

Game Changer

PM Exercise

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PROMPT

Define the requirements for the app's launch screen that allows users to sign up or sign in

(don't spend more than 2 hours)

PROMPT - Instructions

What should be the requirements?

- Problem statement
- User stories
- Proposed solution
- Functional requirements
- Bonus points for open questions to engineering & design
- More bonus points for wireframes

Who are the stakeholders?

- Me (A.J.)
- Interviewers
- Imaginary Company
- Imaginary User

What are the stakeholder's goals?

- Me :
 - Pass the interview. Infer what interviewers want to see.
- Interviewers :
 - Assess my PM skills. Understand how and whether I think
- Imaginary Company :
 - Build optimal app launch screen
- Imaginary User :
 - Sign In / Sign Up securely with minimal hassle

Critical Questions

- What is the app?
- Who is the user?
- When are we launching?
- What are my resources?
 - Who is on my team?
 - What is my budget?
- What is our goal?
 - What hypotheses are we trying to validate / invalidate?
 - What are the metrics?

Other Considerations

- Which platforms / devices are we launching on?
 - iPhone? Android? iPad? Mobile web? Desktop web?
- What data do I need to collect?
 - Email? Password? Location? Age?
- What do I need to verify about the user?
 - Location? Age? Real identity?

Assumptions

- The non-imaginary stakeholders will focus on the imaginary ones
- The imaginary company refuses to provide guidance on my questions
 - Therefore, I will define a broadly useful strategy designed to apply to the bulk of circumstances
- Given the use of terms “app” and “launch screen”, this is a **native mobile application**
- Given the use of terms “sign up” and “sign in”, this app **requires authentication to use it**
- My requirements are technology agnostic
- Basically, this is a broadly useful template for mobile app launch screen requirements

PROBLEM STATEMENT

When a native mobile app is installed on a device and there is no valid authentication for a user, the features of the app are not accessible. In order for the user to access the desired features, there must be (1) method(s) for the user to authenticate (2) a visual identifier of the specific app (3) visual indicators for the method or options of methods of authentication including the action steps to use the method(s) and (4) responses which map to the users actions.

PROBLEM STATEMENT, 2

An app must have an initial state for an unauthenticated user that displays branding for the app, shows calls-to-action for logging in or signing up, and employs case handling for the calls-to-action including errors, redirection, and other contingencies.

Bonus: We have visibility into the launch screen usage.

User Stories, Part 1

- (As a user, I want visual feedback on which app I just opened)
- (As a user, I want to access the features of the app quickly and easily)
- As a user who just installed an app, I want to Sign Up so that I can access the features of the app.
- As an existing user, I want to Sign In so that I can access the features of the app.
- As an existing user who forgot her password, I want to be able to *know my password* so that I can access the features of the app.
- *As a user, I want to be able to use a 3rd party account to login / signup so that I can save time and avoid having to remember passwords.

Minimum Functional Requirements

- When there is no valid user authentication, the launch screen must be displayed.
- A new user can Sign Up with a valid email address, password, and a re-enter password field that matches the password
- An existing user can Sign In with a valid email address and an associated password
- A user who believes she forgot her password can verify her email address and attain a known password
- A user who authenticates is able to access the app's features

Minimal Functional Requirements

- When there is no valid user authentication, the launch screen must be displayed.
 - The launch screen must display the company / app branding.
 - The launch screen must display a path to Sign In AND a path to Sign Up.
 - The launch screen must display error or custom messaging if they exist.
- A new user can Sign Up with a valid email address, password, and retype password field
 - The email must match a **valid email regular expression**
 - The email must **not already exist** in the user database
 - The password must be **at least 6 characters**
 - The **password fields must match**
 - If conditions are not met, the app displays **informative custom messaging**
 - Upon signing up, the user is directed to the application's default state

Minimal Functional Requirements

- An existing user can Sign In with a valid email address and an associated password
 - The email must **match a user record** in the database
 - The password must **match the password** for the user record
 - Upon signing in, the user is directed to the application's default state
- A user who believes she forgot her password can verify her email address and attain a known password
 - The user can **enter an email address**
 - If the **email address matches** a user record, the user **receives an email** with an authentication link and the app **displays a message** that this occurred
 - When the user clicks the authentication link, the user reaches a destination where she can **enter a new password** and a matching 'retype' password
 - If the **email does not match** a user a record, the app displays a message that the **email address is not found**

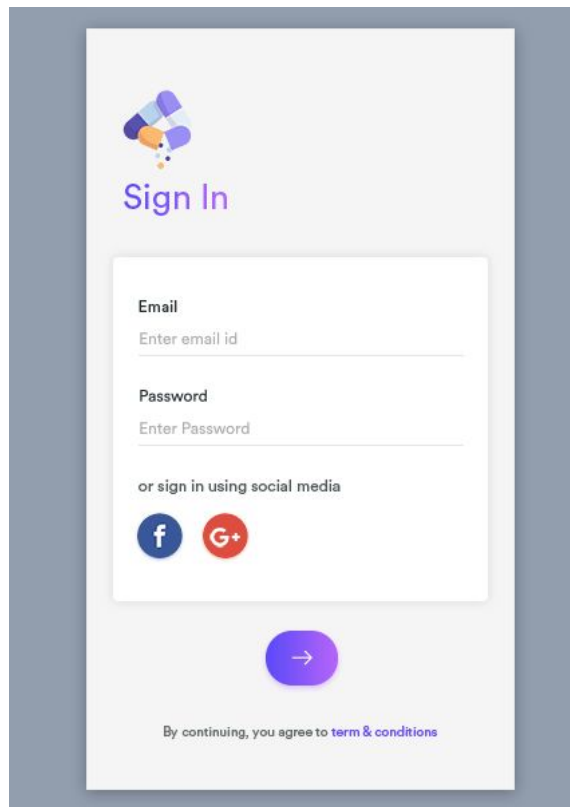
Nice-To-Have Functionality

- Metadata and attribution are sent to analytics service
- A user can Sign In and Sign Up with a 3rd party account (FB, Goog)
- A user can authenticate with phone number and verification SMS
- A user views a pre-loading screen before the launch screen appears

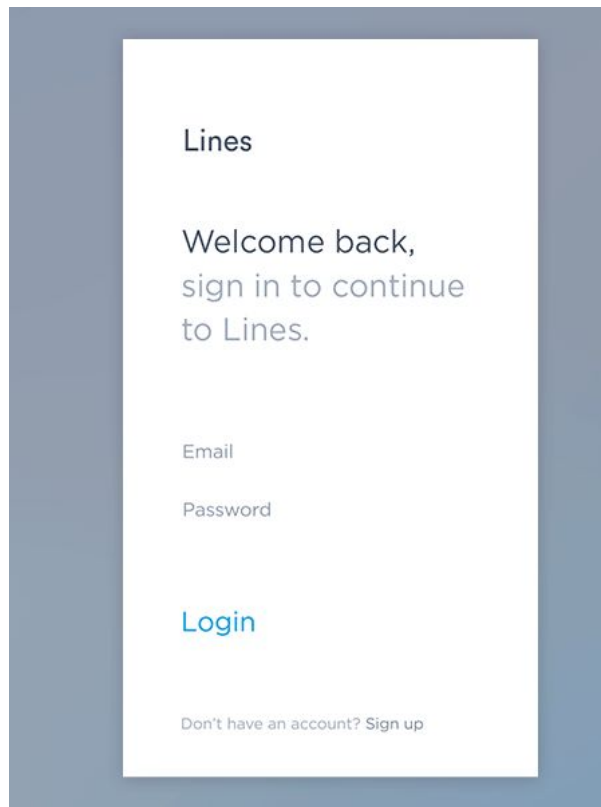
User Stories, Part 2

<https://trello.com/b/qCpbm2Ph/game-changer>

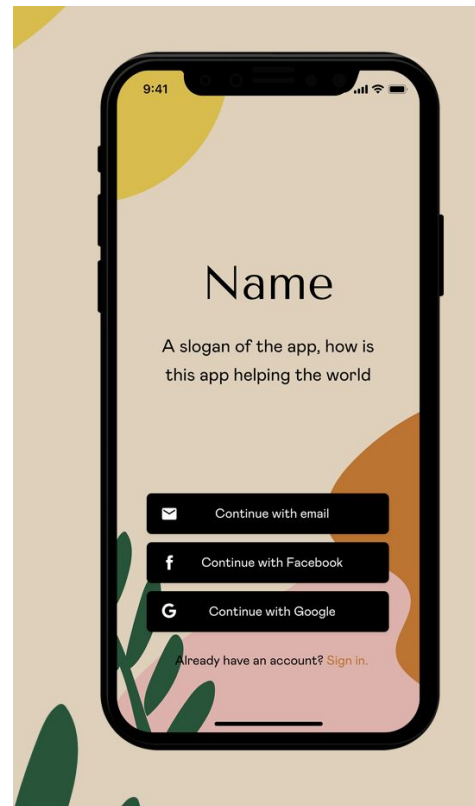
Design Approaches (dribbble)



A clean, modern sign-in form with a light gray background. At the top left is a logo consisting of four colored squares (blue, purple, orange, green) arranged in a square pattern. Below the logo is the text "Sign In" in a purple font. The form contains two input fields: "Email" with the placeholder "Enter email id" and "Password" with the placeholder "Enter Password". Below these fields is the text "or sign in using social media" followed by two circular icons: Facebook (f) and Google+ (G+). At the bottom of the form is a purple button with a white right-pointing arrow. Below the button is the text "By continuing, you agree to [term & conditions](#)".

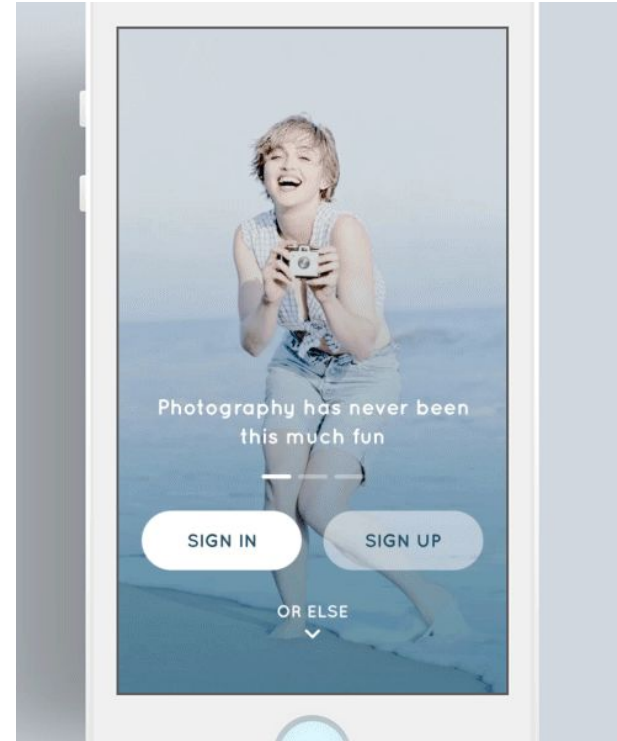
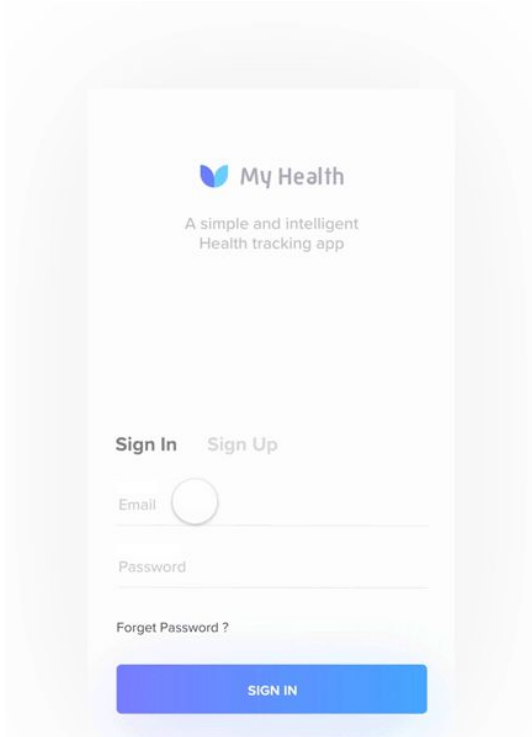


A minimalist sign-in screen with a white background. At the top is the word "Lines" in a dark gray font. Below it is the text "Welcome back, sign in to continue to Lines." in a dark gray font. There are two input fields: "Email" and "Password". Below the "Password" field is a blue "Login" button. At the bottom is the text "Don't have an account? Sign up" in a dark gray font.



A mobile app sign-in screen displayed on a smartphone. The screen has a light beige background with abstract yellow and orange shapes. At the top is the time "9:41" and signal indicators. Below the status bar is the word "Name" in a large, dark gray font. Below "Name" is the text "A slogan of the app, how is this app helping the world" in a smaller, dark gray font. There are three buttons: "Continue with email" (with an envelope icon), "Continue with Facebook" (with a Facebook 'f' icon), and "Continue with Google" (with a Google 'G' icon). Below these buttons is the text "Already have an account? Sign in." in a dark gray font. At the bottom is a home indicator bar.

Design Approaches (dribbble)



Design Approaches (inspiration)

