FutureCareer

Developing the product

Product Owner: Alexander Marinov

Create a coordination activities map

Purpose Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature	What is the task? Based on the purpose, select the appropriate from the drop-down	Who is the task owner? Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	Whose involvement is needed to accomplish the task? Please select one from the drop-down list of your identified stakeholders	What is their role? Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only	By when, does the task need to be completed? Select milestone keeping in mind nature of the task,downstream effects of delaying task
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target week
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to share MVP scope and walk-through design to gather feedback		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Set a target week
	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
Incorporate stakeholders	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Informed (No authority over the decisions and need to stay updated on the progress	Ongoing activity
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
	Identify critical spike and engineering design work to complete prior to product/feature	Engineering Lead			
Manage product/feature	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Prepare for every sprint	Create tickets for each sprint based on the test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Create tickets for each sprint based on the analytics tracking requirements	Data Analyst			
	Finalize user-stories and design to add for each sprint	Product Manager			
Coordinate product/feature launch	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Approver (Has the final say on a specific aspect of the project)	Before project's sprint 0 starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Informed (No authority over the decisions and need to stay updated on the progress	Before each sprint starts
Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before each sprint starts
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	

Sprint Planning Meeting Preparation

Sprint Goal
Filtering and selecting jobs based on geographical and industry preference and then applying for the roles that best fit the users criteria based on education, SHL, DiSC profile ,skills and expertise.

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

1	Users would like to know what industry and skills would best fit his or her criteria and career aspirations.
2	User would like to know what is the best industry and location based on his or her custom criteria
3	User would like to know how his or her career development looks like over time
4	User would like to know how to stand out from the crowd and what steps he or she needs to take to progress over time
5	User would like to get a customizable career development plan

Sprint Prioritization Logic

Allow users to improve their skills with certain goals in mind.

User Story 1

User Story	User would like to know how to stand out from the crowd and what steps he or she needs to take to progress over time
Design	Follow Icon Link
Acceptance Criteria	• User would like to understand what skills are needed at every stage of their career path and what is needed to progress to the next stage • Customizable career and learning path based on the users' criteria. Can be both vertical and horizontal • Allow users to customize their profile based on their requirements
Assumptions	• User should be able to create a detailed learning and career path with different milestones along the way • Newly gained skills will make candidates stand out from the crowd

User Story 2

User Story	User would like to get a customizable career development plan
Design	Follow Icon Link
Acceptance Criteria	• User can specify their career path over time with set milestones • Can edit the path at different points in time • Can be modified to another industry or field
Assumptions	• Users are clear on their career path but not industry • Some skills gained from another area could be complimentary

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Based on the API documentation how would you update your solution and design?	• Provide a better link better available roles and required skills. Optimize the recommendation engine based on the students' initial information and test results • LinkedIn already offers a myriad of courses based on different skills – LinkedIn learning; might need to link them better to career choices and industry
Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility	• Could we create a skills mapping interface that would better optimize with a given career choice and industry? • How to track if the new skills gained improved a user's chances of landing a new role for a given industry?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	• Landing page takes 38% more to load than expected • Higher loading times would lead to a reduction of users, who might get frustrated with using our features • Negative app reviews could have an impact also the adoption and speed of penetration in the college students market given that they are savvy tech users A critical bug such as this needs to be addressed urgently, so as to limit the impact on negative publicity but also improve the overall user experience for current and future clients
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Given the criticality of the issue this needs to be prioritized and addressed urgently; Ranked as priority level "Critical" in the JIRA • Describe the problem in brief and link the reports from the QA team, so as to help the developers better isolate the issue • Have a special meeting to address this issue in the current or upcoming SPRINT meeting
Would you take additional steps ?	• Try to isolate and find out what caused the issue. Was it a know bug or something that just came about? • Work with the QA and Developers team to fix the issue as soon as possible • Ensure that such an issue does not happen again • If the issue was caused by a technical oversight build roadblocks that would stop Dev issues translating into Prod issues

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	• Data analytics team confirmed that only 2% of daily active users are accessing this page • Profile settings page is a key feature of the app; however, the issue is not critical for the functioning of the app; does not affect functionality • Minor pool of users are impacted • Does not warrant an immediate solution Given that a small pool of users is impacted, and the page profile is still functional the priority of this issue is Normal.
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	• Update the issues log and create a new JIRA with "Normal" ranking • Inform the team via our communication channel(Slack) that this is not a high priority team but would be good to be addressed if there is capacity • Prioritize it for the next SPRINT • Discuss with QA and design team what caused the issue

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	• Critical security issue; Impact is on 7% daily users that are unable to login • Security issues are of great concern to users of the app and this needs to be prioritized; Wait times of 12 hours are too long • Users' belief in the app to store sensitive information such as personal details, degree etc. could be compromised, especially when the app is trying to get tracktion and growth This issue is raised at level 1-Critical Users would like to use the function and not wait 12 hours for this issue to be addressed; as such the issue is prioritized as critical to be addressed in the upcoming SPRINT
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Raise a "Critical" JIRA ticket • Inform the development and QA team immediately about the issue via Slack • To be addressed as soon as possible/viable
Sample Email Response	Thank you for raising this issue to our attention. We understand that it is frustrating that such a critical feature has not be addressed. The issue has been raised with a "Critical" priority and will be addressed in our current and/or upcoming SPRINT. Given the urgency of the issue I will keep you posted on our progress in the next few days.

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	• The current app is only 65% functional • The product is not stable enough; currently being tested • Bugs are still being addressed and fixed • Discuss with the QA and development team, which features are fully operational and can be showcased to the CEO or GM
Sample Email Response	Thank you for your email. The current product is still being tested and developed at the same time, where only 65% of the work has been completed, which means that not all of the main features are fully functional and operational. Given that it is a 2-week sprint we are aiming to test all of the key features with the QA and development teams. I have asked the development team to create a staging environment, where all of the fully functional features have been loaded. There you will be able to see and test the current build, which we will update with the full product features by the end of this SPRINT.

Step-in and guide the scrum team at stand up

Use the information below to understand what is expected and use the next slide to share your answers

Sprint Progress
You have 3 more days for the sprint to end

Assumption for exercise-sake
User stories being referred here are related to the product feature (project you are working on). The tickets are costed and targeted to be completed by the end of this sprint to go live with the product feature

Situation Details
You are stepping in as Scrum master for the stand up today. Your back-end engineer just finished sharing their update (*pick up the analytics ticket, and there are no blockers*). Your QA team member is next in line to share their update. In JIRA (ticket tracking tool) you notice the following:

- A user story that needs to be marked as completed('done') has two back-end tickets in "Code Review" status,which is assigned to the back-end engineer that just shared their update. You know from attending previous standups that these two tickets have been in 'Code Review' status for 2 days now
    - The back-end tickets are blocking two front-end tickets (which are in 'Ready to Test' status') from being verified by QA
- Also, there is one another ticket covering analytics requirements (story points =3), for which development has not yet started. This is currently 'must-have' for the launch and is expected to be completed in this sprint. The ticket cannot be completed (marked as done) by end of this sprint if it is not picked up for development by the end of today, The ticket has 5 tracking requirements as of now and you believe it is ok to have 2 out of these 5 be downgraded to 'nice-to-have' if needed to de-risk for the launch

Reference slide remove before you submit

Step-in and guide the scrum team at stand up

Video Response	https://github.com/marinov-alexander/Udacity-Project/blob/main/Step-in-1.mp4

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	• Try to find if there any additional resources that could be allocated to this task • Communicate clearly and calmly that this posses a significant risk to the project and we need additional QA resources • Discuss the required tests and processes that need to be completed with the additional QA resources, so as not to delay the launch
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	• Communicate with the other affected PMs that your project has fallen behind because of issues outside of your control • Explain to them how important this launch is and ask them for assistance • Discuss possible ways to de-risk the project- sharing and/or getting additional resources; creating shift patterns; re-prioritizing other non-urgent work • Bring the new resources up to speed with clear and concise instructions as to what needs to be done via an active action plan
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Inform the relevant stakeholders about the current issues that are being faced and what we are doing to address them.
	• Creating a time-scale and viable action plan is important; however, being realistic is important; even if we get new resources it takes time to explain the steps and tests that need to be completed successfully before launch • If the negotiation for addition QA resources is unsuccessful find ways to optimize the current allocation, so that no product is jeopardized; might require creating an additional time-frame to tackle the lack of additional resources and delay certain features

How would you handle stakeholder feedback?

Feedback Assessment	• The new feature covering push-notification would be an excellent addition to the product • However, within the current SPRINT there is no time to successfully create, test, and add it to the product • Would be prioritized in the upcoming SPRINT once all of the testing has been done
Video Response	https://github.com/marinov-alexander/Udacity-Project/blob/main/Stakeholder%20Feedback.mp4