

# Software Product Management

## Assignment #1

(Weight 10%)

Objective: To apply concepts learnt and experience product management

Product discovery:

- Identify a product opportunity: Pick a customer segment you are familiar with and identify the under-served needs of the customer. Describe in brief, the product, the target market, pain points & value proposition.
- Assess the opportunity:
  - o Interview 5 customers, understand their activities and determine whether the product idea addresses customer needs and how valuable it is to the customer. Document the key points from each customer interview.
  - o Modify the product idea based on customer interviews, if it does not have a compelling value.
  - o Then re-assess the idea.
  - o Finalize the product idea and its value proposition.
  - o Describe the final product idea, target customer, their underserved need, the value proposition (bottom 3 layers of the product-market fit pyramid)
- Create the story map for the product
- Create a business plan: Use Start-up canvas to define your plan

Document the work products and outcome of each step.

Document format: PowerPoint slides (PPT)

Max 20 slides

Max File size: 10 MB

Evaluation criteria:

- o Original effort by students
- o Depth of investigation
- o Comprehensive description
- o Clarity of description
- o Brevity of descriptions, yet complete

Due date for submission: Sep 03, 2024

Submission instructions:

- Submit only one file per group in eLearn Portal
- Mention the names of participants on the first slide
- Each participant should include a slide “Key learnings” in the slide-deck
- Each participant should click on the ‘Submit’ button in eLearn

Note:

- Participants who do not discuss & contribute to the group, will not get marks
- Participants who do not include key learnings slide, will not get any marks
- Participants who do not click on Submit button, will not get marks
- Participants who try to cheat will face disciplinary action