Junior Product Manager Portfolio

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Showcasing Product Management, UX and Engagement Features in Fintech

Introduction & Tools/Skills:

Introduction:

I am passionate about building products that improve user experiences and enjoy collaborating with cross functional teams to deliver high quality solutions

This portfolio highlights my work experience through case studies emphasizing my contributions in:

• **Requirement Gathering & BRD Preparation:** Capturing business needs and documenting them clearly

• **UX Coordination:** Collaborating with design teams to create review and sign off mockups

• **Technical Collaboration:** Working with engineering teams to clarify requirements and support delivery

• **Functional Testing & UAT Support:** Preparing test cases supporting QA and validating product quality

Tools & Skills:

Product & Project Management:

• JIRA, Excel

UX & Prototyping:

• Figma, Lucidchart

Technical / Data Skills:

• SQL

Core Strengths:

• Stakeholder interaction & requirement gathering

• Functional testing and UAT

• Cross team collaboration (UX, engineering, QA)

• Product quality and user experience focus

Case Study 1: Bill Reminder Feature

Problem:
Users frequently miss bill due dates due to forgetfulness or lack of structured reminders, resulting in late fees and financial stress. Existing solutions lack customization and proactive nudging.

My Role:
As a solo Product Owner and Analyst, I led the end to end design and documentation of this feature:
• Conducted secondary research on user behavior and reminder systems.
• Created a BRD detailing reminder intervals, edge cases (e.g., recurring bills), and notification logic.
• Designed annotated wireframes to visualize the user journey.
• Drafted functional test cases to validate reminder triggers and user actions.

Solution:
Built a Bill Reminder feature that enables users to log bills, receive multi stage reminders, snooze alerts and manage payment statuses. The feature was scoped through a detailed BRD with 12 user stories and robust edge case handling.

Key Features
- Bill logging with due date, amount and category
- Multi stage reminders: 3 days before, 1 day before and on due date
- Snooze and dismiss options
- Push/email notifications with fallback logic
- Dashboard with paid/unpaid status indicators
- Recurring bill setup and reminder logs

User Personas:
- Anjali (Working Professional): Manages multiple monthly bills
- Ramesh (Retired Pensioner): Needs simple alerts
- Priya (Freelancer): Requires flexible reminder control

User Stories & Acceptance Criteria:
User stories documented with acceptance criteria. Example:
As a user, I want to snooze reminders so I can delay action.

Acceptance Criteria: When "Snooze" is tapped, the system reschedules the reminder and logs the action.

Outcome:

• Reduction in late payments within a month

• Increased engagement with bill management feature

• Positive user feedback on reminder accuracy and ease of use

Artifacts:

• Full BRD with edge case coverage, Test Cases

• Wireframes

Case Study 2: Job Application Tracker Feature

Problem:
Job seekers often rely on spreadsheets or memory to track applications, leading to missed follow ups, duplicate submissions and lack of visibility. This results in lost opportunities and increased stress during the job hunt.

My Role:
As a solo Product Owner and Analyst, I led the product thinking and documentation:
• Benchmarked existing trackers and gathered informal feedback from job-seeking peers. Created a BRD outlining application states, reminder logic, and dashboard filters.
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• Designed wireframes with timeline views and status transitions.
• Authored test cases to simulate user journeys and edge cases.

Solution:
Designed a Job Application Tracker that allows users to log applications, assign statuses, set follow up reminders and visualize progress through a timeline dashboard. The feature was scoped and documented using a full BRD including functional requirements, edge cases and success metrics.

Key Features
- Application logging with metadata (company, role, date, status)
- Status transitions: Applied, Interviewed, Offered, Rejected, Follow up Required
- Custom follow up reminders
- Timeline dashboard with filtering
- Edit/delete functionality and reminder logs

User Personas:
- Ravi (Recent Graduate): Applies to 15–20 roles weekly
- Neha (Mid-career Professional): Tracks interview stages and offer comparisons
- Amit (Returning to Workforce): Needs structure and motivation

User Stories & Acceptance Criteria:
Included user stories in the BRD, each with clear acceptance criteria using Given–When–Then format. Example:
As a job seeker, I want to set reminders so I don't miss follow-ups.

Acceptance Criteria: When a reminder date is reached, the system sends a push/email notification and logs the action.

Outcome:
• improvement in user follow up rates
• Increased daily active users among job seekers
• Positive feedback about improved job search organization

Artifacts:
• Full BRD with edge case coverage, Test Cases
• Wireframes

Case Study 3: Credit Score Benchmarking Feature

Problem:
• Users could check their credit score but struggled to understand if their score was "good" or "bad"
• Many lacked context on how they compared to others in the ecosystem
• **Business need:** Improve user engagement and product exploration in the credit journey

My Role:
• Interacted with stakeholders to understand the need for benchmarking
• Gathered requirements and documented them in a **BRD**
• Coordinated with UX team to create mockups shared expectations and provided sign off
• Collaborated with product and engineering teams for implementation
• Prepared functional test cases shared with QA team and supported **UAT**

Solution:
• Built a feature showing how a user's score compares against:
• Users who just completed their credit score journey and checked their score
• Designed simple visuals to help users interpret their standing

Outcome:
• Provided clearer understanding of credit score meaning
• Increased revisits to the credit dashboard
• Boosted engagement and conversions into credit products

Artifacts:
• Product Requirements Snapshot (feature description and requirements)
• UX mockups (created by design team reviewed and signed off by me)

Case Study 4: Daily Quiz - Gamification & Engagement Feature

Problem:

• Users needed more engaging and interactive experiences to increase daily activity

• **Business goal:** Encourage repeat visits and make financial learning more fun through gamification

My Role:

• Interacted with stakeholders to define engagement goals

• Gathered requirements and documented in **BRD**

• Coordinated with UX team to design quiz widget and result screens reviewed and signed off

• Collaborated with product and backend teams for quiz logic and notifications

• Prepared functional test cases and supported **QA and UAT**

Solution:

• **Quiz Format:** 5 questions 2 options each

• **Entry Point:** First question shown in homepage widget

• **Full Quiz:** "Atrempt Full Quiz" CTA loads remaining questions on a new page

• **Scoring Logic:**

   Score < 3:- User can retake until they achieve ≥3

   Score ≥ 3:- Cannot retake until next day

• **Daily Refresh:** New questions appear every morning

• **Results Screen:**

   Score < 3:- 2 CTAs: "Retake Quiz" & "Go to Home"

   Score ≥ 3:- 1 CTA: "Go to Home"

• **Post Completion Widget:**

   Homepage shows "Your Score out of 5" instead of question widget

   "Remind Me" CTA triggers next day reminder

Outcome:

• Increased daily app engagement through gamification

• Encouraged users to revisit with new quiz sets and reminders

• Boosted retention and gathered insights into user engagement patterns

Artifacts:

• Product Requirements Snapshot (quiz logic and requirements)

• UX mockups (created by design team reviewed and signed off by me)

Case Study 5: Credit Score History Graph

Problem:
• Users checking their credit score wanted to track changes over time
• Without a visual trend users could not understand if their score was improving stable or declining

My Role:
• Discussed with stakeholders the need for a history view
• Gathered requirements and documented in **BRD**
• Coordinated with UX team for graph design and signed off mockups
• Collaborated with product and engineering teams for feasibility and delivery
• Prepared functional test cases and supported **QA and UAT**

Solution:
• Designed a six month credit score history feature
• New users with fewer than six months start from first recorded month
• Users with six or more months see latest six months

Outcome:
• Helped users understand credit score trends (improving stable declining)
• Motivated repeat engagement with monthly score tracking

Artifacts:
• Product Requirements Snapshot (feature flow description)
• UX mockups (created by design team reviewed and signed off by me)

About Me:

I am a Product Owner with experience in fintech skilled in:

• Stakeholder interaction requirement gathering and BRD preparation

• Aligning solutions with business goals

• Coordinating with UX teams to create and review mockups

• Preparing functional test cases and supporting QA/UAT

• Collaborating with technical product owners and engineering teams to clarify requirements and support delivery

Tools: JIRA Excel Figma Lucidchart SQL

Passionate About: Product quality user experience and continuous improvement

Disclaimer:

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