ZEDA.IO

Improving the PRODUCT MANAGEMENT suite

By - Pamela Mandal

OVERVIEW

Zeda.io is a Product Management suite that brings all the things needed to define, manage, and collaborate on product at one place. It is a one-stop collaboration platform for product managers who want to improve their work efficiency and in turn go from idea to shipping the product faster.

We see there are tools available in silos for product managers but there is rarely a one stop collaboration platform in the market.

Currently, we want to build solutions for Zeda.io that will give PM users a competitive edge with respect to other platforms :

- Users on-boarding experience and educating users about the platform

- Guide the user to create a project from scratch and share with the team

- Making migration easier for users from different platforms like Notion.

COMPETITIVE ANALYSIS

Tools	User Interface	Pricing	Features and functionalities	Integrations
Notion	All in one workspace for note taking and project management. It helps users to create tasks, wikis, and databases all at one place.	$5/user/month $10/team/month	A fully customizable database able to track your entire life. Project Management. To-Do Lists. Docs, Wikis, and Relation Databases. API	Google Calendar · Google Sheets · Slack · Gmail · Todoist · Microsoft Outlook · Google Forms
Jira	A project management software tool	$7/user/month. Freemium version of the software for up to 10 users.	Collaboration Tools Gantt Charts Scrum Board Kanban Board Roadmaps Milestone Tracking Agile Reporting Portfolio Management Connecting Issues With Code Automation	Jira has over 3000 third- and first-party apps that integrate with the main platform to add further functionality.

TARGET USERS – Product Managers

As a PM user, I want to have an intuitive onboarding experience and to be educated about the platform	As a PM user, I want to create projects without hassles and proactively share with the team	As a PM user, I want to migrate all my project work from Notion to Zeda.io without any rework.

FEATURES TO BUILD

Onboarding is the first point of contact a user has with a product and is the most critical phase in the user's experience.

We can include below features for a smooth onboarding of the new user:

- Video Walkthroughs
- Email Tutorials
- Demo and Quick Start Guide
- "Take a Tour" session
- Real time chat support
- FAQs and library of relevant docs
- Push Notifications
- Chatbot for user interactions

Creation of Projects:

- Project templates based on user requirements
- Switching between different views in the project– Columns, Tables, List, Calendar, Gantt, Forms etc.

Sharing with team:

- Share any links, file or folder with the team members
- Control what you share with team members
- Organize shared folders

Migration of users information, projects, roadmaps, meeting notes from Notion to Zeda.io

- Build migration tools to fetch users data along with the project and task information from Notion and save it in the Zeda.io platform.

- Create Knowledgebase feature of how to migrate and import projects from Notion to Zeda.io. This will have all the steps required to download the projects from Notion and upload in Zeda.io

PRODUCT SOLUTION 1 – ONBOARDING FEATURE
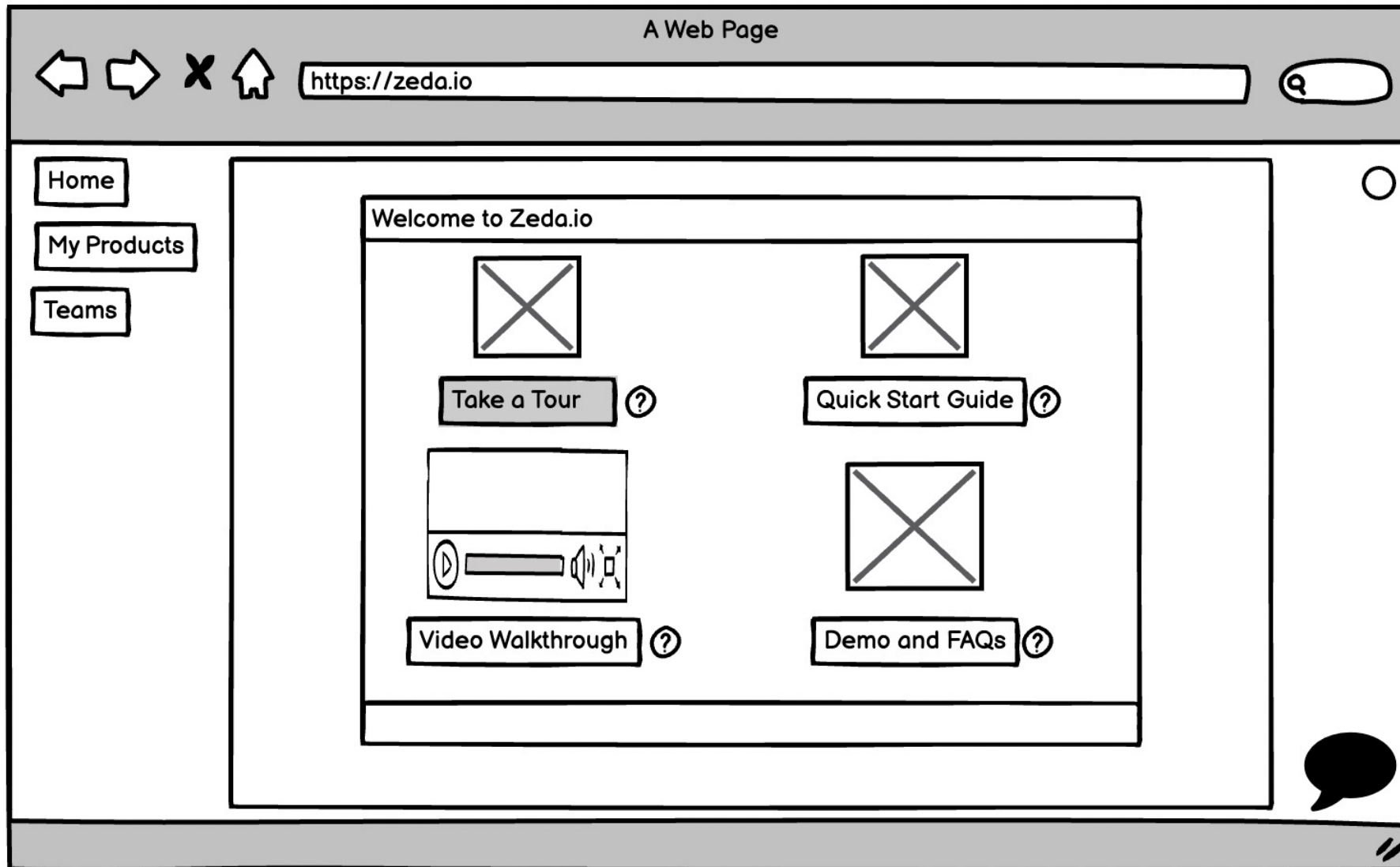
Step 1 – After successful login by user, the onboarding starts with a welcome message.

Step 2 – User can choose to "take a tour" which will showcase all steps needed to access the features in the application.

Step 3 – User can choose to take a quick guide to better understand the application

Step 4- User can go through the video session to get a clear picture of what the application promises to provide.

Step 5 – User can look through the demo on use cases and read the FAQs for any further questions regarding the application.
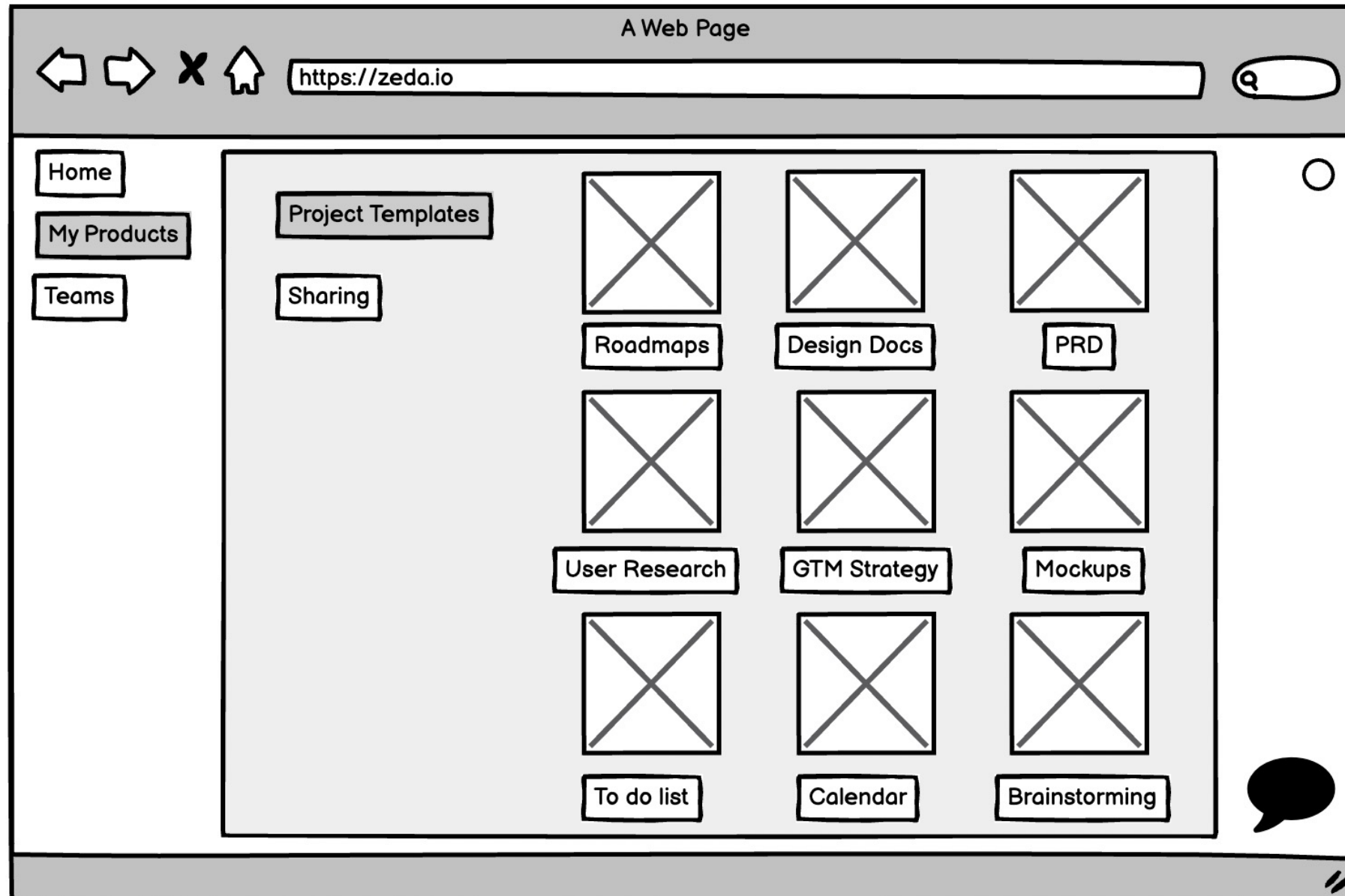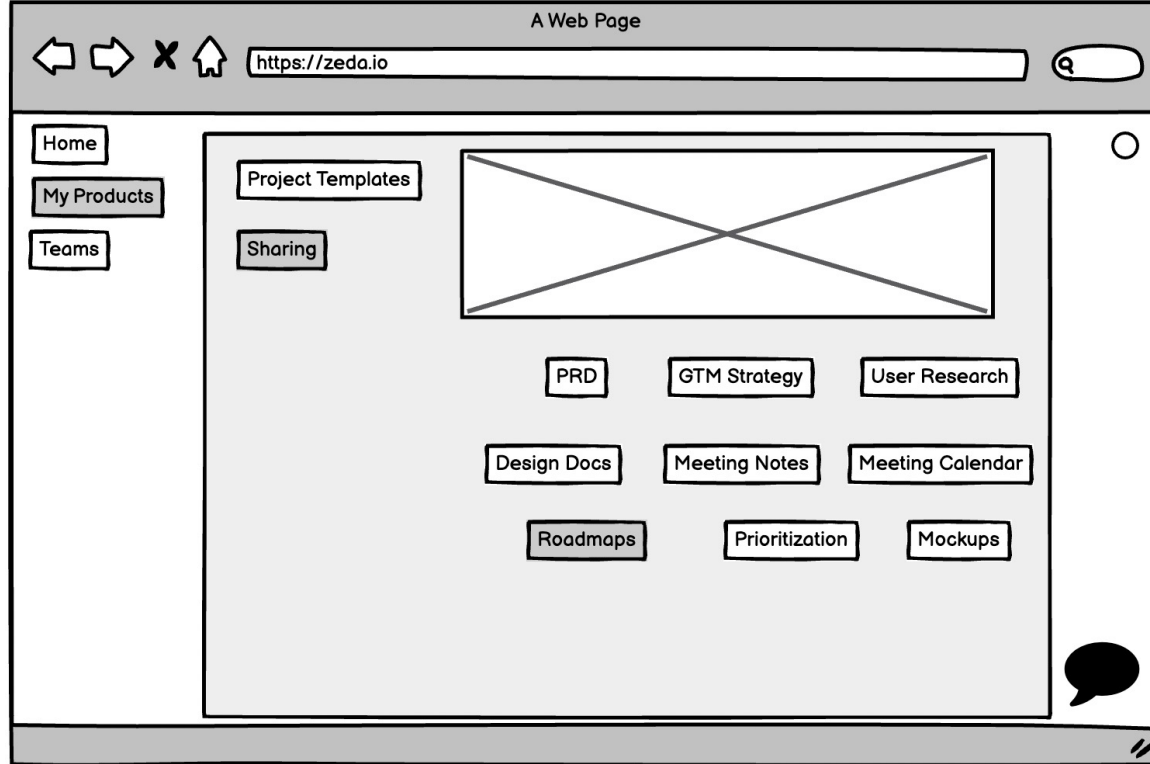
Step 1 – User selects "My Products".

Step 2 – User selects "Project Templates" and it show all the project related templates for the user to get started with the work.

Step 3 – User selects either "Roadmaps", "Design Docs", "PRD", "User Research", "GTM Strategy", "Mockups", "To do list", "Calendar", "Brainstorming session" to access the templates.

PRODUCT SOLUTION 2b – SHARE FEATURE

**Step 1** – In order to share the files or folders, user will select "Sharing".

Step 2 – Under "Sharing", user has access to the folders which contains all the files.

**Step 3** – User selects any one of the folder and the next page pops up.

Step 4 – User selects "Share" option and the list of files is shown on the page.

Step 5 – User can select one file or multiple files to share with the individual member or group of people or with the entire team.

Step 6 – User selects "Share via web" or "Copy link" to share with the individual member or group of people or with the entire team.
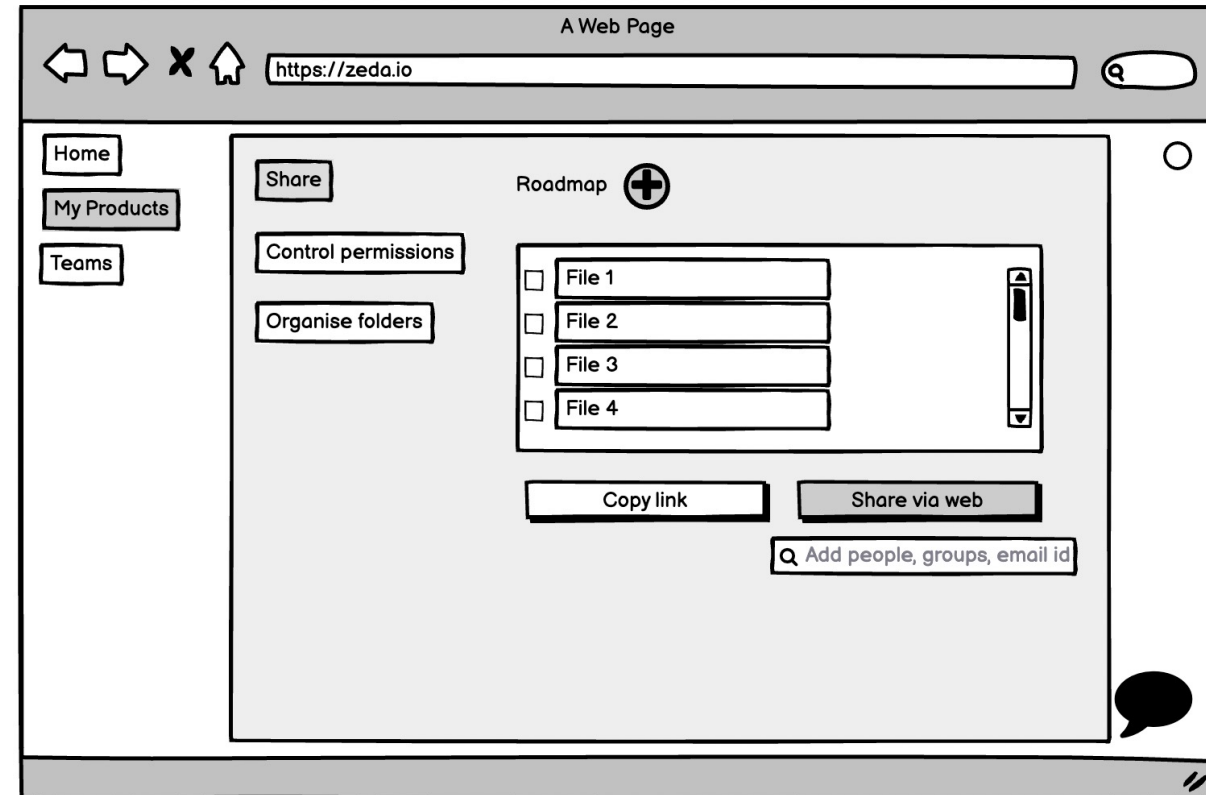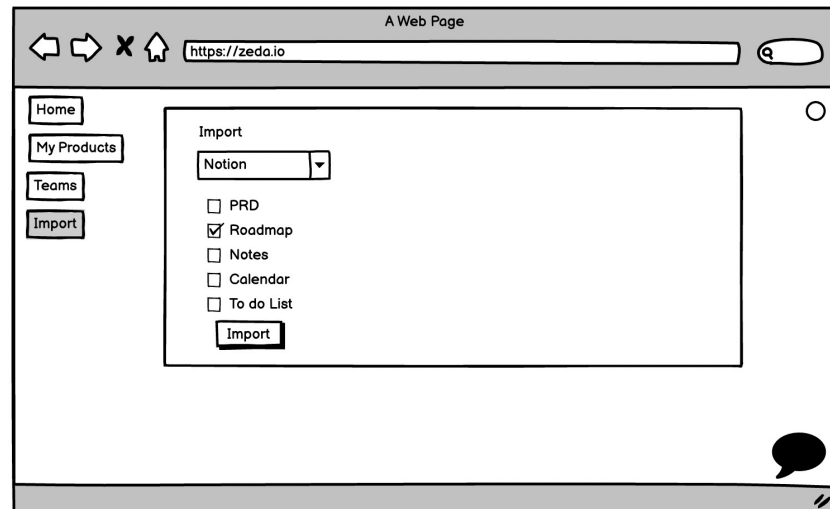
PRODUCT SOLUTION 3 – MIGRATION FEATURE

Step 1 – User selects "Import" and selects "Notion" tool from where the data needs to be imported.
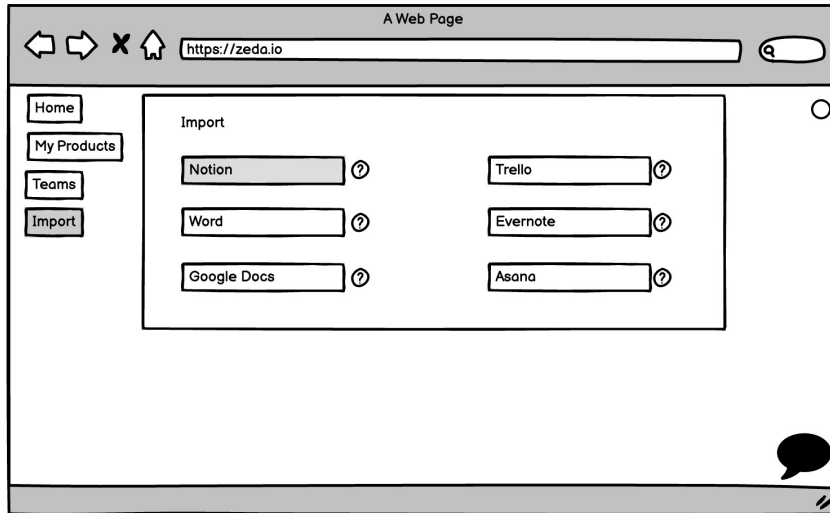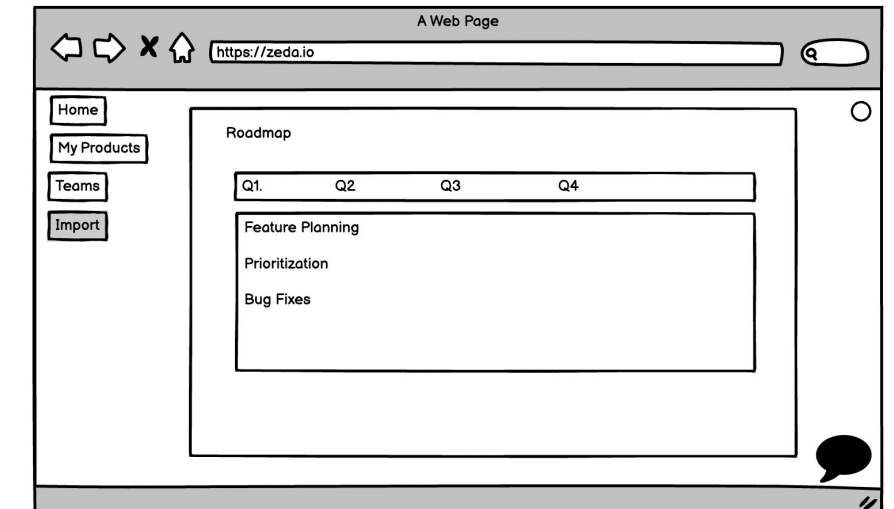

Step 2- User is asked for authorization and user selects "Allow" and confirms authorization in Notion.
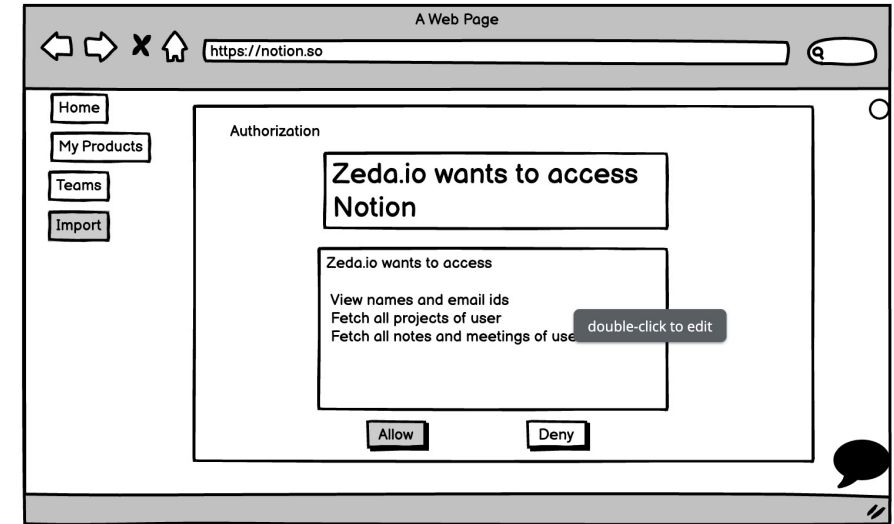
Step 3 – User selects the project which he needs to import from Notion.so to Zeda.io

Step 4 – The project is successfully migrated to Zeda.io. Similarly, user can select all the files/folders to Zeda.io.

SUCCESS METRICS

Goal – To increase Zeda.io's competitive advantage over Notion by maximizing the products usage which will lead to the better user's experience.

Onboarding experience

- Start tutorial to task completion funnel tracking
- Active users per day and per week cohort
- Total # of projects created/day

Demonstrates awareness and engagement with the feature

Migration

- Migration start to completion funnel tracking
- Active customers per week who used migration tool
- Migrated projects new updates
- Migrated project count

Better user's engagement and usage of the tool

THANKYOU