Health4U

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)

Create a coordination activities map

Share your project-specific coordination activities map here ([Insert 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	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Set a target week
			All except Legal and Compliance	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	Get feedback on previously identified legal areas to update, 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
	Setup meeting to review MVP scope and identify possible legal updates,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 sprint 0 starts
Incorporate stakeholders feedback	Setup meeting to share MVP scope and walk-through design to gather feedback	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	Contributors (Consulted for their opinions or expertise to help with project decisions)	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	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 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	QA			
	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	QA	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's last sprins ends
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Ongoing activity
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	All except Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Ongoing activity
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	Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's last sprint ends
			Impacted Product Managers	Approver (Has the final say on a specific aspect of the project)	
			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)	

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
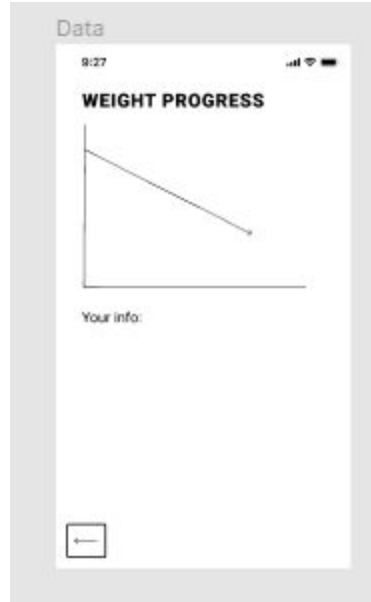
Sprint Planning Meeting Preparation

Sprint Goal	
Enable the user to access and understand an application that is able to track their fitness and diet progress	
Sprint Backlog (list the prioritized **user-stories** from the product backlog)	
1	As a subscriber, I want to be able to track my exercises and diet so I can know how much I need to do to regularly meet my health goals.
2	As a subscriber, I want to be able to easily view my personal health data so I know just where I stand in my health all the time
3	As a subscriber, I want the flexibility to choose between pre-set plans and to create my own exercise or diet plans
4	As a health-care provider, I want to be able to see the progress that the subscriber is making towards their goals and realization in reduction in overall costs
5	As a health-care provider, I want to be able to incentivize users by creating an easy access system to a sensible reward system

Sprint Prioritization Logic

- Have a fully functional application as a deliverable by the end of the first sprint that covers all of the basic features (details can be worked on in later sprints)
- Prioritize main features (ex. Tracking and Database) because will likely need to be refined before the final product through several sprints

User Story 1

| User Story	As a subscriber, I want to be able to easily view my personal health data so I know just where I stand in my health all the time.
Design	Prototype Link
Acceptance Criteria	- The user will be able to view their main health data on one page - The user will have a visible graph of their weight on the top part of the page which is based on their own tracking - The page will be mobile responsive with minimal latency
Assumptions	- The product will only be available in English and in the USA to begin with - All user data will be either synced from existing account or user entered from another page (ex. Goals Page)

"Data" Screen from Prototype

User Story 2

User Story	As a subscriber, I want the flexibility to choose between pre-set plans and to create my own exercise or diet plans
Design	[Prototype Link](#)
Acceptance Criteria	- The user will be able to choose between at least three pre-made exercise and diet plans - The user will be able to create their own exercise or diet plans based on pre-existing exercises or foods from other plans - The page will be mobile responsive with minimal latency
Assumptions	- The product will only be available in English and in the USA to begin with - All exercise and diet material will be from an external database (created either internally or by vendor)

'Goals" Process from Prototype
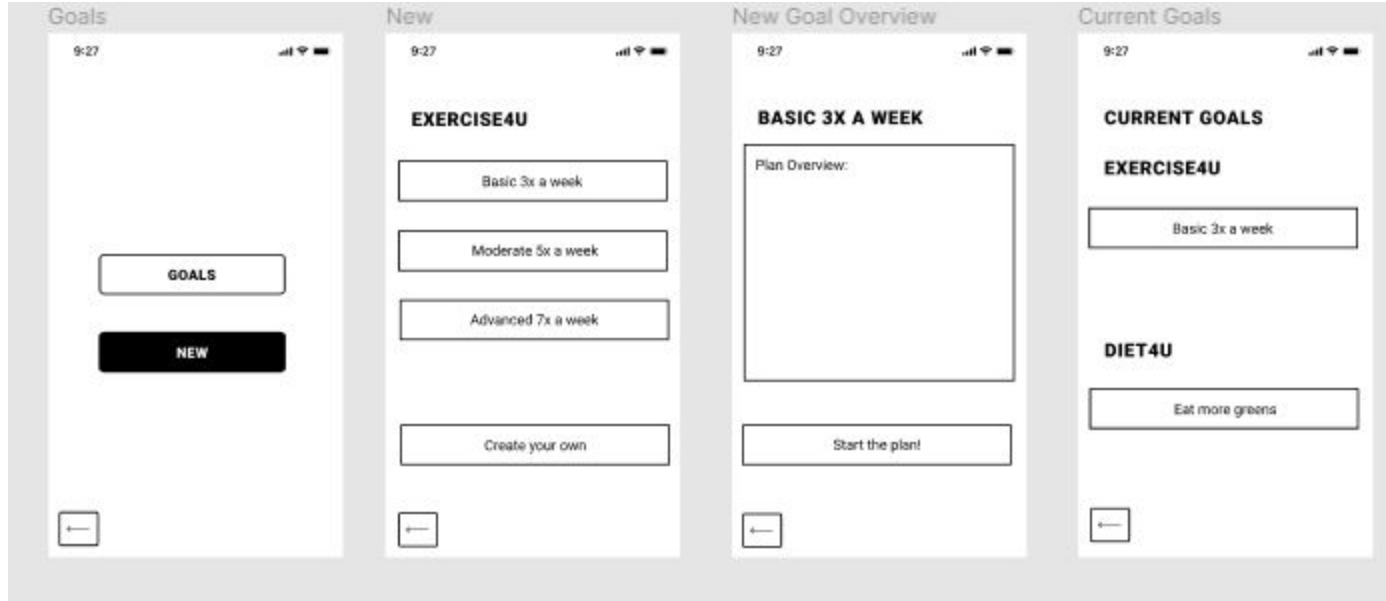
Decoding API Documentation

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

Health4U Project

Based on the API documentation how would you update your solution and design?	• Possibility of syncing data from IOS Health App • Add sleep tracking and data as part of overall "fitness" plans
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	• How difficult will it be to sync data from another application using Validic? • Is it technically more feasible if we have users enter data onto our own applicaiton or use another application? • How difficult will it be to sync data from a device (ex. FitBit) for sleep data?

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	- Issue priority is 1 as if the page is taking too long to load, users may simply just not use the application, especially at launch which will severely impact our adoption - Need to see at what point is the page taking too long to load, is it right at start or after trying to register (enter fields)
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	- Update issue priority in ticketing tool to 1 - Communicate to team immediately through Slack about this priority and what needs to be done - Ideally get in touch with Engineering Head as soon as possible to communicate issue
Would you take additional steps ?	- Stay on top for updates from engineering team - Communicate with the rest of team and Customer Support once issue is dealt with to give guidance to users

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	- Issue priority is 2 as it doesn't directly affect the ability of the application to run and is mostly a cosmetic flaw, user interaction with the page is minimal as well - Need to keep tabs on how many users are reporting the issue and keep those users informed that we are working on the issue - Still need to focus more priority towards issues that are directly affecting the application's ability to run
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	- Update issue priority to 2 in ticketing system - Communicate to team in Slack about the issue with appropriate urgency

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	• Issue priority is 1 as directly related to our ability to onboard our subscriber base • If new users forget their passwords in the beginning and cannot reset immediately, more likely they simply do not use the application due to being in early stages and lack of adoption
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Update issue priority in ticketing tool to 1 • Communicate to team immediately through Slack about this priority and what needs to be done • Ideally get in touch with Engineering Head as soon as possible to communicate issue • Get in touch with head of customer service to give them guidelines on how to respond to subscriber base
Sample Email Response	Hi - Thanks for raising the issue promptly. We are currently looking into the issue. I have raised the issue to Priority 1 which is the highest priority and will be getting resolved shortly. I have gotten in touch with our Head of Engineering and the team is working on a solution. I have also given Customer Support guidelines on how to respond to inquiries. Thanks, Dixon

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	- Have two options can either roll out something that is 75% complete or delay two weeks for something more complete - If for some reason urgent, the 75% model will include all basic features but missing minor details (ex. Detailed exercise or diet plans), major functionalities will be accessible - Will create a demo account for this
Sample Email Response	Hi - We have two options that we roll out. A full 100% production will not be available in two days. We can either delay the meeting for two weeks for a full production application or we can prioritize for a 75% application includes most major features. Minor features such as detailed exercises or recipes will not be available. For the demo purposes, I believe the 75% application will be fulfill these purposes. Please let me know what you prefer. Thanks, Dixon

Step-in and guide the scrum team at stand up

Video Response	- What's going on with these two tickets that have been in "code review" for the past two days? - Are there any issues that we need to be aware of that are causing the delays? - We need these two completed so that we can complete two other front-end, imperative that we get this done or make adjustments if it cannot be done as it is creating a bottleneck for the rest of the project - We need to get this analytics "must-have" ticket completed for the launch, we can remove 3 of the 5 requirements, what would the timeline look like now if we pick this up today? [Video Link](#)

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	- Ask Head of QA team for additional resources - Discuss with other Product Managers regarding priority of testing of this feature
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 ?	- Explain the crucialness of this feature for the rest of our release - Ask for help in raising visibility and importance of this project for the time-being, will do the same for others
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	- CEO / GM - Marketing Team
	- If able to successfully negotiate with other PMs or QA team, explain slight delay in project due adapting to circumstances - If not, need to relay significant delays to due unforeseen circumstances, doing as much as we can to get through to finish line

How would you handle stakeholder feedback?

Feedback Assessment	- Why do you think this is a necessity to have? - Is the user able to use the application without this notification? - Is there another way we can remind the user to use the application while it is live and while we are working on this feature
Video Response	Share the link to your video here ([insert link](insert%20link))