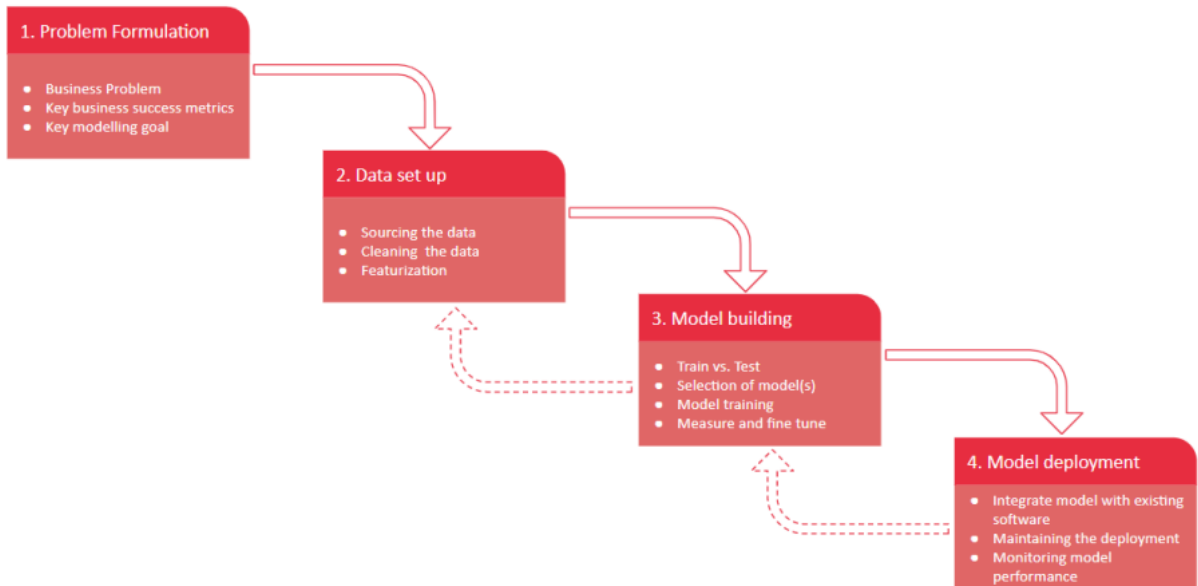


Capstone Deliverables

ML Product LifeCycle



Parts	Topic	Weightage
Part 1	Understanding the Market	5%
Part 2	Competitive Analysis	5%
Part 3	Business Objectives	5%
Part 4	User Research	5%
Part 5	Product Artifacts	10%
Part 6	Reimagine Your Product	10%
Part 7	Business Benefit Estimation	10%
Part 8	Data Setup	20%
Part 9	Selection and Measure of Model	20%
Part 10	MVP	10%

PROBLEM FORMULATION

Part 1: Understanding the Market

- A. Identify the target market. Calculate the following:
 - a. Total available market (TAM)
 - b. Serviceable available market (SAM)
 - c. Target market.
- B. Analyse the industry selected

Part 2: Competitive Analysis

- A. Identify two direct competitors for your product: DC1 and DC2.
- B. List down the strengths and weaknesses of DC1 and DC2.
- C. Compare the product reviews and performances of DC1 and DC2.
- D. Predict future initiatives for both DC1 and DC2 and give a rationale for it.

Part 3: Business Objectives

- A. Define the business objective for your company.

Part 4: User Research

- A. Identify the objectives of the user research.
- B. Identify hypotheses that you would want to validate through user research.
- C. Conduct user research and share insights using *either/both* of the methods given below:
 - a. Interviews
 - b. Surveys

Part 5: Product Artifacts

- A. Create user personas for your product
- B. Create a user journey map for identified user personas

Part 6: Reimagine your product

- A. Identify areas of opportunity based on user journey mapped.
- B. Identify at least one initiative that does not require AI/ML for any identified use case.
- C. Identify at least one AI/ML initiative for any identified use case.
- D. Justify why is it an AI/ML initiative
- E. Perform a feasibility check and select the most feasible solution to work on.

Part 7: Business benefit Estimation

- A. Identify atleast three product-level success metrics (KPIs) to be measured.
- B. Identify atleast one other metric (System Guardrail/Satisfaction/System health metrics) to be tracked

DATA SETUP

Part 8: Data Setup

- A. Identify type of data required for building the solution
- B. Identify sources of data
- C. Identify and make a note of privacy issues for gathering the data needed.
- D. Identify at least four features as a PM from your domain expertise that could help data scientists get started with building the solution

MODEL BUILDING

Part 9 - Selection and Measure of Model

- A. Identify the type of ML problem
- B. Justify the classification of the problem as the identified ML problem.
- C. Define the model evaluation metric.
- D. Justify the identified evaluation criteria.

Part 10: Minimum Viable Product

- A. List down all the aspects that you plan to include in your product based on the user research and AI/ML product strategy that you have envisioned.
- B. Select the 'must-have' entities for your reimagined product to function properly. While listing down these features, also explain the rationale behind choosing them.
- C. List down the 'nice-to-have' entities that you plan to add in the future product release versions.

Note: You will have to keep in mind the feasibility of the reimagined product. Some features could be essential, but the 'must-have' MVP version need not be an AI/ML solution. Whereas some others could not work without AI/ML intervention. State your assumptions, if any.

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