

## Scenario

You are part of a team at a leading technology company specialising in developing innovative solutions for the food industry. With the rapid growth of online food delivery services and the increasing demand for convenient dining options, your company has identified an opportunity to create a new mobile application for a food delivery service.

This project aims to leverage technology to streamline the food ordering process, enhance user experience, and expand the company's market presence. The mobile app will serve as a platform for users to discover local restaurants, browse menus, place orders, and track deliveries in real time.

As a product manager assigned to this project, you will be pivotal in overseeing the entire product management process, from concept to launch. Your responsibilities include defining the product vision, collaborating with cross-functional teams, and ensuring the final product meets user needs and business objectives.

Given the competitive nature of the food delivery industry, your team must prioritise innovation, customer satisfaction, and operational efficiency to succeed in this venture.

## Instructions

Based on the scenario you just read:

- Your task is to develop a high-level product management process that aligns with these goals and guides the team through the development and launch of the new mobile app.
- Focus on providing an overview of the strategies you would employ without delving into intricate details, applying the processes and strategies learned in the module.
- Your submission should adhere to the following parameters:
  - Do not exceed 5 pages (font size 11 with 1.5 size spacing) if submitting a document.
  - Do not exceed 12 slides if submitting a presentation.
  - File type: PDF
  - Your file upload must use the following naming convention:
    - Name\_Surname\_M6\_Assignment
    - Example: Jamie\_Jones\_M6\_Assignment
    - Upload your assignment as a PDF file to the **Module 6 folder** in GitHub.
- This is a graded assessment and will make up 10% of your total score for the course.

## Grading

- The following assessment criteria will be used to grade your submission:
  - Effort
  - Application
  - Examples
  - Leadership Insight
- Marks for each of the criteria will be assigned accordingly:
  - 0 – Failed to submit
  - 1 – Limited
  - 2 – Basic
  - 3 – Proficient
  - 4 – Advanced
  - 5 – Exceptional
- Please see the rubric below for detailed explanations of each criterion and the accompanying score.

## Rubric

- The task total will be a score out of 20.

Criteria	1	2	3	4	5
	Limited	Basic	Proficient	Advanced	Exceptional
<b>Effort</b>	Minimal effort apparent, with little attention to detail or engagement with the task.	Shows some effort, but responses may lack polish or thoroughness.	Demonstrates a solid effort, with responses showing attention to detail and engagement with the task.	Displays a strong effort, with responses exhibiting thoroughness, coherence, and depth.	Exemplifies an outstanding effort, with responses displaying exceptional clarity, insight, and completeness.
<b>Application</b>	Fails to apply learned information effectively to the scenario.	Demonstrates basic application of learned information to the scenario, but lacks depth or coherence.	Applies learned information to the scenario with clarity and coherence, demonstrating a solid understanding of its relevance.	Applies learned information skillfully to the scenario, offering insightful analysis and connections.	Applies learned information in a highly sophisticated manner, integrating multiple perspectives and drawing nuanced conclusions.
<b>Examples</b>	Few or no examples provided. Demonstrates limited understanding or application of concepts.	Provides some examples, but they may be simplistic or lack depth. Demonstrates basic understanding of concepts.	Offers several relevant examples demonstrating understanding of concepts. Examples are well-integrated into the response.	Presents detailed examples that vividly illustrate concepts and their applications.	Presents numerous detailed examples that vividly illustrate concepts and their applications.
<b>Leadership Insight</b>	Shows little understanding of leadership principles; fails to connect theories to the scenario.	Displays basic understanding of leadership concepts; makes simple, expected connections to the scenario.	Demonstrates clear understanding and application of leadership principles; makes relevant connections to the scenario, reflecting solid insight.	Exhibits deep understanding of leadership concepts; offers thoughtful, original insights that enhance the scenario analysis.	Demonstrates profound and nuanced understanding of leadership; integrates sophisticated insights that significantly enrich the scenario, reflecting a high level of strategic thinking.