Required Assignment 2.4:   
Leverage the Product Development Process to Build an Effective New Offering at Your Workplace

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**Suggested time:** 120 minutes

**Assignment Instructions**

Assume you have an idea, of a new product, that you wish to work upon within your current organization. Out of excitement, you emailed your CEO with all the brainstorm-dump, which he replied to saying, “Please send an executive brief of what you wanted to be built, why, and how”.

Through this assignment, you will create a brief document about this new product offering you’d like to be built. This template document has different sections (with examples of what you can write) that requires you to fill in your thought-process for how you would execute each step from idea to launch.    
    
This is your chance to shine. Impress your CEO!

***Note****: This is a required assignment and counts towards your programme completion.*

**Idea**

**Idea & Opportunity:** Create an AI powered Lawyer app to support citizens at low cost to help them expedite tedious, expensive, and endless legal processes across the globe. The app will use generative AI tools to understand citizen’s case, analyse the legal construct in the specified country to find the most relevant laws applicable to the case and give advice in layman’s language.

**Customer need:** Legal process is tedious, expensive, opaque and endless in India and many countries across the globe

**Product market & customer value:** This will make the legal process cost effective, accurate, efficient, and finally help to evolve it to next level using innovative AI driven recommendations. The current legal system in countries like India requires one to hire an independent lawyer or a legal firm based on reputation instead of competence and there is no transparency to the citizen on how the case is being resolved.

**Concepts for product success:** For simple cases, this app envisions to remove the need for lawyer support and for complex cases it can act as a co-pilot to the lawyer and the citizen.

**Concept**

**Testing the concept:** The concept will be tested by training the AI on a particular legal area such as IP law. The legal case statement, documentation and evidence from thousands of historical cases can be used an input to the MVP tool to see if it is able to give the right advice.

**Go / No-Go decision:** If the tool can give the right advice and predict outcomes in 95% of the cases, it can be advanced to the next stage. otherwise, it needs to be improved before re-testing.

**Improving the concept:** Human feedback as well as additional accurate data will be used to improve the concept to make it ready for market testing.

**Marketing Strategy and Pre-launch Marketing**

**Product:** An AI powered Lawyer app available for free on app stores with a simple UI with an AI assistant to guide the user through the legal process.

**Price:** The user is charged based on complexity of the case details and advice offered. The fees charged will be much lower than standard lawyer fees to drive rapid adoption.

**Promotion:** The app will be promoted through prominent trustworthy influencers on social media and activists who work in a similar field and are committed to better and inclusive justice for all citizens.

**Place:** Initially, the app will be launched in select Tier-1 cities to handle relatively simple cases of poor section of society.

**Early Adopters:** Early adopters of the app will be young tech savvy people who are not able to afford expensive lawyers for their legal cases. The expansion of 4G and 5G services has enabled this segment to have access to state-of-the-art apps across the globe.

**Acquisition Strategy:** Testimonials from current customers anda referral bonus driven acquisition strategy will be used to drive early adoption and acquisition in the market.

**Testing**

**Testing the product:** The initial MVP will be rolled out in select Tier-1 cities. It will be tested for free for 100 early adopters and if the legal advice results in faster resolution of disputes for a large percentage of the early adopters, it will be rolled out in smaller tier-2 cities as well. A differential pricing strategy will also be tested to see what price structure drive faster adoption without making the app unviable for further business expansion.

**Re-iterating the product:** If the product fails in the initial testing, it can be further re-iterated by targeting a different segment of the population for a different segment of cases such as divorces. The pricing strategy can also be revamped to see customers are more comfortable will lower prices compared to the initial launch.

**Launch Strategy**

**How final product will reach customers:** The final app will reach customers through releases on the top app stores such apple store and android stores. Partnerships with various influencers will be used to drive traffic to the app stores.

**Campaign ideas:** Multiple campaigns will be used to drive product adoption:

* Referral campaigns: Referral campaigns for early adopters of the app. This will build trust for the app while increasing the stickiness of the existing customers.
* Social media campaigns: Influencer driven campaigns and viral videos on various social media platforms.
* Partnership with NGOs: Multiple NGOs work in the area of inclusive justice and they can encourage the citizens to adopt the app to expedite legal process at a marginal cost of a lawyer.