
Prod-O-Mania

PS – Preliminary Round

The Background:

You are the Product Manager of a company which provides creative services for designing, such that content can be made visually appealing.

With your company you aim to achieve a greater quality of content, so that they become more engaging and attractive in terms of design. You currently serve a wide variety of clients from students to freelancers to enterprise.

The Current Scenario:

Your company has now launched an online tool for video editing. Here users can upload any video and the tool will use AI algorithms to automatically make the video more attractive and appealing.

The tool is aimed to help in the following ways:

- Students use this tool for personal editing for projects, entertainment, assignments, etc.
- Freelancers use this tool for design/creative in their works.
- Enterprise use this tool mainly for Advertising/Marketing, either for themselves or for their clients.

The tool works on a monthly subscription basis. After launching the tool, initially there has been a positive response, nearly 1000 clients subscribed in the first month but after the end of first month only 10 clients continued for the next month.

The Problem:

As a Product Manager you need to figure out how to increase - Retention rate and/or Growth of your Company. Such that new clients use your tool while the old once continue to use it.

Note:

- The Information in “The Background” is only given for reference.