ONE VALLEY

PM Challenge

Submitted by

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PASSPORT by ONEVALLEY

About One Valley Passport

One Valley's Passport connects entrepreneurs and emerging startups to savings on business tools, resources, and a global network of mentors, investors, and founders. They have multiple offerings for its users.

- Educational Resources for users needed at every stage of entrepreneurial journey. There are learning videos on various on-demand, Entrepreneurial concepts, templates for Business Canvas Models, Valuation guides, Investor pitch decks.

- Networking Feature to connect with mentors, entrepreneurs, investors available on One Valley's global network

- Explore, register & attend various Events/Workshops focused on multiples industries

- Perks section, which offer best available offers on various technological tools needed for start-ups like Google AdWords, Zoom Subscription, HubSpot subscriptions etc.

Deliverables

To identify and create 3 new product enhancements and/or features that have the potential of directly or indirectly improving one or more of the following:

1) User Acquisition
2) User Retention
3) User Conversion
4) User Experience
5) Overall Company/Brand

Create a roadmap and prioritize the features based on feasibility and perceived impact.

My key focus on

Recommended 4 enhancements/new feature additions to drive User awareness,

User Acquisition, Retention, Conversion & Experience either directly or indirectly.

Suggested Key Metrics & Wireframes to support the same.

What?

Introduce Social Sign-up ①

Social Sign-up is convenient & requires only a single click to register a user. Eliminates the problems of those users who find the registration process a tedious task and hence avoid signing up

Simplifying Product Overview ②

User gets a one-shot view of all features available on Passport. Keeping the message crisp and clear.

Introduce Self-Service Product Demo ③

Product demos give a better understanding of product platform, or they can come to experts with more pointed questions. It can help teams sell and activate customers.
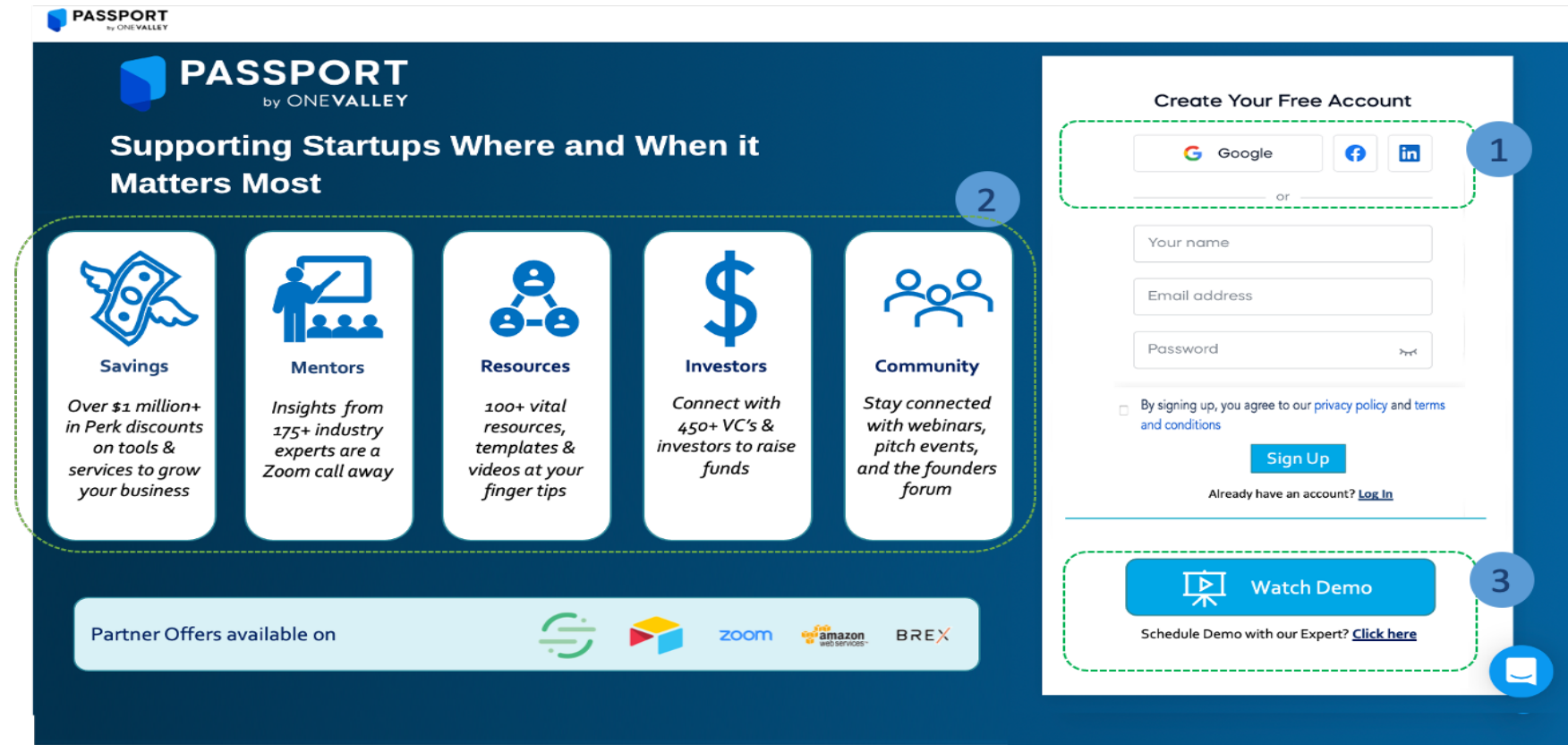
Value Proposition

By increasing user awareness about the platform features by simplified messaging & product demo, eases user conversion. Adding social signups breaks the inertia towards tedious manual sign-up process improves user onboarding experience

Impact on User Funnel

User Awareness
User Acquisition
User Activation
User Experience

Key Metrics

New User Sign-ups
No of users used Demo feature
No of users used Talk to Expert feature
Page's Exit rate without CTA engagement
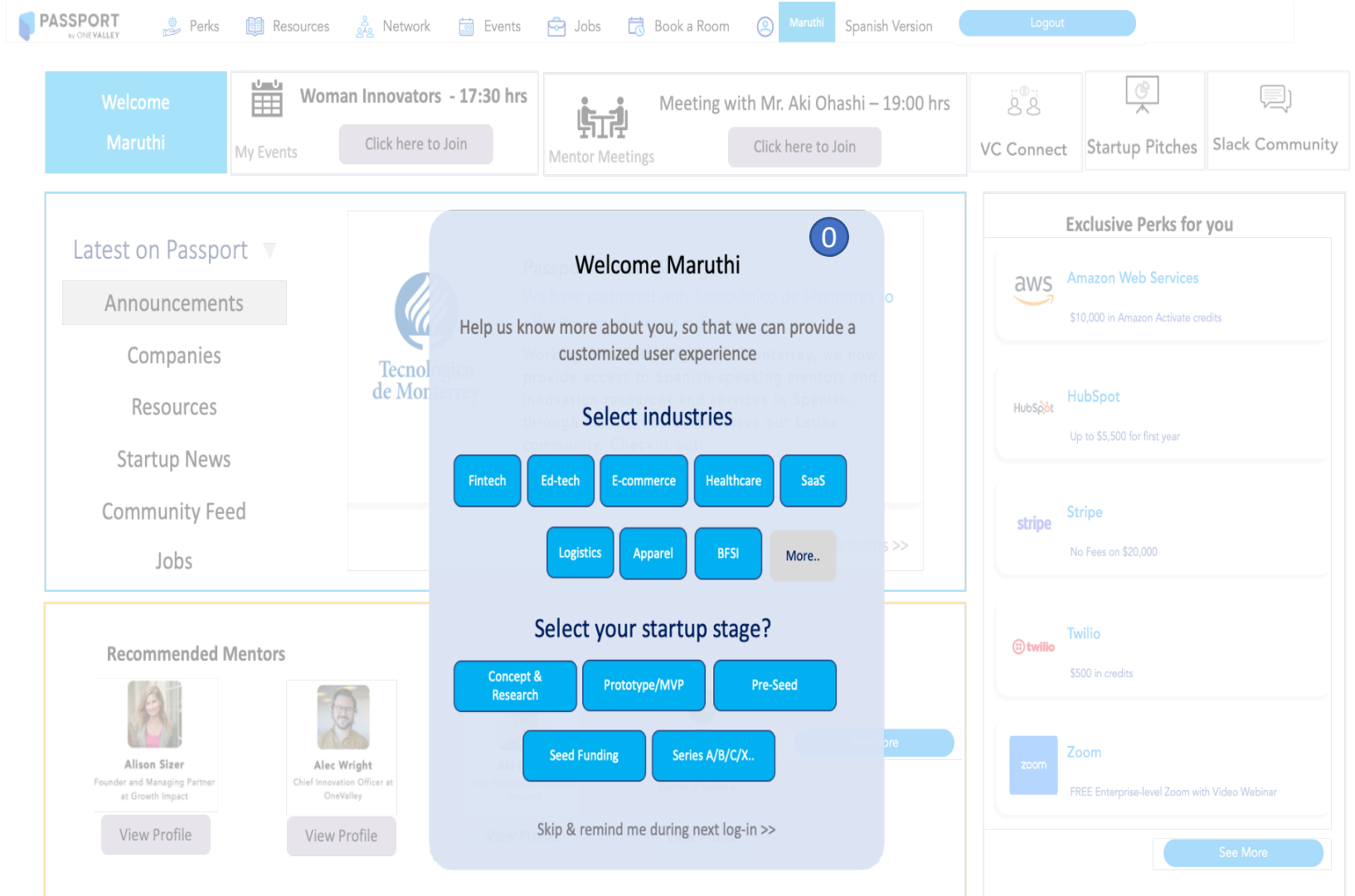
What?

Next Level Personalization

Understand user interests during onboarding, to provide personalized recommendations of platform services like Mentors/Perks relevant to his industry, based on start-up stage. Improve user experience by highlighting his scheduled events & upcoming meetings addresses customer pain points like missing the deadline, unable to find the meeting link.

Value Proposition

Collection of information to improve User Engagement & Activation

Currently, we have extensive list of mentors, perks, news, community news, jobs, of which most of them might be irrelevant for user.

By collecting the information like industries, the user might interested/currently work in, helps in personalizing information about all the aforesaid areas. This not only improve user engagement but also user conversion
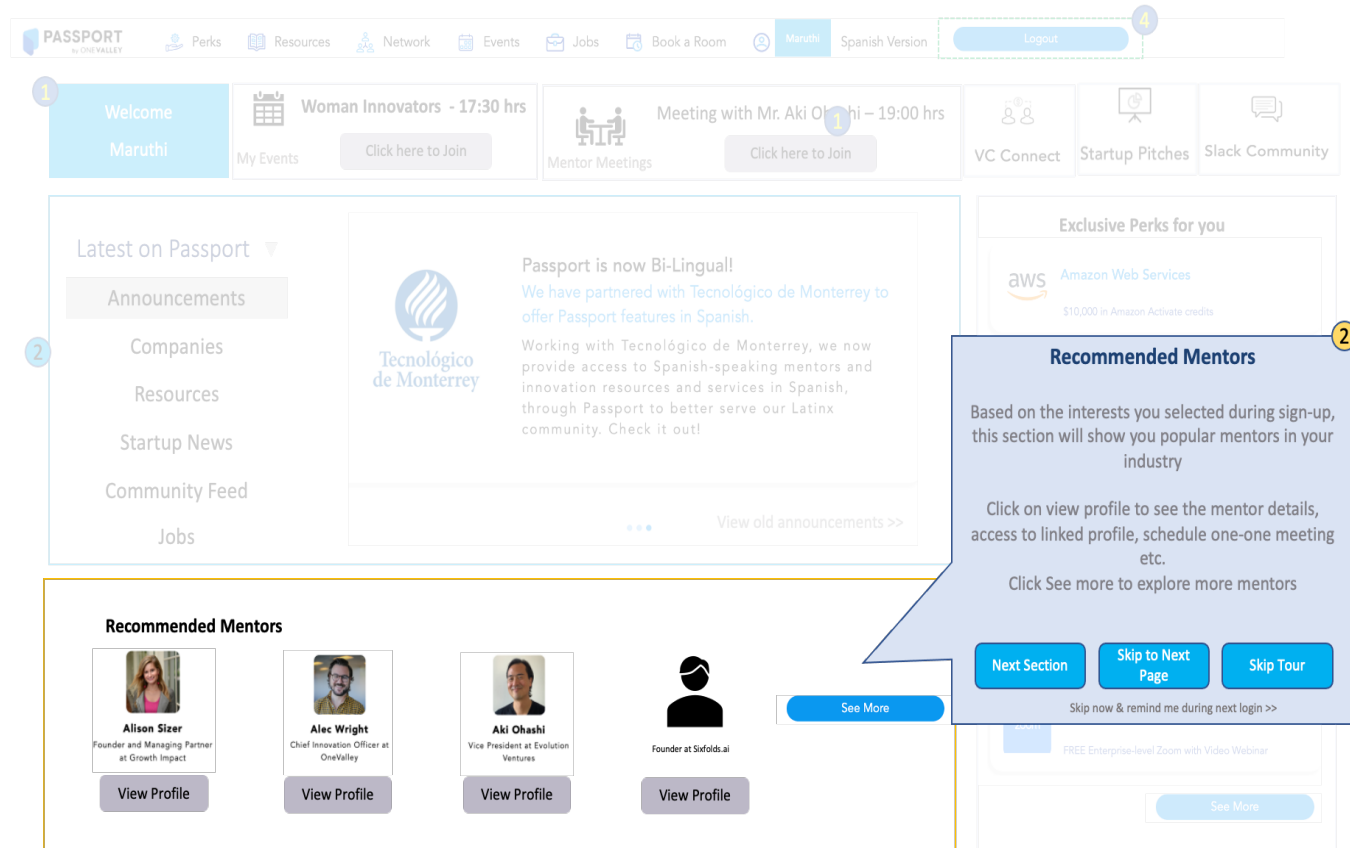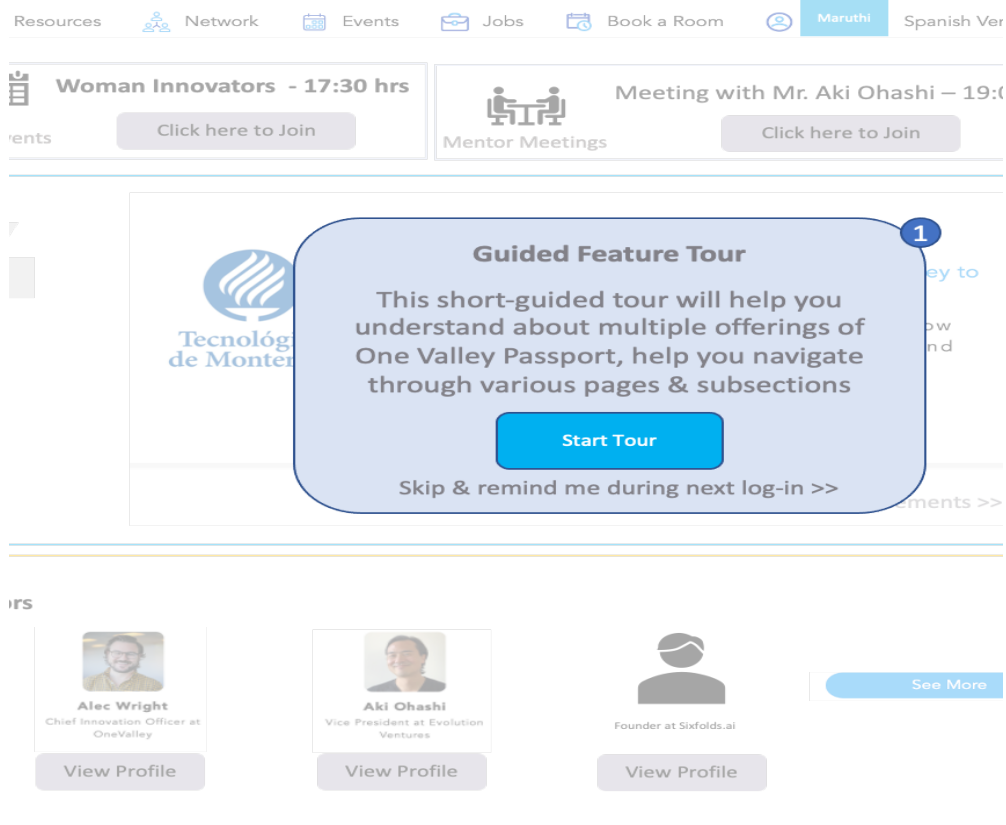

Impact on User Funnel

User Retention/Engagement
User Conversion
User Experience

What?

Contextual Guided Tour - how to use the portal effectively
A detailed guided tour to explain the features, navigation through for new user signups.
We can also provide an option to experience these guided tours at their own pace at later point in time.
At the end of tour, feedback to be taken as feedback.

Value Proposition

It will help in improving user activation & engagement. Most of the times, user give up due to reasons like they don't fully understand the potential of a product or don't know to use a particular feature. Guided tours help us avoid those issues.

Impact on User Funnel

User Awareness
User Acquisition
User Activation
User Engagement/Retention

What?

UI Improvements to improve User Engagement & User Conversion

1 Added Personalized Greetings, Current day Events with ability to join from dashboard

2 Consolidation of portal updates to one section, with facility to switch in between areas

3 Mentor Recommendations section is added based on user interests with CTA

4 Logout button has been relocated to top, for easy access
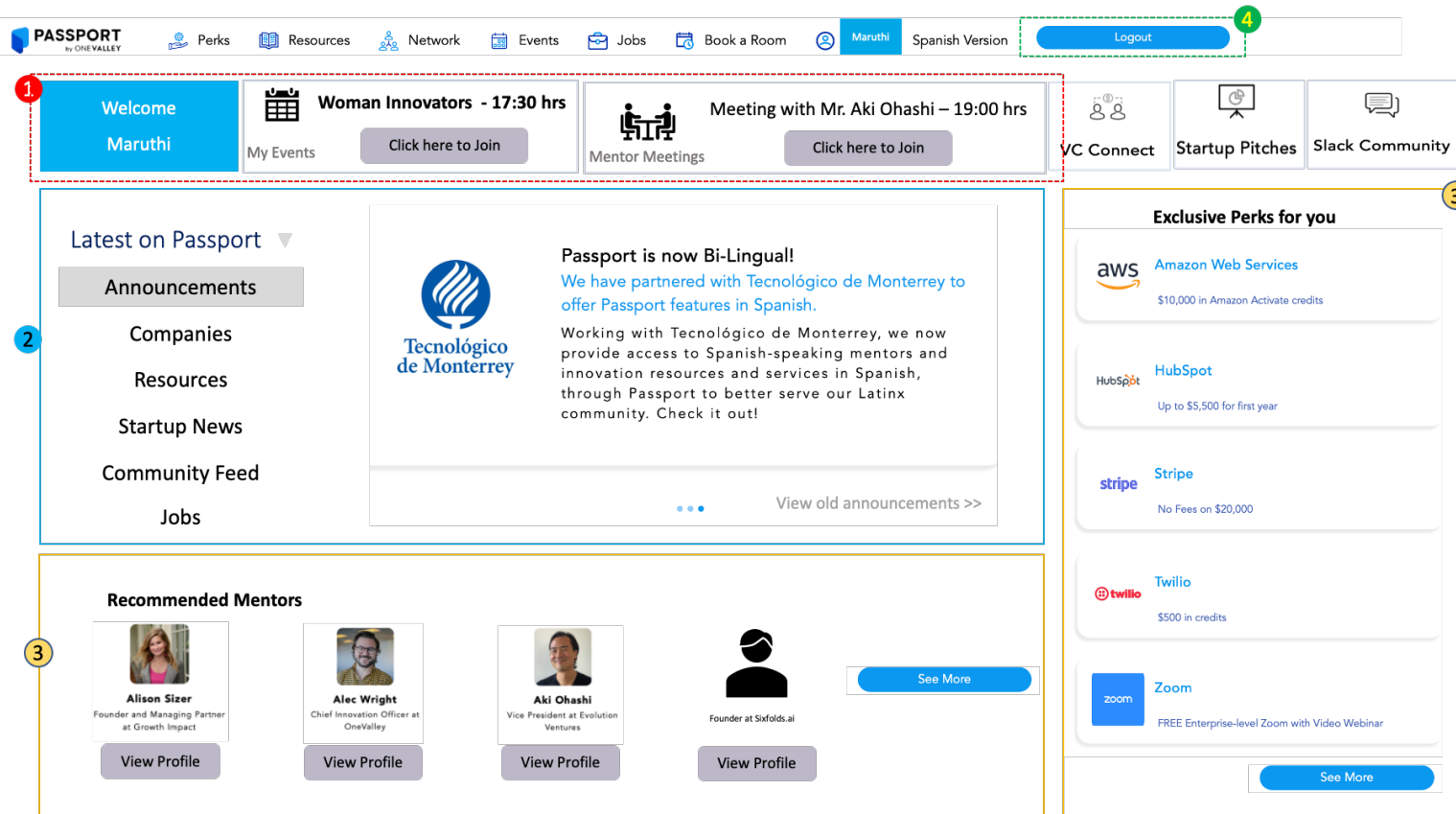
Value Proposition

- Existing top ribbon contains various CTA to different pages on portal which are even repetitive
- Mentors & upcoming events – located in the bottom of the page, could go un-noticed by first time user
- Logout button at the bottom of page - unable to locate easily
- Lot of underutilized white space, needs page scrolling to view all sections, some sections could go unnoticed by user
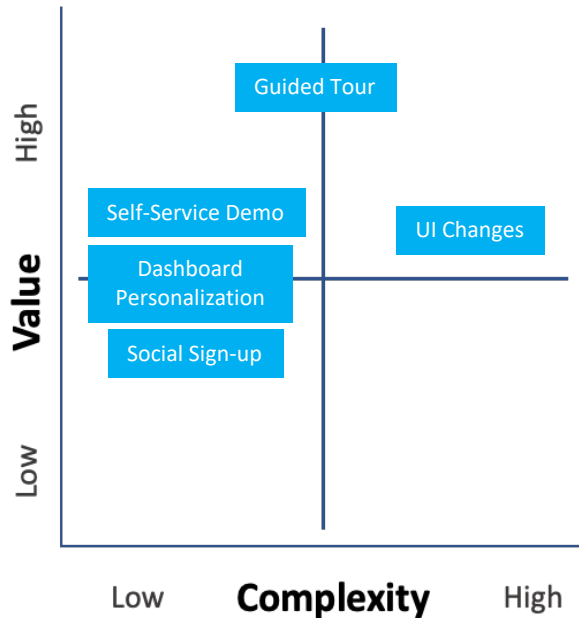
Impact on User Funnel

- User Awareness
- User Engagement/Retention
- User Conversion
- User Experience

Key Metrics

- Average time spent on each section
- No of new purchases of perks by user
- No of registered meetings/event missed by user
- No of mentor profiles visited by user
- No of new subscriptions
- Time spent by user watching videos, downloads in Resources section
- ARPU
- No of product purchases per user & frequency of purchase

Prioritization & Product Roadmap

Value (High / Low) vs **Complexity** (Low / High)

- Guided Tour
- Self-Service Demo
- UI Changes
- Dashboard Personalization
- Social Sign-up

Feature Prioritization

Based on my understanding, Features have been prioritized based on the Impact Value Complexity

Based on the prioritization product roadmap has been developed for the Passport platform

2-3 months

- Guided Tour being a MC & HI feature, it should be given priority as it is impacting the various steps of user funnel.

- We can adapt any 3rd party SaaS solutions available on the market like Whatfix to provide contextual Guided Tour for the user

- Social Signup should also be introduced during first release

- To increase awareness about the contextual Guided Tour, email campaign for our Inactive users for re-acquisition & newly signed up users for user activation

4-5 months

- Dashboard personalization & Self-service Demo will be introduced

- We can opt for A/B testing to track the effectiveness of our Dashboard Personalization, track key metrics for evaluation

- To promote awareness on the Dashboard Personalization feature, email campaign for our existing users to improve engagement on our platform.

- Newly signed-up users will experience during onboarding

7-8 months

- UI Changes should be introduced in multiple phases, else it may affect UX who are already accustomed to existing UI

- We can opt for multivariate A/B testing to track the effectiveness of these features, track key metrics for evaluation

- To promote awareness on the new UI Changes, email campaigns, In-platform announcements section will be used

- Newly signed-up users will experience during onboarding

Thank you

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Objective

Develop features in One Valley Passport, aimed at enhancing
1) new user onboarding experience
2) new & existing user engagement
3) reduce friction
4) product awareness

Background & Strategic Fit

This PRD is towards the addition of new feature - Product Tour for new users (primary goal).

Background
New users when they sign-up for the platform, and enter the platform for the first time don't have complete awareness about various features/services being offered. Due to this they stop using platform. Also old users who don't have complete awareness, unable to explore and utilise full functionality of the platform.

For such user segment, we want to introduce a guided tour on the all available product features and various services available on Passport platform.

Strategic Fit
In alignment with companies vision to offer wide variety of solutions to entrepreneurs & emerging startups, this new feature will enhance the user awareness about the product, thereby actively engaging the user, which will lead to user conversion and revenue growth

Target Market & Impact

Customers
New users - Aspiring Entrepreneurs, Founding Team of Entrepreneurs of Startups (Early Stage, Pre-Seed, Seed Funded & Series Funded who signed up for the platform, and log-in for the first time

Old Users – who don't have complete understanding of the platform and its features, and facing difficulty during navigation on the platform

Value for Customer
Passport connects entrepreneurs and emerging startups to savings on business tools, resources, and a global network of mentors, investors, and founders

Value for Company
Increased user engagement, ARPU

Scope
Product Requirements

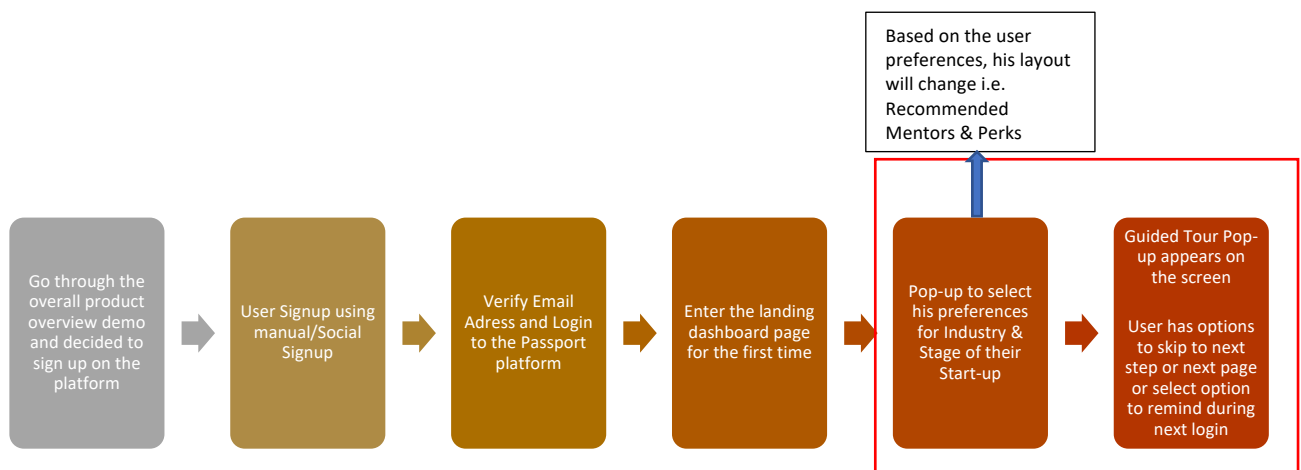| #	User Case	Points which will be addressed	Priority	Impact
001	Product Walkthrough for newly signed up user to explain all portal features & how to navigate across the platform	Lack of awareness about the all the features available in the platform	High	High

User Case
Background

New users when they sign-up for the platform, and enter the platform for the first time don't have complete awareness about various features/services being offered. Due to this they stop using platform. Also old users who don't have complete awareness, unable to explore and utilise full functionality of the platform.

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User Flow

With this feature addition, user flow will not alter until Step 5 & 6. Mock-ups are provided for the same in the following section

Based on the user preferences, his layout will change i.e. Recommended Mentors & Perks

Go through the overall product overview demo and decided to sign up on the platform

User Signup using manual/Social Signup

Verify Email Adress and Login to the Passport platform

Enter the landing dashboard page for the first time

Pop-up to select his preferences for Industry & Stage of their Start-up

Guided Tour Pop-up appears on the screen

User has options to skip to next step or next page or select option to remind during next login

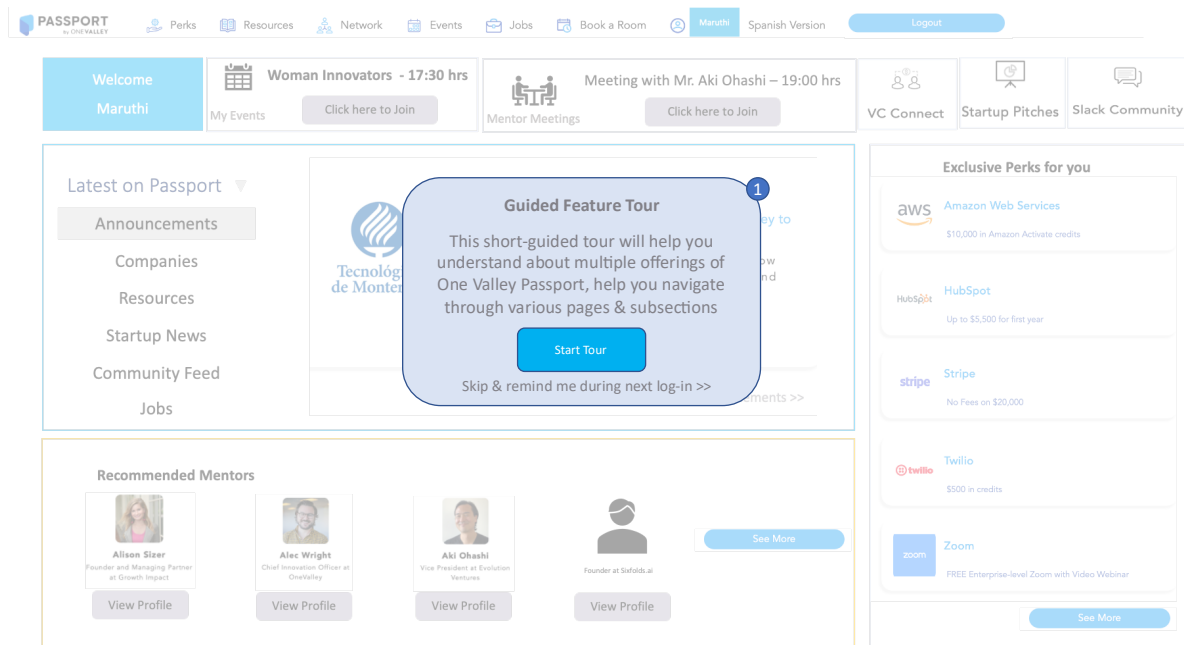**Mock-ups for Steps 5 & 6**

Step 5: Pop-up window for collection of information on User information, based on which the recommendations will change

PRD - Product Tour Feature for Passport
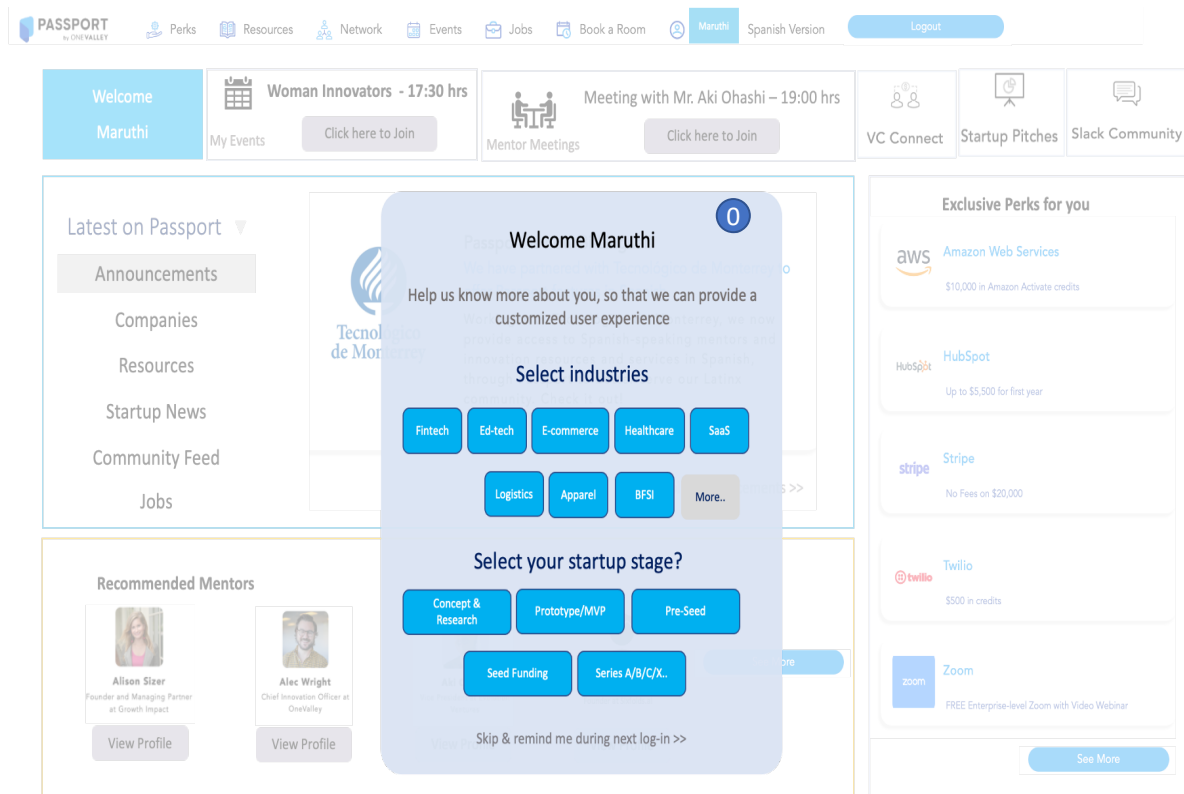

Step 6

Pop-up window appears, and the user chooses to start the guided tour.

Once the tour is start, it will auto navigate as per user actions from one section to another. We also provide options to skip to next step/next page or quit now and remind to pop-up again during next login.

At the end of the tour user ratings (on a scale of 10) through a pop-up window, can be taken on the ease & usefulness of the feature.
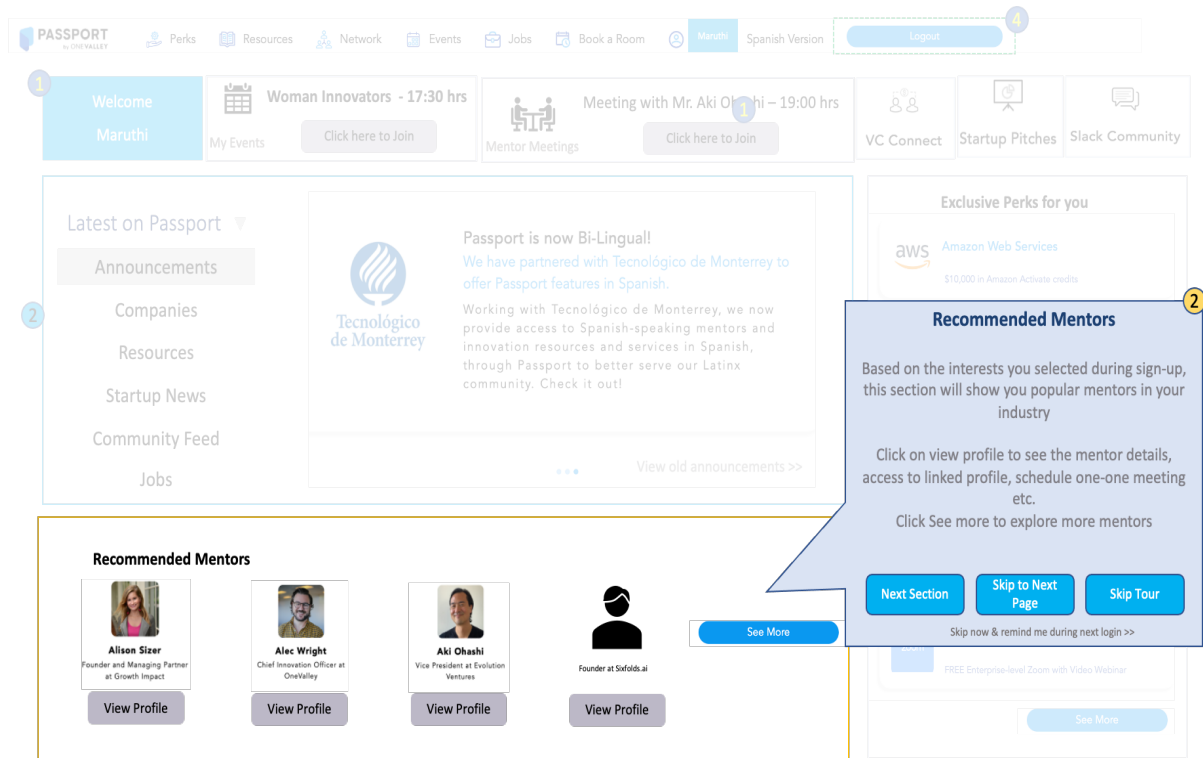
Corner case: If the user chooses not to start the guided tour nor selects the Skip & Remind during next login, it will redirect to his landing page, we can send notifications to the user through already existing chatbot feature during his next login

Key Metrics

- No of new users who used product tour features
- No of new users completed full product tour
- No of existing users who used product tour features
- No of existing users completed full product tour
- Daily Average time spent on platform: Users who completed product tour vs Users who haven't completed product tour
- ARPU
- Purchase Frequency
- New user sign-ups
- Average User Ratings obtained at the end of the tour (new & existing)
- Change in the average time spent on users on the platform before or after the introduction of feature

Open Questions

How do we make users aware of the feature?	**For new users –** Guided tour window pops-up after login **For existing users** • We can add new features added pop-up during next login • Send out email communication about the new feature addition • Post about the new feature addition in the announcements section • Push Notification to mobile no, if user opted for it.