



ASSOCIATE PRODUCT MANAGER

TEST CASE

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**BASED IN GREATER JAKARTA
INDONESIA**

EXPERIENCE TO DEVELOP DIGITAL PRODUCT ON B2B AND B2C PLATFORM



PRODUCT MANAGEMENT | PROJECT MANAGEMENT | STRATEGY | COMMERCIAL

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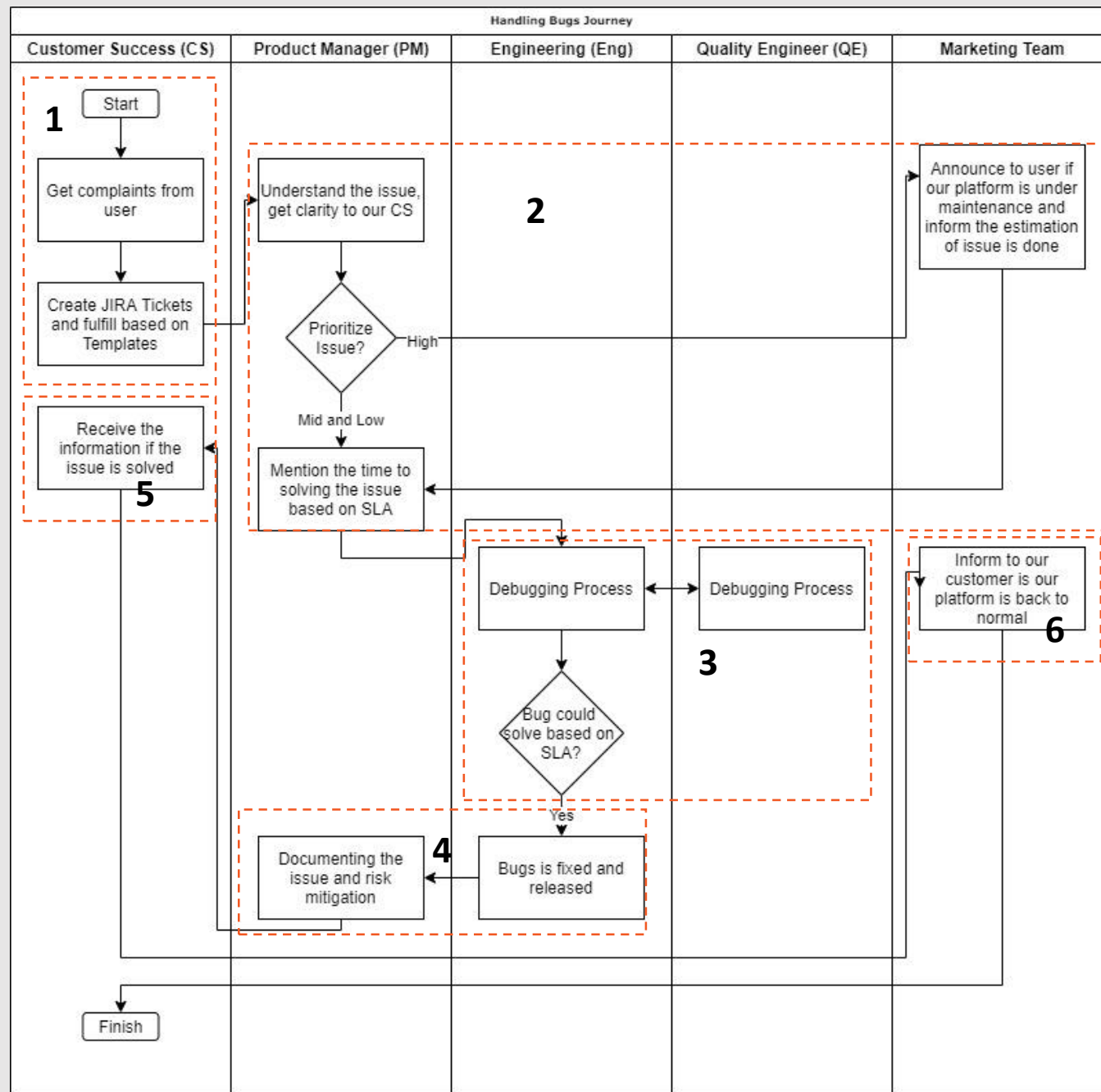


TEST CASE NO. 1
MANAGING ISSUE

QUESTIONS NO. 1

Turn this into a workable ticket. No need to use any software. A Customer Success person told you that our magical super important tool is not working on the website, this is a bug! The button is supposed to open up a new page. But currently, clicking the button does nothing.

- i. What are the steps you would take to ensure that this issue gets resolved quickly
- ii. Write out any tickets etc you would use to solve this issue. (No need to use any specific software, a word doc is fine, what we are looking for here is not our exact methodology, that we can teach you, but your critical thinking skills.)
- iii. Discuss what stakeholders you would talk to and what conversations you would have to have to get this issue resolved.



Handling Bugs Journey

EXPLANATION

Disclaimer : The explanation of the way to handling bugs based on my experience to handling bugs in Ralali.com medio 2019.

1. Customer success is get issue specific issue about the a button is not working to open another page. And create a tickets in JIRA based on specific templates:

Issue: a button for opening a new page is doesn't work.
Reported by: Customer Success
Impact of the issue:
Level of Priority:
Service Level Agreement:
How many users impacted for this issue:
Responsible Product Manager : Fury <u>Oktria</u> Putra

JIRA TICKETS TEMPLATES

2. Determine about the prioritization and SLA of Issue [High: SLA 4 Hours to solved, Mid: 3 Working Days to Solved, Low : To be Determine]
Also do a research how many users will impacted and another impact of the issue. If the issue is determined with High Priority, we should to announce to our users quickly through our marketing channels (in-apps, social media, etc.)
3. Debugging and solving issue with Engineer and QE team. Ensure to solve the issue below the SLA.
4. Issue is fixed and documented all of the process
5. Parallel give the information to our customer success if the issue is fixed.
6. Inform to our users if the issue is already solved



TEST CASE NO. 2
TURN INTO USER STORY

QUESTIONS NO. 2

Turn them into a user story, no need to use any software. Certain Stakeholders have discussed with you about a feature that they would love to be added to the product. You have been charged with ensuring that this feature is delivered two months from today. This feature is: A new sidebar that appears when users click on a button in the home page.

- i. What are the steps you would take to ensure that this feature will be delivered by the proposed deadline?
- ii. How would you work with the various different teams to validate and deliver this feature? (Design team, Sales team, Marketing team, Engineering team, Customer Relations team)

The answer will be deliver with PRD

BENCHMARKING



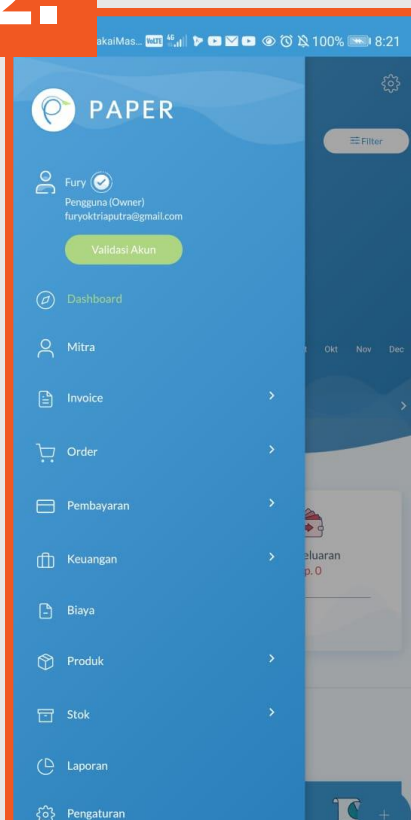
PAPER

Free, Simple, & Connected Invoicing App

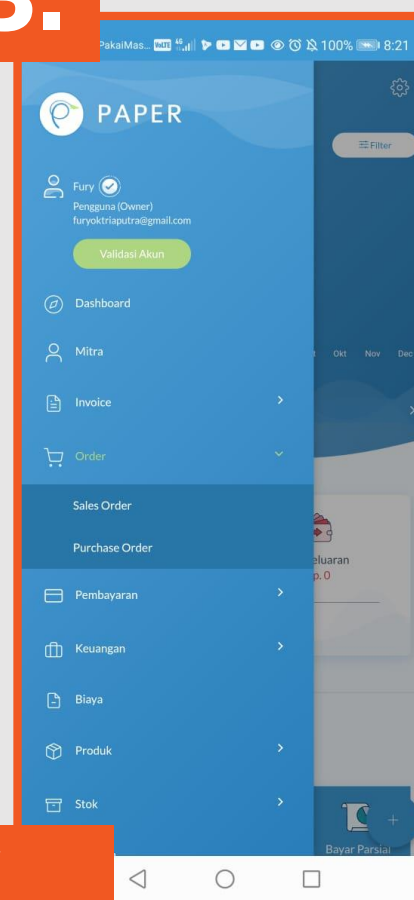
1.



2.



3.

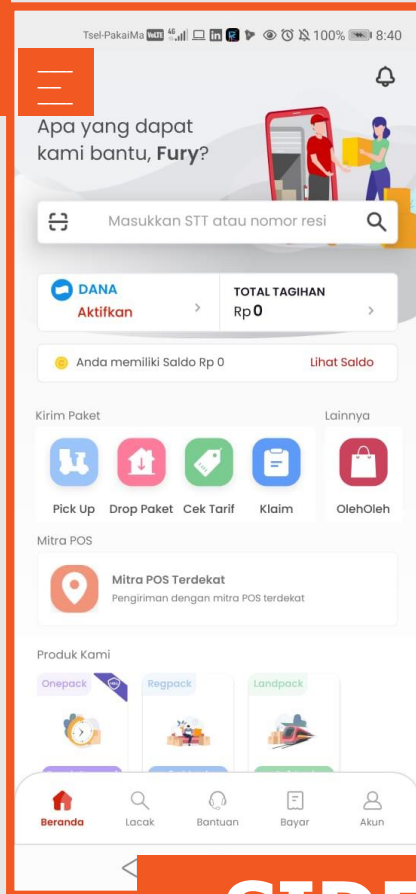


PAPER.ID SIDEBAR JOURNEY

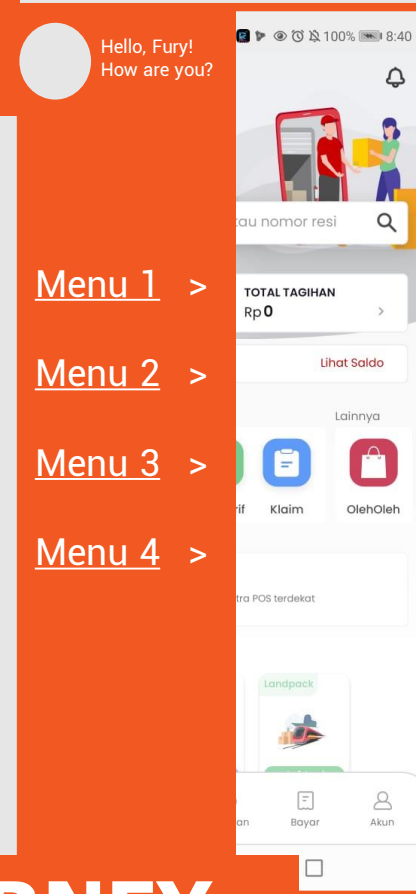
PRODUCT PROTOTYPE



1.



2.



SIDEBAR JOURNEY



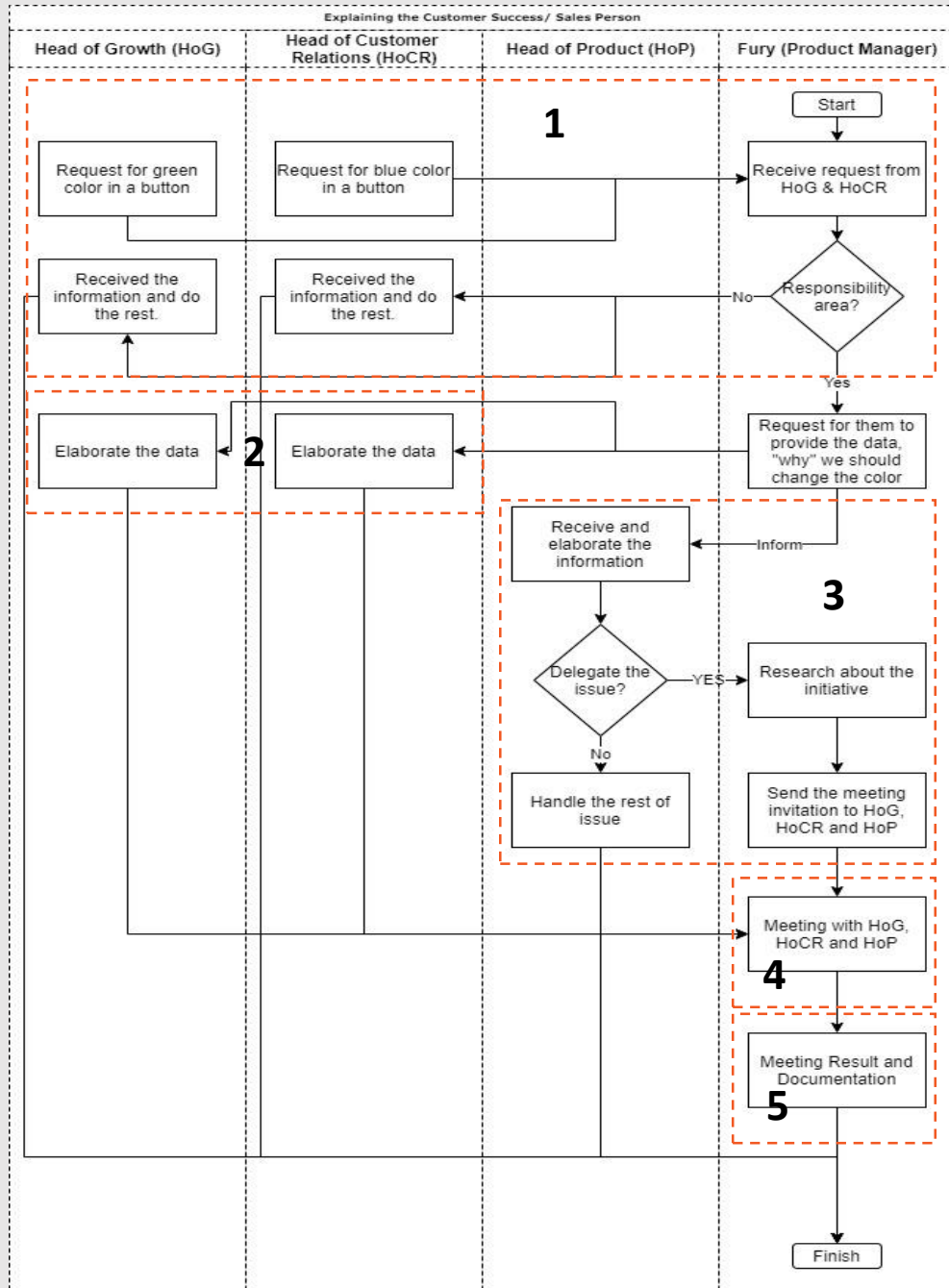
TEST CASE NO. 3

MANAGING PRIORITIZE AND DE CONFLICT

QUESTIONS NO. 3

Managing a stakeholder and how they say no. Managing to prioritise and de-conflict

- a. There are conflicting feature requests from two important Stakeholders. The Head of Growth has requested a button to be blue in color, while the Head of Customer Relations has requested the same button to be green.
- b. Both of these Stakeholders are senior to you, how would you go about resolving this conflict and delivering the feature?



EXPLANATION

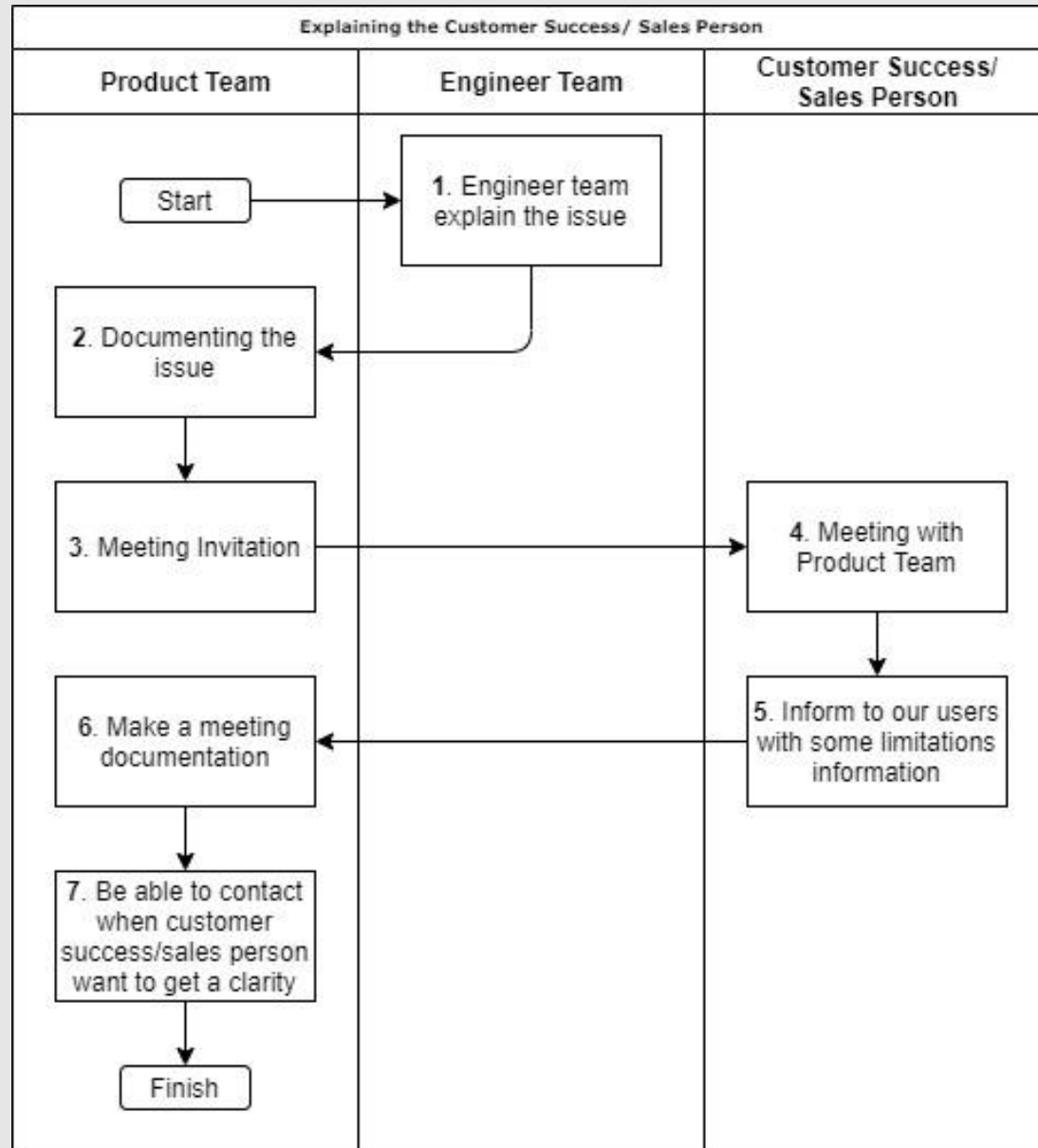
1. Ensure the responsibility area of this improvement on our hands, if this not, just delegate to our peers that has responsible to handling the product of features.
2. If yes, send the invitation meeting to both of head of growth and head of customer relations, and makesure them try to elaborate for their ideation with data why we should try to change the color of buttons and deliver the data the urgency and the importance level of each ideations and the impact to our customers.
3. Parallel, we do a research for the current condition of this button and impact of the button and the color to our customers and if what's the possibility impact if we do this improvement. Communicate the problem to our Head of Product, find another possibility solution for this issue.
4. In the meeting, give a chance for each head division to present their ideations, lastly, let we try to present our research.
5. Discuss it to find an agreement, cross collaboration between head of growth, head of customer relation and head of product and I about the concept of improvement, the important and urgency level and the possibilities time to deliver the improvement.



TEST CASE NO. 4
**EXPLAIN TECHNICAL THINGS
TO THE UNTECHNICAL PEOPLE**

QUESTIONS NO. 4

Give them a technical thing and explain this to like a Customer Success / Sales person. An engineer has described to you a technical problem. How would you convey this to a colleague that does not have any technical background?



EXPLANATION

1. Get a fully understanding about the problem, asking the clarity issue and when the issue will be solved to the engineers who has responsibility to solving the issue.
2. Documenting all of the issue, and the root cause why the issue is happen.
3. Make a quick meeting (directly communicate the issue) with customer success and sales who has responsibility facing the customer (relationships or handling complains).
4. Give them information and explain related with the:
 - a. What is the issue.
 - b. Why the issue is happen (with a common terms).
 - c. The urgency level to solving this technical issue (High is impacted to the customers and broke the most of common users journey, Mid or Low).
 - d. Also provide them with the existing journey/normal flow compared with the journey until the problem is happen.
 - e. Estimation time to solved.
 - f. If the impact also happen to most of our customers, could invite the marketing teams to explain if we have a technical problem, could be better to announce when the issue is solved.
5. If we should explain to certain of user, as a Product Team we should make a limitation of the information, where is area that we should to blast the info to the customers and where is the information is prohibited to announce to our customers.
6. Make a MoM for the meeting, if there is any stakeholders who still not understand they could to refers back to our MoM first before they reach out product team members again.
7. Open communication for any stakeholders that want to get a clarity.

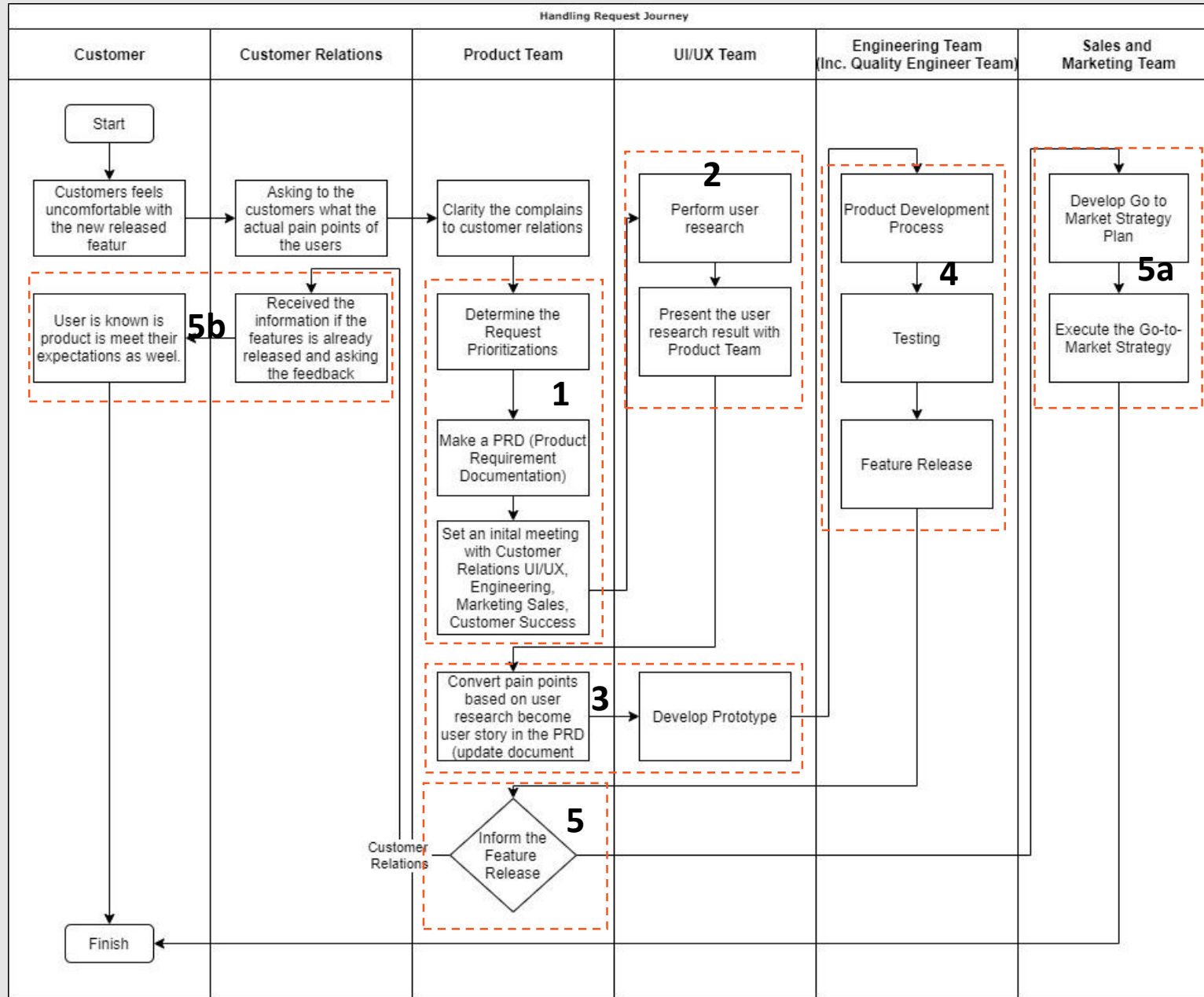


TEST CASE NO. 5
HANDLING REQUEST

QUESTIONS NO. 5

Take all the fluffy desires/translate and turn them into a b c d etc. A Customer Relations colleague has informed you that an important client does not like the “feel” of a newly released feature. How would you transform this information into workable action items for the Engineering team?

You can discuss this with any other team members. (Design team, Sales team, Marketing team, Engineering team, Customer Relations team)



EXPLANATION

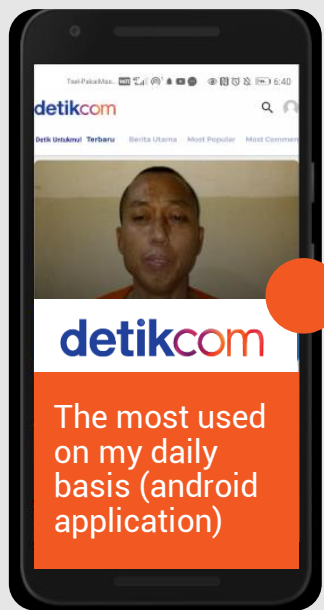
1. After we get the request from our customer relations, the next is determine the level of prioritization of the request. Refers back to
 - a. North Star Metrics (Involved the request is related with your successful metrics or not),
 - b. Responsibility areas,
 - c. Clarity of the request,
 - d. Number of users that will be impacted for this requestParallel, create a documentation called Product Requirement Documentation as the guidance to enhance the features. Set an initial meeting with cross-collaboration stakeholders to get their perspective and determine what's the next steps from this request.
2. Do the user experience research with the users who has given the suggestion or another typical users who has similar persona with him/her, working closely with UX team to research it deeper. Present the result to Product Team to determine what's the next steps.
3. After we agree if we want to fulfill the request, the next is PM should determine the user story of this enhancement. Implement the design thinking concept will be a better approach to enhance this feature.
4. Developing this product, jump-in in the materialize phase on design thinking and once it done (already provided with the test case scenarios). Then, release it!
5. Inform our feature change to our customer:
 - a. Determine about the Go-to-Market Strategy after this enhancement is released.
 - b. Don't forget to inform back to the users who already give the suggestion. Give him/her some rewards for their feedback. Maintain the relationship with him/her.



TEST CASE NO. 6
THE MOST DAILY BASIS APPS

QUESTIONS NO. 6

What application do you use the most on a daily basis and what is a new feature that you would like to add to that application? Elaborate on how you will go about doing that, why you will take that approach and what is your rationale?



Critical Problem*

Content Quality Issue (Click-bait and content).

UI/UX issue (ads layout, UI & UX is too simple).

Selecting interest topic issue.

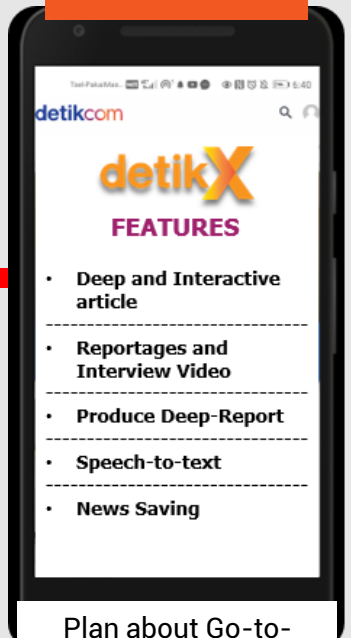
List of Possibilities Solutions

1. Improve content on existing platform with standardization (header and contents of the news).
2. Freemium scheme for a better quality content.
3. Revamp UI/UX existing platform.
4. Personalization interest detik.com user.

Prioritize to be solved**

1. **Improve content on existing platform with standardization (header and contents of the news)*****
2. **Freemium scheme for a better quality content.**
3. Revamp UI/UX existing platform.
4. Personalization interest detik.com user.

Result

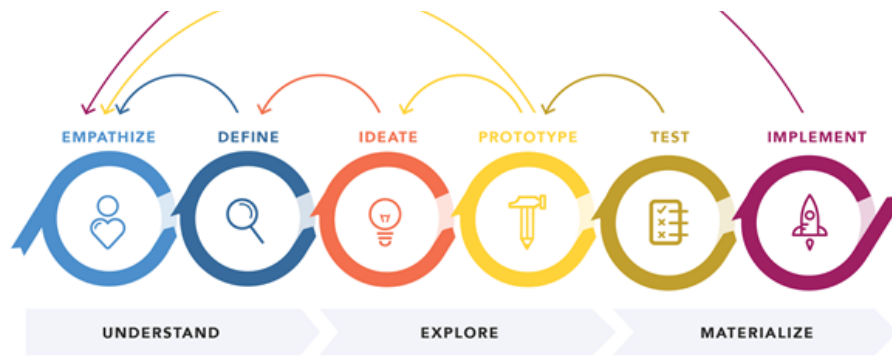


Plan about Go-to-Market strategy and what's the next for make a better improvement.

Selected Project : Detik.com Freemium (Called DetikX)

Product Development Process

Implement Design Thinking Framework



1. Do a initial kick off meetings with related stakeholders (UI/UX Team, Marketing, Business, Engineer, Content, Data Team, QE Team).
2. Request to team business, marketing, and data to support the fee charge for subscription and how its works (mandatory features and services).
3. Implement design thinking framework to our UI/UX teams and engineer teams.
4. For the understand phase, UI/UX could determine of user persona of the users that we will segmented.
5. For explore to develop a hi-fi prototype and systems flows, then in the materialize phase define the test case scenarios before release it.
6. Implement the scrum for better tracking deliverables.



TEST CASE NO. 7
THE MOST SUCCESSFUL PRODUCT
AS A PRODUCT MANAGER

QUESTIONS NO. 7

Explain your most successful product, what is the metric?

Most Successful Product

PROJECT NAME

Ralali.com
REFUND PROJECT
2019

SUCCESSFUL METRICS

Decrease process time of refund per request minimum is 50% compared with the existing time.

Existing Condition

1. Each **single request will be done in one week** (5 working days).
2. **One of the biggest complains** in numbers that recorded by customer service team.
3. **Refund process still on manual process** and checking (finance teams)

Process

1. Do a research to gather pain points from users, customer services and finance teams.
2. Ideation: automation process (checking and processing) on refund and create a new additional dashboard specifically for refund purpose.
3. Do sprint process (2 sprint periods or appx 1 month).

Result

1. **Reduce refund process in a range 15 hours – 24 hours per each request** (more than 50% from existing condition).
2. **New additional dashboard for refund**, could perform both of automate system or manual system.



TEST CASE NO. 8
STRATEGY TO ACHIEVE
100% FLEET VISIBILITY

QUESTIONS NO. 8

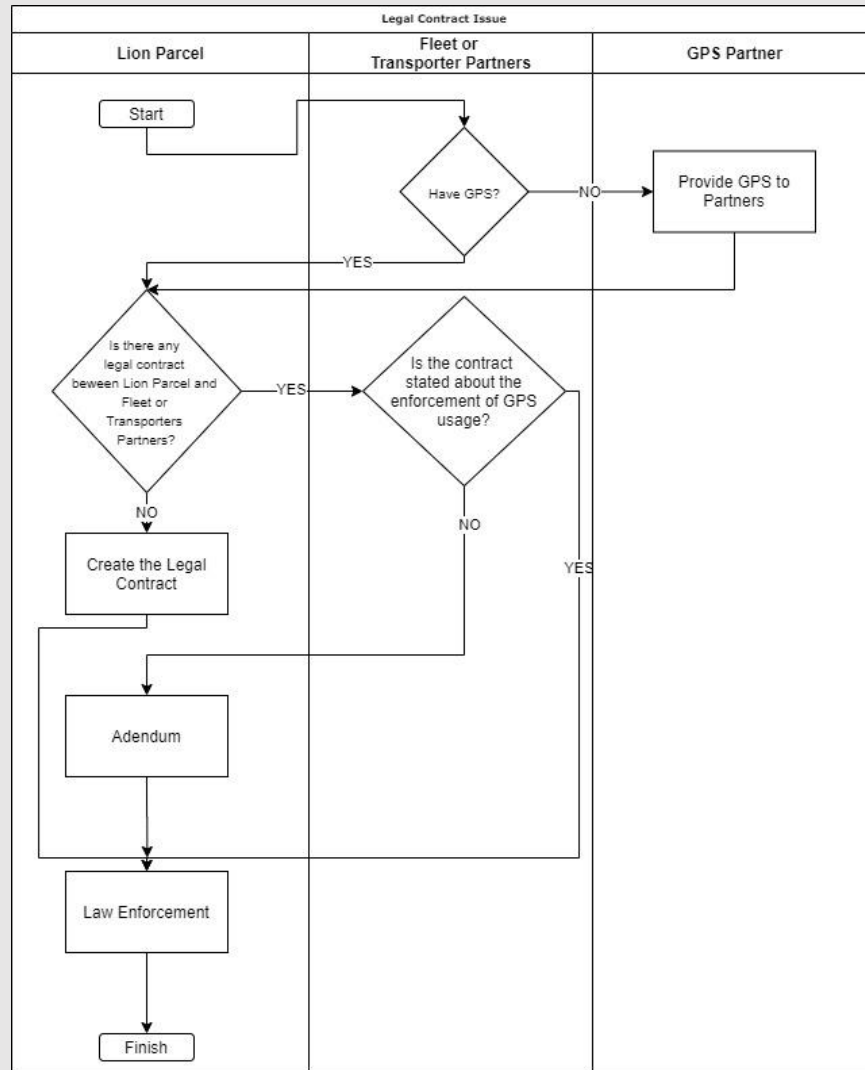
Lion Parcel wants to have 100% fleet visibility. Currently, the fleet is being tracked by integrating the vendor's GPS. The problem is that Transporter seems not cooperating due to

- i. doesn't have GPS
- ii. can't see the value
- iii. doesn't trust Lion Parcel.

Transporters register their fleet just before the assignment, making visibility low. What would be the best product approach to solve this problem, what is the quick win and what is the strategic approach?

The answer will be deliver with PRD

Legal Strategy



Partnership Strategy





ASSOCIATE PRODUCT MANAGER

THANK YOU!

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