

Product Management DevC

Week 1.3 Assignment - Vietnam Digital Report 2019

Assignment Objectives

This assignment will test your ability to try and analyze why some products are successful. The job of a product manager is to think systematically about how to make successful products.

Important Benchmarks

These are the most important key points for you to keep in mind while working on the project.

| Assignment | Details |
|-------------|-----------------------------|
| Deadline | Sunday, July 21st 2019 |
| Time | before 23:59 |
| Report Link | Vietnam Digital Report 2019 |

Assignment Brief

Please pick one Facebook feature that you think will be a great fit for the Vietnam market. You can decide to enhance the feature or make a new one.

You can refer this report as a resource **Vietnam Digital Report 2019**. Additionally, you can use the information from the internet, and your own original thoughts, write a Problem Statement and Business Summary. Templates for the two are provided below.

Be sure to do the Problem Statement first - it's always important to understand the problem.

1. Problem Statement

Reference: D. Brown, 2016, How to Build a Problem Statement

Fill out the worksheet from here: Problem Statement Worksheet

Problem Statement Worksheet

User role: PARENT WITH YOUNG CHILDREN

| Activity | Reason |
|--|-----------------------------|
| <input checked="" type="checkbox"/> READ BEDTIME STORY | HELPING WITH READING SKILLS |
| <input type="checkbox"/> SUPERVISE BATH TIME | TEACHING HYGIENE |
| <input type="checkbox"/> ASK ABOUT SCHOOL | INTERESTED IN THEIR DAY |

| Step | Obstacle | Negative Feeling |
|---|---|------------------|
| <input type="checkbox"/> TELL KID TO PICK BOOK | TAKES A LONG TIME | FRUSTRATED |
| <input type="checkbox"/> READ BOOK TO KID | SAME BOOK AS BEFORE! | BORED |
| <input checked="" type="checkbox"/> ASK KID QUESTIONS | NOT SURE WHAT ARE AGE-APPROPRIATE QUESTIONS | CONCERNED |

A PARENT WITH YOUNG CHILDREN who feels CONCERNED

USER ROLE

NEGATIVE FEELING

about HELPING WITH READING SKILLS needs to ASK KID QUESTIONS

REASON

STEP

but faces NOT SURE WHAT ARE AGE-APPROPRIATE QUESTIONS

OBSTACLE



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Sample:

2. Business Summary

Reference: D. Bailey, 2016, How to Pitch Your Startup in Fewer Words

Solution:

1. USP—what is your product's unique selling proposition?
2. Benefits—what do users stop losing out on by using your product?
3. Traction—what existing data shows that customers love your product?

Market:

1. Target—what activity is your customer performing when using your product?
2. Size—how many people perform this activity in your target geography?
3. Advantages—if customers picked your best competitor, what would they miss out on?

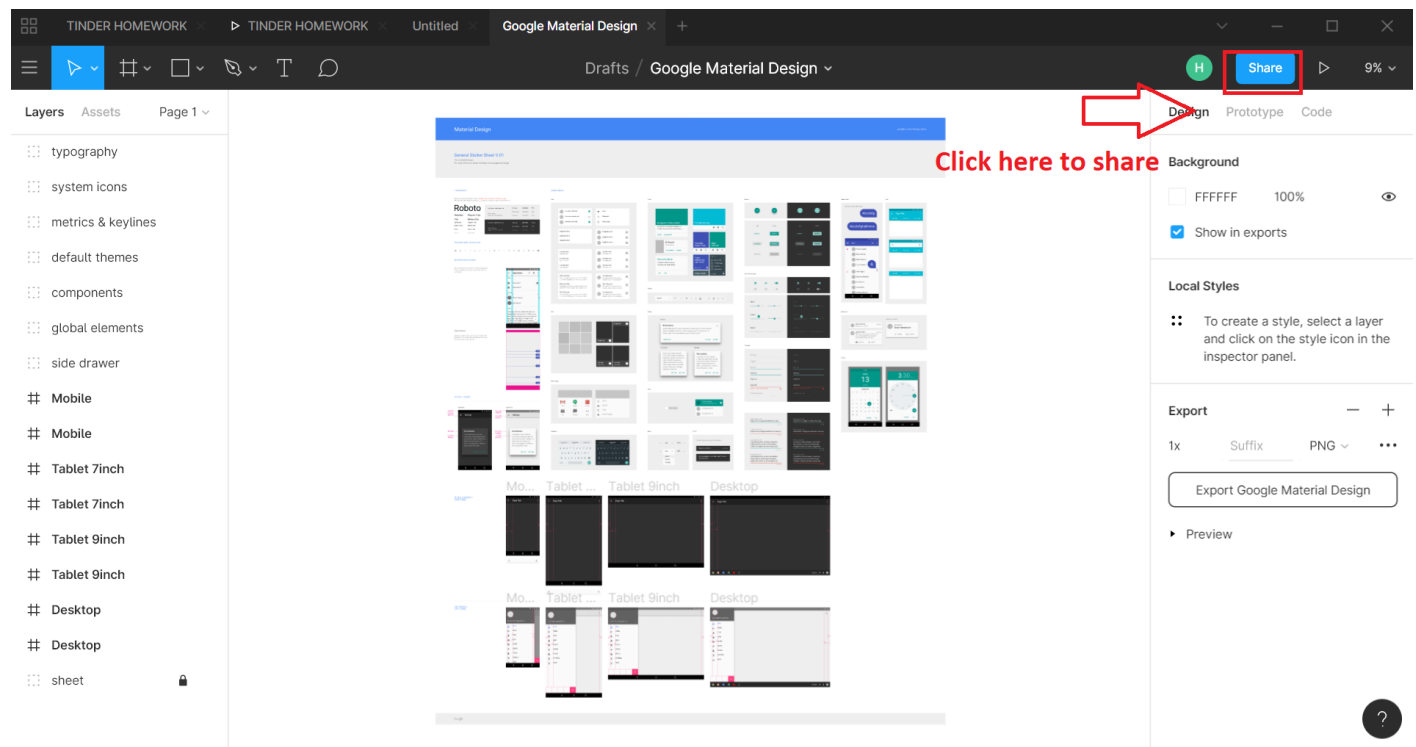
Business model:

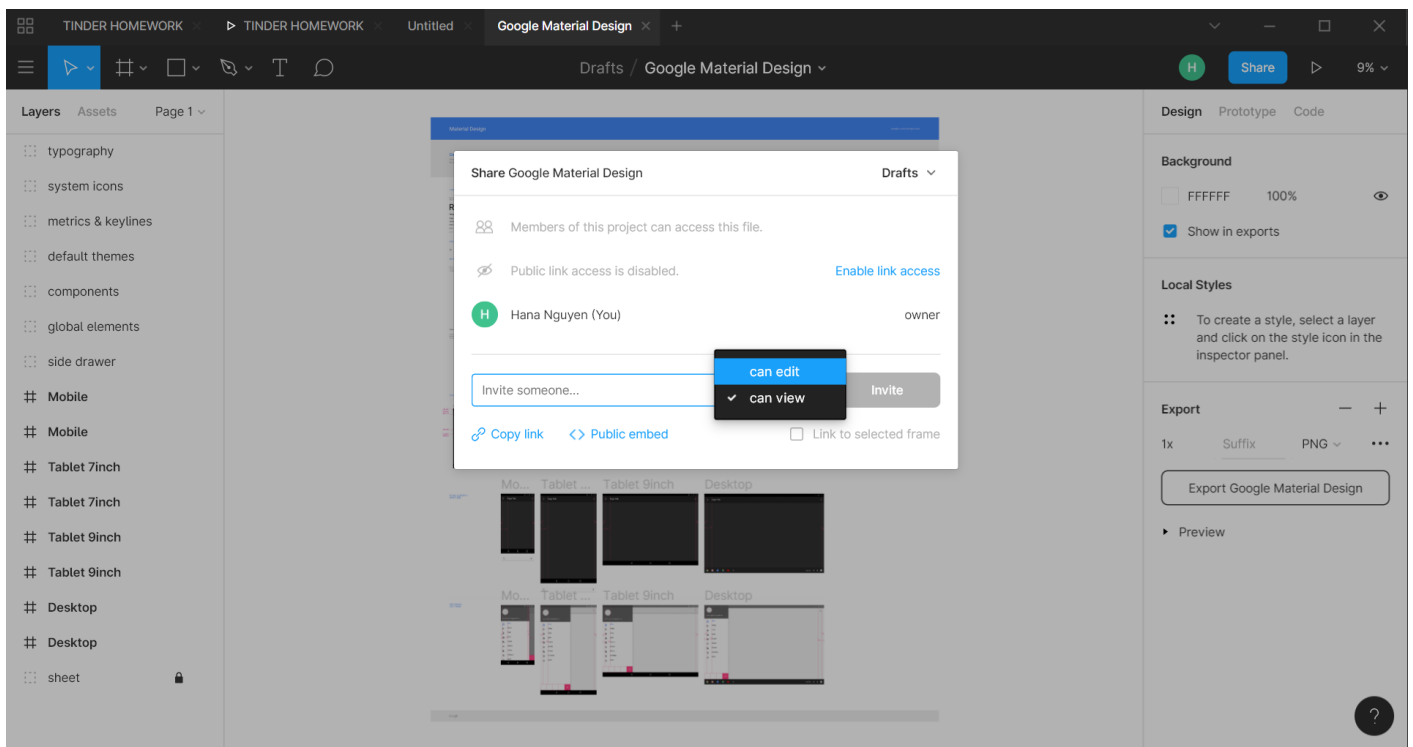
1. Go to market—how will you distribute your product to your target market?
2. Revenue model—how will you charge money, and to whom?
3. Next milestones—what is the nearest, most exciting accomplishment you're aiming for?

Assignment Submission

Here are the steps to submit your assignment.

1. Team leader create a new page on Figma
2. Share the file for all members in the team and teacher, TAs and CoderSchool Team





1. Each session, a new assignment submission will be created added in the existing file.
2. The required frame is A4; font size is 16-18pt.