

ZapSign Challenge

Truora 2022

Before you start remember

The information given as part of this challenge is confidential, don't share it with anyone.

This challenge aims to measure your ability to learn, analyze data, make decisions and deliver results for different audiences.

Deliverable:

- PDF report given answer to part 1 and part 2 of this case.
- Excel with charts (non mandatory)
- Language: English
- Time to deliver: 10 days

Part 1: Analytics and Reporting

ZapSign is a platform that allows companies to manage their electronic signatures processes online, letting them create, send and track the documents to be signed. As part of our growing strategy, we offer our users a freemium plan which includes 5 documents per month. Companies willing to sign more documents, will have to pay for a subscription.

ZapSign was launched in LATAM 5 months ago and your work as a Growth Product Manager is to analyze the data of the users coming to ZapSign and present the rest of the team: results, insights and recommendations on how to keep growing.

1. Download the dataset we shared with you [[Link to dataset](#)]. You will find 1 database per tab, including:
 - a. Users
 - b. Users location
 - c. Company
 - d. Subscription
2. Analyze the data and build a report responding (at least) to the following questions:
 - a. How many users are we getting monthly?
 - b. How many users do we have per country?
 - c. How many subscriptions are we getting each month?
 - d. How many subscriptions do we have for each country?
 - e. Conversion rate: % of users that are buying a subscription.
 - f. Include any other information or insight you find relevant for the analysis.

3. Draw conclusions about ZapSign's growth in Latam and give the team recommendations on how to improve that growth. What other data would be useful for the analysis?

The report must be self explanatory for the rest of the team, so make sure you include the most important highlights and insights from the analysis.

Part 2: Product reasoning

In this section of the challenge we want to understand how you make tough product decisions. Try to be concise and show your reasoning.

1. If you had to kill one of ZapSign's features. What would it be and why?
 - a. Which feature? - Define what it does
 - b. Who will this affect? - Define the current users
 - c. What is the tradeoff?
 - d. Why this vs. something else?
2. Tough roadmap decision: Client A (who represents 15% of your revenue) wants you to build a feature. This feature isn't on your roadmap. To do it right it will take your team 3 months to complete. However, after analyzing the problem, you realize that the feature is so specific that it will only be useful to them. Therefore your other clients won't be able to benefit from it.
 - a. What would have to hold true for you to decide to build this?
 - b. Are you willing to lose the client over this? Explain
 - c. What will you do and why?

You must send the link of your drive to hiring@truora.com and copy the email of the recruitment contact with whom you carry out the process camila@truora.com or cbernal@truora.com in the subject remember to keep the following structure "Name + ZapSign Case"

While you take the test, don't forget to listen to our [PODCAST](#) "El universo de Truora: Historia de un Startup" to learn a little bit more about our history, founders, team and values. 🚀🚀

¡GOOD LUCK!