**HARSHITHA A REDDY**

**Objectives and Key-Results (OKRs):**

OBJECTIVE: To successfully launch the new product Shopify.com

Key-Results:

* Our customer reviews are >75% after the launch of this particular product
* Mandatory mentoring sessions for the Marketing Team on the new product
* Meeting with Product Marketing Team to check customer requirements

**Minimum Viable Product (MVP):**

* Thorough research on the current market trends
* Asking questions like, “How is the new product going to benefit the new users?”, “What makes this product different from the various others’ available out there?”
* Mapping the flow of the entire Product building
* Looking out for MVP feature questions such as, “What is the user exactly looking for in our product?”, “Will the user requirements be satisfied by the launch of this product?”
* Launching the MVP

**Technical Requirements:**

User Interface (UI), User Experience(UX) -> to be handled by the design team

HyperText Markup Language(HTML5), Cascading Style Sheets (CSS3), JavaScript, Responsive Web Design -> to be handled by the Front-End Web-Development Team

MyPHP, Python, Version Control and Version Control Systems -> to be handled by the Back-End Web-Development Team

Database, DBMS, Java, SQL -> to be handled by the Database Team

**Product Timelines:**

UI/UX – 15 Days

Front End –15Days

Back End – 20Days

Database – 20Days

Product Improvement and Correction of Errors – As and when required

**Business Strategy:**

* Post the short videos/reels on communities such as Facebook/Instagram
* Inform the marketing team to use excellent sales strategy and give them the required training for the same
* Collaborating with other brands for the welfare of our product
* Estimated time to reach there would be 1month.

**Growth Hacking Strategy:**

* A milestone to be set before starting off with the actual strategy plans
* Ask the team to brainstorm various ideas as “more the ideas, more the GROWTH”
* Decide the medium to publish our product