



Defi

Optimizer
The Planner

travelling together

Understand RC

2. PROBLEMS / PAINS

Which problem...
There could be more than one, explore...
eg. existing solar solutions for private...
a good investment (1).

TOO MANY
POINTS FOR
COMPARISON

(FI) Hard to
coordinate
booking for

TOO MANY
TABS

Too many
info on SR
cards

Professional Background

I hold a Bachelor degree in Linguistics and Communication from the University of Port Harcourt, Nigeria and an MBA from the University of South Wales. However, I currently hold the position of an Operations Executive in a Fintech firm. As an Operations executive, I provide operational support to Business Support and Customer Service teams on KYC documents and other client related services through various dashboard interfacing so as to improve customer satisfaction. Over the past few months, I have developed an interest in product management, therefore, I have undergone in-depth training in product management so as to be become an efficient product manager.

Abstract

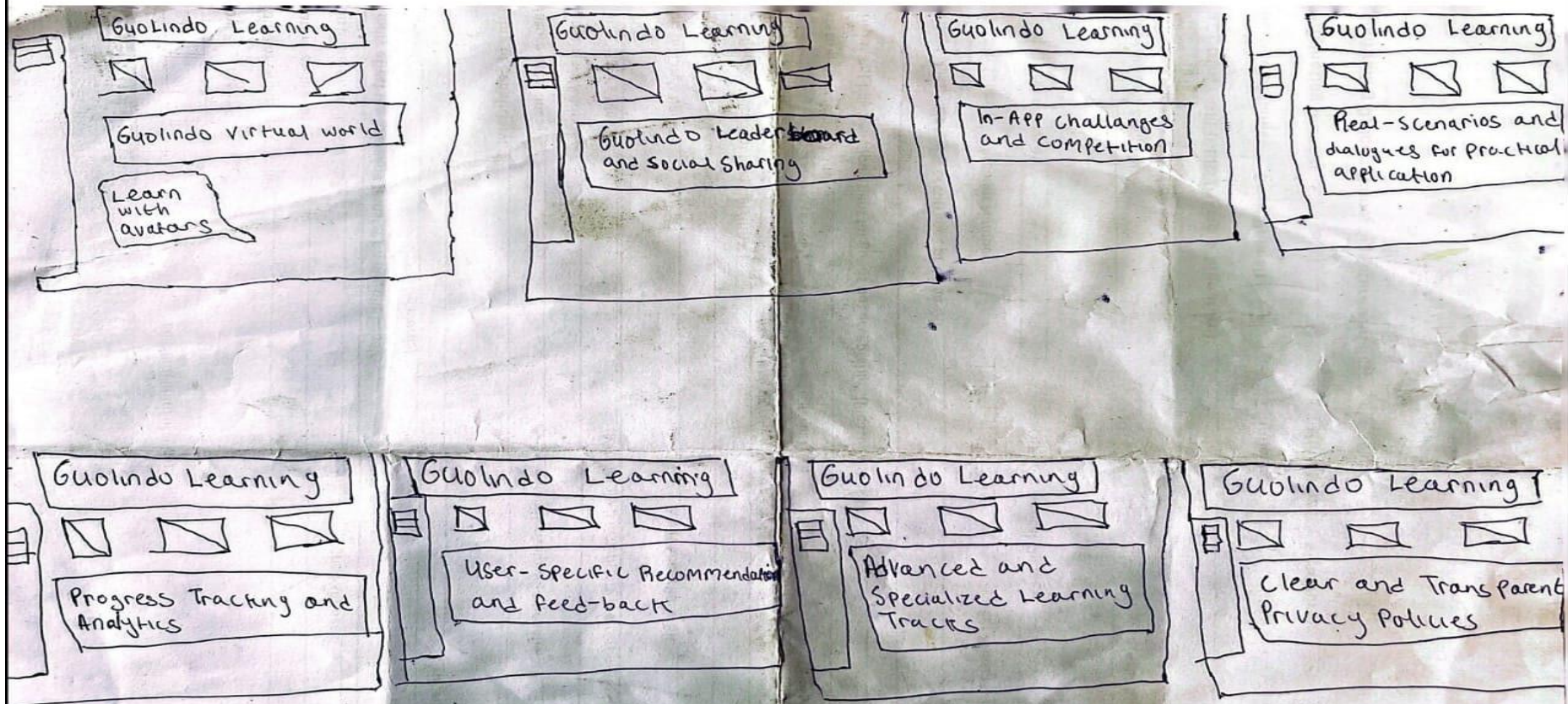
The Guolindo Language Learning App aims to provide a personalized and gamified language learning experience that enhances user engagement and retention. The product roadmap includes four phases, starting with market research and prototype development, followed by refinement, launch and marketing, and scaling and expansion. Key product features include personalized learning algorithms, gamification elements such as points and rewards, comprehensive language content, and user-friendly interface with security measures. The app targets learners of different proficiency levels and learning goals, with a focus on practical application of language skills in real-life scenarios.

Portfolio Outline

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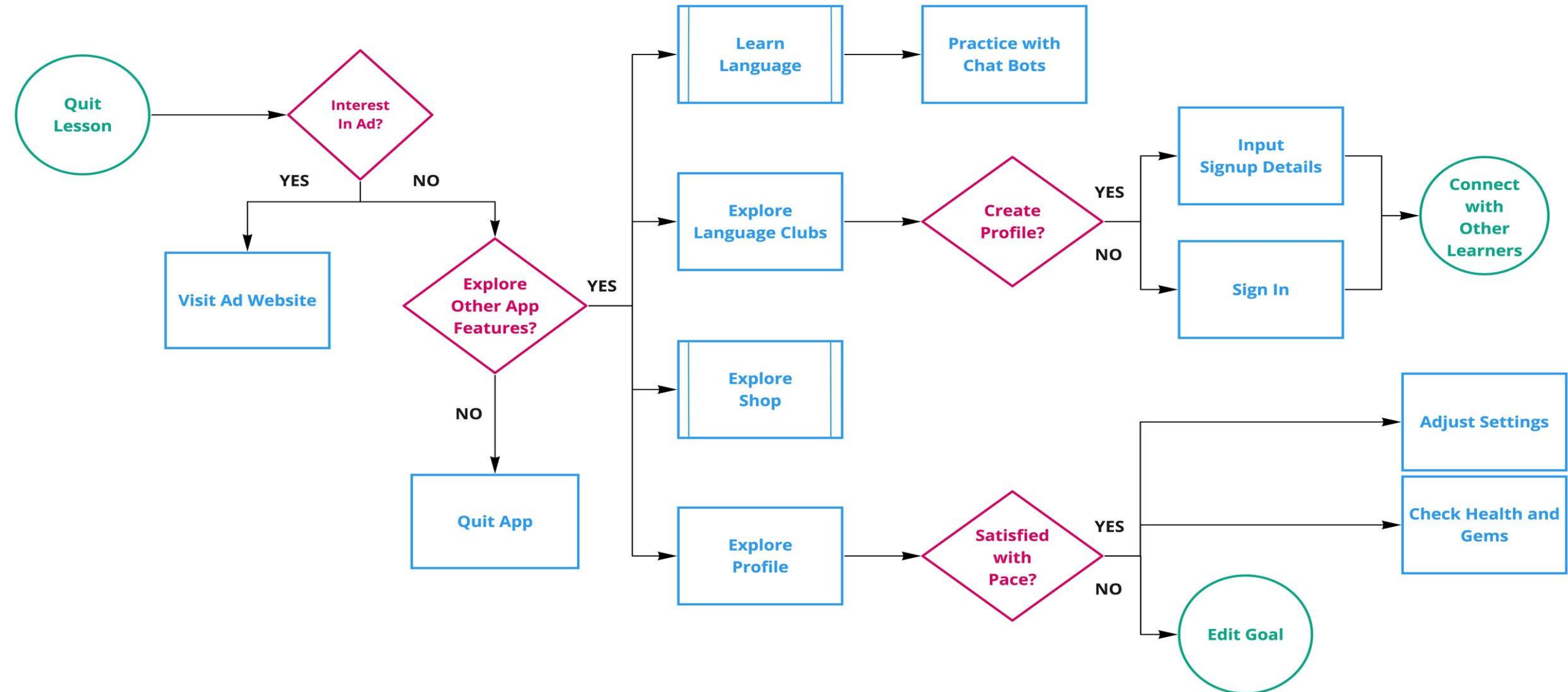
Crazy 8s Low-fi sketch



User flow diagram

EXIT LESSONS

OTHER APP FEATURES



Product Goals

1. Increase user engagement: The first goal is to increase user engagement with the app by 20% within the next six months. This can be achieved by implementing features such as gamification, personalization, and interactive learning activities that are tailored to the user's preferences and progress.
2. Improve learning outcomes: The second goal is to improve the learning outcomes for users by increasing their proficiency level in the target language. This can be measured by achieving a 15% increase in the number of users who achieve the next proficiency level within a given time frame. To achieve this goal, the app should focus on providing high-quality and relevant language learning content, incorporating effective learning strategies, and adapting the learning experience based on user feedback and performance data.

Leading Indicators for Guolindo Language App

1. Active user growth rate: This leading indicator can be used to measure the rate at which the app is gaining new users. It can be measured by the number of new users who sign up for the app per day, week, or month. An increasing trend in the active user growth rate over time indicates that the app is attracting new users and has the potential to reach a wider audience.
2. User retention rate: This leading indicator can be used to measure the percentage of users who continue to use the app after their initial sign-up. It can be measured by the percentage of users who return to the app within a given time frame, such as 30 days or 90 days after sign-up. An increasing trend in user retention rate over time indicates that users find the app valuable and are likely to continue using it, which can lead to increased engagement and revenue opportunities for the product.

Lagging Indicators for Guolindo Language App

1. Revenue per user: This lagging indicator can be used to measure the amount of revenue generated by each user of the app. It can be calculated by dividing the total revenue generated by the app by the number of active users. An increasing trend in revenue per user over time indicates that users are finding value in the app and are more likely to pay for premium features or subscriptions.
2. User reviews and ratings: This lagging indicator can be used to measure the satisfaction of users with the app. User reviews and ratings can provide valuable feedback on the effectiveness and usability of the app, as well as insights into areas for improvement. A positive trend in user reviews and ratings over time indicates that users are satisfied with the app and are more likely to recommend it to others, which can lead to increased user acquisition and revenue opportunities for the product.

Product Strategy

Product Moat:

Personalized Learning Approach: The app's focus on personalized language learning through artificial intelligence algorithms and customized content could be a key MOAT, as it offers a more engaging and effective learning experience than traditional methods.

Gamification: The use of gamification to make language learning more fun and engaging could be another MOAT, as it helps to keep users motivated and interested in the learning process.

User-Friendly Design: A user-friendly and intuitive design that makes it easy for users to navigate the app and access the language learning materials could be a MOAT, as it enhances the user experience and encourages continued use of the app.

Quality Content: Providing high-quality language learning content that is relevant and up-to-date could be a MOAT, as it ensures that users are getting value from the app and are more likely to recommend it to others.

Strong Security Measures: Implementing strong security measures to protect user data and prevent hacking could be a MOAT, as it helps to build trust with users and differentiate the app from competitors who may not prioritize security.

Product signal:

User engagement metrics: such as frequency of app usage, time spent on the app, completion rates of language exercises, etc.

User feedback: including ratings and reviews of the app, user surveys, and user interviews.

Personalization metrics: tracking how well the app adapts to the user's progress and preferences, including algorithms used for personalized learning.

Content quality: measuring the effectiveness of the language learning content, including vocabulary, grammar, and conversational exercises.

Competitor analysis: monitoring the performance of other established language learning apps in the market, identifying potential gaps or opportunities for improvement.

Security metrics: ensuring that user data is secure and protected from potential threats or vulnerabilities.

Product Bets to measure success:

Investment in AI and machine learning: To provide a truly personalized learning experience, the app will need to have robust algorithms that can adapt to the user's progress and preferences. This will require a significant investment in AI and machine learning technology, as well as ongoing refinement and improvement of these algorithms.

High-quality content creation: One of the key pain points that the app aims to address is the quality and relevance of language learning content. To ensure that users are engaged and learning effectively, the app will need to prioritize the creation of high-quality, engaging content that is tailored to the needs of each user.

Gamification and user engagement: To keep users engaged and motivated to continue learning, the app will need to leverage gamification and other user engagement techniques. This could include things like badges, rewards, and progress tracking, as well as social features that allow users to connect with other language learners and practice their skills in a supportive environment.

Localization and cultural relevance: To be successful in different markets around the world, the app will need to be localized and culturally relevant. This means not only translating content into different languages, but also ensuring that the app takes into account cultural nuances and differences in learning styles.

User research and testing: To ensure that the app is meeting the needs of its target users, it will be important to conduct extensive user research and testing throughout the development process. This could include things like surveys, focus groups, and user testing sessions, as well as ongoing monitoring and feedback collection after the app is launched.

Product metrics to measure success:

User engagement metrics: This could include metrics such as daily active users, average session duration, and number of lessons completed per user. These metrics would provide insight into how often users are engaging with the app and how much time they are spending on it.

Learning outcomes metrics: This could include metrics such as proficiency level achieved by users, the number of languages learned, and the improvement in scores over time. These metrics would provide insight into whether the app is effective in helping users learn a new language.

User feedback metrics: This could include metrics such as user ratings and reviews, as well as feedback obtained through surveys or interviews. This would provide insight into user satisfaction with the app, as well as potential areas for improvement.

Revenue metrics: This could include metrics such as total revenue, average revenue per user, and revenue growth rate. This would provide insight into the financial success of the app.

Market share metrics: This could include metrics such as app downloads, app store rankings, and market share in the language learning app market. This would provide insight into the app's position relative to its competitors.

Product vision for Guolindo Language Learning Application

Our product helps language learners around the world achieve their language learning goals by providing a personalized, gamified, and comprehensive language learning experience that adapts to each learner's unique needs and goals. We'll achieve this by:

- Expanding on our strategic bets in personalized learning, gamification, quality content, user-friendly interface, and security measures to create a seamless and engaging language learning experience that inspires and motivates learners to continue their language learning journey.
- Exploring new strategic bets in advanced AI and machine learning technologies, immersive virtual reality experiences, and social learning features to enhance the effectiveness and engagement of our language learning app and provide learners with even more opportunities to practice and master new languages.
- Enforcing our lead in the language learning industry by continuing to innovate and improve our app, expanding our global reach, building strategic partnerships with language schools and institutions, and investing in research and development to stay at the forefront of the language learning technology industry.

Through these strategic bets, we aim to become the go-to language learning app for language learners around the world, helping them achieve their language learning goals and providing them with an enjoyable and rewarding language learning journey.

Product Roadmap for Guolindo Language Learning Application

1. Phase One - Development and Testing (3 months)

- Conduct market research to understand the target audience and their language learning needs
- Develop a prototype version of the app, including basic features and functionalities
- Test the prototype with a small group of users to gather feedback and identify areas for improvement

2. Phase Two - App Refinement (6 months)

- Refine the app design based on user feedback and research insights.
- Develop personalized algorithms and gamification features that adapt to the user's progress and preferences.
- Incorporate high-quality content, including vocabulary, grammar, and conversational exercises.
- Conduct usability testing to ensure user-friendliness and ease of navigation.

3. Phase Three - App Launch and Marketing (3 months)

- Launch the app in the app stores and promote it through various marketing channels, including social media, influencer outreach, and targeted advertising.
- Continuously gather user feedback to improve the app's performance and identify areas for further development.
- Explore strategic partnerships with language learning institutions, educators, and language exchange communities to expand the app's reach and value proposition

4. Phase Four - Scaling and Expansion (12 months)

- Develop additional language courses and language pairs to expand the app's language offering.
- Implement advanced features, such as speech recognition and translation capabilities, to enhance the learning experience.
- Explore opportunities to integrate with other language learning tools and resources, such as dictionaries and language learning podcasts, to provide a comprehensive learning experience.
- Explore global expansion opportunities, including localization and adapting the app for different cultural contexts and user preferences.

Initiatives/Goals

Increase user engagement and retention by providing a personalized and gamified learning experience.

Ensure the effectiveness and accuracy of personalized learning algorithms and quality of language learning content.

Enhance user-friendliness and security measures for a seamless and secure language learning experience.

Product Ideas: Personalized Learning: Develop machine learning algorithms to track user progress and adapt learning content and activities to meet their individual needs and preferences. Features:

- Personalized learning dashboard
- Adaptive content delivery system
- Progress tracking and analytics
- User-specific recommendations and feedback

Gamification: Use game mechanics and design to make language learning fun, engaging, and addictive. Features:

- Points, badges, and rewards system
- Interactive and immersive learning games o Leaderboards and social sharing
- In-app challenges and competitions

Quality Content: Offer high-quality and relevant language learning content to users. Features:

- Comprehensive vocabulary and grammar lessons.
- Audio and visual content for listening and speaking practice.
- Real-life scenarios and dialogues for practical application.
- Advanced and specialized learning tracks for different proficiency levels and learning goals.

User-Friendly Interface: Design an intuitive and user-friendly interface for a seamless and enjoyable learning experience. Features:

- Simplified navigation and user flow.
- Intuitive and interactive UI design.
- Easy-to-use tools and resources
- Responsive customer support and help center.

Security Measures: Implement strong security measures to ensure the safety and privacy of user data and information.

Features:

- Multi-factor authentication and encryption
- Regular security audits and updates.
- Clear and transparent privacy policies and terms of use.
- User-controlled data sharing and access settings.

Guolindo Language app launch strategy

Exclusive Channel / Partners / Invite:

1. Identify a specific target audience or niche market for the app, such as language learners interested in a particular language or proficiency level.
2. Reach out to potential partners or influencers in the language learning niche who have a strong following and influence in the target market.
3. Offer these partners or influencers early access to the app in exchange for promoting it to their audience.
4. Create a special invite-only launch event or webinar for the partners or influencers and their audience, where they can get a sneak peek of the app's features and benefits.
5. Use A/B testing or canary testing to gather feedback from this exclusive audience and refine the app before releasing it to the general public.
6. Offer special promotions or discounts to the exclusive audience as a thank you for their support and feedback.
7. After the exclusive launch, release the app to the general public with a broader marketing campaign, leveraging social media, advertising, and other marketing channels.

The above strategy of an exclusive channel launch is a good fit for an app that targets a specific audience or niche market, such as a language learning app that focuses on a particular language or proficiency level. By targeting a specific audience, the app can generate more targeted interest and potentially reach a wider audience through the partners or influencers' promotion.

Using an exclusive channel launch also provides an opportunity to gather feedback from a select group of users through A/B or canary testing before releasing the app to the general public. This allows for any necessary refinements to be made to the app before a broader launch.

Hosting a special invite-only launch event or webinar for the partners or influencers and their audience can create excitement and buzz around the app, generating more interest and potential users. Offering special promotions or discounts to this exclusive audience can also encourage them to try the app and provide valuable feedback.

After the exclusive launch, the app can be released to the general public with a broader marketing campaign that leverages social media, advertising, and other marketing channels. This strategy can help the app stand out in a crowded app marketplace and generate more targeted interest and downloads.

Product Launch Checklist for Guolindo Language Learning App:

Feature Definition:

- Confirm all personalized learning algorithms are effectively developed and accurately tested
- Ensure the quality and variety of language learning content is comprehensive and meets the needs of the target audience
- Conduct final usability testing to ensure seamless and engaging user experience
- Finalize the points, badges, rewards, and challenges system
- Review and approve all content, including audio and visual material, for accuracy and appropriateness

UI/UX Design:

- Ensure all visual and interactive design elements are consistent with the app's brand identity and aesthetic
- Finalize the app's user interface design, including navigation, flow, and layout
- Confirm all interactive learning games and features are functioning correctly and meet the user's expectations
- Review and approve all written and graphic content, including tutorial videos and tooltips, for accuracy and clarity

Engineering:

- Ensure that all backend and frontend systems are integrated and functioning correctly
- Ensure that all user data is collected and stored securely and in compliance with privacy policies and regulations
- Conduct final security audits to ensure the app's security and stability
- Prepare the app for launch on all platforms, including iOS and Android
- Develop and implement a comprehensive customer support and help center

Pre-Launch Communication Plan

Define Your Target Audience: Identify the ideal users for the Guolindo Language App and their communication preferences.

Develop a Messaging Strategy: Develop messaging that speaks to your target audience, highlights the app's benefits, and differentiates it from competitors.

Establish a Launch Date: Determine a launch date and start planning for communication tactics leading up to it.

Create a Landing Page: Develop a landing page to provide information about the app, collect email addresses, and encourage users to download the app.

Utilize Social Media: Use social media platforms to build brand awareness, generate buzz, and drive traffic to the landing page. Share teasers, product demos, and sneak peeks of the app's features.

Utilize Email Marketing: Send regular updates and newsletters to subscribers who have provided their email address on the landing page.

Reach Out to Influencers and Bloggers: Identify influencers and bloggers in the language learning community and collaborate with them to promote the app through sponsored posts or reviews.

Use Paid Advertising: Utilize paid advertising platforms such as Google Ads, Facebook Ads, or Instagram Ads to reach a wider audience.

Utilize App Store Optimization (ASO): Optimize the app's name, description, and keywords to improve its visibility in app stores.

Monitor and Measure Success: Continuously monitor communication tactics and adjust strategies based on metrics such as email open rates, website traffic, and app downloads.

AARRR Metrics for Product

Acquisition:

- Number of downloads
- App store ranking and reviews
- Cost per acquisition (CPA) from paid advertising campaigns
- Website traffic from social media and other sources

Activation:

- Number of active users
- Completion rate of onboarding and tutorial process
- Time to complete the onboarding process
- Number of completed lessons or courses

Retention:

- User engagement rate, such as daily or weekly active users (DAU/WAU)
- User retention rate, measured as the percentage of users who continue to use the app after a certain period of time (e.g., 30 days, 90 days)
- Number of lessons completed by returning users
- Frequency of app usage per user

Revenue:

- Average revenue per user (ARPU)
- Lifetime value (LTV) of a user
- Conversion rate of free users to paid subscribers
- Revenue generated from in-app purchases, subscriptions, or other revenue streams

Referral:

- Number of referrals generated by existing users
- Referral conversion rate, measured as the percentage of referrals that result in new downloads or sign-ups
- Cost per referral, if any referral incentives are offered
- Referral revenue generated from new users referred by existing users

Product Management Portfolio

Thank You



CONCLUDING
THE FELLOWSHIP

FOLLOW-UP
AFTER THE
FELLOWSHIP IS
OVER

FUTURE
OPPORTUNITIES

I NEVER
KNEW IT
WAS OVER
NO COMPLETION
DATE
DETTY

THE NETWORK
WAS GREAT.
BEING INVOLVED
WAS

THE EXPOSE
ADDS VALUE
TO MY
BRAND

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was benefi
Driven by how
you shape it

Professional
Strengths
were gained
g. Rite of
Fellow

I WOULD
HAVE MADE
IT PRACTICAL
IF IT WAS
FOR EVERYONE

TICKETING
IS AN ISSUE
HERE MEANS
PEOPLE DON'T
COME

I DIDN'T
HAVE GREAT
CONNECTIONS
IN MY INDUSTRY
BEFORE I STARTED

COLLECTING
ALL THE
INFORMATION
AT THE END
WAS HARD
DISTILLING
PRINCIPLES

NOT HELP
FROM OTHERS
TO "GOVERNMENT
154" REPORT

TAKES 2
WEEKS FOR
CAN
MARKETING

THE REPORT
TAKES 2
WEEKS FOR
CAN
MARKETING

SPENT MORE
TIME NEGOTIATING
FORMAT THAN
BEING CREATIVE

ATTENDANCE
IN TIME 4
WAS

REPORTS
REPORTING

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EVENTS

THE
REPORT
TAKES 2
WEEKS FOR
CAN
MARKETING