BrainStation®

Product Management Strategy Submission

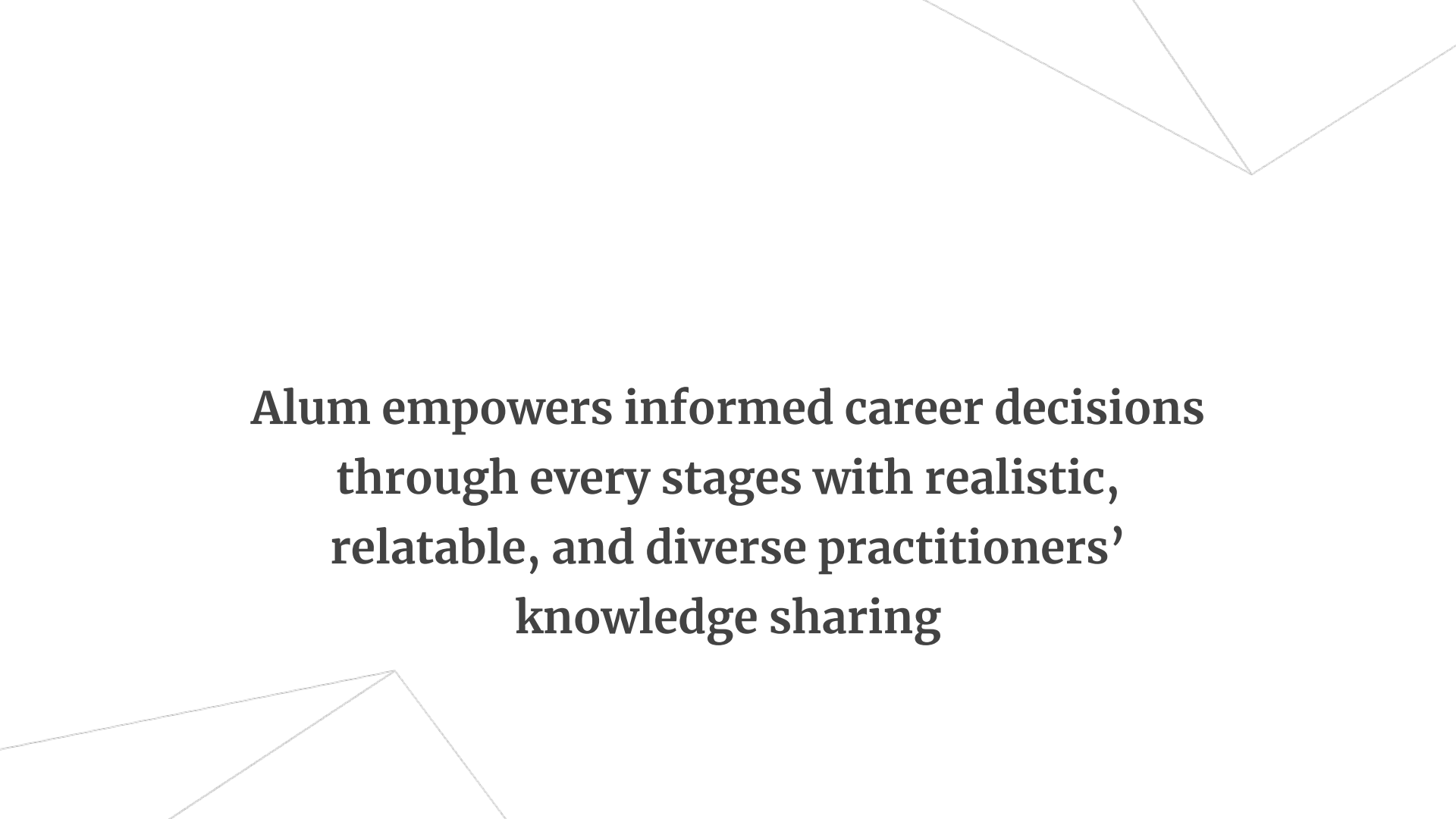## Alum - Like Your Own Alumni Network

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Problem Statement

Individuals at important career junctures don't have sufficient and realistic information miss out on opportunities they didn't know exist or waste precious resources correcting misinformed decisions.

Alum empowers informed career decisions through every stages with realistic, relatable, and diverse practitioners' knowledge sharing

Customer Segments/Personas

Goals
- Spend a reasonable amount of time reading on college majors.
- Choose the right major
- Decide if college or vocational school is right

Frustrations
- Universities' faculty pages have vague descriptions
- Know very few people who work in fields of interest
- Google returns text-book definition results of professions

Bio
A hopeful college-bound student who has the slightest idea of what will happen after high school. They have varied interests and have spent some time talking to their parents and friends in school. So far, they have also read "What colour is your parachute" and talked to the school counselors. They hope to go into a major which suit their personalities since they think that objective would best serve long term goal.

Preferred Methods
Talking to people outside of immediate network

Online research

Ask relatives and friends

"i can't even choose what to have for lunch let alone college major"

Age: 16-23
Work: Student
Family: Single
Location: Toronto, Ontario, CA
Character: N/A

1. Individuals deciding on schooling options
2. People looking to transition to new careers

Unique Value Proposition

1. Curated first-hand accounts
2. Diverse practitioners
3. A focus on average-joe individuals for relatable accounts
4. Layman language with clear segmented contents

MVP Definition

M Bare-bone website frame to illustrate possibility and interviews

V Layman, descriptive language to illustrate variance in the same job title for specific geolocation

P Lists of job descriptions specific to each section, organized into useful bullet points for easy digestion

MVP Definition

	User Love	Traction
Quantitative	Survey	Number of clicks
Qualitative	Feedback	N/A

About us   Day-to-day   Pathway

Job Title	Region	Country	City	Industry
Software Engineer	North America	Canada	Toronto	Accounting

- **What do you create:** software functionalities such as ensuring a system can compute 1+1 = 2 or a correct ledger is generated for an individual account
- **How is your performance measured:** number of errors produced per functionality
- **What is your end product:** specific logics for an accounting desktop software for individuals

- **What do you create:** documents testing different calculation scenarios to catch potential errors
- **How is your performance measured:** number of errors identified and fixed per functionality
- **What is your end product:** error-free account receivable calculation functions for an accounting software

Did you find the content helpful?

Thank you!