

PRODUCT MANAGEMENT PORTFOLIO

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PROFESSIONAL BACKGROUND

With over six years of experience as a Service Operations Manager spanning across the banking and fintech industries, I have acquired top-tier skills such as customer service skills, communication skills, problem-solving skills, analytical skills, team-building skills, decision-making skills amongst others that have improved my competency and I have also developed myself progressively while contributing immensely to the growth and profitability of the organisation.

I have supervised and managed teams to ensure optimal service delivery, excellent customer relations and prompt issue resolutions while also ensuring in-depth knowledge of products being offered to clients.

My passion for client success drives my quest for excellent service delivery and product improvement in ensuring customer satisfaction and organizational growth.

ABSTRACT

The objective of this project is to apply necessary principles and skills as a Product Manager to launch a successful prepaid card product for Teenager for Kuda, a digital bank that offers free full-service banking services to Africans.

I started off this project by creating a customer problem statement and mapping various assumptions according to their risk importance. I also did my market research to understand the market growth and trends, define target market and identify competitors.

I conducted user interviews and, generated user stories and created an MVP strategy in order to ensure we launch a product that users will love to use but within the budget , resources and time constraint.

PORTFOLIO OUTLINE

Table of Contents

Pg. No.

• Professional Background	2
• Abstract	3
• Table of Contents	4
• Problem Statement	5
• Assumption Mapping – Risk Importance Graph	6-7
• Market Validation	8-9
• User Interviews	10-12
• User Journey (Customer Buying Process)	13
• MVP Strategy	14-15
• User Stories and Features	16-20
• Prioritisation and Estimation	21-22
• Effort / Value Map	23-24
• Conclusion	25

CUSTOMER PROBLEM STATEMENT

For minors between the ages of 11-18 who need to make payments online or offline

Banking for Teenagers is a prepaid debit card product for teenagers that allows them make online and offline payments.

Unlike other banks debit cards that require you to have an account, the prepaid debit card does not require a bank account and can be gotten at a subsidized cost and no maintenance fee.

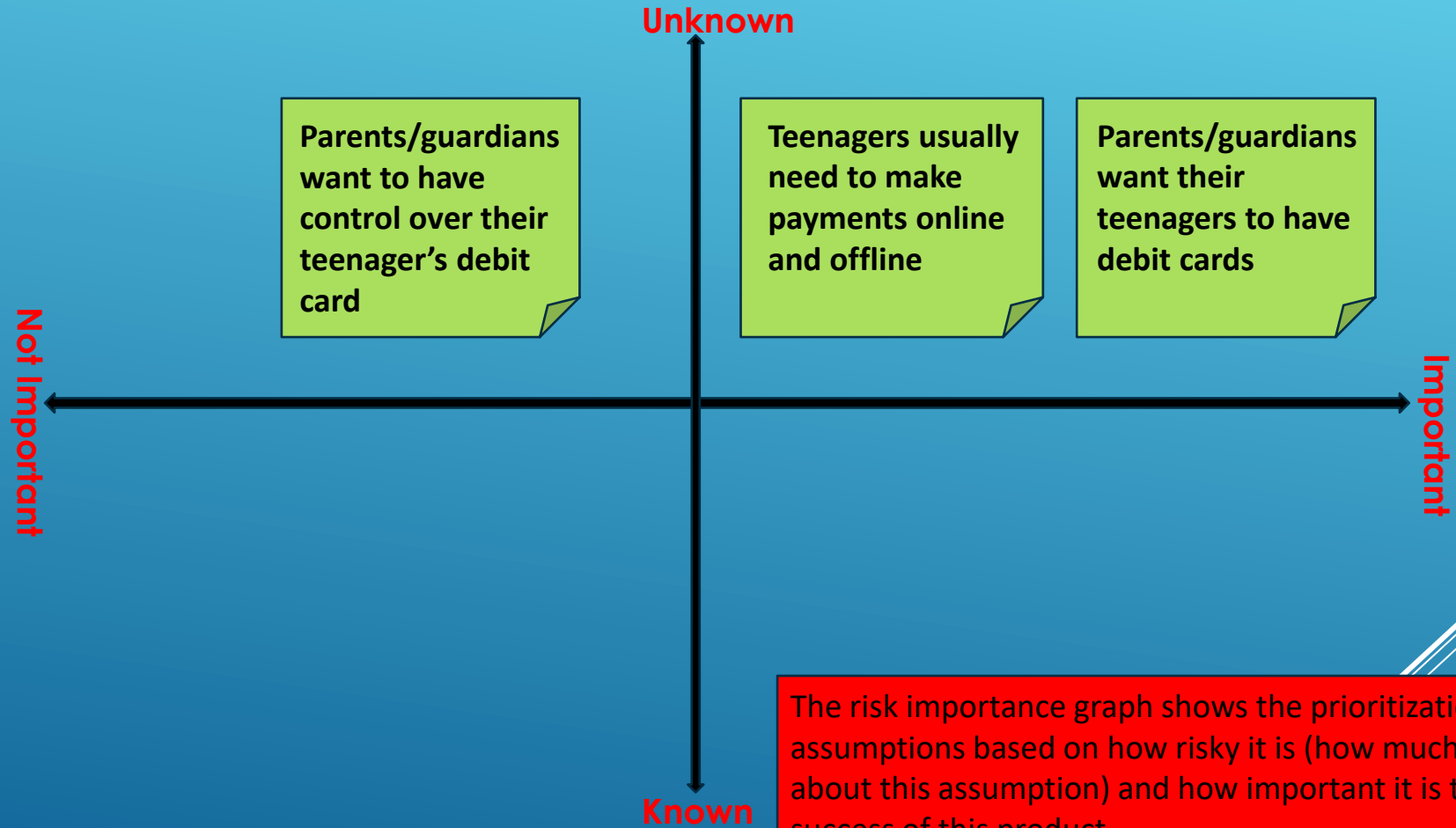
We'll know this is true when we meet our sales target of 100,000 debit card requests in a quarter

ASSUMPTION MAPPING

ASSUMPTION STATEMENTS

- Teenagers usually need to make payments online and offline
- Parents/guardians want their teenagers to have debit cards
- Parents/guardians want to have control over their teenager's debit card

RISK IMPORTANCE GRAPH



The risk importance graph shows the prioritization of the assumptions based on how risky it is (how much we know about this assumption) and how important it is to the success of this product

MARKET VALIDATION

TARGET MARKET

Teenagers between the ages of 11-18 who need to make payments for goods and services online and offline.

MARKET GROWTH

The global prepaid card market was valued at \$1.73 trillion in 2019 and is projected to reach \$6.87 trillion by 2030, growing at a CAGR of 18.2% from 2021 to 2030. The prepaid card market is expected to exhibit high growth during the forecast period, owing to the convenience offered similar to that of a credit or debit card with the ability to allow the end user to set the spending limit according to the budget. Prepaid cards are a plastic alternative to carrying money around.

MARKET VALIDATION

MARKET GROWTH

The prepaid card industry is expected to exhibit robust growth during the forecast period. The key factors impacting the growth of the prepaid card market include rise in demand for cash alternatives, increase in number of internet users, and rise in adoption of prepaid cards due to adding funds through multiple avenues. Increase in unbanked and under banked population is expected to boost the market growth in the future. However, each of these factors is anticipated to have a definite impact on the overall prepaid card market growth during the forecast period.

COMPETITORS

- Gtbank SKS Teen Card
- First Bank MeFirst Prepaid Card
- Access Bank Early Savers Prepaid Card

USER INTERVIEWS

I created a google form with 8 questions to find out if parents actually see a need for prepaid debit card for their teenagers and features they would want it to have. I had 3 respondents who answered these questions.

USER INTERVIEW QUESTIONS

1. When was the last time your teenager had to make a cashless payment online or offline?
2. How were they able to make such payments?
3. What was the limitation of the method used in Question 2?
4. How easy is it for you to separate the money meant for your teenager from yours in your bank account?
5. How do you ensure your teenager knows the importance of spending on a budget in practical terms?
6. How often does your teenager complain of losing cash or their cash getting stolen?
7. Do you think a prepaid debit card would be helpful in teaching your teen financial discipline and accountability?
8. Would you get one for your teenager?

USER INTERVIEW SUMMARY

	INTERVIEWEE 1	INTERVIEWEE 2	INTERVIEWEE 3
QUESTION 1	August 2022	September 2022	Never
QUESTION 2	Cash	Parent's debit card	N/A
QUESTION 3	Manual counting of cash before checkout	She has to use it only at the presence and instruction of her parent.	N/A
QUESTION 4	Not very easy. Piggy bank is usually used	Not separated.	Not easy.
QUESTION 5	By educating her	Through counsel	By teaching her
QUESTION 6	Not very often. She loves to save	Not often	Not very often
QUESTION 7	Depends on how it is used.	Possibly but with strict monitoring	Might teach a teenager how to spend their own money wisely.
QUESTION 8	Yes	Maybe	Yes but at the age of 15

CUSTOMER BUYING PROCESS (USER JOURNEY)



MVP STRATEGY

KEY ASSUMPTIONS

- Teenagers usually need to make payments online and offline
- Parents/guardians want their teenagers to have debit cards
- Parents/guardians want to have control over their teenager's debit card

SUCCESS CRITERIA

- Minors often need to make payments offline and online with card – 90% of respondents should validate this
- Parents and Guardians want their teenagers to have debit cards – 80% of respondents should validate this
- Parents /Guardians want to have control over their teenager's debit card – 60% pf respondents should validate this

PROTOTYPE STRATEGY AND FINDING USERS

PROTOTYPE STRATEGY

The most ideal prototype for Kuda Bank's Banking for Teenagers product is the landing page MVP.

The landing page MVP helps to quickly gain an audience and collect insights – all before launching development in full swing. And user insights are what any commercially successful product is always based on, but they aren't easy to obtain. The landing page MVP is a great way to solve the problem of lacking feedback.

The landing page MVP is a strategic step for the product development and an 'MVP of an MVP'. It is a great way to verify and improve the software idea without any financial losses as with it we make sure that our future product will have content customers.

FINDING USERS

We will find users to test the prototype by running targeted ads on Google, Instagram and Facebook.

We will also run ads on online communities that have teenage parents like Parent hubs etc.

USER STORIES

Features Functionality

- As a parent, I want to see the features of the card, so that I can decide if I want to make a request.
- As a teenager, I want my card to be personalized, so that I can have my name and picture on it.

Request Functionality

- As a parent, I want to make a card request, so that it can be delivered to my address.
- As a parent, I want to make a card request from my Kuda account, so that the card will be linked to my account.

Monitoring Functionality

- As a parent, I want to receive alerts and see a dashboard of the card activity, so that I can monitor how it is being used.
- As a teenager, I want to receive email and sms alerts, so I can track my spending and savings.
- As a parent, I want to set withdrawal limits on the card, so that my teenager cannot withdraw beyond a certain amount per time.

USER STORIES

Reload Functionality

- As a parent, I want to be able to load the card through transfers from my bank app or ATM, so that I can easily add money to card.

Usage Functionality

- As a teenager, I want to be able to use the card on ATM and POS terminals and online payments.

FEATURE IDEAS

Card Details	Request for Card	Alerts and Limits	Card Loading	Usage
View Card features	Parent/Teenagers biodata information	Phone number and email of Parent and Teenager	Load card from Kuda account	Use card on ATM
See a sample card picture	Payment options	Card Account activity dashboard	Load card from other bank app	Use Card for Online Payments
	Delivery address	Daily Withdrawal Limit	Load card via ATM	Use card on Merchant POS
	Upload Picture		Load card via POS	
	Request for a prepaid card on account			
	Link card to account			

MSCW FRAMEWORK ON FEATURES

Goal: To create a Prepaid Debit Card Product for Teenagers

MUST – These are features that have to be in place before the product can rollout. For instance, for this product, a must-have feature would be the “Parents and Teenagers biodata information” feature.

SHOULD: These are features that don’t have to be in place before the product rolls out but would have significant impact on the product success. For this product, a Should-have feature would be the “View Details” feature.

COULD: These are features that are nice-to-have. They don’t add significant value to the success of the product like the should-haves but they improve customer experience. For this product, a could-have would be the personalized card feature.

WON’T: These are features that will not be developed at a particular timeframe and do not have an impact on the product release. For this product, the “Card Account Dashboard” is a won’t-have feature.

MSCW FRAMEWORK ON FEATURES

MUST

- Parent/Teenagers biodata information
- Payment options
- Delivery address
- Phone number and email of Parent and Teenager
- Load card from Kuda account
- Use card on ATM
- Use Card for Online Payments
- Use card on Merchant POS
- Request for a prepaid card on account
- Link card to account

SHOULD

- View card features
- Daily Withdrawal Limit
- Load from other bank app
- Load card via POS
- Load card via ATM

COULD

- See a sample card picture
- Upload Picture

WON'T

- Card Account Activity Dashboard

EFFORT ESTIMATION USING T SHIRT SIZE

T-SHIRT FRAMEWORK RANKING

T-shirt sizing is a powerful project estimation tool for capacity planning. This tool provides clarity about exactly what's on each team member's plate.

Applying sizes to team initiatives is a great way to gauge effort for each task. For the Prepaid debit card for Teenagers product, we will be using the T-shirt Framework Sizing below:

SIZE ESTIMATED WORK-TIME RANGE

- S 0-2 weeks
- M 2-4 weeks
- L 4-8 weeks
- XL 8-16 weeks

Everyone on the team understands what the sizing means and represents and are in agreement with what has been set for each feature. The size has been assigned to each feature based on the estimated effort and time it will take to complete each feature.

EFFORT ESTIMATION USING T SHIRT SIZE

FEATURES	EFFORT (T-SHIRT SIZE)
Parent/Teenagers biodata information	M
Payment options	L
Delivery address	S
Phone number and email of Parent and Teenager	S
Load card from Kuda account	M
Use card on ATM	S
Use Card for Online Payments	S
Use card on Merchant POS	S
Request for a prepaid card on account	M
Link card to account	S
View card features	M
Daily Withdrawal Limit	M
Load card from other bank app	XL
Load card via POS	XL
Load card via ATM	L
See a sample card picture	S
Upload Picture	S
Card Account Activity Dashboard	L

EFFORT VALUE MAP

	HIGH VALUE	LOW VALUE
LOW EFFORT	<p>(Quick Wins)</p> <ul style="list-style-type: none">• Delivery address• Phone number and email of Parent and Teenager• Use card on ATM• Use Card for Online Payments• Use card on Merchant POS• Request for a prepaid card on account• Parent/Teenagers biodata information	<p>(Nice to Haves)</p> <ul style="list-style-type: none">• View card features• Daily Withdrawal Limit• See a sample card picture• Upload Picture
HIGH EFFORT	<p>(Big Bets)</p> <ul style="list-style-type: none">• Payment options• Load card from other bank app• Load card via POS• Load card via ATM	<p>(Distractions)</p> <ul style="list-style-type: none">• Card Account Activity Dashboard

EFFORT VALUE MAP

RATIONALE

- The Quick Wins (top left quadrant) will go into my MVP because they require minimal effort and have high value.
- I will consider breaking the Big Bets (Bottom left quadrant) into smaller chunks (due to the high effort required) and include them in my MVP because they have high value.
- I will consider the Nice to haves (top right quadrant) when I have spare capacity because they have low value.
- I will bench the distraction (bottom right quadrant) till a later time as it requires high effort and has low value.

CONCLUSION

Through this journey, I have learnt what it takes as a Product Manager to build a product from an idea to a successful launch. The Product Manager wears many hats and works closely with different stakeholders like the engineers, the designers, the customers and so on.

I have learnt the importance of prioritization to know what is important and what is just nice to have. This project has truly given me the foundational skills and knowledge I need to kickstart my career as a Product Manager while also developing my technical skillset

PRODUCT MANAGEMENT PORTFOLIO

Thank You

Several thin, white, parallel lines of varying lengths and slopes are positioned in the lower right quadrant of the slide, extending from the bottom right towards the center.