

Technical Product Manager Internship Assignment

Fittlyf

Assignment Overview:

This assignment is designed to evaluate your familiarity with key tools used by product managers (Confluence & MIRO), your ability to conduct market and product research, your storytelling skills, and your ability to create low-fidelity mock-ups. You are required to present your findings and deliverables, showcasing your understanding of the material. AI use for content generation is discouraged, as this assignment will be evaluated based on depth of understanding.

Assignment Instructions and Sections:

Section 1: Market Research (Confluence)

Objective: Identify a new or emerging technological trend that is relevant to the products management space. Examples include AI-powered tools, no-code platforms, or automation trends in SaaS.

- **Create a confluence:**

1. Research the latest technological trends and choose one.
2. Write a brief market analysis covering (Text + Image + Data) :
 - Market demand and growth potential.
 - Key players in the market.
 - Target audience and potential customers.
 - Competitive landscape.
3. Present this information in a well-structured Confluence page.

Expectation: You are expected to showcase your ability to gather relevant information, analyze market potential, and communicate the findings concisely. The structure and clarity of your Confluence page will be evaluated.

Evaluation Criteria:

- Depth and relevance of research.
 - Structured presentation in Confluence (e.g., headings, bullet points, links).
 - **Clear and concise storytelling.**
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Section 2: Product Research & Storytelling (Confluence)

Objective: Identify a product that aligns with the market trend you identified in Section 1 and perform a product research analysis.

- **Instructions:**

1. Select a product that fits the trend you researched.
2. Analyze the product in terms of:
 - Core features and value propositions.
 - Target audience and user needs.
 - Differentiation from competitors.
3. Create a user persona for this product and explain how the product addresses the persona's needs.
4. Add this analysis to the same Confluence page as Section 1 (clearly separated).

Expectation: Demonstrate your product research skills, including how well you can identify customer needs and relate them to the product's features. Highlight your storytelling skills by creating an engaging user persona.

Evaluation Criteria:

- Insightfulness of product analysis.
 - **User persona creation and storytelling ability.**
 - Clear and logical connection between market research and product analysis.
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Section 3: Low-Fidelity Mockups (MIRO)

Objective: Create user journey & low-fidelity mockups for a key feature of the product you analyzed.

- **Instructions:**

1. Use MIRO to sketch a low-fidelity mockup of a feature (e.g., onboarding flow, dashboard view, or key interaction flow).
2. Create 2-3 screens that demonstrate the core user interaction.
3. Include brief annotations to explain the reasoning behind the design.
4. Use the pre-built user journey template from MIRO and create user journey of a new user and a repeat user of your product.

Expectation: Demonstrate an understanding of user needs by designing a simple, intuitive mockup. Clarity in design reasoning and simplicity in execution are key.

Evaluation Criteria:

- Coherence of the mockup with user needs.
 - Use of MIRO to clearly communicate the design.
 - Simplicity and ease of understanding the flow.
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Final Submission & Presentation

- **Deliverable Format:**
 - [Export your confluence page as PDF](#) and upload the PDF file
 - [Export your MIRO board as PDF](#) and upload the PDF file
 - Before making the final submission make sure there is clear visibility into your work from the PDFs you submitted for a fair evaluation process.
 - **Presentation:**
 - You will be asked to present your findings, mockups, and analysis in a 15-minute presentation.
 - Be prepared to explain your thought process, decision-making, and the rationale behind your research and design choices.
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Reference:

- <https://www.youtube.com/watch?v=kRdtn8G4tII>
- <https://www.youtube.com/watch?v=R7sY-agPxtw>