WeCare

Developing the product

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Getting Started

Your company and team for the project

Now that you have gone through the course material, let's resume working on the project.

Your project's MVP scope has been translated into a PRD and is now ready to move into development phase.

Your development team has adopted Agile Scrum methodology principle to manage their development cycle.

Each sprint runs for 2 weeks followed by a release to production environment.

Scrum/Development Team

- One Engineering Lead
- One Shared DevOps
- Four Engineers
- One Shared QA

Scrum master (rotational in nature)

- Product Designer
- Shared Data Analyst

All Teams

- Customer Service
- Data Analytics
- Engineering (includes QA)
- Legal and Compliance
- Finance & Accounting
- Operations
- Marketing (includes Product Marketing)
- Product Management
- Product Design

Reference slide remove before you submit

Create Project Blueprint

A product launch is not just about deploying a beautifully designed,built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

Share your project-specific coordination activities map here (Link here). You can also share a screenshot below.

Purpose *Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature*	**What is the task?** *Based on the purpose, select the appropriate from the drop-down*	**Who is the task owner?** *Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders*	**Whose involvement is needed to accomplish the task ?** *Please select one from the drop-down list of your identified stakeholders*	**What is their role?** *Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only*	**By when, does the task need to be completed?** *Select milestone keeping in mind nature of the task,downstream effects of delaying task*
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target week
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to share MVP scope and walk-through design to gather feedback		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Set a target week
	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's final sprint starts
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	All except Legal and Compliance	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Before project's sprint 0 starts
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Prepare for every sprint	Create tickets for each sprint based on the test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Create tickets for each sprint based on the analytics tracking requirements	Data Analyst			
	Finalize user-stories and design to add for each sprint	Product Manager			
Coordinate product/feature launch	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Before each sprint ends
Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal	
Allow the KP member to login with their ID and to set new goals. Also, members should be able to convey a survey for a personal health risk assessment right at the start.	
Sprint Backlog (list the prioritized **user-stories** from the product backlog)	
1	As a Kaiser Permanente member, I want to login with my KP member ID, so that I can start using the app.
2	As a user of the app, I want to get my profile automatically downloaded, so that I do not have to enter all the personal information.
3	As a KP member, I want to take a survey after the first login, so that I can have a personal health action plan.
4	As a user of the app, I want to get new goals based on the risk survey, so that I can start to pursue my goals right away.
5	As a user of the app , I want to set and edit my own goals manually, so that I can have a personalized plan of actions.
Sprint Prioritization Logic	
• At the end of the sprint, we need to have a functional deliverable to start testing and evaluating the features. • Tasks that involve backend communication need to be prioritized.	

User Story 1

User Story	As a Kaiser Permanente member, I want to login with my KP member ID, so that I can start using the app.
Design	[Link to prototype], Screen "Start Screen"
Acceptance Criteria	• When user is on the "Start screen", then ask the user to enter a valid KP member ID as input to be authenticated in a textbox, then after user clicks on "LOGIN" Button direct user to the initial survey that needs to be filled out. Once submitted, user is directed to the "Logged In" Screen with his/her profile downloaded. • The login process and the data communication needs to have encryption of data using the Secure Socket Layer (SSL) system, and using a secured messaging service when personal information is send electronically to or from the app. • For legal reasons, the Terms & Conditions and the Privacy Statement need to be linked on the login screen and should be accessible before a user logs in. • After the first login, the user needs to accept the T&Cs. This consent needs to be archived in a proper way for auditability. • If a user does not remember his KP member ID, he/she needs to be able to retrieve his/her ID by entering the corresponding email address. An email with the KP member ID will be sent within 2min of the request.
Assumptions	• Product is available to KP members only. Non-KP members can't login to the app. • A profile with email & profile picture of the member is already existent on the backend. • KP is HIPAA/SAFE HARBOR/PHI compliant

User Story 2

User Story	As a user of the app, I want to set and edit my own goals manually, so that I can have a personalized plan of actions.
Design	Link to prototype, Screen “Add-Edit goal manually”
Acceptance Criteria	• When user clicks on the ‘+’ button, then redirect the user to “Add-Edit goal manually” screen where once valid entries are are entered, the direct user will add or edit his/her goal. Once the user clicks on “SAVE”, user is redirected to the goals screen and can view all goals entered in his profile. • The user will not be able to enter negative values for any input field. The app should suggest valid values to the user. • The “Jump Back” button will bring the user to the last screen before entering the “Add-Edit goal manually” screen. Changes are discarded with confirmation dialog. • The “Save” Button will add or edit the new goal without confirmation dialog. After saving, the user will be brought back to the last screen before entering the Add-Edit screen. • An icon/ pictogram needs to be selected by the user
Assumptions	• With increasing user numbers it must be ensured that the requests to set/edit new goals can be fulfilled by the backend architecture & databases. • A set of icons/ pictograms for each activity, habit, nutrition goal are ready to use

Decoding API Documentation

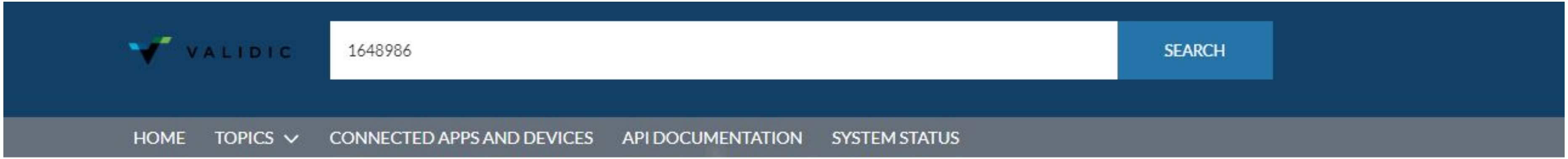
As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

WeCare Project

Based on the API documentation how would you update your solution and design?	As Validic provides an API to provide Third Party integration of health data from other apps and devices, we should integrate the following: ● Use Validic API to to gather fitness, sleep and calorie information from user’s other apps or devices ● Use Validic App Marketplace integration into our App to let the user connect available data sources (e.g. apps, wearables) easily
Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility	● Are we able to communicate with the Validic API by exchanging Data objects (JSON, restful)? ● How much do we need to adapt our data model & objects to be inline with Validic’s? ● How do we integrate the Validic Marketplace for best customer experience? (without iFrames, not recommended by Validic) ● Can we leverage the use of a Single-Sign-On solution for the user (e.g. OAUTH)?

- (Link 1) Rendering the Web Marketplace in an HTML iframe Tag



MARKETPLACE

Rendering the Web Marketplace in an HTML iframe Tag

Feb 19, 2020 · Knowledge

TITLE

Rendering the Web Marketplace in an HTML iframe Tag

ARTICLE

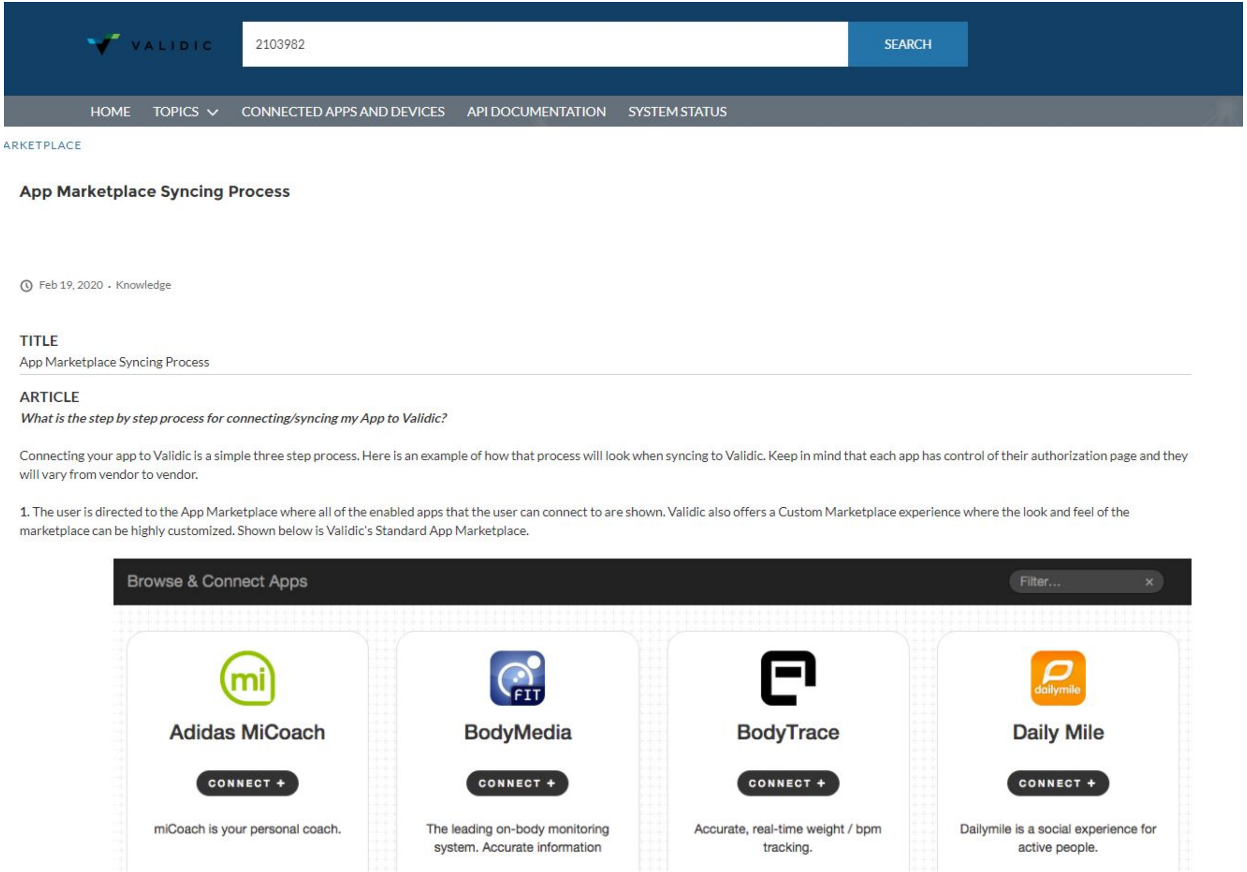
Q: Can we render the marketplace in an HTML iframe tag?

Validic does not recommend the use of an iframe as a means to display the standard marketplace. It is important to note that some of the app/device authentication pages may not work properly if displayed inside an iframe. This is due to their server's X-Frame-Options setting which is either set to SAMEORIGIN or DENY.

URL NAME

rendering-the-web-marketplace-in-an-html-iframe-tag2

- [(Link 2) App Marketplace Syncing Process]()



VALIDIC

2103982 SEARCH

HOME TOPICS CONNECTED APPS AND DEVICES API DOCUMENTATION SYSTEM STATUS

ARKETPLACE

App Marketplace Syncing Process

Feb 19, 2020 • Knowledge

TITLE

App Marketplace Syncing Process

ARTICLE

What is the step by step process for connecting/syncing my App to Validic?

Connecting your app to Validic is a simple three step process. Here is an example of how that process will look when syncing to Validic. Keep in mind that each app has control of their authorization page and they will vary from vendor to vendor.

1. The user is directed to the App Marketplace where all of the enabled apps that the user can connect to are shown. Validic also offers a Custom Marketplace experience where the look and feel of the marketplace can be highly customized. Shown below is Validic's Standard App Marketplace.

- (Link 3) LINK IS NOT AVAILABLE!

- [(Link 4) Validic API Summary]

POST

Summary

Each response contains a summary object which displays important information about your request. While these fields are self-explanatory, it's important to note one significant function and that is Pagination.

Pagination

When making API calls, within a given scope ("start_date" and "end_date" of an API call) you may receive a large number of records. To make this easier to manage, only 100 records per page will be included in the response by default. You can receive up to a maximum of 200 records per page by adding a "limit" parameter.

Next URI

```
"next":"https://api.validic.com/v1/organizations/51adfcfd6dedSAMPLE0001/sleep/latest?access_token=b193142c7a907738ac762cbc70edd
4780SAMPLE43e26232d0a3d080dSAMPLE4&end_date=2015-12-03T08%3A54%3A27Z&expanded=0&limit=200&page=2&start_date=2015-12-01T08%3A44%
3A29Z",
```

Each response will contain a Next URI which directs to the next page of records. Once the final page is reached, the Next URI will be null.

The following table displays the Return Values found in the summary object.

Return Value	Type	Description
status	Integer	The HTTP header response code returned.
message	String	The HTTP header response code message returned.
results	Integer	The total number of records returned across all pages.
start_date	String	The optional start timestamp of the activities you wish to pull in the ISO 8601 standard format"YYYY-MM-DDThh:mm:ssZ" (e.g., "2013-03-28T14:32:00+00:00" where "+00:00" is the UTC offset). Defaults to yesterday's start of day (e.g., "2013-03-27T00:00:00+00:00"). May be set in GET request (e.g., &start_date=2013-03-28T14:32:00+00:00).
end_date	String	The optional end timestamp of the activities you wish to pull in the ISO 8601 standard format"YYYY-MM-DDThh:mm:ssZ" (e.g., "2013-03-28T14:32:00+00:00" where "+00:00" is the UTC offset). Defaults to yesterday's end of day (e.g., "2013-03-27T23:59:59+00:00"). May be set in GET request (e.g., &end_date=2013-03-28T14:32:00+00:00).

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	● Check with DataA Landing page conversions: Do higher page load times lead to lower conversion? ● Check with DataA Bounce Rate: Is the rate from the last 5 days significant different than from a reference period? ● Check with DataA Unique visitors: can we see on a daily base a significant decreasing demand? How many users are affected? Since QA confirmed 38% higher loading times in production and the feedback from Data Analyst is the bug is affecting a significant amount of customers, which will lead into an impact of our business values (conversion rate) we need to have an high priority and urgent fix.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	● Update of the issue in JIRA to a High priority/critical issue and notify Dev Team via Slack ● Update of the Sprint backlog in JIRA to have this issue fixed in the current sprint as a hotfix ● Notification impacted stakeholders via email of priority upgrade, timeline to fix and follow-up communication when hotfix is deployed
Would you take additional steps ?	● Discussion with QA if we arrange a new key page performance metric for loading times of crucial pages

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	● Check with QA screenshot: Is the misalignment causing significant problems in doing business for the customer? Reputation at risk? ● Check with Data Analyst, % of affected users (Android app) accessed this page in the last 5 days. ● Check with Customer service, how many users complained about the problem The system is functional and the bug is not affecting business values, hence the severity can be degraded to Minor and priority will be set to Low.
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	● Update of issue/ticket in JIRA, set priority to Low ● Notification of impacted stakeholders via Slack ● Communication via slack with QA about severity (Minor issue)

Respond to Customer Service Manager’s Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	● Check with Engineering/DevOps: What is the difference of the password reset function between the internal tool and the product? ● Check with CS/Shared DevOps: how many other Customer Service managers & products have the same problem ● Check with QA: when a user requests a password reset email from the product, is it send out directly? The issue is not within our product (no ticket was created) - it is in the internal tool, but since the reputation is at risk, mitigation needs to be done and therefore priority should be 1=High / critical.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	● Notification of PM of the internal tool and impacted stakeholders via email of priority upgrade, timeline to fix and follow-up communication when hotfix is deployed ● Update of the issue in JIRA to a High priority/critical issue and notify Dev Team via Slack ● Communication via slack with Engineering/Dev Team of possible solutions
Sample Email Response	Thank You for letting us know about the details and severity of the issue. We are currently investigating with Engineering and DevOps why this mail is send out late to our customers. This is a Critical issue and we’ll work with a priority on that. In the meantime, we found a workaround for our customers, which we want to share with you: Customers are able to request a password reset email by themselves within the product. This mail is sent out directly as we double checked with QA. Currently you can redirect the customers to do so. That should help you and the customer until we fixed the issue in our internal tool.

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM’s request via email

Assessment and result	• Feature not yet complete, therefore not deployed on staging environment yet • Demo can’t be viewed on QA environment because of frequent changes to the environment, that would disturb the experience and dev team • Deployment of current level of feature in two days on staging will make it possible to test, but will need guidance of product manager
Sample Email Response	It’s an incredible and great chance to have a demo of this feature in two days. However, we’re currently in the mid of the sprint & the feature is not completely tested and stable on our staging nor QA environment. Our team works hard to achieve the business values for our customers and sprint goals to make this feature fully available in the upcoming week. We will deploy the current feature in an as-is status for your demo to staging, but please keep in mind that it could be unstable. You can login for the demo through this {URL}/feature. Please use this {account} & {password}

Step-in and guide the scrum team at stand up

Video Response	Share the link to your video here < link to video >

Handling Resource Constraints

<table>
<tr>
<td>List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?</td>
<td>● PM steps in as QA and have the manual tests completed when ready
● Discuss with Dev team if anyone is able to support with automated tests and to share their time by re-prioritization of tickets
● Discuss with impacted PMs if engineers are able to step in as testers (e.g. trade of resources)</td>
</tr>
<tr>
<td>Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?</td>
<td>● Coordinate a meeting with impacted PMs and head of QA via email, notify impacted stakeholders and head of product afterwards. Raise awareness for feature at risk for launch
● Identify tickets that can be postponed for QA and identify crucial tickets for sprint goals for immediate review</td>
</tr>
<tr>
<td rowspan="2">Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders
A Negotiation failed
B Negotiation succeeded</td>
<td>● Head of Product
● Cross-functional stakeholders</td>
</tr>
<tr>
<td>A. Feature Go live at risk, reorganization of shift of shared QAs was not successful. Currently team steps in for QA, but sprint backlog will be reprioritized. Test is crucial for feature, as prone to issues - Launch of feature will likely be postponed, until further assessment of risks is done by stakeholders (e.g. trade of resources).
B. Feature Go live not at risk, but shared QAs need support. Feature is prone to issues and therefore the essential QA tickets and testing will be done, but prepare for necessary tests in the next sprint to be done with high priority.</td>
</tr>
</table>

How would you handle stakeholder feedback?

Feedback Assessment	[**Remove help text before you submit**] Limit to 3 bullets to list the questions you would ask the stakeholder to understand their feedback better ● Why is the notification feature crucial at this stage of a MVP and what is the specific trigger for a notification? ● Do we have any usage data about other features we launched without and with notifications? ● We agreed on a specific scope for this MVP and don’t have a user journey or trigger for notification, so are we able to discuss a possible user journey for that feature after the launch?
Video Response	Share the link to your video here (link to video)