OPTIONAL
A customer is unhappy with the customer service they have received	I could test a new proposition that provides customers with better customer service, such as 24/7 support or the ability to chat with a customer service representative online.	OPTIONAL
A customer is having trouble finding a product that they need.	I could test a new proposition that makes it easier for customers to find the products they need by providing better search functionality or a more intuitive user interface.	OPTIONAL
Making the product more sustainable: Customers are increasingly concerned about sustainability.	I could test a new proposition that makes your product more sustainable, such as using recycled materials or reducing packaging.	OPTIONAL
Personalizing the customer experience: Customers want to feel like they are being treated as individuals.	I could test a new proposition that personalizes the customer experience, such as a recommendation engine or a loyalty program.	OPTIONAL
Making the customer experience easier: Customers want a convenient and easy experience when they are shopping.	I could test a new proposition that makes the customer experience easier, such as a faster checkout process or a more user-friendly website.	OPTIONAL

Helping customers save money: Customers are always looking for ways to save money.	I could test a new proposition that helps customers save money, such as a discount program or a cashback offer.	OPTIONAL
A customer wants to buy a laptop but is worried about security.	I could test a new proposition that offers a warranty or extended protection plan.	OPTIONAL
A customer wants to buy a laptop but doesn't have time to shop in person.	I could test a new proposition that allows customers to buy laptops online and have them delivered to their door	OPTIONAL
A customer wants to buy a laptop but doesn't know which one is right for them	I could test a new proposition that provides personalized recommendations based on the customer's needs and budget.	OPTIONAL
A customer is looking for a way to extend the battery life of their laptop.	I could test a new proposition that offers tips on how to conserve battery life or a battery pack that can be used to charge the laptop on the go.	OPTIONAL
A customer is looking for a way to protect their laptop from viruses and malware.	I could test a new proposition that offers antivirus software or a subscription service that keeps their laptop up to date with the latest security patches.	OPTIONAL
A customer is having trouble finding the right software for their laptop.	I could test a new proposition that provides customers with a curated selection of software or a recommendation engine.	OPTIONAL
A customer wants to buy a new laptop, but they don't know which one is right for them.	I could test a new proposition that provides customers with personalized recommendations based on their needs and budget.	OPTIONAL
A customer is looking for a laptop that is easy to use.	I could test a new proposition that focuses on the usability of the laptop.	OPTIONAL

A customer is looking for a laptop that is both affordable and powerful.	I could test a new proposition that offers a range of laptops at different price points.	OPTIONAL
A customer is having trouble setting up their new laptop.	I could test a new proposition that offers customer support to help customers with the setup process, live chat support or video tutorials.	OPTIONAL
A customer wants to buy a new laptop but doesn't know where to start.	I could test a new proposition that provides customers with a personalized buying guide based on their needs and budget.	OPTIONAL

3. How will we define and measure success?

The success of a website that sells laptops can be defined and measured in a variety of ways, depending on the specific goals of the website. Here are how success I was defined and measured for a website that sells laptops:

1. Increased website traffic: This is a measure of how many people visit the website. Website traffic can be measured by tracking the number of visitors, the number of pageviews, and the average time spent on the website.
2. Increased conversion rate: This is a measure of the percentage of website visitors who actually buy something. Conversion rate can be measured by tracking the number of people who add items to their cart, the number of people who checkout, and the number of orders that are placed.
3. Increased average order value: This is a measure of the average amount of money that customers spend each time they buy something from the website. Average order value can be measured by tracking the total revenue generated by the website and the number of orders that are placed.
4. Increased customer satisfaction: This is a measure of how happy customers are with the website's products, prices, and overall experience. Customer satisfaction can be measured by conducting surveys, tracking customer complaints, or analyzing customer feedback.
5. Increased repeat business: This is a measure of the percentage of customers who buy from the website more than once. Repeat business can be measured by tracking the number of customers who make repeat purchases and the average number of times that customers make repeat purchases.
6. Increased market share: This measure of success is used to track how much of the market a website controls. Market share can be measured by tracking the percentage of sales that a website generates in a particular market.