

youHealthy

Developing the product

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Getting Started

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)

Coordination Activities Map



Coordination
Activities Map

Purpose Overview 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 aspects 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)	Before project's sprint 0 starts
	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g. Slack)		Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Get feedback on previously identified legal areas to update, e.g. Terms of Use and Privacy Policy		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	Approver (Has the final say on a specific aspect of the project)	Before each sprint starts
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Head of Product/Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before each sprint ends
Initiate and maintain feedback loop	Setup solution feasibility discussions to understand the work involved/density/risk dependencies and potential risks. Identify critical spike and engineering design work to complete prior to product/feature development	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Plan development work	Setup solution feasibility discussions to understand the work involved/density/risk dependencies and potential risks. Identify critical spike and engineering design work to complete prior to product/feature development	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Ongoing activity
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Ongoing activity
Setup analytics tracking	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
Prepare for every sprint	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
Coordinate product/feature launch	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Marketing	Product Manager	Approver (Has the final say on a specific aspect of the project)	Before project's sprint 0 starts
Communicate project progress	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Approver (Has the final say on a specific aspect of the project)	Ongoing activity
Receive product/feature sign-off	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	Approver (Has the final say on a specific aspect of the project)	Before each sprint ends
	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before each sprint ends
			Impacted Product Managers	Approver (Has the final say on a specific aspect of the project)	Before each sprint ends
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before each sprint ends
			Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends
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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 patients with type 2 diabetes to record their daily blood measurements

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

- | | |
|---|---|
| 1 | As a Kaiser Permanente patient and diagnosed with type 2 diabetes, I want to manually record my blood measurement, so that I can keep a diary of my records |
| 2 | As a Kaiser Permanente patient and diagnosed with type 2 diabetes, I want to know the blood meters I can link to connect my measurement recording application, so that I can connect with my blood measurer |
| 3 | As a Kaiser Permanente patient and diagnosed with type 2 diabetes, I want my blood measurements taken using a meter to be recorded, so that I can keep a diary of my records |
| 4 | As a Kaiser Permanente patient and diagnosed with type 2 diabetes, I want to view my blood measurements made through daily, weekly and monthly reports, so that I can follow my progress |
| 5 | As a Kaiser Permanente patient and diagnosed with type 2 diabetes I want to send recorded measurements by email, so that I can share these data |

Sprint Prioritization Logic

- At the end of this sprint have a functional deliverable, where the feature can be accessed to start testing from the first sprint onwards.
- Prioritized riskier work that involves API integration ahead since it may require multiple sprints.

User Story 1

User Story	As a Kaiser Permanente patient and diagnosed with type 2 diabetes, I want to manually record my blood measurement, so that I can keep a diary of my records
Design	Prototype
Acceptance Criteria	<ul style="list-style-type: none">• In order to register the blood measurement, the date / time and the amount of sugar identified in the blood in milligrams per deciliter (ml / cl) must be informed.• If the date / time and measurement are not informed, the record will not be stored and the user must be informed that the necessary data has not been informed.• The data associated with Carbohydrates should be provided in numerical format only.
Assumptions	<ul style="list-style-type: none">• The MVP will be launched in English only.

User Story 2

User Story	As a Kaiser Permanente patient and diagnosed with type 2 diabetes, I want to view my blood measurements made through daily, weekly and monthly reports, so that I can follow my progress
Design	Prototype
Acceptance Criteria	<ul style="list-style-type: none">• Suggest the dates always based on the date of the device where the application is installed.• When no data were found for the specified period, the user must be informed.• The data found will be displayed in a line graph.
Assumptions	<ul style="list-style-type: none">• The MVP will be launched in English only.

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

Kaiser Permanente Project

Based on the API documentation how would you update your solution and design?

- Information related to physical activities performed by the user can be accessed through the use of the API Validic (duration of activity, distance covered, elevation). In addition to information related to physical activities, it is also possible to obtain data related to sleep measurements.
- The combination of the data provided by the API will allow the generation of graphs and will allow more detailed analysis of the user's behavior.

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

- Is there any weakness in the authentication process that needs to be observed so that information associated with users cannot be accessed improperly?
- Can attacks such as data injection harm the integrity of the API?

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	<ul style="list-style-type: none">• Good performance is one of the priority functions to generate more productive results for both the user and the company providing the application.• Performance issues can lead to negative ratings in app stores.• Negative assessments impact conversion rate metrics and app visibility in stores. <p>The reported problem should be treated critically, as existing users are reviewing it negatively, thereby increasing the application's Churn Rate.</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Update this activity on Jira with high priority and critical problem.• Send details about the reported situation to the communication channels involved.• This issue will be discussed and prioritized at the next sprint planning meeting.
Would you take additional steps ?	<ul style="list-style-type: none">• Various tests will be carried out, both by the development team and by the quality team that is working on the project.• Then, to prove the implementation of improvements, the A / B test will be performed on a subset of users.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">• Problems related to layout will be treated as a high priority as they directly affect the use of the application and generate negative evaluations by users.• Average screen rates per visit are steadily decreasing. <p>Users who have reported this issue are evaluating the application negatively by discouraging new users.</p>
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	<ul style="list-style-type: none">• Update this activity on Jira with high priority and critical problem.• Send details about the reported situation to the communication channels involved.• This issue will be discussed and prioritized at the next sprint planning meeting.

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none">• The identified problems will be treated with high priority and urgently.• The development team is already working to solve the reported problems.• Due to the reported problems, the Churn Rate and Retention Rate metrics decreased by 10% when compared to the previous version.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• The reported problems are updated in Jira with high priority and critical level.• Problems will be treated with high priority in the product backlog list and will be addressed in the next Sprint.• Details on the reported problems will be shared with the communication channels involved in the project.
Sample Email Response	<p>Dear Customer Service Manager,</p> <p>Problems have recently been identified in our application. Problems will be treated critically and with a high priority. The problems, although critical, do not prevent the use of the application. However, to ensure that these issues are resolved as soon as possible our team is working and devoting maximum attention. We will keep you informed of the status of the solution development and the patch distribution plan. At the moment, I would like your team to keep users aware that the team is already working on solving the problem.</p>

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	<ul style="list-style-type: none">• The application is 65% functional and has been reviewed by the development and quality team.• The test environment has been validated and is functional.• A copy of the functional repository has been made, to date. New requirements, when considered functional by the teams involved, will be merged with the current copy.
Sample Email Response	<p>Dear CEO / GM,</p> <p>We received your email informing you of the meeting that will be held with the project's stakeholders. The development team is working very focused on meeting the sprint objective and is carrying out 65% of the planned activities in just 7 sprint days. Among the requirements already completed, some are still being evaluated by the quality team. Attached to your email is a fully functional and validated demonstration, in addition to the demonstration there is also a video where the product overview is presented.</p>

Step-in and guide the scrum team at stand up

Video Response	Video
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Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none">• Share project details with team members.• Make sure that the development team is performing these units and automated tests before handing it over to the quality team.• Discuss critical situations with other product managers and pool your resources.
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 ?	<ul style="list-style-type: none">• Present the degree of impact that the problem is causing (related losses).• Present the need to meet specific deadlines for certain to be met.• Present problems that can arise if certain activities are not prioritized.
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Increase visibility within the team, product managers, product owners, quality assurance team and stakeholders involved in the project or who may be impacted in some way by the project.
	<ul style="list-style-type: none">• Once the pending activities are balanced, it will be possible to divide the quality control area, since the QA area has its own schedule to meet the demands of several teams, product managers and product owners so that losses are not generated for others projects.• In an unsuccessful negotiation, disagreements will be recognized and changes will be made to the requests so that a new negotiation can be carried out.

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">• What to expect with the implementation of this feature?• How will this feature align with our sprint goal?• How will this functionality change our metrics?
Video Response	Video