UDACITY

Return to Classroom

Flying Taxi Business Case- Final

REVIEW

HISTORY

Meets Specifications

Really a great job in your project. You have done an awesome work here. 👏🏻

Keep the great job!!! Congrats! 😄

An extra reading here about Data Visualization to boost your learning!

Finally, I'd like to share three important articles:

1. A Roadmap to Build Your "MVP" Data Governance Strategy
2. Minimum Viable Product (MVP) and Design - Balancing Risk to Gain Reward
3. Why and How You Should Build a Minimum Viable Product (MVP)

Product Objective & KPIs

The project identifies the Flyber product objective, KPIs to support it, & target goals for those KPIs.

The project objective must be centered around one of the following focus areas, and includes an explanation of why we chose it:

- **User Acquisition**
- **User Engagement**
- **User Retention**

- Profitability

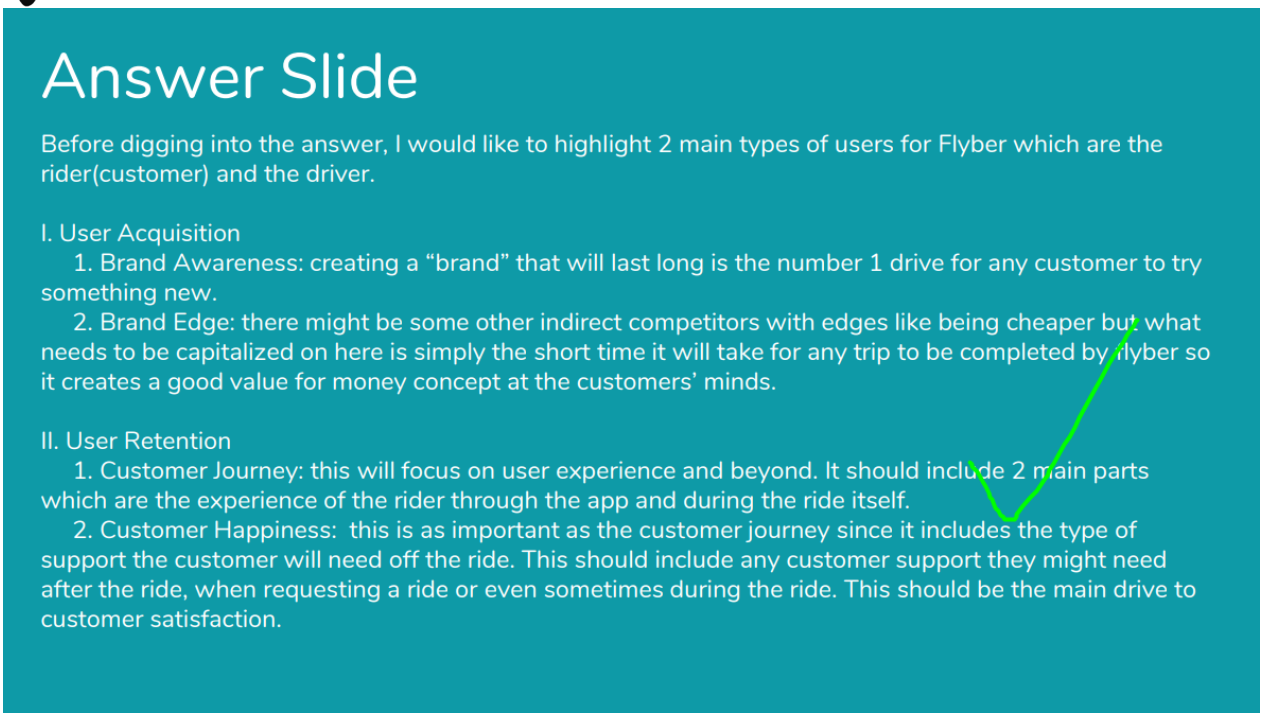
The target KPI goals should be backed by quantitative evidence from existing data and should be in a realistic range, given the addressable market of the MVP. (Not 20,000% increase from baseline)

Product Objective & KPIs

Great answers! 😄

You have addressed all important items in your answer.

[✓] User Acquisition
[✓] User Retention



Further Information

In real life a product can have all objectives listed and their KPI's to support. For simplicity, we focus on only one but take note that depending on the company's target and growth rate all of them are very important. As a hint, in real life we should make a deep research about the market and enlist all objectives and trace the main targets, create some MVP's and validate the hypothesis.

I would like to share a nice article about User Acquisition that might help you in your journey:

User Acquisition | Meaning

Determining the MVP

The project identifies the feature set for the MVP of the flying taxi car service:

- What times/days of operation should the service run for?
- How many pick-up / drop-off nodes?
- Where should the nodes be located?

- Should we initially use copters or homegrown hardware?
- Should the pricing be fixed or dynamic? At what rates?

The feature set must include written justification from the insights the student previously extracted.

Determining the MVP

MVP Feature

Awesome job creating a complete understanding of Flyber's business to improve the decisions. To make a decision based on data and insights it is important to set the important features.

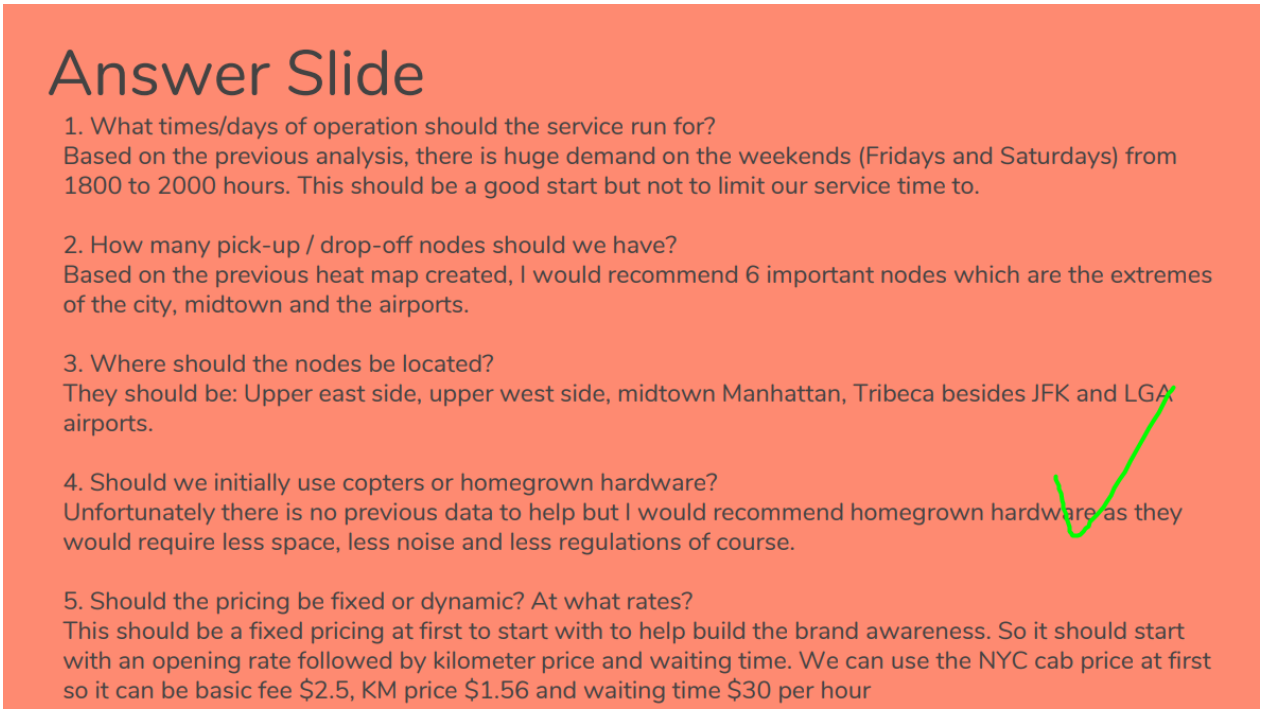
WHAT TIMES/DAYS OF OPERATION SHOULD THE SERVICE RUN FOR?

HOW MANY PICK-UP / DROP-OFF NODES SHOULD WE HAVE?

WHERE SHOULD THE NODES BE LOCATED?

SHOULD WE INITIALLY USE COPTERS OR HOMEGROWN HARDWARE?

SHOULD THE PRICING BE FIXED OR DYNAMIC? AT WHAT RATES?



The sample size should be validated by the Optimizely Sample Size calculator.

The estimated experiment time must be backed by a calculation that uses the sample size and estimated daily ride volume.

Determining the MVP

Sample Size

Awesome! 😄

Your calculations are correct and show you understood the dataset

I would like to share three nice articles to boost your learning:

1. Required Sample Size for A/B Testing
2. How To Calculate A/B Testing Sample Size
3. AB test sample size calculation by hand

Assessing KPIs and Feedback

Desired events should have definitions on when they will be triggered, in addition to any event properties that are required.

Formulas that leverage event data must be shown in order to calculate KPIs.

Assessing KPIs and Feedback

Triggering Events

Great strategy. 😄

You have enlisted the necessary events, definitions and properties to track the KPI's.

Must have clear, concise questions and/or mechanics (numerical scale ratings, thumbs up/down, tips, etc.) that provide insights into:

- whether or not the rider would be willing to ride again in the future
- issues with the ride, if any
- feedback around potential feature areas for new feature development, product optimization, or what should Flyber rollout next

Assessing KPIs and Feedback

Survey

Awesome! 😄
You have provided a complete and important strategy to achieve answers for issues with the ride, potential features areas and whether or not the rider would be willing to ride again.

Proposal Synthesis

The project demonstrates the ability to create a slide deck that summarizes the claims & evidence around the viability of a flying taxi car service, and the initial plan on how to get there.

Proposal Synthesis

Summary

Your project demonstrates the ability to create and summarize the claims & evidence around the viability of a flying taxi car service, and the initial plan on how to get there.

Important to not the stakeholders involved and possible risks. You did it very well!

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RETURN TO PATH

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START