Product Workshop

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Agenda

Brief Intro

이 명진, PhD

Current Position: Computer vision / hotel rec product director at TripAdvisor
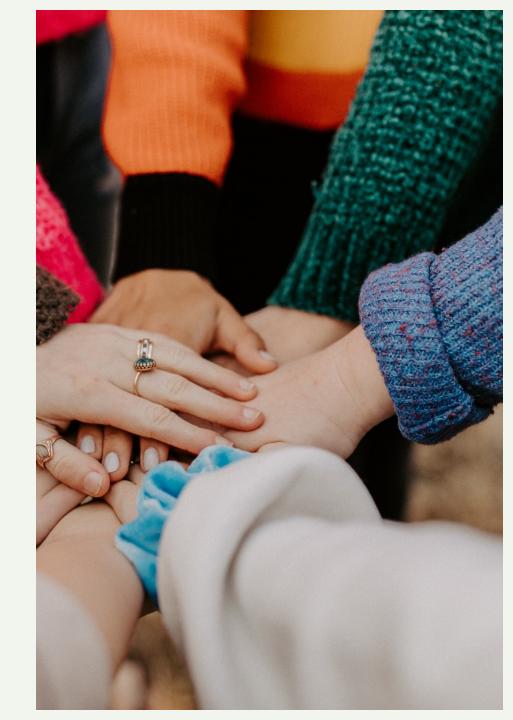
연세전산과 90학번

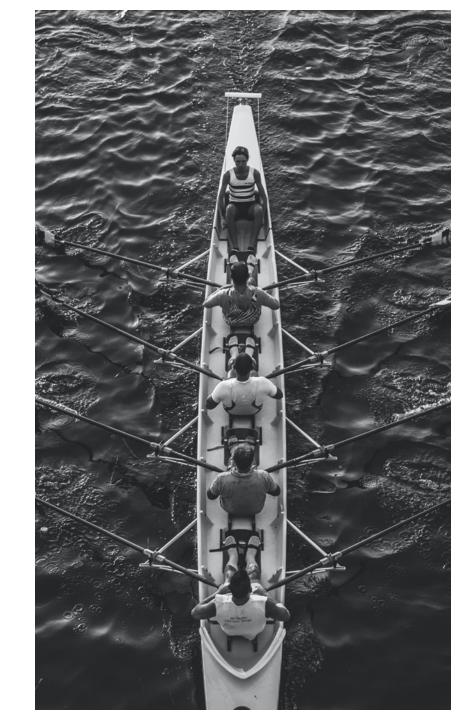EECS Syracuse, MBA U of Chicago

Yoga instructor (YTT 200)

Love travel & Airline Geek - 13 yrs in Airlines, 8 yrs in Travel

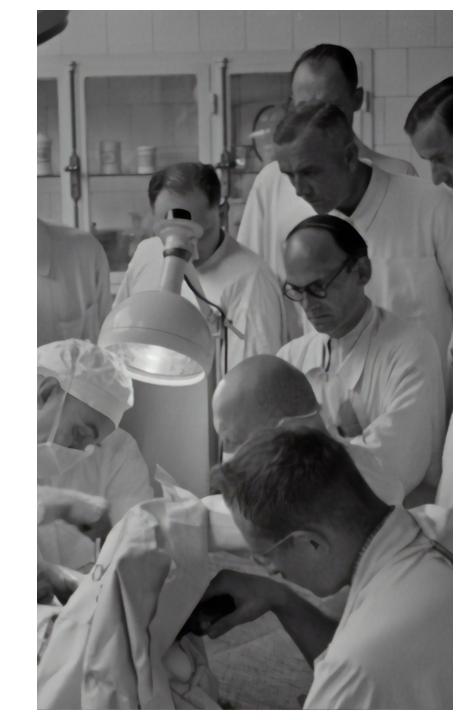current interest: Learning eastern philosopies

What is product workshop?

- Collaborative Problem Solving

- Use Cases: solving complicated problems (e.g. legal compliance issue just found), Roadmap definition, Product Ideation etc

Why is it important?

- Making an OK decision alone, not the best

- One expert leader in a group - less than N productivity

- Equal participants - more than N productivity

How does it work?

- 문제정의하기 - 우리가 풀어야하는 문제가 뭔지 정확히 알아야

- Ideation 하기, 그리고 생각해볼것들

  impact?

  why? (justification)

  stakeholder list?

  dependency가 뭘까?

  what could possibly go wrong?

실제의 예

- 문제정의하기: understand the needs, prioritizing with reasonable criteria, feasibility

- Came up with 33 number of use cases from 5 different groups via interviews

- Iteration with data scientists and ran workshops with PMs to come up with final recommendation on computer vision roadmap

mock workshop

- ## Situation

  We started an informational website for k-pop concerts for non-Koreans one year ago.

  Initially it was just the most popular concert list based upon dates and city. We make money when people click on one of links at the concert by booking website.

  (GOAL) We want to do better recommendation and help concert go-ers who love k pops

- ## Things to consider

  We want to personalize the recommendation but we don't require people to login, so we just have browsing history. We also don't always know if they booked the ticket or not

  We want to offer other products (sightseeing, hotel to stay, other activities) along with concert tickets.

  Our current model is on PyTorch & two tower architecture

  We have some prediction model for user segment