

PRODUCT MANAGEMENT PORTFOLIO

Prepared by

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Professional Background

John is a detail-oriented Engineer with strong educational background in disaster risk management, environmental engineering, supported by field research and professional work experience in Product/Project Management, Small HydroPower, Information Communication Technology, Water Sanitation and Hygiene, Public Health/Climate Change Advocacies, and Disaster Risk Reduction.

A highly motivated Project Manager with proficiencies in CAD/MS Office, Agile Project management, Scrum framework, Waterfall, Figma, accompanied by over 8+ years' experience in the private sector economy. He has worked on several business plan & strategy, start up projects cutting across different sectors; project planning, implementation and management. Some of the projects undertaken are; Small Hydro Power (SHP), 1.3Billion USD 700MW Zungeru Hydro Power, Nigeria. He worked with a team of professionals, KPMG, MESL-KPL JV on 40MW Kashimbila Hydropower plant concession by the Federal Ministry of Water Resources, Nigeria. He has worked as Industrial Engineer at AMA Retails & Resources Limited, a 3000BPH Fully Automatic Bottling Plant with Injection moulding machine, were he was involved is the design methodology of the polyethylene terephthalate (PET) bottles for portable water, purchase of PET raw material. Project Manager at AMA Medical Manufacturing limited were he played key role alongside the technical team in the planning, construction, installation of Intravenous Solution (IV) machines at the factory.

Abstract

Most middle-class in urban cities are faced with having to go to a dealership stores to buy cars. This has been the practice in the past and with the emergence of Covid-19, people now prefer to buy cars at their convenience with financing payment options. Consequently, Amazon Car online (the product) will provide the opportunities for people who need cars with payment options, allows you to weigh different car purchase options – new and used car online.

The worldwide online car purchasing market was valued at \$237.93 billion in 2020, and is projected to reach at \$722.79 billion by 2023, registering a compound annual growth rate (CAGR) of 12.2% from 2021 to 2023. ([Source](#)). The market size, measured by revenue, of the online car dealer's industry is \$38.1 billion in 2022. It has grown by 4.3% per year on average between 2017 and 2022. ([Source](#))

In view of the above, Amazon Car online (the product) was developed to proffer solution to the challenges faced by people. The product management methodologies considered to create the product were; validating the ideas, identifying & prioritising assumptions, market validation by user interviews, MVP techniques, user stories & features, features prioritisation with MOSCOW method, estimating effort & the T-SHIRT method, deciding on features with effort & value, the agile mindset and product management, scrum, epic, and sprints. All these approach led to the development of a car-buying website (Amazon Car Online) that will provide the peoples' need.

Portfolio Outline

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Problem Statement

For [people who have the need to buy car with payment options]

Who has [a need for car with financing and payment options]

[Amazon car online dealership]

Is an [online car retailing]

That [allows you to weigh different car purchase options – new and used car online]

My product [is more trustworthy, cheaper, and one stop for purchase and financing]

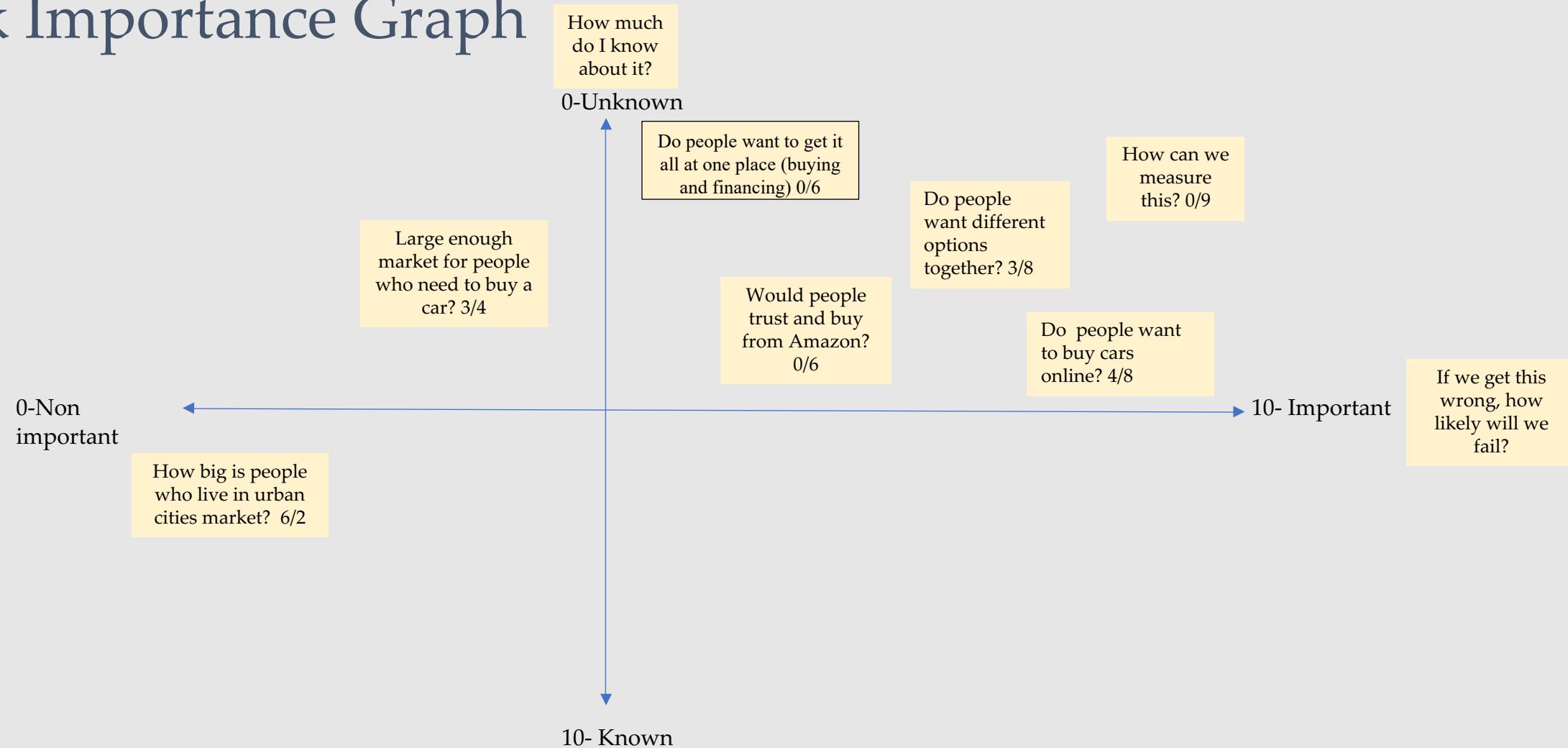
We'll know this is true when [people buy cars online on Amazon website more than it's competitors]

Assumption Mapping

Identifying Assumptions:

- How large is the market people who live in urban cities?
- Is there substantial market for people who want to buy car?
- Do people want to buy car online? Do people want to see different options together?
- Would people trust and buy from Amazon Cars online?
- Do people want to buy and finance together?
- How can we measure this?

Risk Importance Graph



Market Validation

Demographic: Employed and self-employed, middle and upper class between the ages of 18-44

Geography: living in metro cities

Psychographic: People who enjoy online shopping, transparency in price of products with digital payment options

Behavioural: People who use apps (software as a service) in their daily activities

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www.Autotrader.com

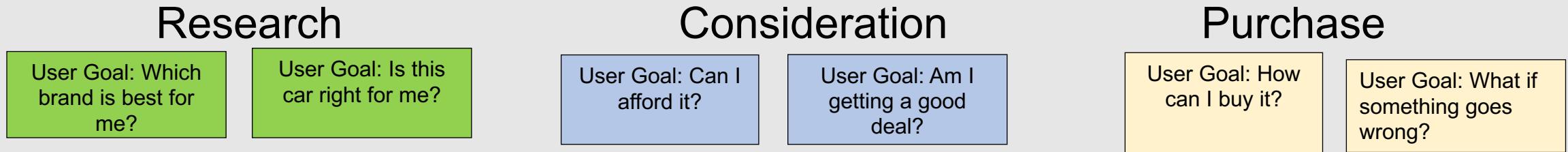
www.CarMax.com

www.Cars.com

User Interviews

| S/No | Question(s) | 1 st Interviewee | 2 nd Interviewee | 3 rd Interviewee |
|------|---|--|--|--|
| 1 | Why do you choose to have a car? | For mobility | To move from point A to point B | To have flexibility to move from one place to another. |
| 2 | Do you search online or dealers stores for car, model, and specifications? | Online search with filter options for specifications | Online, I have the choice to select what I like | Online searching |
| 3 | Why do you prefer the above mentioned? | More alternatives (variety) | It is easier to look at specifications and make decision | It is more convenient to search several cars at a time |
| 4 | What payment options do you adopt when you bought a car? Or financed by an institution? | Online payment by me | Financed, through the bank of their choice. | Mobile/internet banking |
| 5 | Do you test drive a car before purchase? | Not really | Nill | No |
| 6 | Was there any issue(s) after you bought the car? | A few manageable issues may come up | Basic mechanical issues but repairable | No significant issue. |
| 7 | How long do you intend to use the car? | 3 years | 2 years | 3 years |

Car-Buying Process User Journey



Research: Seeks range of options; convenience, specification filter options, and need to speak to others in the process.

Payment and cost: Need for competitive prices to negotiate the final price of the car, and check for its affordability.

Insurance and Financing: Customer wants loan/insurance options that is effortless.

Inspection: History of car verification as against accidental damages, and mechanical test drive.

e-contracting: Seek to have documents sign virtually.

Delivery: customer needs car delivered.

MVP- Assumption and Success Criteria

| S/N o | Assumptions | Success rate |
|----------|--|---------------------------------------|
| i | Customers figure out the need for financing and payment options when buying Amazon car online? | This was validated by 60% respondents |
| ii | Customers who would rather not invest energy going to the store? | This was validated by 95% respondents |
| iii | Do Customers need to analyze different sort of cars specifications and effectiveness online? | This was validated by 70% respondents |

Prototype Strategy and Finding Users

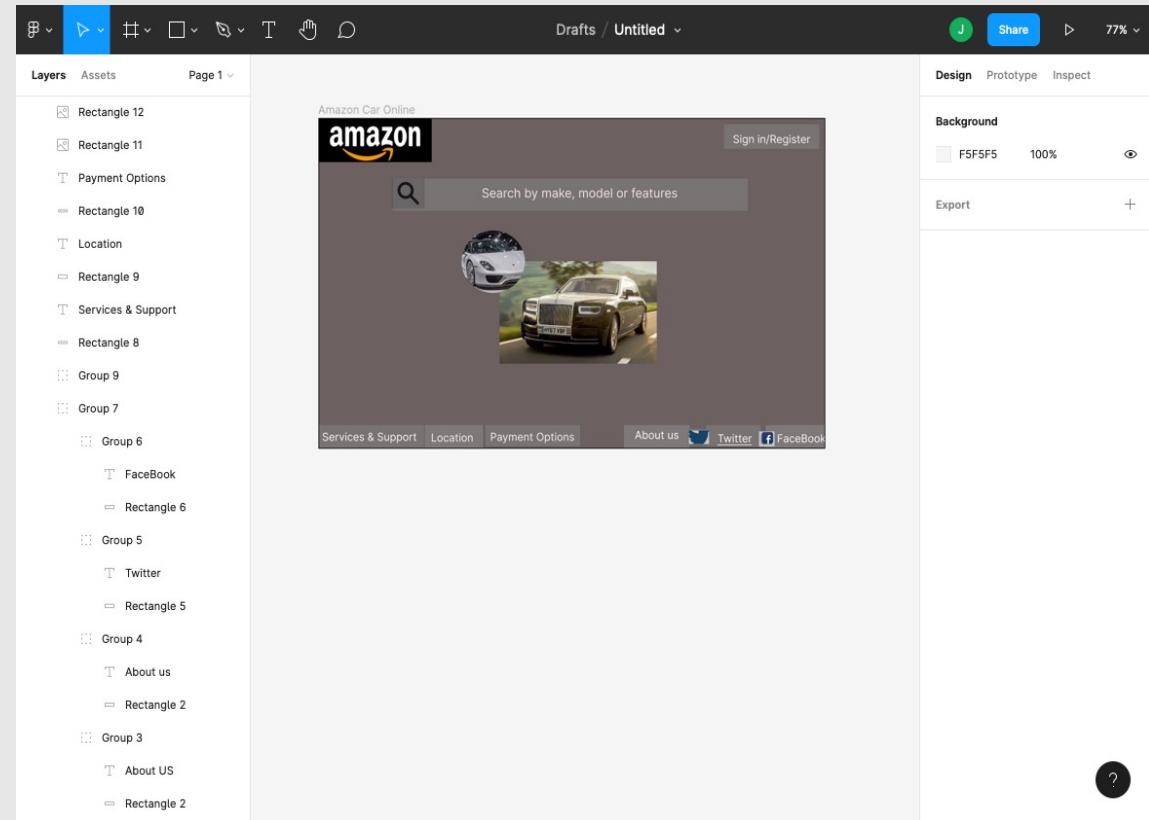
The monthly active user (MAU) and daily active user (DAU) of Amazon is enormous. Hence, we can find our target market to test the prototype by running adverts on product page that are under the automotive category. Also, flyers and billboards in Amazon packages for similar category.

This can be run on a free promote base on Amazon platform. By so doing, will attract customers.

Customers can as well be found by offline dealerships, promoting the new product to their existing and new customers.

The use of some specific social media groups.

Targeted ads on big brands with huge traffic.



[Link to prototype](#)

A virtual prototype display of Amazon online car sales would go a long way to convince prospective customers who wish and aspire for a car. The sketch below represents how the final online platform will look. This can be reviewed from time to time to meet the customer's satisfaction.

User Stories

Search Functionality

As a car buyer, I want to have access to range of cars and their functionality that best suits me.

Loan administrator

As a car buyer, I need to understand my budget in other to know the amount of money to borrow.

Inspection officer

As a car buyer, I want to inspect car before buying to ensure good condition.

Dealer Reviews

As a car buyer, I want to read other people's review to aid my decision on the dealer's worthiness.

Feature Ideas

Research

User Goal
Best make to buy?

User Goal:
Is this car best for me?

User Goal

this car best for me?

Make comparison tool

Schedule a test drive

Online Society

Feature Comparison

Lifestyle Recommendation

Consideration

User Goal: Car I can afford

User Goal: Am I getting a good deal?

Loan Pre-approval

Deals comparison tool

Loan Calculator

Best Price guarantee

Goal tracker/Savings

Coupons and freebies

Purchase

User Goal:
How can I purchase it?

User Goal: What if something goes wrong

Loan Approval (Instant)

Insurance partnerships

Rent to buy

Service membership

MSCW Framework on Features

Must-Haves:

- Comparison tool
- Loan approval
- Loan pre-approval
- Schedule test drive

Could-Haves:

- Recommended car
- Goal tracker/Savings
- Rent to buy

Should-Haves:

- Make comparison tool
- Price guarantee
- Loan calculator
- Service membership
- Insurance partnership

Won't-Haves:

- Online society
- Lifestyle
- Recommendations

Effort Estimation using T-Shirt Size

Must:

- Search (M)
- Loan calculator (S)
- Detailed car view (M)
- Comparison tool (S)
- Price guarantee (S)
- Purchase tracking (S)
- Test drive (S)
- Secure paperwork (M)

Could:

- Review of the car (M)
- Loan approval (instant) (L)
- Reviews of the dealer (M)

Should:

- Loan options comparison (M)
- Deal comparison (M)
- Insurance partnerships (M)
- Service memberships (M)
- Coupons/Freebies (S)

Won't:

- Recommended cars (L)

Effort Value Map

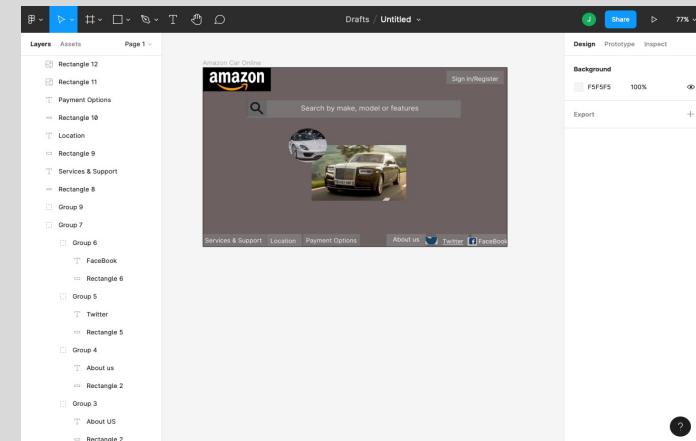
| | | |
|------------|---|---|
| High Value | Quick Win | Big Bets |
| | <ul style="list-style-type: none"> ▪ Search (M) ▪ Loan calculator (S) ▪ Detailed car view (M) ▪ Comparison tool (S) ▪ Price guarantee (S) ▪ Purchase tracking (S) ▪ Test drive (S) ▪ Secure paperwork (M) | <ul style="list-style-type: none"> ▪ Review of the car (M) ▪ Loan approval (instant) (L) ▪ Reviews of the dealer (M) |
| Low Value | <p>Nice to have</p> <ul style="list-style-type: none"> ▪ Loan options comparison (M) ▪ Deal comparison (M) ▪ Insurance partnerships (M) ▪ Service memberships (M) ▪ Coupons/Freebies (S) | <p>Distractions</p> <ul style="list-style-type: none"> ▪ Recommended cars (L) |
| | Low Effort | High Effort |

Conclusion

The following conclusions were obtained from the result of my research. This research was targeted at providing purchasing options for people who have the need to buy car with financing payment options at their convenience on Amazon Car online. In view of the above, here are some of the product management methodologies considered; validating the ideas, identifying & prioritising assumptions, market validation by user interviews, MVP techniques, user stories & features, features prioritisation with MOSCOW method, estimating effort & the T-SHIRT method, deciding on features with effort & value, the agile mindset and product management, scrum, epic, and sprints.

Furthermore, the use of Figma to create the mockup of the car-buying website was also designed. See [Mockup Design!](#)

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PRODUCT MANAGEMENT PORTFOLIO

Thank You

FOLLOW-UP
AFTER THE
FELLOWSHIP IS

FUTURE
OPPORTUNITIES

CONCLUDING
THE FELLOWSHIP

I NEVER
KNEW IT
WAS OVER
NO COMPLETION
DATE BETTY

REPORTS
REPORTING

THE REPORT IS
SPENT HOURS
TIME NEGOTIATING
FORMAT THAN
BEING CREATED
IF PUBLISHED
ACADEMIC

COLLATING
TAKES 2 WEEKS FOR
ALL THE INFORMATION
AT THE END TO 'GOVERNMENT'
REPORT

MARKETING,
DISTILLING,
FRAMING

I WOULD
HAVE MADE
IT PRACTICAL

TICKETING
IS AN ISSUE
FREE DOWNLOAD
REDACTED
CAME

HAD IN
NOT ATTENDED
EVERY MONTH

Flexibility
of Project
was beneficial
Driven by how
you shape it

Certification



CERTIFICATE OF COMPLETION PRODUCT MANAGER

Level 1

AWARDED TO

John Paul Onuh

AWARDED ON

9 JULY 2022



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