

TAP Digital Product Management

Learning & Feedback

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EXPECTATIONS: Before joining D5

- Product manager has sole ownership and final say on direction of the product
- Technical challenge is the biggest obstacle
- The job is done after the product is delivered to end users

REALITY: After joining D5

- Aligning everyone's expectations to move forward
- Constant iteration to improve the product
- Creating the *RIGHT* product for the *RIGHT* users

Getting to know D5

#1: Day in the Life of a Product Manager

Project

- Conceptualizing user journey based on requirements
- Kickstarting the product
- Roadmap planning along with business

BAU

- Handling request to add/update/change the product
- Handling ad-hoc reporting request from business
- Participation in scrum activities i.e. daily standup, sprint planning . . .

#2: Our partners in crime

Infrastructure

- AWS instance provisioning and permission handling
- Level 2 support for issues related to infrastructure
- Creating necessary toolsets or pipelines needed by development team

Development

- Separated into mobile apps and web team
- Implementing mockups designed by UI/UX team
- Setup templates that can be reused by business at the start of a product lifecycle

#2: Our partners in crime (cont'd)

UI/UX

- Design wireframe and mockups given requirements from business
- Advise on UI/UX changes for digital product

Analytics

- GTM (Google Tag Manager): event tracking, custom tracking
- Report & Analysis: benchmark(ComScore, AppAnnie), competitive analysis(SimilarWeb), monthly reporting (DataStudio)
- Deep dive when requested to analyze for a particular event i.e. World Cup or campaign

#3: Our digital products: Mobile Apps

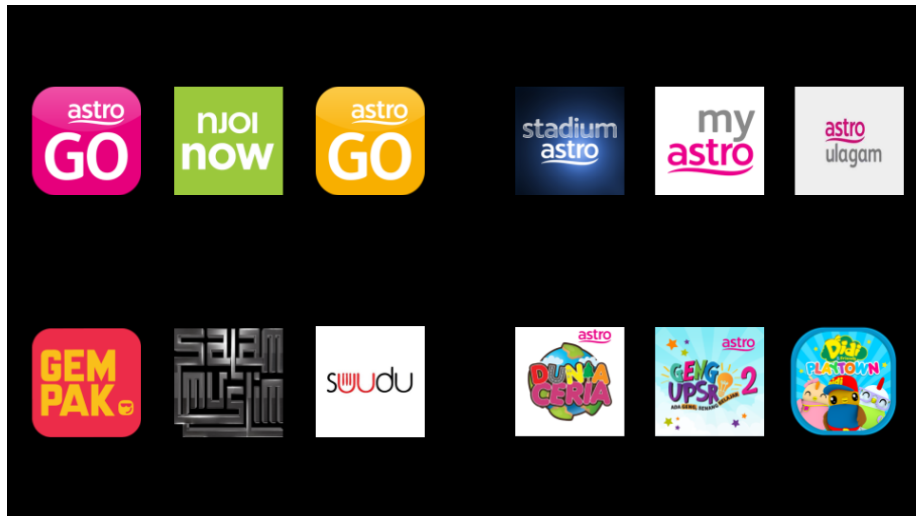


Figure 1: Mobile Apps

#3: Our digital products: Websites

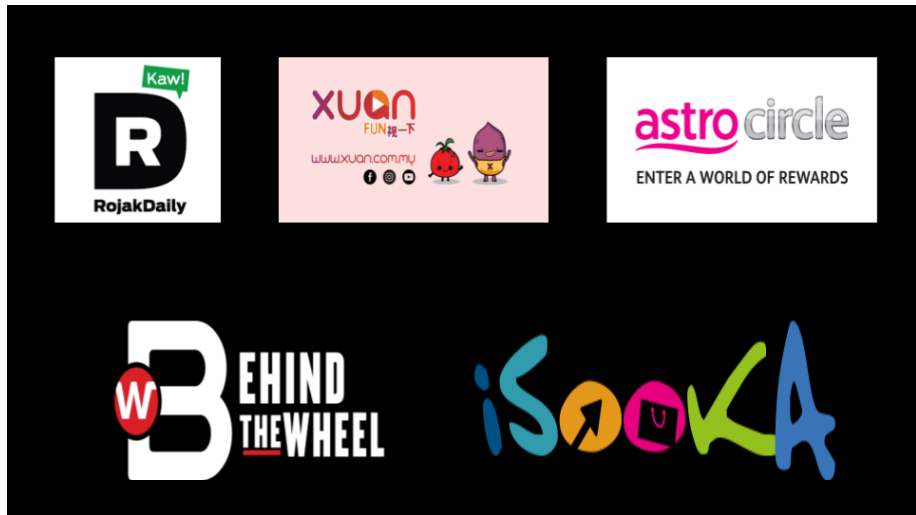


Figure 2: Websites

#3: Our digital products: Misc & TV Portals

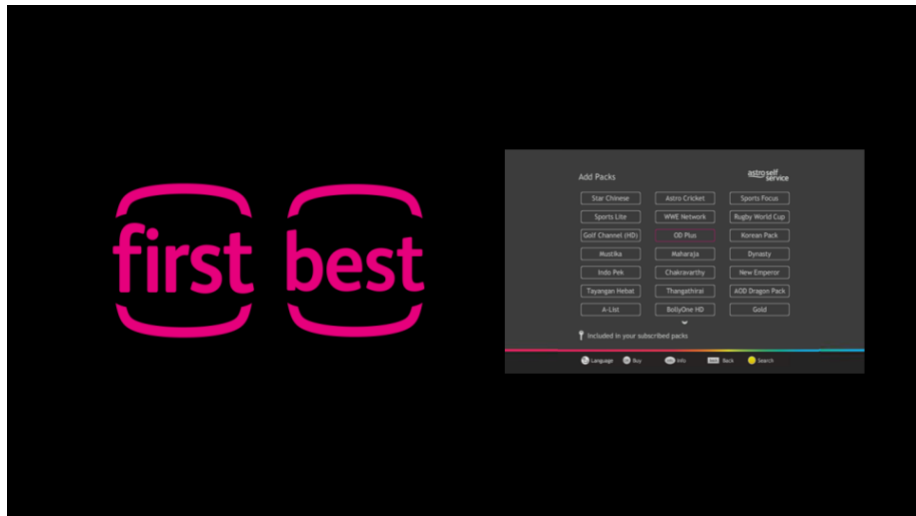


Figure 3: Misc & TV Portals

Chatbot: ACM

Managing BAU tasks

- **Scrum management:** scrum call, scrum planning
- **UI/UX changes:** survey, icon . . .
- **Reporting:** users, sessions, live agent requests

Beyond BAU tasks

- Roadmap planning
- Assist implementation of decision tree flow
- UAT

Design Thinking: Identify and observe

Going out in the field

- 10 participants (low end and extreme users)
- Identify unmet user needs and frustrations
- Asking 5 Whys and observing body language

User needs

- Troubleshooting product related issues
- One stop portal to access services offered by the business
- Product/service discovery

Design Thinking: Iterating the solution

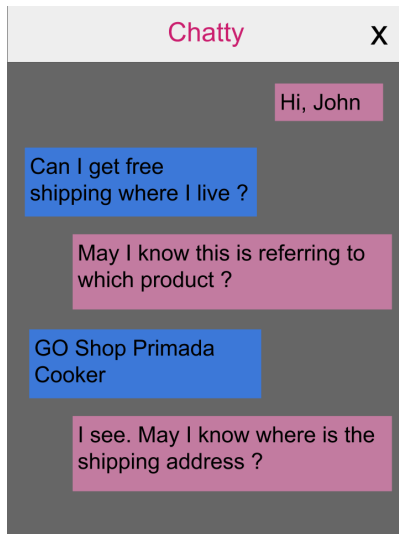
Problem Statement

As a user, I need to enquire about a product/service but it often takes too much effort and time to resolve my enquiry. No care or attention is paid to me as a user when seeking for help

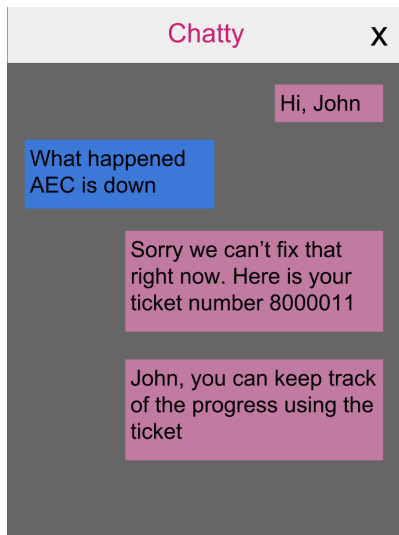
Approach to the problem

- Focus on error handling
- Making mistakes more forgiving
- Personalization

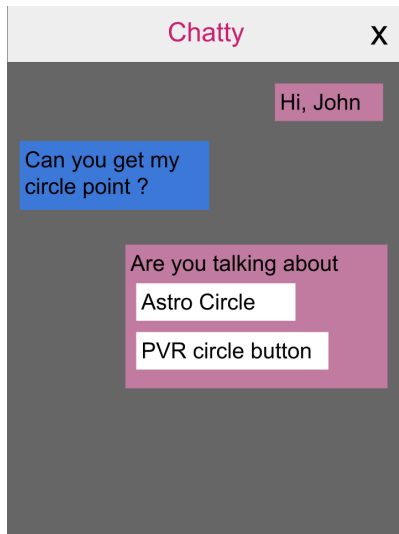
What works ? : Multiple prompts



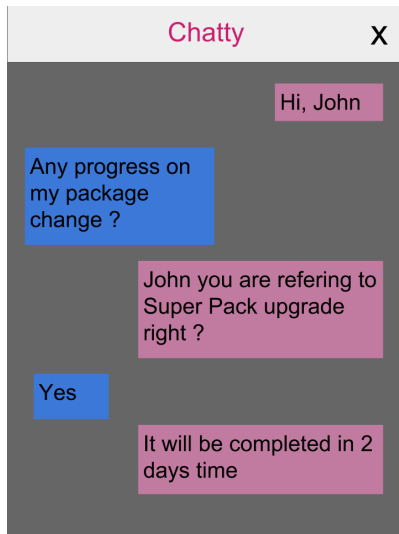
What works ? : Follow-up ticket



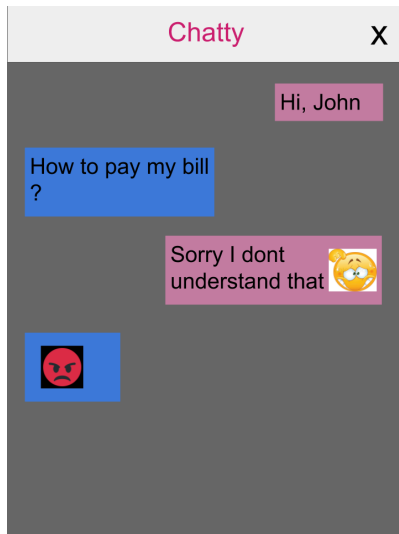
What works?: “Do you mean . . .”



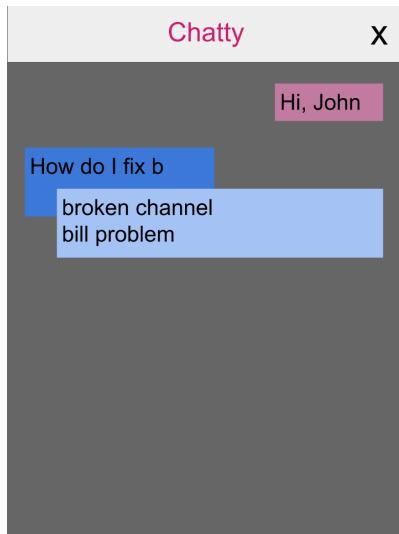
What works ? : Keeping track of previous interactions



What doesn't work ? Emoji



What doesn't work ? Auto complete



Chatbot Analytics: Actionable insights

What do we *MEASURE*

- Unrecognized user message
- Survey comments with rating = 1
- User transcripts

What are the *FINDINGS* ?

- Unable to recognize user queries
- Failure handling is not well implemented
- Users expect chatbot to be omnipotent

How do we know what users mean ?

Topic Modeling

- Grouping unrecognized according to keywords
- Human expert will curate through these topics and assign suitable intent
- Create a positive feedback loop on the chatbot engine

Input preprocessing

- Abbreviation/slang handling
- Removing repeated character
- Spelling correction
- Language detection & translation

Recommendations for TAP

- Help to update product documentation
- To work on 2 digital products
- Run design thinking concurrently from the start

Feedback to D5 (Chatbot)

- More comprehensive documentation about the product along with decision log
- Keep the scrum call to a minimal (15 mins)
- Focus on monitoring and logging after deployment in production
- Improve CI/CD pipeline: Canary release & Blue green deployment