**HW18-Team: Opower Case**

Instructions

Team number:

Names of students who actively worked on this assignment:

* Student 1
* Student 2
* Student 3
* Student 4
* Student 5

As a team, discuss the case and write the answers to the assignment questions below. Make sure to keep the questions above your answers. Be as detailed as practical. 2-page max for the entire assignment (not including Instructions page). Save as pdf.

Grading: each question is 20% of total score. 10% penalty if not following the instructions (for each incident).

Template

## **What customer needs does OPOWER address? What is the product that addressed those needs? Who are the target customers and why?**

OPOWER vision was to develop product using data inputs, algorithms and behavioral science which would help customers to save energy. In order to fulfill customer needs OPOWER provided customized data of usage of each utilities and real time usage data with data of demography. In order to get value from data OPOWER developed printed reports with actionable insights, web portal service for customers to analyze data, Alerts for High Usage via message or mail by using smart meters wherever possible. Key Customer segment that OPOWER was targeting were Utility Providers and not the people who use those utilities at home. OPOWER business model was very simple if more houses would be served by OPOWER then more fees will be paid to OPOWER by utility provider. This indeed had was beneficial for Utility provider too as bills will be reduced so more services will be bought and will make more profit.

## **What was their approach to product management in early days and how did it change with time? What is the product management process and metrics now?**

## **Describe the Token System. What are the pros and cons?**

## **Should they accept the ABC Power REF? Defend your answer.**

1. **Three most important things you learned from this case? Instructions: each team member to come up with three things, list them below.**

* Product manager should lead the charge and understand customer needs, pain points and use cases and convey it clearly to sales team by working closely with them so that they can bring new opportunities.
* Product Development should follow agile principles where there is flexibility to make changes in PRDs, roadmaps, features based on customers.
* Defining measurable Metrics are key in developing or selling products, everything should be measured and analyzed to learn and improve.