

## Part 1: Positioning Statement

For PM's and Practice Area Leaders who need marketing collateral to persuade customers, the Marketing Department is a support team that provides custom made marketing materials for business development. Unlike the Branding Department, our product is built on daily demand from the company expertise, portfolio and novel trends for strategic business purposes.

## Part 2: Sketch a Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Determining what ticket is more important	Negotiating with the PM's and practice area leaders the due dates and the size of the client.	If we use a system to segment all the ticket variables, the marketing dept will distribute its efforts to address what's important at the time.
Tasks are overlapping	Sent an email to the PM informing that the dept can't make the deadline because there's a lot in the pipeline.	If we implement a daily tasks scheduling system, the PMs will know from advance about the daily task limit of the marketing dept.

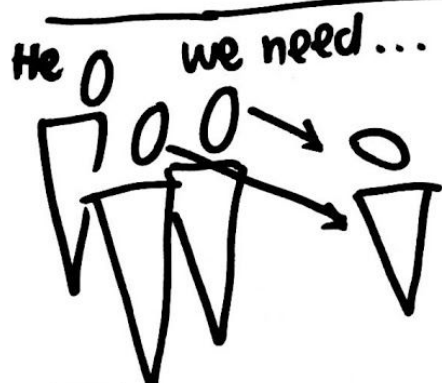
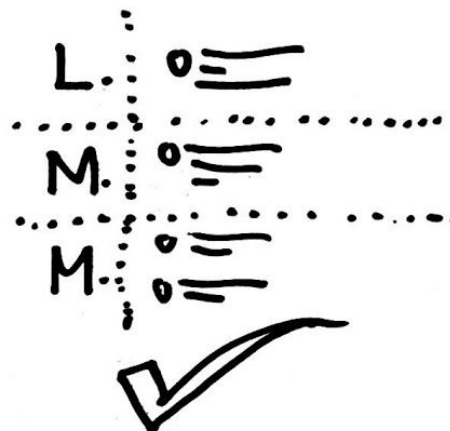
## Part 3: Design a Testable Solution for Your Value/Demand Hypothesis

## Epic User Stories

### Epic 1

As Ines, the Head of the Marketing Dept, I want a system to organize the daily tasks based on its urgency and importance so that I can distribute my team efforts more effectively.

As Ines, the Head of the Marketing Dept, I want to set a public schedule for the department so that I'm able to explain the PMs and practice area leaders what the dept is working on.



## Dependent Variable/Goal for Epic 1

The key questions here are--

- a) Does Inés use the system to organize the tasks based on a) urgency or b) importance?
- b) Does the system increase productivity on the marketing team ?

The specific dependent variables for this, observations we might instrument into code and Google Analytics are:

- a) Views the organization of tasks. Review the task parameters.
- b) Prioritization

Also, customer satisfaction/job and billable/non-billable time for a cohort that uses the tool vs. doesn't would be relevant.

## Child Stories & Analytics

Child Stories	Analytical Question(s)	Analytics
Tasks often come out of nowhere because business opportunities tend to happen in unexpected matters.	How many touch base meetings do you have with the stakeholders who are responsible for the tasks of the department? How often do the stakeholders come with new needs during the week? How often do business opportunities affect the working schedule of the marketing department?	Metrics: - Meetings scheduling - Tasks piling
Tasks accumulate very easily during the week,	How many extra hours a week does the team	Metrics:

<p>because of that the marketing team often works extra hours to serve the high demand of tasks.</p>	<p>usually work to attend the high demands of work?</p> <p>Which department is more often the responsible for the extra work?</p> <p>What is the cost of those extra hours for the company on a monthly basis?</p> <p>Billable hours per week data.</p>	<ul style="list-style-type: none"> <li>- Billable extra hours from the department</li> <li>- Task demands per department</li> </ul>
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