

# Preventative Healthy Habits Application

Developing the product

**Product Owner: Nikola Georgiev**



# Getting Started

# Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

# Create a coordination activities map

Project-specific coordination activities map here ([Link here](#)).

Sample here:

Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i>	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Contributors (Consulted for their opinions or expertise to help with project decisions)	Set a target week
	Setup meeting to share MVP scope and walk-through design to gather feedback		Impacted Product Managers	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	
	Setup meeting to kickoff project with the scrum team		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			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 Policy	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 Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
Incorporate stakeholders feedback	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 customer meetings/usability tests/data analysis	Product Manager	All except Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
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 development	Engineering Lead			
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts

# Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

# Sprint Planning Meeting Preparation

## Sprint Goal

**Enable the User to access to the new Fitness Plan feature to view information and understand its offering, and be able to select it as a selected fitness plan**

## Sprint Backlog

- |   |  |
|---|--|
| 1 | As a User, I want to be able to login into the application so that I can use it  |
| 2 | As a User, I want to see an offering of 7 - 10 preselected fitness plans, so that I can browse them  |
| 3 | As a User, I want to see detail of my selected fitness plan, including what improvements it will have on me, so that I can decide what to pick           |
| 4 | As a User, I want to be able to schedule, and reschedule my selected fitness plan, so that I can start with workouts at specific days/dates that suit me |
| 5 | As a User, I want to be able to select a different fitness plan or pause my current plan, so that I can change my fitness routine                        |

## Sprint Prioritization Logic

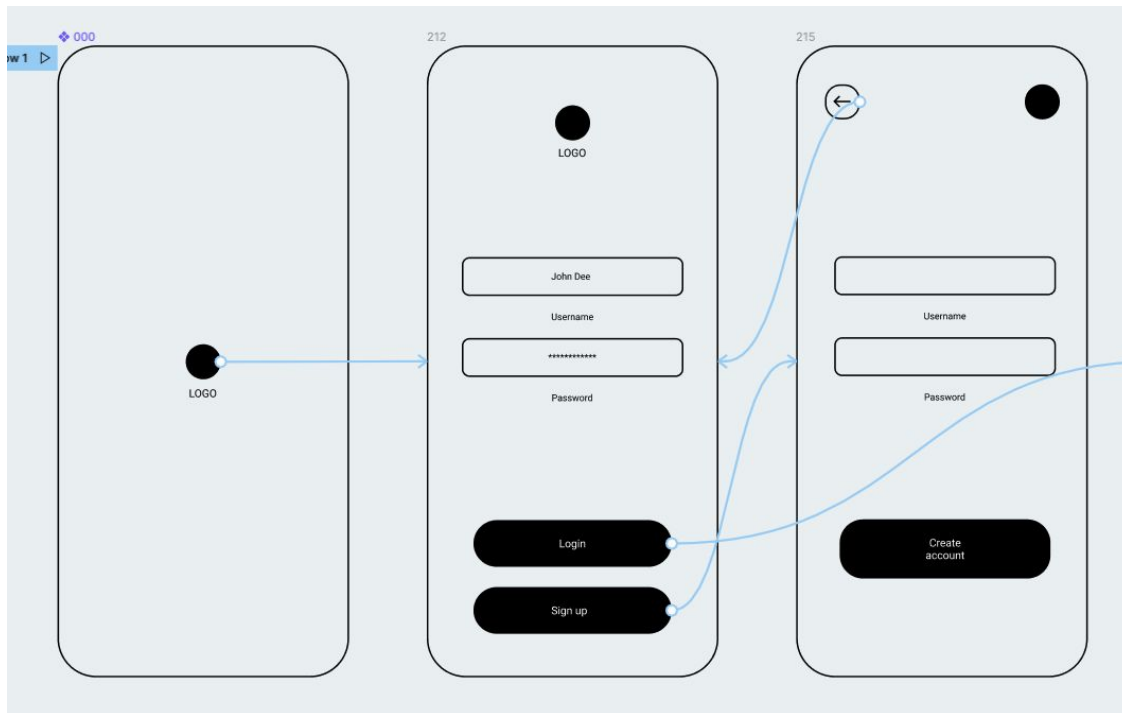
Have a fully functional deliverable at the end of this sprint, where the feature can be accessed to start testing from the first sprint onwards  
Prioritized the main flow of our application so we start with the core of our project

# User Story 1

<b>User Story</b>	As a User, I want to be able to login into the application so that I can use it
<b>Design</b>	On the next screen
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• A user is able to create a new user account</li><li>• A user is able to successfully login into the application</li><li>• The pages are responsive, and login is fast</li></ul>
<b>Assumptions</b>	<p>In this phase we do not need an email, and email validation, this feature will be created later</p> <p>Password has visible only the last letter, the rest is hidden under letter '*'</p> <p>Password storage is encrypted by current standards and legislative</p>

# Design Login

User flow as designed in the functional prototype



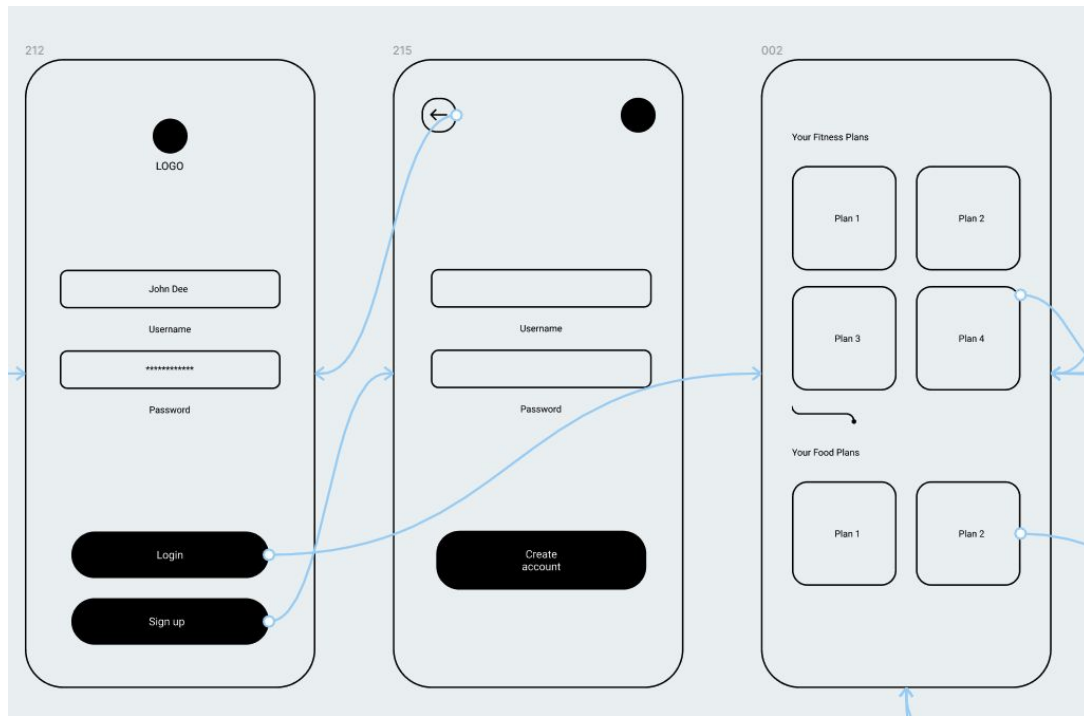


# User Story 2

<b>User Story</b>	As a User, I want to see an offering of 7 - 10 preselected fitness plans, so that I can browse them
<b>Design</b>	On the next screen
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• A user is able to see between 7 - 10 preselected fitness plans</li><li>• Selection is different for different users, it is done based on their parameters (weight, age, gender, health issues)</li><li>• Selection algorithm is parametric, in the current state is based only on a small number of parameters, but is ready to grow with the project, and use dynamically more parameters (50 - 100)</li></ul>
<b>Assumptions</b>	We are starting with a smaller version and will further enhance this dynamic selection in next sprints User already has his account with different parameters (at this point created artificially since it cannot be filled in the application yet.

# Design Fitness Plans Preselection

User flow as designed in the functional prototype



# Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

# Preventative Healthy Habits Application

**Based on the API documentation how would you update your solution and design?**

We can explore the possibility of importing user data from external data sources instead of letting the user to fill it (doctors, etc.)

We could import data from multiple main applications as is Apple Health, or Fitbit.

**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**

How can we check what data can we get - to prove that this is really usable and each user really has relevant information stored?

How can we check what other applications use this service?

Is it possible to download these data on a regular basis or ad-hoc? Are there any cost involved?

# 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

<b>Determine impact and criticality to prioritize issue</b>	<ul style="list-style-type: none"><li>• This is a high priority and high impact issue (1 - Critical issue)</li><li>• Based on my check all users are affected. Slow loading can be disturbing and users can start to be upset about it, leading to a direct loss of users.</li><li>• I've tried this on multiple testing accounts with the same result. This issue was not in the previous version.</li></ul>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<p>Update issue priority to 1</p> <p>Communicate this to the customer support and customer success managers so we are aware of it and we work on the fix</p> <p>Discuss this with the engineering team to raise the visibility and accountability</p>
<b>Would you take additional steps ?</b>	<p>Discuss this with the QA team. How it is possible that we did not find it during the testing phase and find if we have possibilities to prevent it next time.</p>

# Issue 2: Misaligned fields in Profile Settings

<b>Determine impact and criticality to prioritize issue</b>	<ul style="list-style-type: none"><li>• This issue is a normal issue (3 - Normal)</li><li>• Based on my check it is not breaking any functionality and it is only a small misalignment affecting only design of the window</li><li>• Decision based on a small amount of people accessing this window, and because we have multiple more pressing issues at this time.</li></ul>
<b>Next Steps</b> use ticketing tool (JIRA), and communication channel (Slack)	<p>Change priority in Jira to 3 - Normal</p> <p>Inform internal stakeholders of my reasoning and about the priority.</p> <p>Inform that after we will be done with more pressing issues, I will raise this to a higher priority. This functionality is affecting mostly new users, and we are currently not planning to involve new users until next major release.</p>

# Respond to Customer Service Manager's Email

<b>Determine impact and criticality to prioritize the issue</b> (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none"><li>• This is a high priority issue (1- Critical), it directly affects users that are returning to our application and a majority of them will select a different application in the meantime</li><li>• Also, new users that will write an incorrect password won't be able to login</li></ul>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<p>Create the ticket, and raise the issue priority in Jira to 1 - Critical</p> <p>Let critical stakeholders know about the issue (QA, Customer Success Managers, Customer Support, Engineering)</p> <p>Discuss this with the engineering team to raise the visibility and accountability</p>
<b>Sample Email Response</b>	<p>Hello,</p> <p>First of all , thank you for raising this issue, I've created a Jira ticket with priority 1 - Critical. This means that we will start working on the fix ASAP.</p> <p>Together with this, I've notified critical stakeholders, and will notify everyone about the progress. I expect new info in a matter of hours.</p> <p>Best Regards,</p> <p>Nikola</p>



# 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

<b>Assessment and result</b>	<p>Discuss this with the Scrum Master to let him know I've got this request - this is a direct violation of scrum practices, although with a positive attitude.</p> <p>Discuss with the development team to see if this feature will be completed in next days and whether it is possible to demo it (if it is affected by changes, etc.)</p> <p>Result, if possible use a standard Scrum Demo for this, or deploy a stable version after release.</p>
<b>Sample Email Response</b>	<p>Hi,</p> <p>It is great to hear from you about the potential of this product!</p> <p>While, we would love to present this feature in the next 2 days, we are currently in the middle of a scrum sprint, and it is not prepared and fully functional yet.</p> <p>Why is this deadline so soon? Is it something very important or could it be scheduled for a more standard time after the sprint will be completed?</p> <p>Best Regards Nikola</p>

# Step-in and guide the scrum team at stand up

## Video Response

Share the link to your video here [<insert link>](#)

# Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<p>Discuss this issue with the QA lead - see if he can prioritize work of the person or assign a different person.</p> <p>Discuss this with the Scrum Team, see if somebody has time to do it or prioritize this.</p>
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 ?	<p>Connect with affected PMs and discuss if we can prioritize this as it is a blocker for me, standard negotiation.</p> <p>Also, discuss this with the Scrum Master, this is an impediment that he should help me resolve.</p>
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Stakeholders in this case are people waiting on features affected by this, my scrum team and PMs using this capacity on their projects. All of them needs to know about this issue.
	<p>In both cases I need to inform all affected stakeholders.</p> <p>In case of unsuccessful negotiation we need to discuss other workarounds and possibilities.</p>

# How would you handle stakeholder feedback?

## Feedback Assessment

Currently, we are working on the MVP with the goal to understand the user journey within the product better, and this feature is selected to be developed in later stages.

We've assessed before whether to include this in MVP or not and decided to not include it due to multiple reasons.

## Video Response

Share the link to your video here ([insert link](#))