**Practice Prompts – Enterprise: Product Focus**

**Product Management**

* **Draft a product requirements document (PRD)** for a new feature that allows candidates to reschedule exams online. Include user stories, success metrics, and dependencies.
* **Generate a competitive analysis summary** comparing Pearson’s test delivery platform with two emerging edtech solutions. Focus on features, pricing, and user feedback.
* **Write a product launch announcement** for internal stakeholders. Include key dates, feature highlights, and enablement resources.
* **Create a roadmap outline** for enhancing accessibility features in Pearson’s online testing platform. Include short-term and long-term goals.

**Program Management**

* **Draft a project kickoff email** for a cross-functional initiative to improve candidate onboarding. Include objectives, team roles, and timeline.
* **Generate a risk register template** for a new product rollout. Include categories for technical, operational, and market risks.
* **Write a status update report** for leadership summarizing progress on a multi-phase product initiative. Include milestones, blockers, and next steps.
* **Create a stakeholder communication plan** for a program involving test center upgrades. Include frequency, channels, and message types.

**UX Design**

* **Draft a usability testing plan** for a redesigned candidate dashboard. Include participant criteria, tasks, and success metrics.
* **Generate a set of UX personas** for users of Pearson’s online proctoring system. Include goals, pain points, and behavioral traits.
* **Write a design brief** for improving the mobile experience of Pearson’s exam scheduling interface. Include constraints and desired outcomes.
* **Create a checklist for accessibility compliance** in new UX designs. Include WCAG guidelines and Pearson-specific standards.