
KAPOW!

WELCOME TO YOUR PRODUCT MANAGEMENT PORTFOLIO

This portfolio is a place for you to demonstrate what you've learned. Each homework assignment will make up a piece of the portfolio, and add to your finished product.

- You may alter the look and feel of this portfolio to suite your unique tastes.
- Keep the sections in place until the final assignment to make feedback easier for the instruction team.

Kapower!

Daniel Timek

Hypothesis

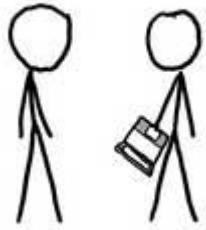
The webcomic community is supported by an independent and passionate fanbase, but they do not have a dedicated feed aggregator that allows the freedom to read the comics they like in one place. Current solutions that exist are not executed properly, operate as a gated community, or do not allow for multiple comic formats.

I believe that a less intrusive, open content framework app will encourage users to frequently find, enjoy and share the comics they like. The product will deliver new and updated webcomics to an independent minded user base who will read, recommend and share content. This product will be user friendly for first time readers, respect the artist's rights, and foster discovery. Readers will use this aggregator 2-3 times a week and add a new comic once a week.

PDM 03

CUSTOMER DEVELOPMENT

Customers



- Lives in the U.S
- 14 - 35 Year Olds
- Independent Comic Readers
- Passionate about supporting and sharing the art they love
- Currently using comic-rocket.com to read webcomics
- Is bookmarking urls through a browser to read webcomics

WHERE CUSTOMERS LIVE

- Comic Book Shops
- Reddit.com/webcomics
- Comic Conventions
- Graphic Novel Section of bookstores
- Comic-rocket.com

Customer Interview Questions

1. What type of devices do you read webcomics on?
2. How are you reading on those devices?
3. How many webcomics do you read per week?
4. How often do you check for new updates on the webcomics you are reading?
5. Who do you talk to about webcomics?
6. How do you learn about new webcomics?
7. Who do you share webcomics with?
8. Do you read webcomics that others share with you?
9. What do you care most about when reading comics art, storyline, both, or something else?
10. Do you use any other platforms to read webcomics?
11. What do you like about the platform you currently are using?
12. What do you like about the webcomic layout you are reading?
13. What would you like to see improved on the platforms you are using?
14. Where did you read your last webcomic?

User Feedback

80% customers manually check bookmarked sites to look for updates.

20% use a comic reader already.

31% finds out about updates through social media.

54% like the non traditional format of webcomics.

15% use a mobile phone to look at webcomics.

85% are using a tablet or desktop.

PDM 04

TESTING AND VALIDATING YOUR IDEA

› **What is the problem you are solving?**

- › Finding new comics for users to read.

› **Who is your customer?**

- › A webcomics reader that is wasting time searching for new and updated content.

› **What is your riskiest assumption?**

- › Previous reading history can be used to determine what a user will like.

› **How would you test that riskiest assumption?**

- › Concierge method. Ask what the user is reading and then email suggestions of new comics. Send a follow up email survey to gauge success.

› **What would you measure!**

- › 25% of users who sign up through the landing page will continue reading the webcomics they were sent.

www.kapowerapp.com

KAPOWER!

Comics from across the web delivered to you.

An app to search, read, and share comics in one place at one time. Tell us what you like to read by filling out the form and get recommendations delivered to your inbox. BAM!

Name:

Email: REQUIRED

Currently Reading:

Genres I Like:

- Horror
- Comedy
- Action
- Sci-Fi
- Fantasy
- Other

Submit

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PDM 05

BUSINESS MODEL DESIGN

Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Webcomic creators Cloud server providers Advertisers App Stores(iOS and Google Play) Data analysis software	Adding rss feeds User account creation Identifying webcomic formats that work in the reader Relevant webcomic suggestions	One convenient location to read the webcomics you like Easily discover new webcomics Simple to use Enjoyable reading experience	In App tutorials when you first open. How-To videos found on company website. Email Support	Curious Reader reads 5-6 times a week (comic fans who are always googling for new comics or looking for recommendations on social media)
	Key Resources Staff(developers, producers, editors) Financial(VC, other) Cloud Server space Unique viewing experience	Free membership	Channels Social Media Sponsorships Form relationships with creators	Diehard Reader reads 3-4 times a week (they like what they know, not looking for suggestions)
				Casual Reader reads 1-2 times a week (traditional comic fans who knows what webcomics are but does not understand the entry point)
Cost Structures Usual Operating Costs(rent, salaries) Marketing/Advertising Promotions(conventions,etc) Developers		Revenue Streams – Text Advertisements – Noteworthy comics will require payment to continue reading more issues – Premium services		

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p>Searching for new content involves many steps, false starts, and wasted time.</p> <p>Readers are manually adding comics to be searchable on comic-rocket.com.</p> <p>Readers are 'googling' and looking at social media for new content.</p> <p>Variety of webcomic formats from L-R, infinite scrolling, one pagers, and traditional page flippers.</p>	<p>Create a database of webcomics that use RSS to share on the platform</p> <p>Intuitive UI that does not obstruct the reading experience.</p>	<p>One convenient location to read and explore the webcomics you like.</p> <p>Comics from across the web delivered to you.</p>	<p>Users given the freedom to read what they like.</p> <p>Comics are getting added by software not by a user or creator.</p> <p>Product is created by fans for fans.</p>	<p>Curious Reader reads 8-10 times a week (comic fans who are always googling for new comics or looking for recommendations on social media)</p>
EXISTING ALTERNATIVES	KEY METRICS How many users keep the comics they are recommended after account activation. How many reading lists are being created by users.	HIGH-LEVEL CONCEPT The Netflix of webcomics.	CHANNELS Word of mouth Comic creators Events Adwords	<p>Diehard Reader reads 3-4 times a week (they like what they know, not looking for a lot of suggestions)</p> <p>Casual Reader reads 1-2 times a week (traditional comic fans who knows what webcomics are but does not understand the entry point)</p> <p>EARLY ADOPTERS Curious reader who is always googling to find new comics.</p>

COST STRUCTURE	REVENUE STREAMS
<ul style="list-style-type: none"> Rent Salaries for: developers, producers, marketers Legal Department Sales Cloud Services like AWS Marketing/Advertising Promotions(conventions,etc) 	<ul style="list-style-type: none"> – Text Advertisements – Noteworthy comics will require payment to continue reading more issues – Premium services

PDM 06

MARKET RESEARCH

	Helpful	Harmful
Internal	<p>S Focused on the reading experience</p> <p>Search that finds and differentiates between popular and new unknown comics</p> <p>Knowledge of the market</p> <p>User data on who is reading what</p> <p>Premium services set at launch</p>	<p>W Revenue model not fully defined</p> <p>Assumption that users will want an improved reading experience</p> <p>Ability to share revenue with creators and at the same time turn a profit</p>
External	<p>O Finding new webcomics that will one day be very popular</p> <p>Partnerships with marketers, creators, content distributors</p> <p>Medium expanding in content and readership</p>	<p>T Variety of existing platforms and models</p> <p>Webcomics come in a variety of formats</p> <p>Formats will change over time</p> <p>Webcomics are intended as a labor of love. Very few creators make money off them.</p>

Competitive Analysis

	Reading	Recommendations	Reading List	Revenue
 Power!	All issues at once	User Preferences	Personalized to user	Text Advertising Premium Services
 Comic Rocket	Comics Individually	Popular	Manually add	No Revenue
 Tapastic	Comics Individually	Trending - New to Platform	Manually add	Donations to creators
 Comics Chameleon	Comics Individually	Popular	Manually add	No Revenue

Size Of Market

Conduct a simple analysis of the size of the market for your product.

Number of fans who attended 5 big comic conventions in 2014= 610,000.00

Percent of attendees who read webcomics: 35%

Webcomic readership: 213,500.00

Average number of webcomics one reader follows = 4

845,000.00 webcomics being read

PDM 07

PERSONAS AND EMPATHY MAPS

User Personas



John Hanley

"I spend a lot of time on Google searching for comics that are funny"

Age: 32

Occupation: Systems Admin

Status: Single

Segment: Diehard Reader

Frequency: Reads 5-6 times a week

Reads: xkcd, penny arcade

Genres: Humor, Gaming

Stories & Scenarios

Invests a lot of time Googling webcomics looking for original content.

Has never used a comic reader before

Reads at home where there is a fast internet connection.

Goals

Wants to find webcomics that are new and original.

Behaviors

Uses rss readers for news and blogs he likes

Reads webcomics through his browser

Is quick to judge

Has read traditional comics digitally

Gets frustrated when something is taking more than a few seconds to download

User Personas



"I like scrolling along to read the story, its like turning a page."

Bio & Demographics

Ashley Smith

Single 19 year old female
College Student.

Comics Reading

- Onepunch-Man
- Red Storm
- The Accidental Dentist

Genres

- Humor
- Action
- Horror

Stories & Scenarios

Reads several webcomics as well as graphic novels.

Currently reading 3-4 webcomics per week.

Reads in student lounge, coffee shop on campus where there is wifi.

Goals

Wants a central location to follow the comics she gets recommended.

Would like to read webcomics off-line.

Likes to share what she is reading.

Behaviors

Looks for recommendations from comic creators and Facebook friends.

Reads webcomics through her browser on a tablet or laptop.

Is web savvy.



“Traditional page design is annoying”

Bio & Demographics

Connor Blank

Single 24 year old male
Graphic Designer

Problemtown, Plumecomic,
Loaded Dice

Genres: humor, horror, and action

Stories & Scenarios

Currently reading 10-12
webcomics per week

Has used some web comic
platforms like tapastic

Reads webcomics, graphic
novels and super-hero titles

Tablet powered down and
could not remember where
he left off.

Behaviors

Looks for recommendations
from comic creators and
Facebook friends

Reads webcomics through
his phone, browser and tablet

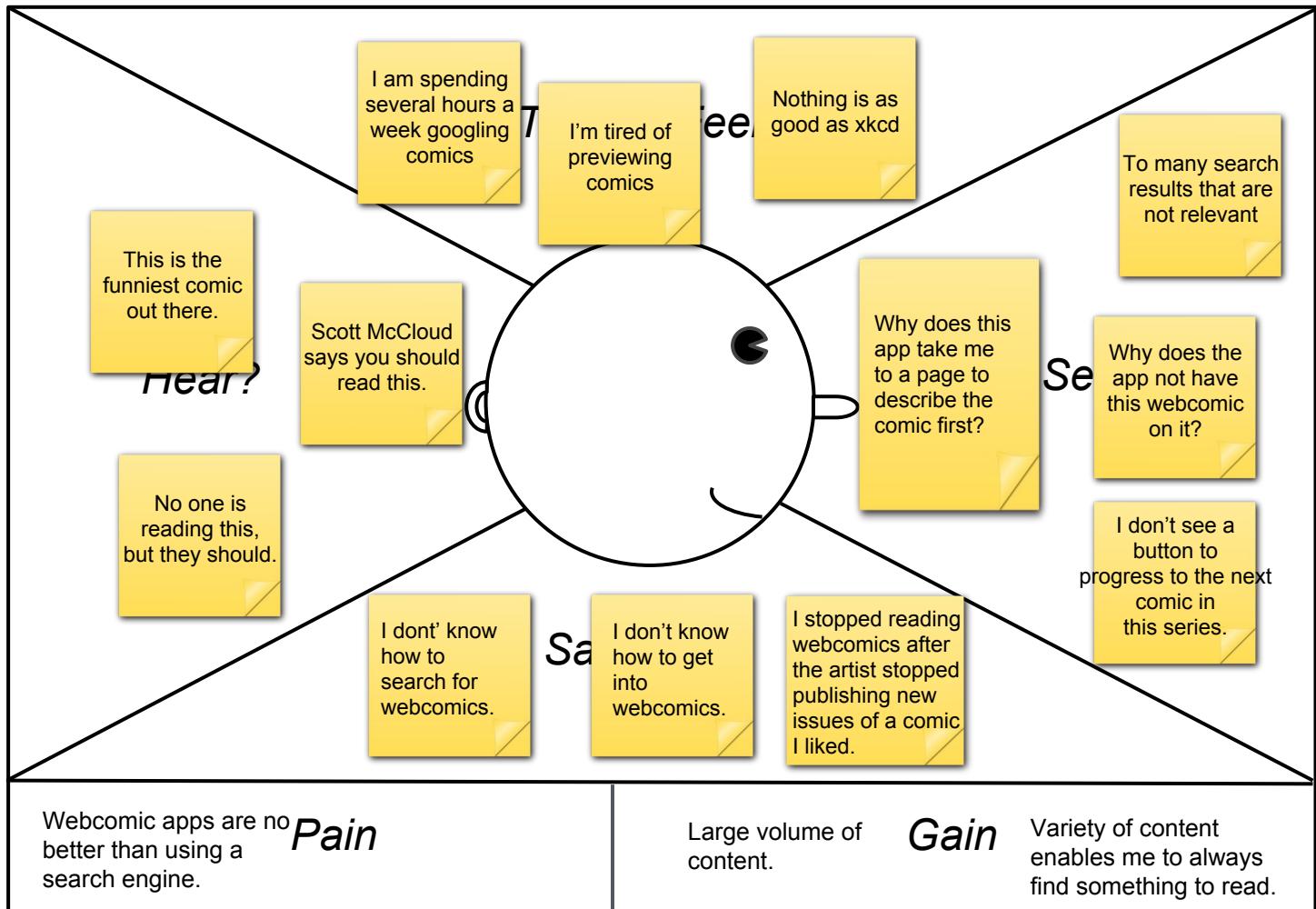
Forgets to charge devices
and often has devices turn off
on him.

Goals

Wants the freedom to add comics to a newsreader, but
find new and interesting content based off his history.

Would like to see a card catalogue feature

EMPATHY MAP



PDM 08

FEATURES AND USER STORIES

USER STORIES

Onboarding process

I read comics and graphic novels, but I don't know where to start with webcomics because it is confusing.

Search Feature

As a webcomic reader who likes horror I want to checkout other genres to see if there are interesting stories I don't usually read.

As a webcomic reader who likes xkcd I am only interested in what is popular and has a lot of readers

I like funny web comics and find new content through Google because I can sift through results quickly

Updates Feature

As a frequent reader of Talons, I manually check the site to see if there are any new issues.

As a webcomic reader I find out about new comics from my Facebook friends because I am always on there anyway.

Header Menu Icons

As a webcomic reader I would like to send a tweet out about an individual issue I'm reading to let my friends know what I am up to.

Scroll Feature

As a webcomic reader who is reading 12-15 comics I need a way to save where I've left off.

As a webcomic reader I like to read in chronological order starting with the oldest comic. Because I like to see how the comic changed over time.

Reading Lists

As a web comic reader I like to view lists alphabetically so I can quickly sort through them.

As a webcomic reader I need a way to save the webcomics I am reading so I do not have to recall them from memory.

Comic Reader

As an independent comic reader I want to read multiple comic formats in one reader so that I have one source for comics.

As a webcomic reader I like to quickly browse comics to see the art and story so I can see if I like it.

Reader Counter

As a reader I like to see ratings and reviews of webcomics to see if something is gaining an audience. This sometimes influences my decision to pickup a new comic

As a comic fan I read a lot of stuff that is very independent and is not available everywhere

PDM 09

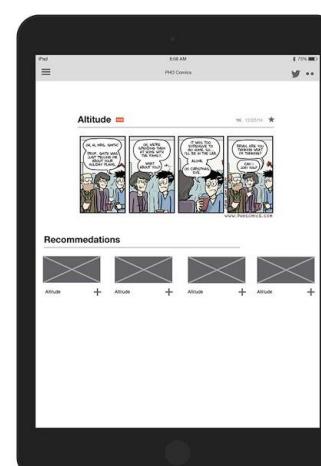
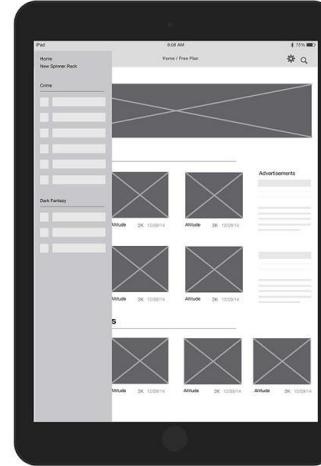
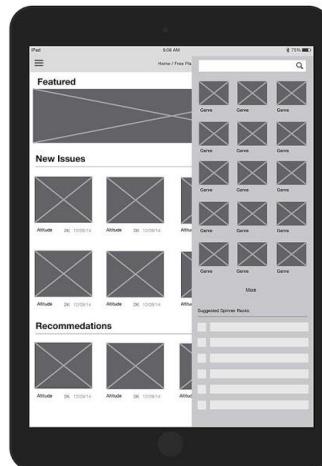
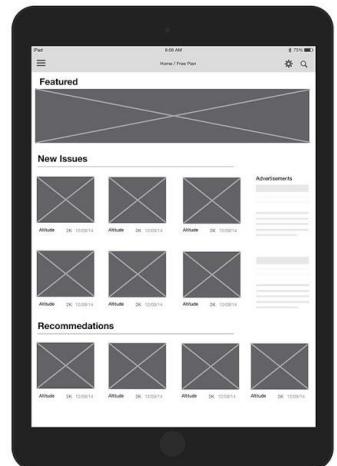
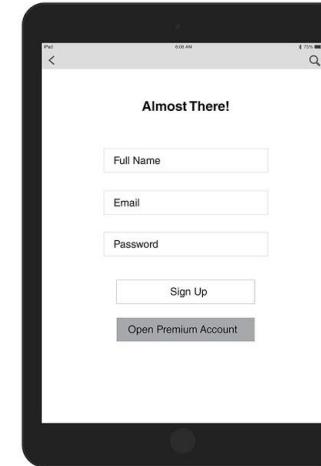
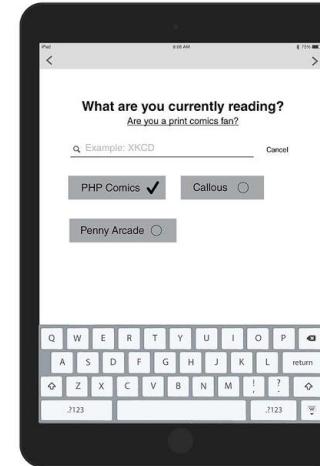
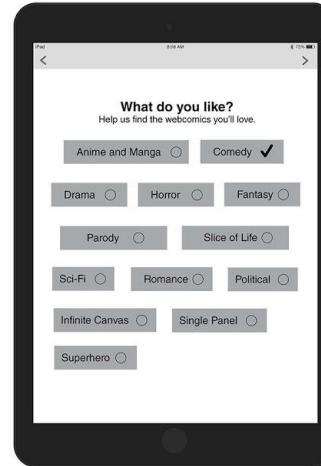
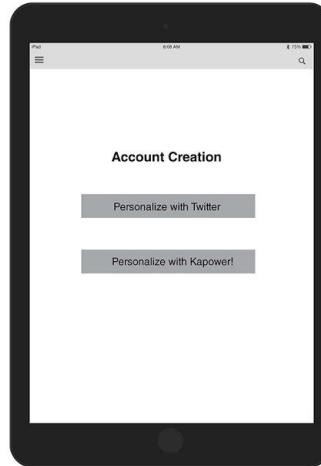
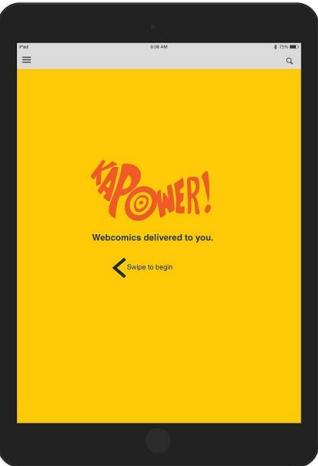
WIREFRAMES AND STORYBOARDS

CREATE A STORYBOARD FOR YOUR PRODUCT MADE UP OF LO-FI WIREFRAMES.

Start by sketching out ideas and concepts for the flow.

Move on to low-fi wireframes and arrange them into a storyboard.

If you are confident with your design abilities, explore hi-fi wireframes.



PDM 11

METRICS

CHOOSE THE METRICS YOU WILL BE MEASURING FOR YOUR PRODUCT. WHICH ONE IS THE ONE METRIC THAT MATTERS?

Activation – # of new users per month who created an account

Retention – 10% of new users will return to the platform

Retention – Every user will create 3 Lists of comics

Retention – If the average number of webcomics being read is 4, readers using Kapower will be reading 11-13

Revenue – 30 subscribers sign up a month for premium accounts

10% of users continue reading preloaded comics that were based off users preferences gathered during activation process.

PDM 12

PRICING AND FINANCIAL MODELING

**CREATE A FINANCIAL MODEL AND A
PRICE PLAN FOR YOUR PRODUCT.**

			Launch	
	Q1	Q2	Q3	Q4
Engineer	\$18,750			
Front-End Dev.	\$0	\$15,000		
Editor 1	\$13,750	\$13,750	\$9,160	\$9,160
Editor 2	\$13,750	\$13,750	\$9,160	\$9,160
Designer	\$12,500	\$7,500		

PDM 15

PRODUCT ROADMAP

**CREATE A 3 OR 6 MONTH PRODUCT
ROADMAP FOR YOUR PRODUCT
DETAILED THEMES AND HIGH LEVEL
EFFORTS.**

High Risk

Low Risk

Gather Content

Build database of comic feeds

Comic Feeds Finder



Match Content

Content matching algorithm



Content Analytic Tools



Read Content

iOS reader app

Web based reader



Onboarding

4 step Kapower! account creation

Account creation with Twitter



Monetization

Text Ads on free plans

Premium Account Features

Reporting tools



Q2

Apr

May

June

July

Q3

Aug

Sep

PDM 17

PRESENTING TO STAKEHOLDERS

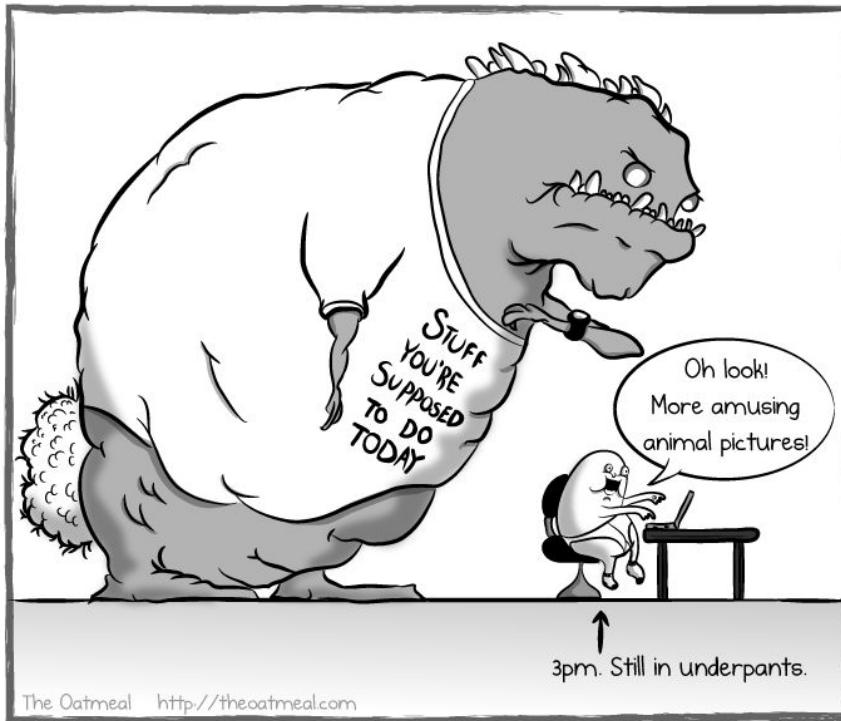
**CREATE A FINAL PRESENTATION
TO THE STAKEHOLDERS (THE
CLASS) PITCHING YOUR
PRODUCT.**



KAPOW!

One source to read, explore,
and share the webcomics
you like.

What are Webcomics?



Format

Multi-Panel Comic Strip



Panel Comic



Traditional Page Design



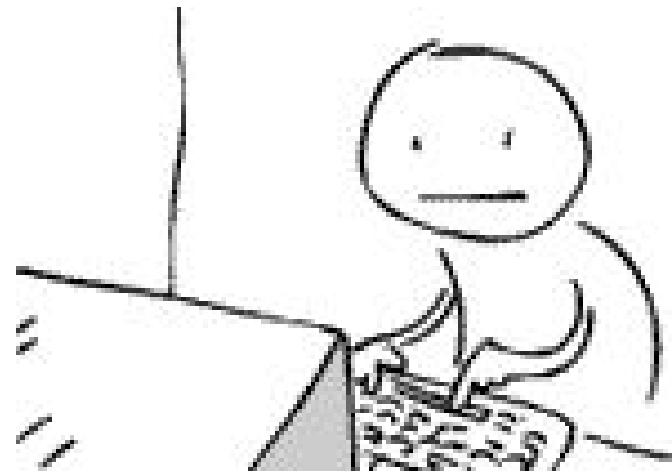
Infinite Canvas



of webcomics published in English: 42,000

Actively published comics: 15,000

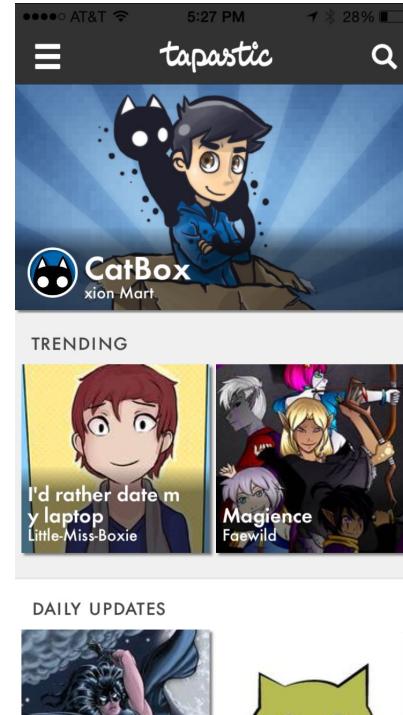
Average # of issues per comic: 86



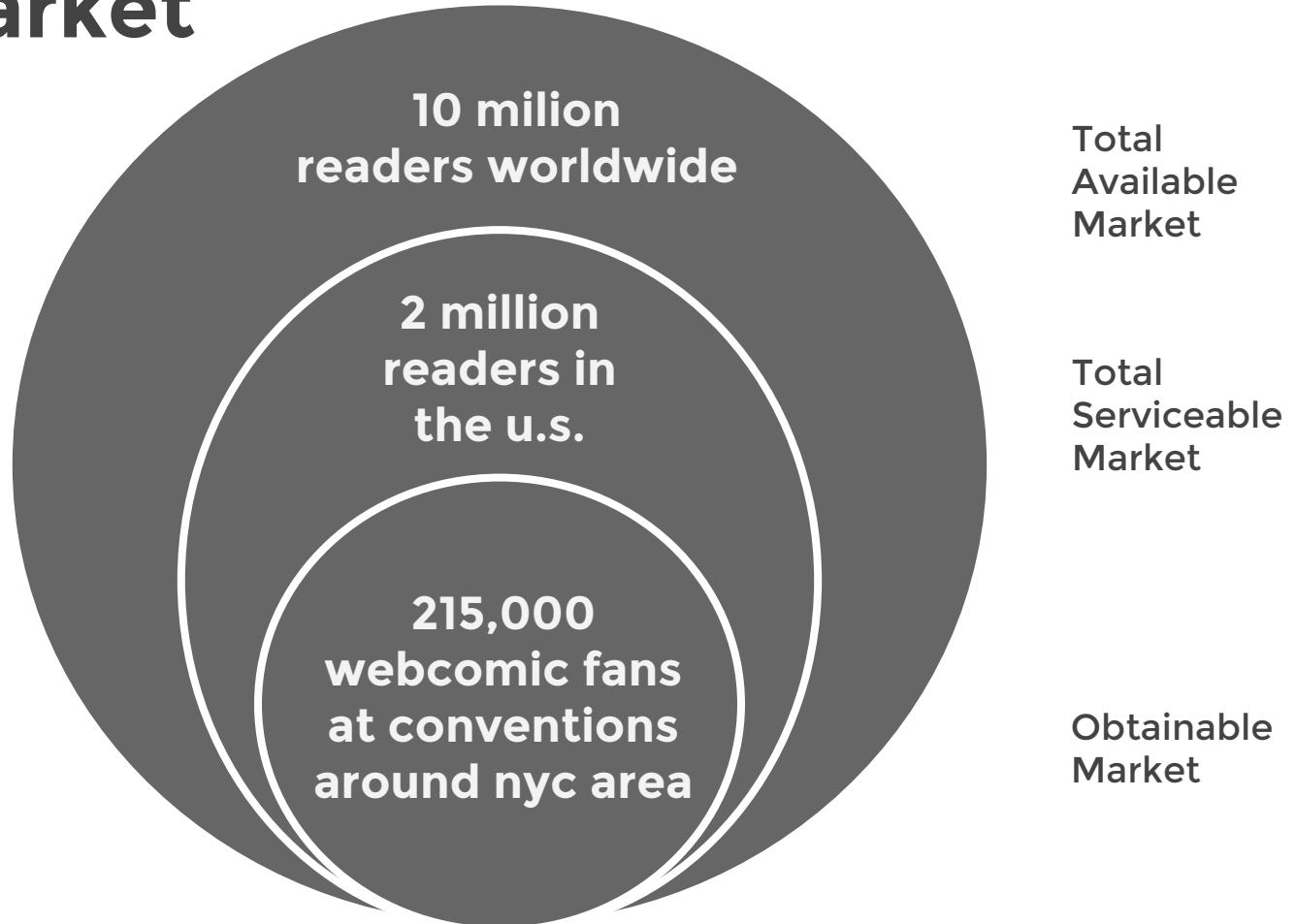
Users Problems

- **Discovery is a time consuming manual process.**
- **Readers do not pickup new comics once favorite one stops publishing.**
- **Worse than walking through a comic shop and picking books off a shelf.**

Apps that are no better



Size of market



Our Users



Reads 3-4 webcomics at a time.



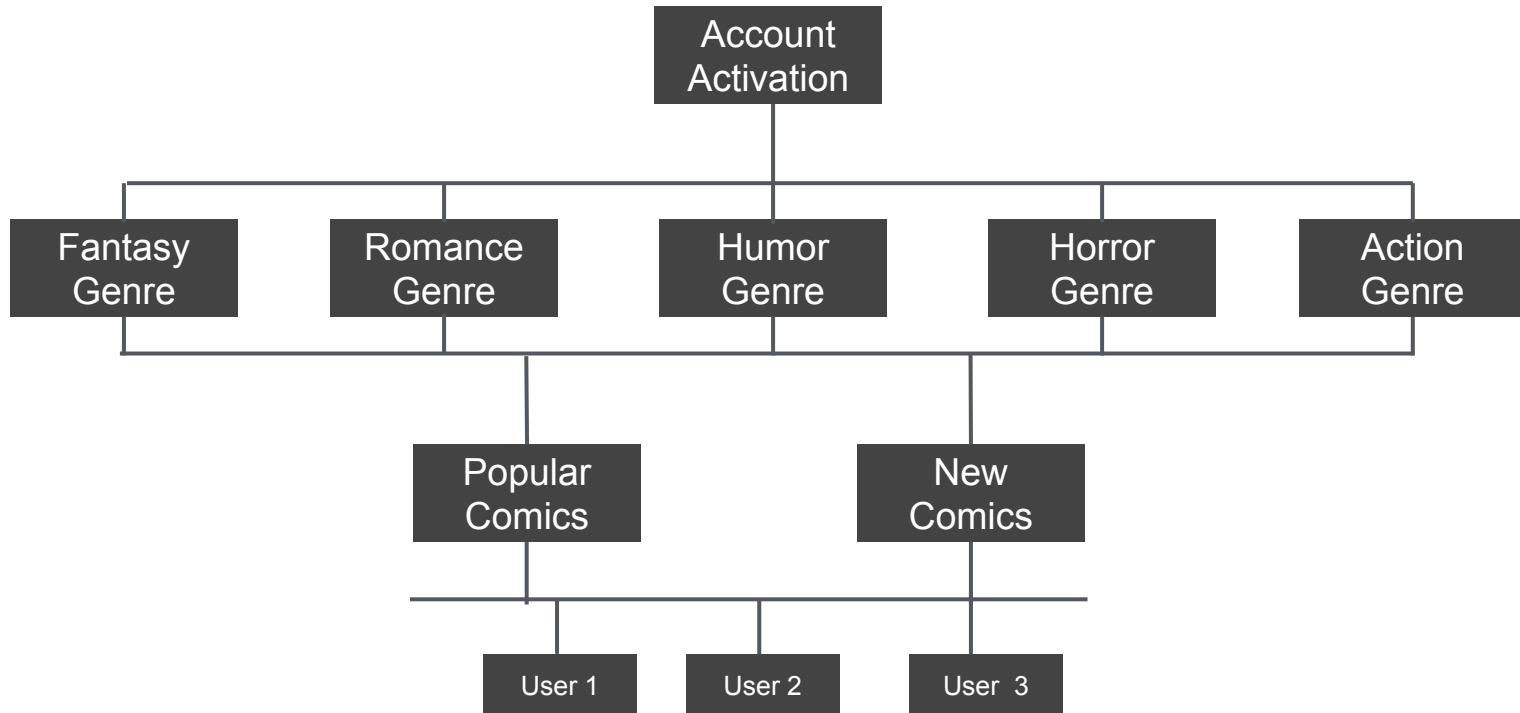
Know what genres they like.



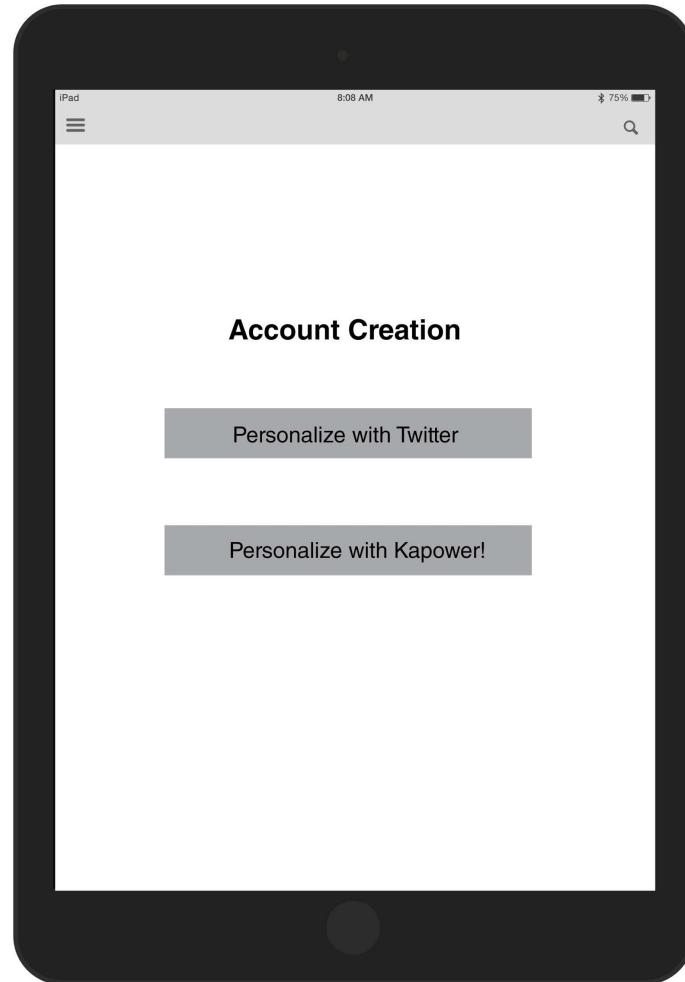
Are passionate about certain comics and artists.

Know what they like and want to find more of the same.

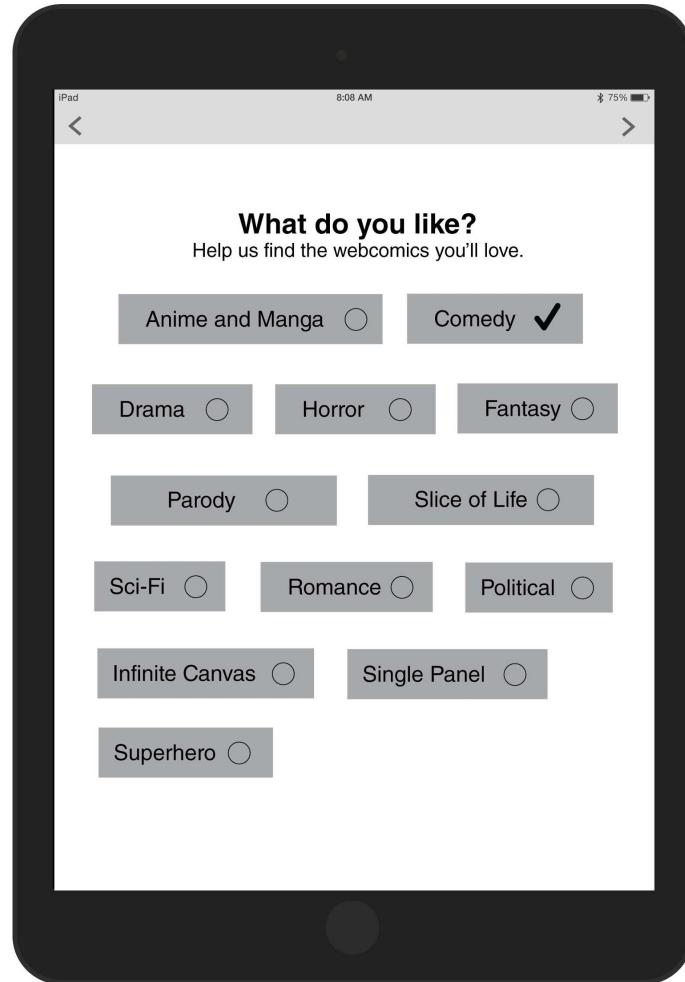
Learn your reading preferences



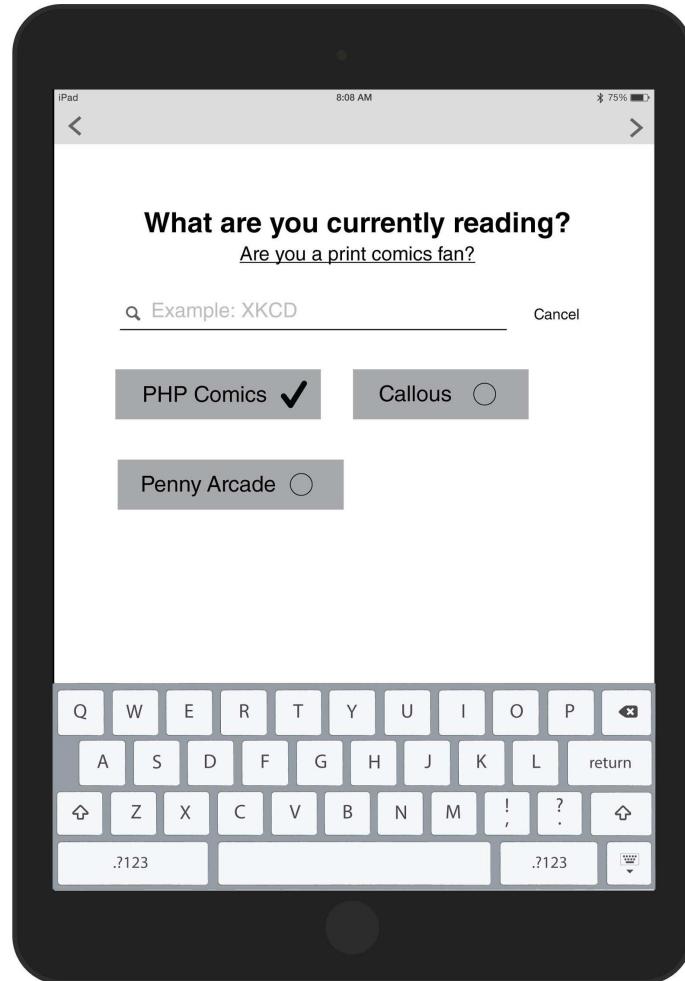
Get Started



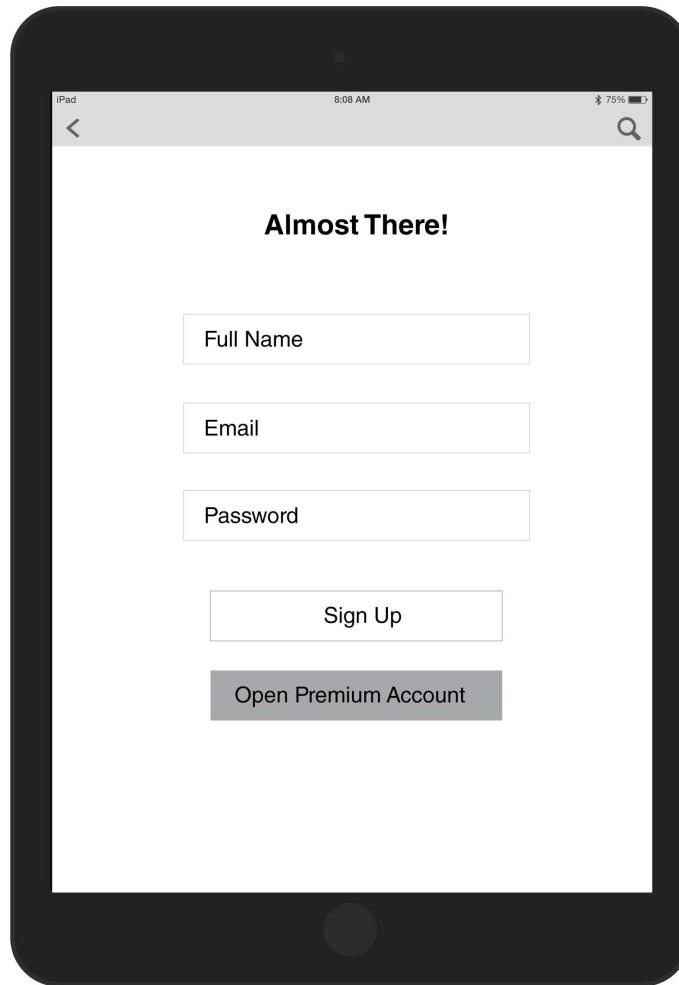
Genre List



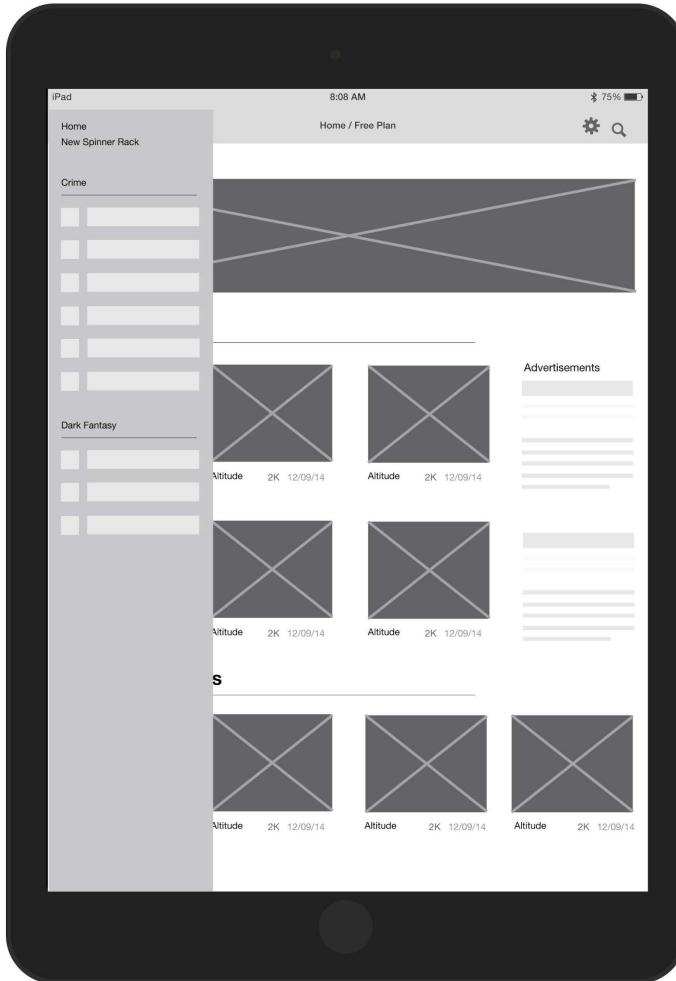
Add Individual Comics



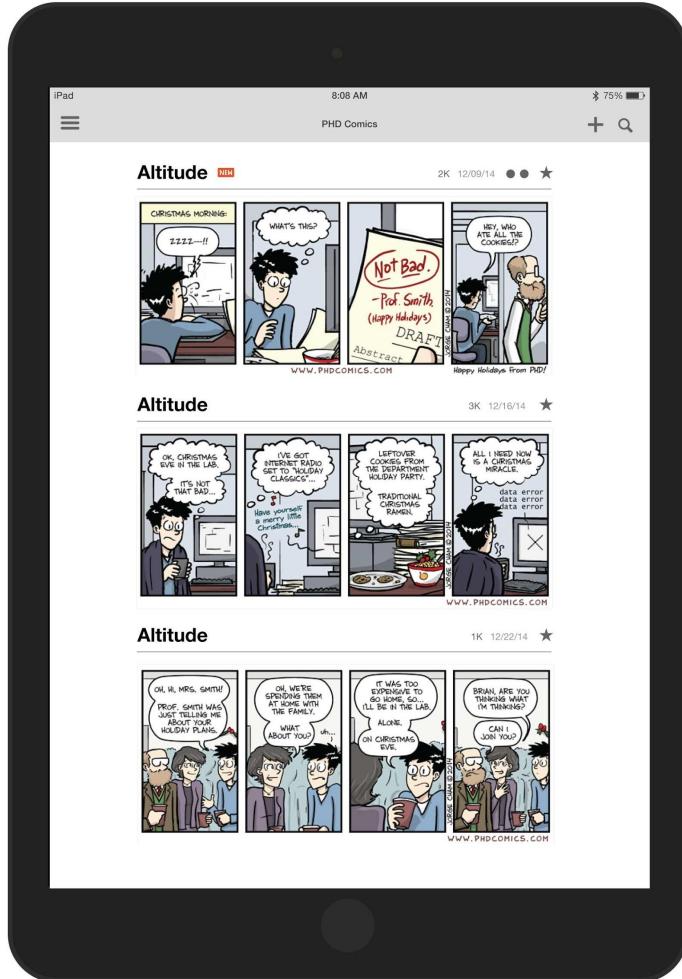
Sign Up

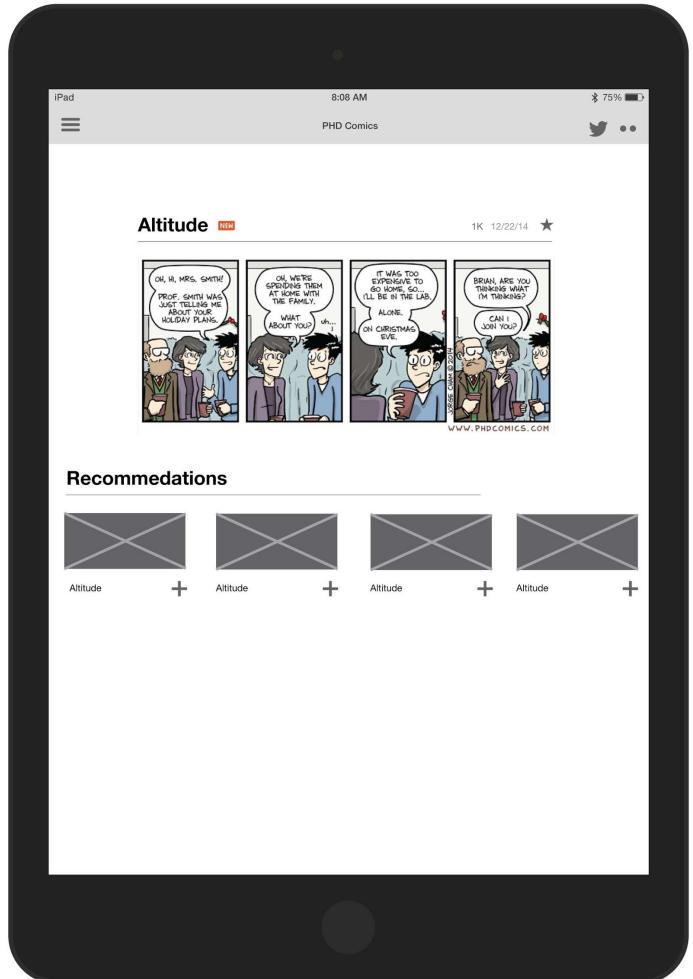


Home Screen



Reading Comic





Text Advertisements

New Issues



Altitude 2K 12/09/14 Altitude 2K 12/09/14 Altitude 2K 12/09/14



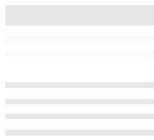
Altitude 2K 12/09/14 Altitude 2K 12/09/14 Altitude 2K 12/09/14

Recommendations

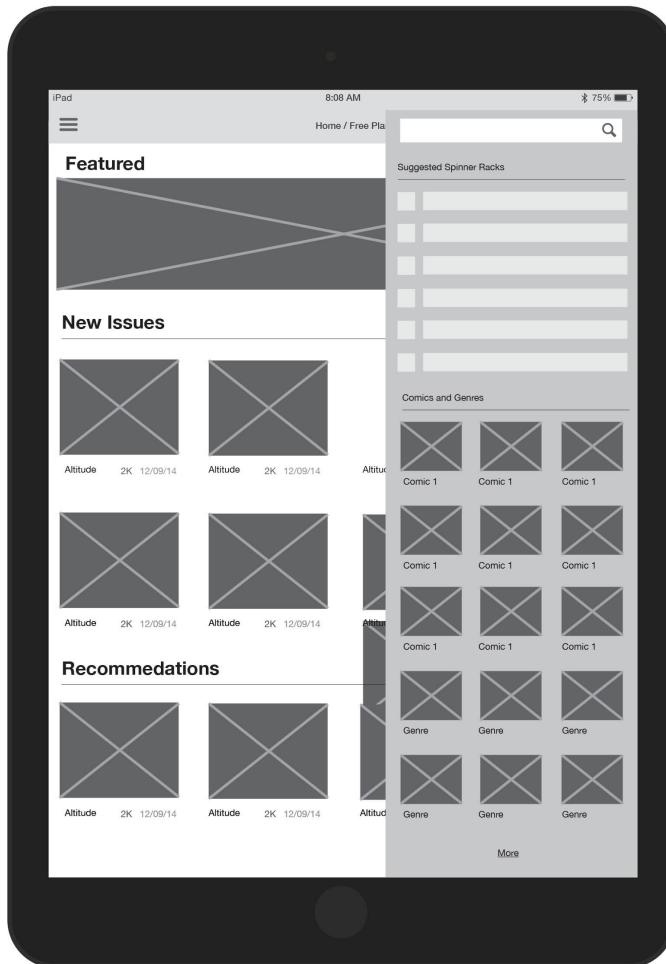


Altitude 2K 12/09/14 Altitude 2K 12/09/14 Altitude 2K 12/09/14 Altitude 2K 12/09/14

Advertisements



Search



Features	Free	Premium \$2.99 a month
Text Advertisements	✓	
Off-line reading		✓
Create, Organize, and Share Reading Lists		✓
Unlimited Content		✓

Product Roll-out

1.0

RSS Based

Build comics database

Categorize comics

Editor based recommendation system

Build user base

43,000 activated users

5,000 premium accounts

Stats for creators

2.0

Content based recommendation system

Exclusive comics

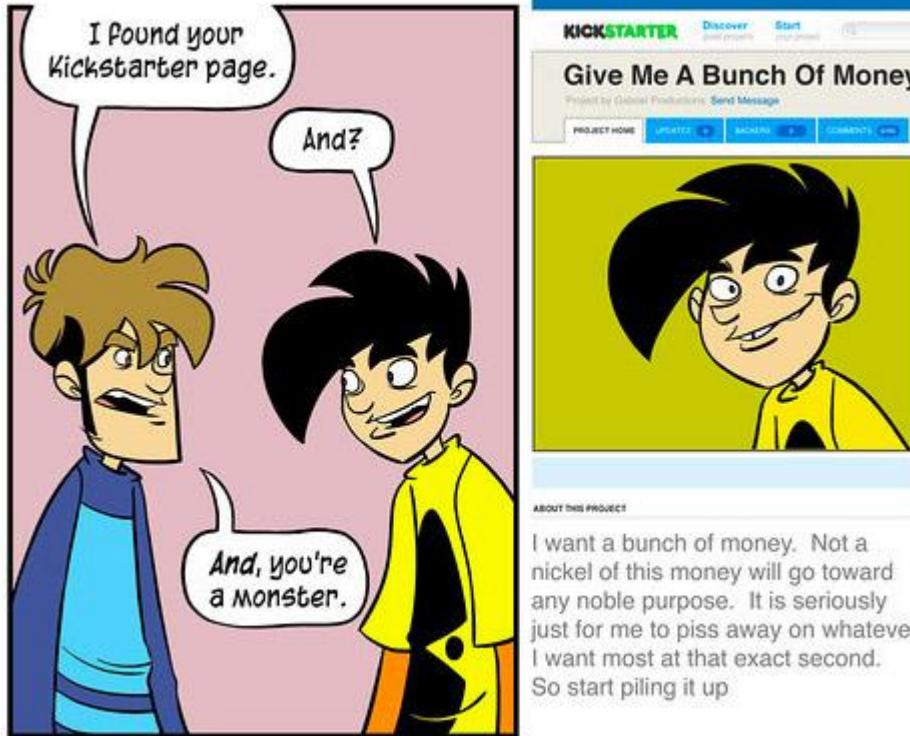
Guest editor reading lists

250,000 activated users

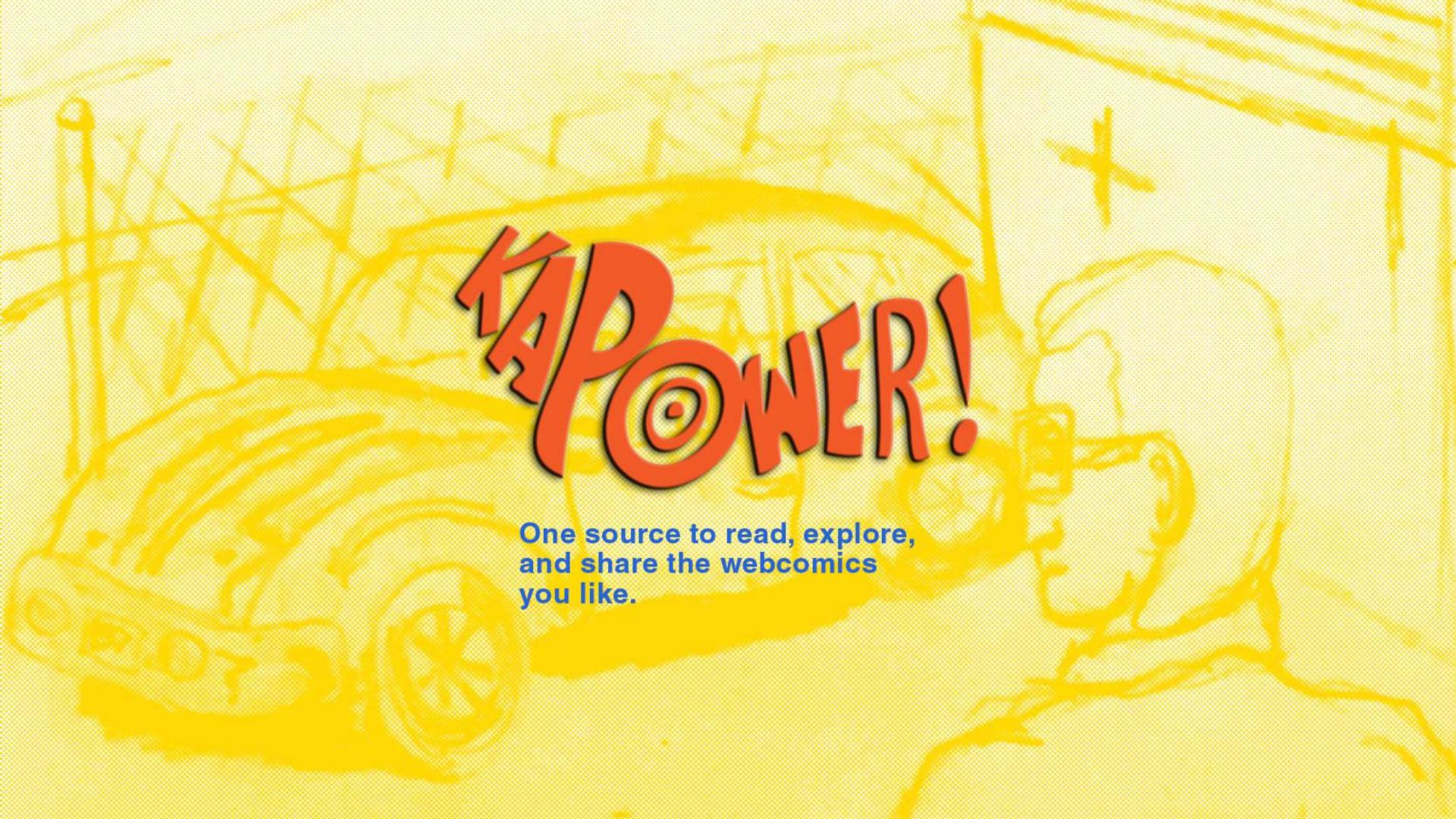
21,500 premium accounts

**Kapower! can become the
leading platform within this
growing medium.**

Thank you.



KAPOW!



One source to read, explore,
and share the webcomics
you like.