Lab: Final Project

**Overview**:

In this lab, you will review a scenario with the goal of assessing what went well, analyzing what you think could have gone better, and recommending how to improve product management in this company.

**Step 1:** Refer to the Reading – **Final Project Scenario** for completing this exercise.

**Step 2:** Make seven observations about what went well. These observations can be what you noticed about the right steps or the structure that the company put in place. Think about what strategy was used and how it contributed to the success of the company.

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|  | Observations: What went well |
| 1 | The company identified the need to establish a structured product management system. |
| 2 | A cross-functional team was assembled with clear roles: product, project, and marketing managers. |
| 3 | Emily conducted research based on educational psychology to align product vision with learning effectiveness. |
| 4 | Michael created a detailed and realistic project plan, keeping development on track. |
| 5 | Sarah used market research and direct stakeholder engagement (educators and parents) to design marketing strategy. |
| 6 | The team used focus groups and school visits to validate their ideas early. |
| 7 | The launch was smooth and well-received, confirming the product-market fit. |

**Step 3:** Make five observations about what you think could have gone better. This can be anything that you think was missing from the scenario or what you think should have gone better.

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|  | Observations: What could have gone better |
| 1 | There was no mention of how feedback from beta users was incorporated into development. |
| 2 | The scenario lacked a defined product success metric (e.g., KPIs for learning impact, usage, or retention). |
| 3 | Risk management planning during development was not described. |
| 4 | No clear post-launch strategy or update roadmap was presented. |
| 5 | It is unclear how the product management framework will be institutionalized for future projects. |

**Step 4:** Make five recommendations to improve product management in this company.

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|  | Observations: What could be done to improve product management in this company |
| 1 | Implement a formal feedback loop post-launch to gather user insights continuously. |
| 2 | Define and track key performance indicators (KPIs) to measure success from both business and educational perspectives. |
| 3 | Develop a standardized product roadmap process to plan future updates and feature iterations. |
| 4 | Introduce formal risk assessment practices during each development phase. |
| 5 | Establish a product management playbook so future teams can replicate the successful process. |