📋In-Class Project Guidelines

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## In-Class Project Overview

For this in-class project, you will take the seat as a Product Manager tasked with solving a product problem at your company. As you progress through the day, you will apply different methods a PMs uses to understand and create solutions for their customers.

## Prompts

Take a moment to read through the options below and make your selection. Once you select the company you’d like to work for, you will use the [Product Management Worksheet](https://docs.google.com/presentation/d/14FMCJl5UAF1AcJbnhaqUPCp7R9nERQm-J-2EeCAdlsg/edit#slide=id.g994e65a05f_0_0) to document each step of your process.

## **Option 1:** WalkMe

**The Business:***Dog Walking Service Mobile App*

**The Problem:** You’ve noticed from talking to friends and neighbors that they have trouble finding and retaining reliable, high quality dog walkers for their pets. You think there might be an opportunity to create an app that matches dog owners with quality dog walkers.

**Your Goal:** Understand the problems pet owners are experiencing with existing dog walking options and design an MVP to test your key assumptions.

## **Option 2:** Bakeitall

**The Business:** *Home Baking Supplies Website*

**The Problem:** One tasty by-product of the recent pandemic is the huge increase in popularity of home baking. After several months of explosive growth at Bakeitall.com sales of the cake decorating supplies have plummeted. As the newly-hired hot shoot product manager they’re looking to you to figure out why.

**The goal:** Understand why customers have stopped buying your cake decorating supplies and propose an MVP to address their concerns.

## Option 3: NextGen Analytics

**The Business:** *Enterprise Analytics Tool*

**The problem:** You’re a product manager at NextGen Analytics, a fast-growing SaaS company in a highly competitive market. You have one of the hottest products going but despite thousands of downloads of your free trial version you’re having trouble getting users to convert to the paid version of the product.

**The goal:** Understand what is preventing customers that downloaded your product from becoming paid subscribers and craft an MVP that will increase conversions.

## Option 4: StayHere

**The Business:** *Vacation Rentals*

**The problem:** Stayhere is a scrappy startup in the online vacation rental marketplace. With large competitors like AirBnb, they’re always looking for new ways to differentiate their offering. As a product manager looking to get noticed, you’ve identified auto rental as a new service that might be of interest for Stayhere users.

**The goal:** Determine if car rental is a viable business for Stayhere by understanding users needs and interest and propose an MVP to test your assumptions.