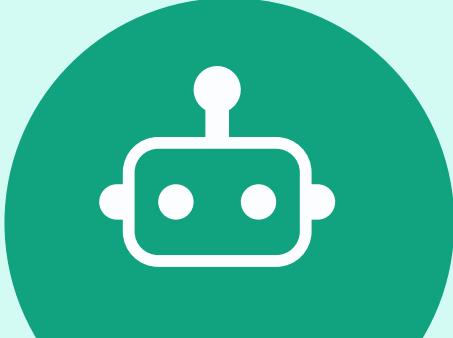


# 45 ChatGPT Use Cases for Product Managers

+ 1 bonus at the end





# Yes, yet another ChatGPT carousel.

You must be thinking: "*Oh no, not another one of these.*"

I wouldn't blame you if you are. It's been raining ChatGPT prompt templates & "list of AI tools/websites everyone must use" lately. I feel you.

But am I going to drool over the tool? Not really.

I took ChatGPT for an extensive spin to explore a wide gamut of PM scenarios it could help with. This premise of this e-book isn't to suggest PMs should embrace the tool unconditionally. In fact, I got mixed results as you'll see in the following slides.

Some responses were mind-blowing. Others left a lot to be desired. In some cases, I had to refine my prompt several times to get a meaningful reply.

While ChatGPT can surely fast-track productivity, it can't replace a product mind...yet.



# Some notes...

In the following slides, I'm showcasing prompts that I used to generate the responses.

The **bolded-blue text** in every prompt are parts you can replace with your product context and specifics.

Some observations:

1. ChatGPT may not know every framework out there. But you can always train it to understand it.
2. Describing your product by mentioning a popular competitor helps shorten the prompts.
3. Explicitly mention when you want to "tabulate" the results for better formatting.
4. For emails, you can change the voice/tone by using adjectives like "humorous", "brief", "motivational" etc.
5. It's unlikely that you can use anything that ChatGPT emits word-for-word in your work. The best way to use it is to issue descriptive prompts, then refine them & then, tailor the responses you get back.



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## BUSINESS MODELS

# 1. Crafting Business Canvas Models

Generate a business canvas model for an **agriculture tech product** that **helps farmers increase their crop yield**.



## BUSINESS MODELS

# Crafting Business Canvas Models

- A Generate a business canvas model for a agriculture tech product that helps farmers increase their crop yield.

Key Elements	Description
Key Partners	Agriculture research organizations, Agriculture equipment manufacturers, Fertilizer and pesticide suppliers, Distribution and logistics companies, Financial institutions
Key Activities	Developing and maintaining the technology, Research and development to improve crop yields, Partnering with research organizations and equipment manufacturers, Building and maintaining relationships with suppliers and distribution companies, Providing financial services for farmers
Key Resources	Intellectual property and technology, Research and development team, Equipment and machinery, Financial resources, Network of partners and suppliers
Value Proposition	Our technology helps farmers increase their crop yields by providing precision agriculture solutions such as soil analysis, weather forecasting and crop monitoring. By using our technology, farmers can save money on inputs and increase their profits. Our financial services help farmers secure funding for their operations and investments.
Customer Segments	Small and medium-sized farmers, Large-scale farmers, Agricultural cooperatives
Channels	Direct sales to farmers, Sales through agricultural equipment dealers, Online sales through agricultural marketplaces, Financial services through partnerships with financial institutions
Cost Structure	Research and development, Manufacturing and distribution, Sales and marketing, Customer support, Financial services
Revenue Streams	Sales of technology and equipment to farmers, Revenue sharing agreements with partners, Fees for financial services



## PRODUCT VALIDATION

### 2. Market Sizing

Act as a Product Manager. Assume TAM is Total Addressable Market, SAM is Serviceable Available Market and SOM is Serviceable Obtainable Market.

How should I go about estimating the TAM, SAM and SOM for an **AI-based online form builder tool**? Please give examples of research sources I should check out.



# PRODUCT VALIDATION

## Market Sizing

A

Act as a Product Manager. Assume TAM is Total Addressable Market, SAM is Serviceable Available Market and SOM is Serviceable Obtainable Market. How would I go about estimating the TAM, SAM and SOM for an AI-based online form builder tool? Please give examples of research sources I should check out.



As a Product Manager, you can go about estimating the Total Addressable Market (TAM), Served Available Market (SAM) and Serviceable Obtainable Market (SOM) for an AI-based online form builder tool using a combination of market research and industry analysis. Here are some examples of research sources you can check out:

1. TAM: To estimate the TAM, you can start by researching the size of the online form builder and survey tool market. Some sources to check out include market research reports from companies such as MarketsandMarkets, Technavio, and ReportLinker. These reports will provide information on the size of the market, as well as market growth projections.
2. SAM: To estimate the SAM, you can research the number of existing competitors in the market, as well as their market share. Some sources to check out include industry databases such as IBISWorld, Hoovers, and PrivCo. These databases provide information on the number of companies in the market, as well as their financials and market share.
3. SOM: To estimate the SOM, you can research the competitive landscape for AI-based online form builder tools. Some sources to check out include websites such as G2, Capterra, and TrustRadius. These websites allow users to compare different products and provide ratings and reviews.

It's also important to research on the specific sub-region of the market you are targeting. Additionally, talking to potential customers and getting their feedback on the value proposition of your product will also be a valuable data point in determining your SOM.



## PRODUCT IDEATION

### 3. Expanding product lines

I'm a Product Manager of an **ed tech platform** that **helps students of any age learn how to code & start taking up freelance projects**. I'm already monetizing this service well and now want to branch off to other areas.

What adjacent product or services can I offer that leverages my strengths & can quickly turn a profit?



## PRODUCT IDEATION

# Expanding product lines

A

I'm a Product Manager of an ed tech platform that helps students of any age learn how to code & start taking up freelance projects. I'm already monetizing this service well and now want to branch off to other areas. What adjacent product or services can I offer that leverages my strengths & can quickly turn a profit?



There are several adjacent products or services that you could potentially offer that would leverage your strengths and quickly turn a profit. Some ideas include:

1. Offering a more advanced coding curriculum for students who have completed your current coursework and are looking to take their skills to the next level.
2. Providing career services, such as resume building, interview coaching, and job placement assistance, for students who have completed your coursework and are ready to enter the workforce.
3. Creating a marketplace where students can connect with freelance clients looking for coding work.
4. Offering a mentorship program where students can work one-on-one with experienced coders to gain additional guidance and support.
5. Creating a community of students and alumni who can collaborate on projects, share resources, and offer support to one another.
6. Developing a mobile application to make it easier for students to access your platform on-the-go and learn anywhere.

It's important to note that before expanding your services, it's crucial to understand your target audience, what are the current pain points and what additional services or products will complement or enhance their experience and also validate the idea with a small group of customers before committing resources to the development.



## PRODUCT IDEATION

### 4. Aiding product ideation

Suggest **3 tech product ideas** I could pursue in the **solar energy domain** that could turn a profit in **less than 2 years**.

Describe the idea and also share how it will make money.



## PRODUCT IDEATION

# Aiding product ideation

A

Suggest 3 tech product ideas I could pursue in the solar energy domain that could turn a profit in less than 2 years. Describe the idea and also share how it will make money.



1. A solar energy monitoring and management system: This product would be a software platform that allows commercial and industrial building owners to monitor and manage their solar energy systems in real-time. The system would include features such as energy production tracking, performance monitoring, and predictive maintenance alerts. The product could make money through subscription-based pricing, with customers paying a monthly or annual fee for access to the platform. Additionally, the company could also offer consulting and optimization services to customers to increase the efficiency of their solar energy systems.
2. A solar-powered electric vehicle charging station: This product would be a solar-powered charging station for electric vehicles (EVs). The station would include a solar panel array to generate electricity, as well as charging ports for EVs. The product could make money through usage-based pricing, with customers paying for each kWh of electricity used to charge their EVs. Additionally, the company could also sell advertising space on the charging station to generate additional revenue.
3. A portable solar-powered generator: This product would be a portable generator that can be powered by solar energy. The generator would include a solar panel array that can be used to charge a battery, which can then be used to power small appliances and devices. The product could make money through sales of the generator itself, as well as sales of additional solar panels and batteries. The company could also offer rental services for larger events and disaster relief efforts.



## PRODUCT VISION

# 5. Aligning teams with a 1-pager memo

I'm a Product Manager planning to build a **new mobile app that's like Uber for petrol**. It helps busy people **order fuel for their car on-demand and get a refill while they're at home or office**.

Write a 1-pager that I can share with my engineering & design team to explain the product vision & the product components that will most likely be involved.



## PRODUCT VISION

# Aligning teams with a 1-pager memo

A

I'm a Product Manager planning to build a new mobile app that's like Uber for petrol. It helps busy people order fuel for their car on-demand and get a refill while they're at home or office. Write a 1-pager that I can share with my engineering and design team to explain the product vision and the product components that will most likely be involved.



Product Vision:

The mobile app, "FuelUp", is an on-demand fuel delivery service that aims to make refueling a car as convenient as possible for busy individuals. Users will be able to place an order for fuel through the app, and have it delivered to their location while they are at home or at the office.

Product Components:

1. User account creation and login: Users will need to create an account in order to place orders and track their deliveries.
2. Fuel ordering and delivery scheduling: Users will be able to place an order for fuel through the app and schedule a delivery time that works for them.
3. Payment processing: The app will need to process payments for fuel orders.
4. GPS integration: The app will need to use GPS to locate users and track deliveries.
5. Push notifications: The app will need to send push notifications to users to confirm orders and update them on delivery status.
6. Driver management and dispatching: The app will need to manage a fleet of drivers and dispatch them to deliver fuel to users.
7. Fuel inventory management: The app will need to keep track of fuel inventory and alert users when a certain type of fuel is out of stock.
8. User ratings and reviews: Users will be able to rate their experience and leave reviews for



## PRODUCT VISION

# 6. Work Backwards from a Press Release (Amazon)

Assume you're building a **fitness app** that **recommends workout routines to a user based on their goals and habits**. You're launching a new feature that will give users **virtual points for their personal milestones that they can redeem for gift cards**.

Using Amazon's "Working Backwards" model, write a press release for this product feature. Include some impressive metrics. Give it a catchy title.



# Work Backwards from a Press Release (Amazon)

**A**

Assume you're building a fitness app that recommends workout routines to a user based on their goals and habits. You're launching a new feature that will give users virtual points for their personal milestones that they can redeem for gift cards. Using Amazon's "Working Backwards" model, write a press release for this product feature. Include some impressive metrics. Give it a catchy title.



Title: "Unleash Your Inner Athlete: Introducing the Milestone Rewards Feature on the Fitness App"

Press Release:

We are excited to announce the launch of a new feature on our fitness app that will help users achieve their fitness goals and be rewarded for their hard work. The Milestone Rewards feature allows users to earn virtual points for reaching personal milestones, such as completing a certain number of workouts or hitting a weight loss goal. These points can then be redeemed for gift cards from popular retailers, such as Amazon and Target.

Our research shows that users who set personal goals and track their progress are more likely to stick to their fitness routine. The Milestone Rewards feature adds an extra layer of motivation by giving users a tangible reward for their efforts. In beta testing, we found that users who used the Milestone Rewards feature were 25% more likely to achieve their fitness goals and 50% more likely to continue using the app after three months.

We are also excited to announce that we have partnered with leading fitness brands, such as Nike and Under Armour, to offer exclusive discounts and promotions for users who reach certain milestones. This feature is available for all users and it's free.

Our research shows that users who set personal goals and track their progress are more likely to stick to their fitness routine. The Milestone Rewards feature adds an extra layer of motivation by giving users a tangible reward for their efforts. In beta testing, we found that users who used the Milestone Rewards feature were 25% more likely to achieve their fitness goals and 50% more likely to continue using the app after three months.

We are also excited to announce that we have partnered with leading fitness brands, such as Nike and Under Armour, to offer exclusive discounts and promotions for users who reach certain milestones. This feature is available for all users and it's free.



## 7. Drafting a Product Strategy based on a framework

Training ChatGPT on the strategy framework first

Gibson Biddle has a product strategy framework called the DHM Model. D stands for delight (how does the product delight customers and add real value), H stands for hard-to-copy (what is an advantage that your product has that is hard to copy and compete with) and M stands for margin-enhancing (how will the product generate a profit and sustain the business). In short, the DHM model aims to answer: “How will your product delight customers, in hard-to-copy, margin-enhancing ways?”.

Now, act as a Product Manager for a **web analytics tool like Google Analytics**. Give me a product strategy for this product using Biddle's DHM model.



## PRODUCT STRATEGY

# Drafting a Product Strategy based on a framework

A

Gibson Biddle has a product strategy framework called the DHM Model. D stands for delight (how does the product delight customers and add real value), H stands for hard-to-copy (what is an advantage that your product has that is hard to copy and compete with) and M stands for margin-enhancing (how will the product generate a profit and sustain the business). In short, the DHM model aims to answer: "How will your product delight customers, in hard-to-copy, margin-enhancing ways?"

Now, act as a Product Manager for a web analytics tool like Google Analytics. Give me a product strategy for this product using Biddle's DHM model.



Our web analytics tool, similar to Google Analytics, will have three main goals in mind as outlined in the DHM model by Gibson Biddle:

D: Delight - We will aim to delight our customers by providing them with insights that they didn't know they needed, but will find valuable. For example, we will use machine learning to provide predictive insights, such as identifying which pages are likely to have high bounce rates, and suggesting ways to improve them.

H: Hard-to-copy - We will have a unique data collection method that will be hard for competitors to replicate. For example, we will use browser extensions to collect data from users, which will give us a more comprehensive understanding of user behavior on our customers' websites.

M: Margin-enhancing - To ensure our product is margin-enhancing, we will offer a tiered pricing model, where the more advanced features will be available at a higher price point. Additionally, we will offer consulting services to help our customers make the most of the data our tool provides, which will provide an additional revenue stream.

Overall, our product strategy will focus on providing valuable insights, using a unique data collection method and generating revenue through advanced features and consulting services.



## POSITIONING

# 8. Competitive Intelligence Summaries

I'm developing a **SaaS product** that helps **restaurants directly sell to their consumers through branded websites & mobile apps without going to a marketplace**.

We are serving the **US market for now**. We help users **build a personalized website with their branding, customize the menu, launch a white-labelled mobile app & run loyalty deals**. Our unique value prop is that we **auto-suggest seasonal push notification & email campaigns**.

Can you write a competitive intelligence report comparing us to other players that I can share in an investor brief?



# Competitive Intelligence

A

I'm developing a SaaS product that helps restaurants directly sell to their consumers through branded websites and mobile apps without going to a marketplace. We are serving the US market for now. We help users build a personalized website with their branding, customize the menu, launch a white-labelled mobile app & run loyalty deals. Our unique value prop is that we auto-suggest seasonal push notification and email campaigns. Can you write a competitive intelligence report comparing us to other players that I can share in an investor brief?



Competitors:

1. OpenTable - OpenTable is a popular restaurant reservation platform that also offers a website and mobile app building service for restaurants. However, OpenTable's focus is primarily on reservations and does not offer the same level of customization and marketing automation options as your product.
2. Yelp - Yelp is a popular review and discovery platform for local businesses. They also offer an e-commerce solution for restaurants, but it is more limited in terms of customization and marketing automation options as compared to your product.
3. GrubHub - GrubHub is a popular online food ordering and delivery platform. They also offer a website and mobile app building service for restaurants, but it is more focused on food ordering and delivery, and does not offer the same level of customization and marketing automation options as your product.
4. Square - Square is a popular point-of-sale and payments platform for small businesses. They also offer a website and mobile app building service for restaurants, but it is more focused on payments and does not offer the same level of customization and marketing automation options as your product.

Unique Value Proposition:

- Your product's unique value proposition is the auto-suggestion of seasonal push notifications and email campaigns. These features help to increase customer engagement and drive sales for the restaurants.



## DISCOVERY

# 9. Questions to uncover jobs-to-be done

Assume I'm a Product Manager for a **grocery delivery mobile app**. It will be serving the **Toronto GTA region** only. I want to conduct some consumer research to figure out my consumer's jobs-to-be-done.

What personas should I target and then what questions should I be asking them to elicit their job-to-be-done. Take inspiration from the book "Mom Test".



# Questions to uncover jobs-to-be done

A

Assume my product is a grocery delivery mobile app. It will be serving the Toronto GTA region only for now. I want to conduct some consumer research to figure out my consumer's jobs-to-be-done. What personas should I target and then, what questions should I be asking them to elicit the job-to-be-done? Take inspiration from the book "Mom Test".



When conducting consumer research for your grocery delivery mobile app, it's important to target personas that are likely to use your app. For the Toronto GTA region, you may want to target busy working professionals, stay-at-home parents, and seniors who may have mobility issues.

To elicit the jobs-to-be-done, you should ask open-ended questions that encourage the participant to share their thoughts and experiences. Here are a few examples:

- Can you tell me about a time when you needed to buy groceries but didn't want to go to the store?
- How do you currently buy groceries (e.g. in-store, online, etc.)?
- What do you like and dislike about your current grocery shopping experience?
- What are the most important things you look for when buying groceries?
- How do you decide which store to buy groceries from?
- Can you walk me through your last grocery shopping experience?
- Can you describe your ideal grocery shopping experience?

It's important to keep in mind that you should avoid asking leading questions that push the participant towards a specific answer. Instead, ask open-ended questions that allow them to share their own thoughts and experiences.



## DISCOVERY

# 10. Drafting Survey Questions

Using guidelines mentioned in Teresa Torres' book "Continuous Discovery Habits", formulate a survey to capture feedback for a **fintech product (mobile app) that helps users make digital payments without a credit card.**



## DISCOVERY

# Drafting Survey Questions

A

Using guidelines mentioned in Teresa Torres' book "Continuous Discovery Habits", formulate a survey to capture feedback for a fintech product (mobile app) that helps users make digital payments without a credit card.



1. How frequently do you use our app to make digital payments?
2. On a scale of 1-5, how would you rate the ease of use of our app?
3. Are there any features that you feel are missing from our app?
4. Have you had any technical issues while using our app? If so, please describe.
5. Are there any specific merchants or stores that you would like to see added to our app?
6. What was your last experience like when you had to contact customer support?
7. On a scale of 1-5, how likely are you to recommend our app to a friend or family member?

Note:

- Teresa Torres' book "Continuous Discovery Habits" suggests to keep the survey short, simple and focused on the core issues to get the most valuable feedback.
- It's also recommended to include open-ended questions that allow users to provide more qualitative feedback on the app, as well as rating scale questions (e.g. 1-5) that make it easier for users to provide a quick answer.
- It's also important to make sure that the survey is well-designed, easy to understand and that the questions are clear and concise.



## DISCOVERY

# 11. Outreach emails for Customer Interviews

Write an email that I can send to users of my **e-commerce website** for **mother and baby goods** inviting them to a short 20-minute feedback call on ways we can improve their **shopping** experience.

Incentivize them with a **\$15 Starbucks gift card**.



## DISCOVERY

# Outreach emails for Customer Interviews



Write an email that I can send to users of my e-commerce website for mother and baby goods inviting them to a short 20-minute feedback call on ways we can improve their shopping experience. Incentivize them with a \$15 Starbucks gift card.



Subject: Your opinion matters! Help us improve your shopping experience.

Dear valued customer,

We hope this email finds you and your little one well. At [Your e-commerce website], we specialize in providing high-quality products for mothers and babies, and we want to make sure that your shopping experience with us is the best it can be.

To help us achieve this goal, we would like to invite you to participate in a short 20-minute feedback call with one of our team members. During this call, you will have the opportunity to share your thoughts and suggestions on how we can improve your shopping experience. Your input is valuable to us and will help us understand how to better serve you and other customers like you.

As a token of our appreciation, we will be sending you a \$15 Starbucks gift card to use as you please as a thank you for your time.

To schedule a call, please reply to this email with your availability and we will be happy to schedule a time that works best for you.



## DISCOVERY

### 12. Generating personas

Generate 3 fleshed out persona profiles for **an e-commerce website** for **furniture buying** (similar to **Wayfair**) that primarily serves the **Istanbul** market?



## DISCOVERY

# Generating personas

A

Can you generate 3 fleshed out persona profiles for a e-commerce website for furniture buying (similar to Wayfair) that primarily serves the Istanbul market?



Sure, here are three fleshed out persona profiles for a e-commerce website for furniture buying that primarily serves the Istanbul market:

1. Selin, a 30-year-old working professional who lives in a small apartment in the city center. Selin is a busy person and does not have a lot of time to go furniture shopping. She wants to be able to find furniture that is stylish and affordable and can be delivered quickly. She is also looking for a website that has a user-friendly interface and easy return policy.
2. Mehmet, a 45-year-old business owner who lives in a large house in the suburbs. Mehmet wants to furnish his house with high-end and luxury furniture. He is looking for a website that has a wide selection of high-end furniture and provides a personalized shopping experience. He is willing to spend a lot of money on furniture but wants to be sure that the website is trustworthy and has a good reputation.
3. Aylin, a 25-year-old student who lives in a shared apartment with her friends. Aylin is on a tight budget and is looking for furniture that is affordable, but still stylish. She wants to be able to find a variety of options and is interested in the website that has a good return policy. She also values a website that has a user-friendly interface and a mobile-friendly app.

These personas are fictional and are meant to represent a broad range of characteristics of your target audience. It's important to note that these personas are not exhaustive and there may be other personas that you want to consider.



## DISCOVERY

# 13. Generating Opportunity Trees

Act as a product manager for a **car rental marketplace that helps users find cheap cars to rent for short-term periods**. Assume that the desired outcome you're working for is to **increase purchase of upgrades like free fuel, extra mileage, baby seats, mobile phone holders etc. at the time of checkout**.

Craft an opportunity tree based on Teresa Torres' book, Continuous Discovery Habits, against this desired outcome.



## DISCOVERY

# Generating Opportunity Trees

A

Act as a product manager for a car rental marketplace that helps users find cheap cars to rent for short-term periods. Assume that the desired outcome you're working for is to increase purchase of upgrades like free fuel, extra mileage, baby seats, mobile phone holders etc. at the time of checkout.

Craft an opportunity tree based on Teresa Torres' book, *Continuous Discovery Habits*, against this desired outcome.



Opportunity Tree:

- Root: Increase purchase of upgrades at checkout
  - Branch 1: Improve visibility and accessibility of upgrade options at checkout
    - Leaf 1: Add clear calls-to-action for upgrades on the checkout page
    - Leaf 2: Offer personalized upgrade suggestions based on user browsing history and search preferences
    - Leaf 3: Allow users to add upgrades before finalizing their rental booking
  - Branch 2: Increase perceived value of upgrades
    - Leaf 1: Highlight the benefits of each upgrade (e.g. free fuel saves money, extra mileage allows for more flexibility)
    - Leaf 2: Offer discounted packages of multiple upgrades
    - Leaf 3: Create a loyalty program that rewards users for purchasing upgrades
  - Branch 3: Reduce friction in the upgrade purchase process
    - Leaf 1: Streamline the checkout process to minimize clicks and steps required to purchase upgrades
    - Leaf 2: Offer multiple payment options for upgrades
    - Leaf 3: Send follow-up emails or notifications reminding users of the benefits of upgrades they did not purchase at checkout.



## DESIGN THINKING

# 14. Customer Journey Maps

Create a sample  
customer journey map  
for a **productivity**  
**product similar to Trello**  
in a tabular format.



## DESIGN THINKING

# Customer Journey Maps

- A Create a sample customer journey map for a productivity product similar to Trello in a tabular format.

	Stage	Description
Awareness	The customer first becomes aware of the need for a productivity tool when they are struggling to keep track of their tasks and projects. They may hear about the product through word of mouth or online search.	
Research	The customer begins researching different productivity tools, including Trello and similar products, to find one that fits their specific needs and budget. They may read reviews and watch demos to learn more about the features and functionality of each tool.	
Evaluation	The customer evaluates the different options and decides to give our productivity product a try. They sign up for a free trial to test out the features and see if it's the right fit for them.	
Onboarding	The customer is provided with an onboarding experience that helps them set up their account, learn the basics of how to use the tool, and create their first project. They may also receive support and guidance on how to best utilize the features of the product.	
Usage	The customer begins using the product on a regular basis to manage their tasks and projects. They may provide feedback and suggestions for improvements.	
Retention	The customer continues to use the product over time and may upgrade to a paid plan. They may also recommend the product to others.	



## DESIGN THINKING

# 15. Design Sprint Briefs

I'm a Product Manager that's running a design sprint for my **video creation product**.

The problem we're trying to solve: "**Design an onboarding flow that helps users create a professional video in under 10 minutes.**"

Write a memo explaining to my team what we'll be doing on each day of the design sprint. Give a few examples of what the solutions can look like.



## DESIGN THINKING

# Design Sprint Briefs 1/2

A

I'm a Product Manager that's running a design sprint for my video creation product. The problem we're trying to solve: "Design an onboarding flow that helps users create a professional video in under 10 minutes."

Write a memo explaining to my team what we'll be doing on each day of the design sprint. Give a few examples of what the solutions can look like.



Memo:

Subject: Design Sprint for Video Creation Product - Onboarding Flow

Team,

As you know, we are conducting a design sprint to solve the problem of creating a professional video in under 10 minutes through an effective onboarding flow. Below is an outline of what we will be doing on each day of the sprint.

Day 1: Problem Definition and Research

- We will spend the day defining the problem and researching the current onboarding flows of similar products in the market.
- We will also identify the user personas and their pain points.

Day 2: Ideation and Sketching

- We will generate and sketch out different ideas for the onboarding flow.
- We will use the user personas and their pain points to guide our ideas.

Day 3: Storyboarding and Prototyping

- We will select the best ideas from the previous day and create a storyboard of the onboarding flow.
- We will also create a low-fidelity prototype of the onboarding flow.



## DESIGN THINKING

# Design Sprint Briefs 2/2

### Day 3: Storyboarding and Prototyping

- We will select the best ideas from the previous day and create a storyboard of the onboarding flow.
- We will also create a low-fidelity prototype of the onboarding flow.

### Day 4: User Testing

- We will conduct user testing with the prototype and gather feedback.
- We will use the feedback to make improvements to the onboarding flow.

### Day 5: Finalize and Present

- We will finalize the onboarding flow based on the feedback from user testing.
- We will present the final onboarding flow to the team and stakeholders.

Here are a few examples of what the solutions could look like:

1. A step-by-step guide that walks users through the video creation process with clear instructions and prompts.
2. A template-based approach that allows users to easily customize pre-made video templates.
3. An AI-assisted video creation tool that suggests edits and improvements to the user's video.

Please let me know if you have any questions or concerns.



## PRODUCT ROADMAPS

# 16. Generating Roadmap Ideas 1/2

I'm working for a product that's a direct competitor of **Gong** - the revenue intelligence tool. The product strategy is to become a **data-driven sales insights platform** by **building a conversation bot on top of all the sales call recordings**. This will allow **sales managers** to **query the bot for information like “Who is closing the most this quarter and what insights can you give me from their calls?” or “Who is handling objections around [X] the best?”**.

Give me list of roadmap ideas aligned with this strategy.



## PRODUCT ROADMAPS

# Generating Roadmap Ideas 1/2



I'm working for a product that's a direct competitor of Gong - the revenue intelligence tool. The product strategy is to become a data-driven sales insights platform by building a conversation bot on top of all the sales call recordings. This will allow sales managers to query the bot for information like "Who is closing the most this quarter and what insights can you give me from their calls?" or "Who is handling objections around [X] the best?". Give me list of roadmap ideas aligned with this strategy.



Roadmap ideas:

1. Develop a conversation bot that can transcribe and analyze sales call recordings. This will allow sales managers to query the bot for information about the calls, such as who is closing the most deals and how they are handling objections.
2. Create a user-friendly interface for the conversation bot, allowing sales managers to easily access the information they need without having to navigate through complex menus.
3. Implement natural language processing (NLP) to allow the conversation bot to understand and respond to more complex queries. This will make it easier for sales managers to ask for specific information.
4. Build in analytics capabilities, such as the ability to track key performance indicators (KPIs) and provide insights on sales performance.
5. Develop integrations with other sales tools, such as CRM systems, to allow for seamless data transfer and analysis.
6. Create a feature for team collaboration, allowing sales managers to share insights and collaborate on deals.
7. Develop a mobile application for the conversation bot, allowing sales reps to access insights and data on the go.
8. Create an AI-powered coaching system that can provide real-time feedback and



## PRODUCT ROADMAPS

# 17. Generating Roadmap Ideas 2/2

I just joined as a new product manager for a **design product** that's a direct competitor to **Canva**.

Can you draft a sample roadmap for this product?

Limit the roadmap items to 10. Categorize them under the “Now”, “Next”, “Later” labels.



## PRODUCT ROADMAPS

# Generating roadmap ideas 2/2

Can you draft a sample roadmap for this product. Limit the roadmap items to 10.

Categorize them under the "Now", "Next", "Later" labels.



Sure, here's a sample roadmap for a design tool that's a direct competitor to Canva:

Now:

1. Improve the user interface and make it more intuitive and user-friendly.
2. Add more templates and design elements to the library.
3. Add support for more file formats, such as PDF and PNG.
4. Add the ability to collaborate on designs with other team members in real-time.
5. Add basic image editing tools like cropping and resizing.

Next:

6. Add support for animation and motion graphics.
7. Add more advanced image editing tools, such as layer masks and color adjustments.
8. Add the ability to import and export designs to other design tools such as Adobe Illustrator and Sketch.
9. Add the ability to create interactive design elements, such as hover effects and click-through links.

Later:

10. Add the ability to create and edit videos and other multimedia content.
11. Add support for Virtual Reality and Augmented Reality content creation.
12. Add more advanced analytics and data tracking features.



## SOLUTIONIZING

# 18. Getting advice on Buy vs Build decisions

Act as the Product Manager of a **recruitment platform that helps HR source, recruit & hire talent**. You are planning to build a feature **allowing admins to setup a customized career page**.

This requires adding a **self-service web page builder in the admin setup panel**.

You have two choices:

- 1- you can integrate with a off-the-shelf page builder OR**
- 2- you can implement the module with your in-house engineering team.**

Compare both choices.



## SOLUTIONIZING

# Getting advice on Buy vs Build decisions

A

Act as the Product Manager of a recruitment platform that helps HR source, recruit & hire talent. You are planning to build a feature allowing admins to setup a customize career site. This requires adding a self-service web page builder in the admin setup panel.

You have two choices:

- 1- you can integrate with a off-the-shelf page builder OR
- 2- you can implement the module with your in-house engineering team.

Compare both choices.



Integrating with an off-the-shelf page builder has the benefit of being a faster solution, as it would likely require less development time and resources. Additionally, off-the-shelf page builders typically have a user-friendly interface and may offer a wider range of features and customization options.

Implementing the module with your in-house engineering team has the benefit of having full control over the feature and the ability to tailor it specifically to the needs of your recruitment platform. Additionally, it may be more cost-effective in the long-term as you would not have to pay for ongoing licensing or usage fees associated with an off-the-shelf page builder. However, it may be more time-consuming and require more resources to develop.

Ultimately, the decision between the two options would depend on factors such as the specific needs of your recruitment platform, the resources (time and budget) available to your team, and the trade-offs between having more control over the feature and the speed and cost of implementation.



## SOLUTIONIZING

# 19. Understanding tech jargon

I just started as a Product Manager for a live streaming product. The product uses **RTMP Streams** which I don't understand well.

Can you explain this in simple terms? Give me some example usages of this when I'm writing a spec.



# SOLUTIONIZING

## Understanding tech jargon

A

I just started as a Product Manager for a live streaming product. The product uses RTMP Streams which I don't understand well. Can you explain this in simple terms? Give me some example usages of this when I'm writing a spec.



RTMP (Real-Time Messaging Protocol) is a protocol for streaming audio, video, and other data over the internet. It is typically used to stream live video and audio from a source (such as a camera or microphone) to a destination (such as a server or website).

One example usage of RTMP streams in a product spec could be a feature that allows users to live stream their video directly from a camera or mobile device to the platform. Another example could be a feature that allows users to broadcast a live audio feed from a microphone to the platform.

Another example could be to have a feature that allows users to record and save their live streams, in this case, the RTMP Stream is used to ingest the live stream and the recorded stream is saved for future playback.

In summary, RTMP streams can be used for live streaming video, audio and other data, for features such as live broadcasting, recording and saving live streams, or for ingesting and forwarding the live stream to other platforms.



## SOLUTIONIZING

# 20. Weighing pros & cons of product decisions

I'm a Product Manager for a **2-way automobile classifieds**. We are launching a **new car inspection service that will allow any user to request for a detailed inspection report on a car for a price**.

The management is debating **which party - buyer or seller - to monetize for this service**.

Give arguments for & against each option.



## SOLUTIONIZING

# Weighing pros & cons of product decisions



I'm a Product Manager for a 2-way automobile classifieds. We are launching a new car inspection service that will allow any user to request for a detailed inspection report on a car for a price.

The management is debating which party - buyer or seller - to monetize for this service.

Give arguments for & against each option.



Monetizing the buyer for this service would have the following arguments in favor:

- Buyers are more likely to have the financial resources to pay for the inspection service, as they are typically the ones with the funds to purchase a car.
- By charging buyers for the inspection service, you may be able to create a sense of urgency and increase the likelihood that they will make a purchase decision, as they will have more information about the car they are considering.

Arguments against monetizing buyers for this service would include:

- Buyers may be less likely to use the service if they have to pay for it, as they may not want to spend the extra money if they are unsure about purchasing the car.
- Some buyers may be hesitant to pay for the inspection service if they are unsure about the credibility of the inspection process or the qualifications of the inspector.

Monetizing the seller for this service would have the following arguments in favor:

- Sellers are more likely to have a vested interest in the outcome of the inspection, as they are the ones with the car to sell.



## PRIORITIZATION

# 21. Learning prioritization schemes

I'm building a **CRM for real estate agents**. The product team uses the **KANO model** to prioritize features.

Can you give me examples of features that would qualify as "**basic**", "**excitement**" and "**performance**" according to Kano? Tabulate this.



## PRIORITIZATION

# Learning prioritization schemes

A

I'm building a CRM for real estate agents. The product team uses the KANO model to prioritize features. Can you give me examples of features that would qualify as "basic", "excitement" and "performance" according to Kano? Tabulate this.



Sure, here is a table that illustrates the KANO Model and the types of features that fall into each category:

Category	Description	Examples
Basic	These are features that are considered essential for a product or service to function. Customers expect these features to be present and will be dissatisfied if they are not.	Contact management, Communication tools, Calendar and task management
Performance	These features directly affect the quality and effectiveness of the product or service. Customers will be more satisfied as the level of performance increases.	Advanced reporting and analytics, Automation tools, Lead generation and tracking
Excitement	These are features that go beyond customer expectations and can create a "wow" factor. These features are not necessary for the product to function, but can greatly enhance the customer experience.	Virtual Reality tours, integration with smart home devices, virtual assistant to schedule visits, AI-based property recommendations, digital signature feature

It's important to note that the KANO Model is customer-focused and the prioritization of features will depend on the target market, customer's needs and preferences, and the overall business objectives.



## PRIORITIZATION

# 22. Getting prioritization assistance

I'm building a **CRM for real estate agents**. I have the following **4** features. How would you prioritize them based on **weighted-value models**?

- 1. Feature: Add a new filter to allow agents to search by property code.**
- 2. Feature: Add a new report that shows inquiries by geography.**
- 3. Defect: The option to sort properties by price isn't working.**
- 4. Enhancement: Capture age of property on the property listing form flow.**



## PRIORITIZATION

# Getting prioritization assistance

A

I'm building a CRM for real estate agents.

I have the following 4 features. How would you prioritize them based on weighted-value models?

1. Feature: Add a new filter to allow agents to search by property code.
2. Feature: Add a new report that shows inquiries by geography.
3. Defect: The option to sort properties by price isn't working.
4. Enhancement: Capture age of property on the property listing form flow.



1. Defect: The option to sort properties by price isn't working - This is a high priority as it is a defect that is preventing agents from completing a critical task.
2. Feature: Add a new filter to allow agents to search by property code - This is a medium priority as it is a new feature that will improve the agents' ability to search and find properties.
3. Feature: Add a new report that shows inquiries by geography - This is a medium priority as it is a new feature that will help agents understand where their inquiries are coming from.
4. Enhancement: Capture age of property on the property listing form flow - This is a low priority as it is an enhancement that will provide additional information to agents but is not critical to the CRM's functionality.

This priority ranking is based on the assumption that the CRM is currently functional and has no critical defects that are preventing agents from performing their job. If there are any critical defects, they should be addressed first before working on any new features or enhancements.



## DOCUMENTATION

# 23. Drafting PRD Outlines

Act as a Product Manager of a **video-based social media platform similar to TikTok**.

On my platform, **creators have their own channels**. I'm introducing a feature called "**Paid Subscriptions**". This will allow **these creators to host "paid" videos in addition to free ones**. The **paid videos get unlocked for viewing only when channel subscribers pay a monthly fee for that channel**.

Write a brief PRD for this feature.



## DOCUMENTATION

# Drafting PRD Outlines

A

Act as a Product Manager of a video-based social media platform similar to TikTok. On my platform, creators have their own channels. I'm introducing a feature called "Paid Subscriptions". This will allow these creators to host "paid" videos in addition to free ones. The paid videos get unlocked for viewing only when channel subscribers pay a monthly fee for that channel.

Write a brief PRD for this feature.



### Product Requirements Document (PRD)

1. Feature Name: Paid Subscriptions
2. Objective: To allow creators on the video-based social media platform to host paid videos that can only be viewed by channel subscribers who pay a monthly fee.
3. User Personas: Creator, Subscriber
4. Use Cases:
  - A Creator can upload paid videos to their channel in addition to free ones.
  - A Subscriber can pay a monthly fee to access all of a Creator's paid videos on that channel.
  - Creators can earn revenue from their paid videos and subscribers get access to exclusive content.
5. Requirements:
  - Ability for Creators to upload and label paid videos
  - Ability for Subscribers to pay monthly fee for access to a Creator's paid videos
  - Secure payment processing
  - Clear communication to subscribers of the monthly fee and what it grants access to
6. Metrics:
  - Number of paid videos uploaded by creators
  - Number of subscribers to paid channels
  - Revenue generated from paid subscriptions



## DOCUMENTATION

# 24. Explaining Use Cases

Act as a Product Manager. I'm working on an **e-commerce website for vintage art**. I'm introducing a feature called "**price drop alert**".

Users can **subscribe to price drop alerts and then get notified via email and SMS when the price of an art piece goes down by a certain value**.

Write use cases for this feature in Gherkin syntax.



## DOCUMENTATION

# Explaining Use Cases



Act as a Product Manager. I'm working on an e-commerce website for vintage art. I'm introducing a feature called "price drop alert". Users can subscribe to price drop alerts and then get notified via email and SMS when the price of an art piece goes down by a certain value.

Write use cases for this feature in Gherkin syntax.



1. As a user, I want to subscribe to a price drop alert for a specific art piece so that I can be notified when the price drops by a certain value.

Given I am on the art piece's page

When I click on "Subscribe to Price Drop Alert"

And I enter my email address and phone number

And I select the price drop value

Then I should receive a confirmation message that I have successfully subscribed to the alert

And I should receive an email and SMS notification when the price of the art piece drops by the selected value

2. As a user, I want to view my current price drop alert subscriptions so that I can manage them.

Given I am logged in to my account

When I go to my account settings

Then I should see a list of my current price drop alert subscriptions

And I should be able to unsubscribe from alerts or adjust the price drop value.

3. As a user, I want to be able to get notified via email and SMS when the price of an art piece goes down by a certain percentage.

Given I am on the art piece's page

When I click on "Subscribe to Price Drop Alert"

And I enter my email address and phone number



## PRODUCT COPY

# 25. Success & Error Messages

Generate common success & error messages associated with the **billing module of a SaaS Product**.

Create a table with **3** columns:

- **Feature capability**
- **Success Message OR Error Message**
- **Content**

e.g.

- **Download Invoice**
- **Success Message**
- **“Your invoice has been successfully downloaded.”**



## PRODUCT COPY

# Success & Error Messages

### Success Message

"Your invoice has been successfully downloaded."



Feature capability	Success Message OR Error Message	Content
Add a new payment method	Success Message	"Your payment method has been added successfully."
Update billing information	Success Message	"Your billing information has been updated successfully."
Delete a payment method	Success Message	"The payment method has been deleted successfully."
Make a payment	Success Message	"Your payment has been processed successfully."
Renew subscription	Success Message	"Your subscription has been renewed successfully."
Cancel subscription	Success Message	"Your subscription has been canceled."
Invalid payment method	Error Message	"The payment method you have entered is invalid. Please enter a valid payment method."
Insufficient funds	Error Message	"Your account has insufficient funds to complete this transaction."
Expired credit card	Error Message	"The credit card you have entered is expired. Please update your payment method."
Billing information mismatch	Error Message	"The billing information you have entered does not match our records. Please verify and try again."
Payment declined	Error Message	"The payment was declined. Please verify and enter"



## PRODUCT COPY

# 26. System/Transactional Emails

I'm the product manager of an **ed tech platform (mobile app)** that helps **non-native speakers learn Spanish**.

Write a boilerplate **welcome email** for when **someone signs up for the first time for my app linking out to tutorials, videos & customer testimonials** that would encourage them to keep using **the app?**



## PRODUCT COPY

# System/Transactional Emails

Can you write a boilerplate welcome email for when someone signs up for the first time for my app linking out to tutorials, videos & customer testimonials that would encourage them to keep using the app?



Subject: Welcome to [App Name] - Your Spanish Learning Journey Begins Now!

Dear [Name],

Welcome to [App Name] - the mobile app that makes learning Spanish easy and fun for non-native speakers like you! We're thrilled to have you on board and can't wait to help you achieve your Spanish language goals.

To get you started, we've put together a few helpful resources that will guide you through the app and give you a taste of what you can expect as a [App Name] user:

- Watch our tutorial videos: These short videos will show you how to navigate the app and make the most of its features. You can find them by visiting [\[Tutorial Video Link\]](#)
- Check out our customer testimonials: Hear from other non-native speakers who have used our app and seen real progress in their Spanish language skills. You can find them by visiting [\[Customer Testimonial Link\]](#)
- Join our community: Connect with other learners like yourself and share tips and strategies for success. You can find our community by visiting [\[Community Link\]](#)

If you have any questions or need help getting started, please don't hesitate to reach out to our customer support team at [\[Support Email\]](#). We're always here to help!

Thank you for choosing [App Name], and we look forward to supporting you on your Spanish learning journey.

Best,

[Your Name]

[App Name] Team



## PRODUCT METRICS

# 27. Generating OKRs

Act like a Senior Product Manager for a **helpdesk software** that **helps organizations improve their customer support function**. The goal next quarter is to **improve retention & improve our customer satisfaction**.

Generate OKRs in a tabular format for a **Product Manager who works on the desktop experience**, **a Product Manager who works on the mobile experience**, **a software engineer & a product designer working on this product**.



# PRODUCT METRICS

## Generating OKRs

A

I just took over the reins of a helpdesk software product that helps SMBs improve their customer support function. I have a product team of 5 under me. Three of them work on the desktop experience while the other 2 focus on mobile apps. I need to come up with relevant OKRs for the team that they can pursue in the next quarter that would result in positive uptake in terms of acquisition and activation. Suggest a few OKRs. Tabulate the results.



Results:

Objective	Key Result 1	Key Result 2	Key Result 3
Improve the Desktop Experience	Increase user satisfaction with the desktop experience by 20% as measured by survey results	Reduce the number of support tickets related to the desktop experience by 15%	Increase the number of active users on the desktop platform by 10%
Enhance the Mobile App Experience	Increase user satisfaction with the mobile app experience by 25% as measured by survey results	Reduce the number of support tickets related to the mobile app by 20%	Increase the number of active users on the mobile app by 15%
Increase Acquisition	Increase website traffic by 30%	Increase the number of free trial sign-ups by 25%	Increase the number of paid customers by 20%



## PRODUCT METRICS

# 28. Setting up a MixPanel Dashboard

I've been asked to setup a dashboard for measuring performance of **my e-commerce website** on **MixPanel**.

Can you first nominate the metrics I should be tracking and then give me a step by step guide on how to set these up on **MixPanel**?



# Setting up a MixPanel Dashboard



I've been asked to setup a dashboard for measuring performance of my e-commerce website on MixPanel.

Can you first nominate the metrics I should be tracking and then give me a step by step guide on how to set these up on MixPanel?



Sure, here are some metrics that you should consider tracking for your e-commerce website using Mixpanel:

1. Acquisition: Track how users are arriving at your website, including the source (e.g. Google, social media, referral), the medium (e.g. organic, paid, referral), and the campaign (e.g. specific ads or promotions)
2. Engagement: Track how users interact with your website, including the pages they visit, the buttons they click, and the time they spend on each page.
3. Conversion: Track how many users complete a purchase on your website, including the number of purchases, the total revenue, and the conversion rate (purchases divided by website visitors).
4. Retention: Track how many users return to your website after their first visit, and how long it takes for them to make a second purchase.
5. Revenue: Track the total revenue generated by your website, including the average revenue per user (ARPU) and the lifetime value (LTV) of a user.

Here is a step by step guide on how to set up these metrics on Mixpanel:

1. Log in to your Mixpanel account and select the project for your e-commerce website.
2. Go to the "Settings" tab and select "Events" to see a list of the default events that Mixpanel is tracking on your website.
3. Create new events for each of the metrics you want to track (e.g. "Add to Cart", "Purchase", "Returning User").
4. Go to the "Funnels" tab to set up funnels for important conversion paths, such as the path from "Add to Cart" to "Purchase".
5. Go to the "Retention" tab to set up retention analysis, you can also find how long it takes for users to return to your website and make a second purchase.
6. Go to the "Insights" tab to create custom reports and dashboards to view your metrics in real-time. You can create a custom report for each of the metrics you are tracking (e.g. Acquisition, Engagement, Conversion, Retention, Revenue).
7. Finally, you can use Mixpanel's Segmentation and A/B testing tools to analyze specific groups of users and test different variations of your website.



## PRODUCT METRICS

# 29. Ideating metrics to track

I've just joined as a Product Manager for a product that **transcribes a live stream or live webinar in real-time. We charge per webinar or live stream minute.**

Using the **North Star framework**, can you suggest a few metrics I should be tracking to measure how well my product is doing?



## PRODUCT METRICS

# Ideating metrics to track

A

I've just joined as a Product Manager for a product that transcribes a live stream or live webinar in real-time. We charge per webinar or live stream minute.

Using the North Star framework, can you suggest a few metrics I should be tracking to measure how well my product is doing?



Using the North Star framework, a few metrics you may want to track to measure how well your product is doing include:

1. Number of webinars or live streams transcribed: This will give you an idea of how many events are using your product and how much revenue is being generated.
2. Transcription accuracy: This will measure the quality of the transcription service and how well your product is meeting the needs of your customers.
3. Customer retention rate: This will measure how well you are retaining customers over time and indicate whether or not your product is providing value to them.
4. Net Promoter Score: This will provide a measure of customer satisfaction and loyalty, and help you understand how likely your customers are to recommend your product to others.
5. Time to transcribe : This will help you to understand how fast the transcription is happening and how well the product is meeting the customer's need of real-time transcribing
6. Volume of webinars or live streams transcribed per employee or team : This will give you an idea of the scalability of the product, and how much capacity you have to handle more webinars or live streams.

It's important to note that the North Star Framework suggests a single metric that you want to optimize for, that represents the overall success of your product, that should be the one that you weight the most.



## PRODUCT METRICS

# 30. Electing metrics based on a framework

I'm a Product Manager that's building a **VPN product that helps users protect their privacy and hide their physical location.**

Using the **HEART framework**, give me examples of metrics I should be tracking & optimizing for.



## PRODUCT METRICS

# Electing metrics based on a framework

A

I'm a Product Manager that's building a VPN product that helps users protect their privacy and hide their physical location.

Using the HEART framework, give me examples of metrics I should be tracking & optimizing for.



Using the HEART framework, the metrics you should be tracking and optimizing for are:

- Happiness: User satisfaction and overall experience with the VPN product.
- Engagement: Number of users who actively use the VPN, frequency of usage, and duration of usage.
- Adoption: Number of users who sign up for the VPN and how many of those users are active.
- Retention: Number of users who continue to use the VPN over time.
- Task success: Number of users who successfully use the VPN to hide their physical location.

It's important to track these metrics to understand how well the VPN product is meeting the needs of its users and where improvements can be made.



## MONETIZATION

# 31. Brainstorming revenue streams

I'm building an **online classifieds platform** for **LATM**. We are now at **100,000 sessions a month**. We are offering a facility for users **to feature their ad for a week for a price and are running Google Adsense**.

Suggest 3 more viable ways for us monetize the product.



## MONETIZATION

# Brainstorming revenue streams

A

I'm building an online classifieds platform for LATM. We are now at 100,000 sessions a month. We are offering a facility for users to feature their ad for a week (for a price) and are running Google Adsense. Suggest 3 more viable ways for us to monetize this product.



Here are three **viable** ways for you to monetize your online classifieds platform for LATAM:

1. Premium subscription: Offer a premium subscription package for users that includes additional features such as higher visibility for their ads, the ability to post more ads, and access to exclusive deals and discounts. This can be a monthly or annual subscription package.
2. Job listings: Offer a separate section for job listings on your platform and charge employers a fee to post job listings. This can be a one-time fee or a monthly subscription package.
3. Advertising packages: Offer advertising packages to businesses looking to advertise on your platform. These packages can include banner ads, sponsored listings, and featured listings. You can charge businesses on a cost-per-click (CPC) or cost-per-impression (CPM) basis.

It is important to note that these are suggestions and it's important to evaluate which monetization methods fit best for your platform and target audience. Also, you should consider testing and experimenting with different pricing models, packages, and ad formats to find the best approach.



## COMPLIANCE

# 32. Listing out compliance tasks

I just moved to a **B2B health tech product** that enables **doctors to accept patient appointments online, share digital prescriptions & send out automated alerts to remind them when a visit is due**. My boss wants me to ensure we are GDPR compliant.

Can you explain what GDPR is in my context and what steps I should take?



## COMPLIANCE

# Listing out compliance tasks

A

I just moved to a B2B health tech product that enables doctors to accept patient appointments online, share digital prescriptions & send out automated alerts to remind them when a visit is due. My boss wants me to ensure we are GDPR compliant. Can you explain what GDPR is in my context and what steps I should take?



Sure, here is a summary of how you can ensure GDPR compliance for your B2B health tech platform that enables doctors to accept patient appointments online, share digital prescriptions & send out automated alerts to remind them when a visit is due:

- Conduct a data protection impact assessment (DPIA) to identify and assess any potential risks to individuals' personal data that may arise from your product. This will help you to identify any areas where you need to improve your data protection practices.
- Appoint a Data Protection Officer (DPO) who will be responsible for ensuring that your company complies with GDPR and for providing advice and guidance on data protection.
- Ensure that you have a clear and up-to-date privacy policy that sets out how you collect, use, and store personal data, including patient information such as name, date of birth, medical history, and contact information. This policy should be easily accessible to patients and other users of your product.
- Obtain explicit, informed consent from patients before collecting, using, or sharing their personal data. This can be done through an online form or an in-person agreement.
- Implement appropriate technical and organizational measures to protect personal data from unauthorized access, accidental loss, or destruction. This includes using encryption, firewalls, and intrusion detection systems to protect patient data.
- Regularly review and update your data protection practices to ensure that they remain compliant with GDPR.
- Keep records of all data processing activities under GDPR and be ready to provide evidence of your compliance if required by supervisory authorities.

It is important to note that GDPR is a complex regulation and it's important to seek legal advice to ensure that you're fully compliant with the regulation.



## PRODUCT LAUNCH

# 33. Seeding Pre-mortems

I'm running a product called **EvenSpades** that's a **direct competitor to Splitwise**. I'm about to roll out a product in **United Kingdom** targeting **students**. To promote the product, **every user gets 2 transactions where EvenSpades also acts as a participant and pays an even portion of the bill**.

Create a pre-mortem analysis based on Shreyas Doshi's content on this subject on what could potentially go wrong.



# Seeding Pre-mortems

**A**

I'm running a product called EvenSpades that's a direct competitor to Splitwise. I'm about to roll out the product in United Kingdom targeting students. To promote the product, every user gets 2 transactions where EvenSpades also acts as a participant and pays an even portion of the bill. Create a pre-mortem analysis based on Shreyas Doshi's content on what could potentially go wrong - something I could present at a meeting to kick things off.]



A pre-mortem analysis is a useful tool to identify potential issues before they occur. Based on Shreyas Doshi's content, here's a pre-mortem analysis of what could potentially go wrong with your EvenSpades product roll out in the United Kingdom targeting students:

1. User adoption: EvenSpades may struggle to gain enough users to make the product successful. This could be due to a lack of awareness about the product, or difficulty in convincing students to switch from their current solutions.
2. User retention: Even though the product may be able to acquire users, it may struggle to retain them. Students may find that EvenSpades is not meeting their needs or may not find the product useful in the long term.
3. Technical issues: The product may have technical glitches that prevent it from functioning properly, such as bugs or unexpected downtime. This could lead to a poor user experience and loss of trust in the brand.
4. Limited features: EvenSpades may lack features that are important to students and this could negatively impact the product's adoption and retention.
5. Security issues: EvenSpades may be vulnerable to security threats such as hacking or data breaches. This could lead to a loss of user trust and damage to the brand.
6. Limited scalability: EvenSpades may struggle to scale to meet the needs of a large number of users. This could lead to a poor user experience and a loss of trust in the brand.
7. Limited market size: The market for expense splitting apps may be limited in the UK and EvenSpades may struggle to gain enough users to make the product successful.
8. Limited revenue stream: The product relies heavily on the 2 transactions where EvenSpades acts as a participant and pays an even portion of the bill, this could become a bottleneck in the revenue stream and make the product economically unsustainable.



## PRODUCT LAUNCH

# 34. Writing release notes

Act as the Product Manager of **Youtube**. Imagine you were just rolling out **Youtube's playlist feature**.

Write the release notes for that build.



## PRODUCT LAUNCH

# Writing release notes

A

Act as the Product Manager of YouTube. Imagine you were just rolling out YouTube's playlist feature. Write the release notes for that build.



### Introducing YouTube Playlists!

With this new feature, you can now save and organize your favorite videos in one convenient place. Create playlists for different topics, moods, or occasions, and easily access them whenever you want.

Here's what you can expect with YouTube Playlists:

- Create and edit playlists: Add videos to your playlists, rearrange the order of videos, and delete videos as you see fit.
- Share playlists: Share your playlists with friends and family via a unique link.
- Discover new content: Browse playlists from other users and discover new videos you might like.
- Save videos for offline: Save videos in your playlists for offline viewing.

We're excited to see how you use this new feature to enhance your YouTube experience.  
Happy viewing!



## PRODUCT LAUNCH

# 35. Writing feature announcements

I'm about to launch a new feature for my **grocery delivery app**. It allows for **scheduled bulk buying enabling users to schedule a monthly grocery dispatch**. Users availing this feature will **get a 5% flat discount if the total order amount is more than \$100**.

Generate text for a product announcement notification for this feature. Use some light humor in the post.



## PRODUCT LAUNCH

# Writing feature announcements

A

I'm about to launch a new feature for my grocery deliver app. It allows for scheduled bulk buying enabling users to schedule a monthly grocery dispatch. Users availing this feature will get a 5% flat discount if the total order amount is more than \$100.

Generate text for a product announcement notification for this feature. Use some light humor in the post. Keep it brief. Also, use a catchy subject line no more than 5 words long.



Subject: "Stock Up and Save Big!"

"Attention all shoppers! Are you tired of constantly running out of your favorite snacks and essentials? Well, say goodbye to those pesky 'out of stock' notifications and hello to bulk buying bliss. Introducing our new scheduled bulk buying feature, now available on our grocery delivery app. Simply schedule your monthly dispatch and enjoy a flat 5% discount when you spend over \$100. So, go ahead, stock up on all your favorite goodies and save big. Happy shopping!"



## PRODUCT LAUNCH

# 36. Generating a go-to-market plan

I'm launching a **lawyers marketplace** where **people needing legal advice and services can find reputed lawyers, read their customer reviews & book appointments with them online**. The product will first be rolled out in **London, UK**.

I need a 10-point tactical go-to-market plan to grow this platform in the next 12 months. For each point, mention what needs to be done, who typically does it & how it will be measured.



## PRODUCT LAUNCH

# Generating a go-to-market plan



I'm launching a lawyers marketplace where people needing legal advice and services can find reputed lawyers, read their customer reviews and book appointments with them online. The product will first be rolled out in London, United Kingdom. I need a 10-point tactical go-to-market plan to grow this platform in the next 12 months. For each point, mention what needs to be done, who typically does it & how will it be measured.



1. Conduct market research to identify target audience and key competitors - Typically done by a market research firm or in-house team. Measurement: Understanding of target audience demographics and behaviors, and knowledge of key competitors and their offerings.
2. Develop a strong brand and messaging - Typically done by a branding agency or in-house marketing team. Measurement: Positive brand recognition and perception among target audience.
3. Build a user-friendly and visually appealing website - Typically done by a web development agency or in-house team. Measurement: Website traffic, bounce rate, and user engagement.
4. Optimize website for search engines - Typically done by an SEO agency or in-house team. Measurement: Increased website visibility and search engine rankings.
5. Develop a content marketing strategy to attract and engage target audience - Typically done by a content marketing agency or in-house team. Measurement: Increased website traffic and engagement, and improved brand awareness.
6. Leverage social media to promote the platform and engage with target audience - Typically done by a social media marketing agency or in-house team. Measurement: Increased social media followers and engagement, and improved brand awareness.
7. Implement Google Adwords and Facebook Ads campaigns to drive traffic to the website - Typically done by an SEM agency or in-house team. Measurement: Increased website traffic, conversions and ROI



## EXPERIMENTS

### 37. Suggestions for an A/B test

I run a product called "**SEOGPT**". It's basically **ChatGPT for SEO specialists**. **SEO professionals can key in a URL and ask the bot questions to strategize how to improve it**. To promote SEOGPT, I **created a landing page with a headline, 2 text bars (one for the site URL and the other for the email) & a CTA allowing users to key in their site URL to generate a free SEO report**.

Recommend 3 A/B tests I could run on this page to improve conversions.



## EXPERIMENTS

# Suggestions for an A/B test

A I run a product called "SEOGPT" - it's basically ChatGPT for SEO specialists. SEO professionals can key in a URL and ask the bot questions to strategize how to improve it. To promote SEOGPT, I created a landing page with a headline, 2 text bars (one for the site URL and the other for the email) & a CTA allowing users to key in their site URL to generate a free SEO report. Recommend 3 A/B tests I could run on this page to improve conversions (where the goal is to generate more reports for unique emails).

1. Headline Test: Test different headlines on the landing page to see which one resonates the most with users and generates the most conversions. For example, you could test headlines such as "Unlock the Full Potential of Your Website with SEOGPT" against "Maximize Your SEO Efforts with SEOGPT".
2. CTA Test: Test different calls to action (CTA) on the landing page to see which one generates the most conversions. For example, you could test CTAs such as "Generate My Free SEO Report" against "See How SEOGPT Can Improve Your Website Now"
3. Form Field Test: Test the form fields on the landing page to see which format generates the most conversions. For example, you could test a single field for the user to enter their URL and email together, versus separate fields for the user to enter their URL and email.



## PRODUCT TEAMS

# 38. Ideas for Organizing Product Teams

I joined as a **Senior Product Manager** for a content calendar tool that helps marketers generate ideas, plan out their content, assign tasks and track performance. It has **4 products: Email, Social Media, Blog & Video**. At this time, I have **3 Product Managers, 12 Developers, 2 QAs, 3 Product Designers, 1 SEO specialist**.

Can you recommend what kind of organizational chart I should aim for? Mention who should report to who.



## PRODUCT TEAMS

# Ideas for Organizing Product Teams



I joined as a Senior Product Manager for a marketing content calendar tool. It helps marketers generate ideas, plan out their content, assign tasks and track performance. It has 4 products: Email, Social Media, Blog & Video. At this time, I have 3 Product Managers, 12 Developers, 2 QAs, 3 Product Designers, 1 SEO specialist. Can you recommend what kind of organizational chart I should aim for? Mention who should report to who.



An ideal organizational chart for your marketing content calendar tool would have a clear reporting structure that aligns with the product development process.

- The Product Managers for each product (Email, Social Media, Blog, and Video) should report to the Senior Product Manager, who would be responsible for overall product strategy and direction.
- The Developers, QAs, and Product Designers should report to the Product Managers for their respective products, as they would be responsible for executing on the product vision and features.
- The SEO specialist would likely report to the Senior Product Manager, as they would be responsible for ensuring that all content is optimized for search engines across all products.

It's also important to ensure that there is clear communication and collaboration across all teams, so that everyone is aware of what's happening with different products. Regular team meetings and cross-functional collaboration can help with this.



## PRODUCT GROWTH

# 39. Recommending Growth Loops

Act as a Product Manager. You've built a direct competitor to **GumRoad** which is an **e-commerce platform that helps creators sell digital products and memberships.**

What kind of growth loops can I add to my platform based on what **Nir Eyal** describes in his book called "**Hooked**".



## PRODUCT GROWTH

# Recommending Growth Loops

A

Act as a Product Manager. You've built a direct competitor to GumRoad which is an e-commerce platform that helps creators sell digital products and memberships.

What kind of growth loops can I add to my platform based on what Nir Eyal describes in his book called "Hooked".



Based on Nir Eyal's "Hooked" model, there are several potential growth loops you can add to your e-commerce platform to drive user engagement and retention:

1. Trigger loop: Send push notifications or email reminders to users when new products or membership options become available, or when their subscriptions are about to expire.
2. Action loop: Make it easy for users to purchase and download products or sign up for memberships with just a few clicks. Simplify the checkout process to minimize friction.
3. Variable reward loop: Introduce a recommendation algorithm that suggests new products or membership options based on a user's previous purchases or browsing history. This can create a sense of anticipation and curiosity.
4. Investment loop: Allow users to customize their profiles, save products or memberships for later, or leave reviews. This encourages them to invest time and effort into the platform, making it more valuable to them.
5. Social loop: Add social features such as the ability for users to share products or memberships with friends, or to see what others are buying or subscribing to. This can drive social proof and increase the perceived value of the platform.



## COMMUNICATION

# 40. Telling a story about a product feature

Act as the Product Manager for a **meeting scheduling app that's a direct competitor to Calendly**. You're launching a new feature that allows **consultants to collect pre-payments at the time of scheduling a meeting**.

You want to excite your sales, marketing and customer success teams about this feature. You have to prepare a **10-slide presentation** to announce this at the next townhall. Include a story using a persona: **Casey the Career Coach**. Use motivating, uplifting language.



## COMMUNICATION

# Telling a story about the product 1/2

A

Act as the Product Manager for a meeting scheduling app that's a direct competitor to Calendly. You're launching a new feature that allows consultants to collect pre-payments at the time of scheduling a meeting. You want to excite your sales, marketing and customer success teams about this feature. You have to prepare a 10-slide presentation to announce this at the next townhall. Include a story using a persona: Casey the Career Coach. Use motivating, uplifting language.



### Slide 1: Introduction

- Introduce the new feature: the ability for consultants to collect pre-payments at the time of scheduling a meeting
- Highlight the benefits of this feature for both the consultant and the meeting attendee

### Slide 2: Meet Casey

- Introduce the persona of Casey, a career coach who frequently schedules meetings with clients
- Provide a brief background on Casey and her business

### Slide 3: Casey's Challenges

- Highlight some of the challenges Casey faces when scheduling meetings, such as missed payments and last-minute cancellations
- Explain how the new feature addresses these challenges and provides solutions for Casey

### Slide 4: How it Works

- Show a demonstration of how the new feature works, including how Casey can set up pre-payment options for her meetings
- Highlight the ease of use and convenience of the feature



## COMMUNICATION

# Telling a story about the product 2/2

### Slide 5: Benefits for Casey

- Outline the specific benefits of the new feature for Casey, such as increased revenue and improved client communication
- Use statistics and data to support these benefits

### Slide 6: Benefits for Attendees

- Outline the benefits of the new feature for meeting attendees, such as improved scheduling flexibility and clear payment expectations
- Use customer feedback to support these benefits

### Slide 7: Competitive Advantage

- Compare the new feature to similar offerings from competitors, such as Calendly
- Highlight the advantages of our app's feature, such as better pricing and more flexibility

### Slide 8: Implementation and Rollout

- Provide details on the implementation and rollout of the new feature, including a timeline and any necessary training
- Assure the team that the process will be smooth and seamless

### Slide 9: Next Steps

- Outline the next steps for the sales, marketing, and customer success teams to promote and support the new feature
- Encourage the team to get creative with their marketing and outreach strategies

### Slide 10: Conclusion



## COMMUNICATION

### 41. Saying No

Act as a Product Manager of an **enterprise-grade ERP software**. A sales rep emails you that they can close a **seven-figure deal** with a well-known brand if we commit to implementing **several customizations with their in-house software in a few weeks time**.

Write a diplomatic email politely pushing back while citing the risk associated with **consuming the entire team for one client & sacrificing roadmap progress**. Suggest alternative options.



## COMMUNICATION

# Saying No



Dear [Sales Rep],

Thank you for reaching out regarding the potential seven-figure deal with [well-known brand]. I appreciate the opportunity and understand the importance of closing this deal.

However, I must respectfully push back on the request for several customizations with their in-house software in a few weeks time. While I understand the potential benefits of closing this deal, I must consider the risk associated with consuming the entire team's resources and sacrificing key roadmap progress for all of our other clients.

I understand that these customizations are important to [well-known brand], but I also want to ensure that we are able to maintain a balance between meeting the needs of our clients and maintaining the integrity and stability of our enterprise-grade ERP software.

As an alternative, I would suggest that we explore options such as:

- Prioritizing a smaller subset of customizations that would be most beneficial to [well-known brand] while still being mindful of the impact on our team and other clients.
- Offering a phased implementation plan where we can deliver the customizations in stages over a longer period of time.
- Providing consulting services to [well-known brand] to help them optimize their in-house software to work seamlessly with our ERP.

I would be happy to schedule a meeting to discuss these options and find a mutually beneficial solution.

Thank you for your understanding and please let me know if you have any further questions.

Best,

[Your name]



## COMMUNICATION

# 42. Crediting the team

I'm a Product Manager of a team that consists of the following:

- **3 developers: Ben, Fiona, Parineeti**
- **2 designers: Lee, Hannah**
- **1 QA: Ahmed**

We recently launched a feature on our **e-commerce website that lets users buy products using cryptocurrency.**

Write a creative & fun company-wide email publicly thanking the efforts of each team individually with @ mentions.



# COMMUNICATION

## Crediting the team

A

I'm a Product Manager of a team that consists of the following:

3 developers: Ben, Fiona, Parineeti  
2 designers: Lee, Hannah  
1 QA: Ahmed

We recently launched a feature on our e-commerce website that lets users buy products using cryptocurrency.

Write a creative & fun company-wide email publicly thanking the efforts of each team member individually with @ mentions.



Subject: A Crypto-tastic Launch!

Team,

I just wanted to take a moment to publicly thank each and every one of you for the hard work and dedication that went into the launch of our new cryptocurrency feature on our e-commerce website.

@Ben, @Fiona, and @Parineeti - your tireless efforts in developing and implementing this new feature were truly impressive. Your technical expertise and attention to detail made this launch a success.

@Lee and @Hannah - your stunning designs and user-friendly interface made the experience of buying products with cryptocurrency seamless and enjoyable for our customers. Your creativity and dedication to the project was evident in the final product.

@Ahmed - your thorough testing and quality assurance ensured that the feature was not only visually appealing but also functional and secure. Your efforts in ensuring the success of this launch were invaluable.

This launch wouldn't have been possible without each and every one of you. It's a great example of how a team can come together and achieve great things. Let's keep up the good work!

Cheers,

[Your Name]



## PRODUCT FEEDBACK

# 43. Summarizing Customer Feedback Reviews

I'm a Product Manager at **Docusign**. I want you to read the user reviews below that we received on **G2** and summarize them to me.

*1. We have used this software for a while now and I feel like I have enough experience that I am able to say confidently that the pros absolutely outweigh the cons.*

...

...



# Summarizing Customer Feedback Reviews

AA

I'm a Product Manager at Docusign. I want you to read the user reviews we received on G2 and summarize them to me.

1. We have used this software for a while now and I feel like I have enough experience that I am able to say confidently that the pros absolutely outweigh the cons. When initially setting up your company, profiles, and users there can be a little bit of confusion depending on which version you are subscribing to. When I looked at reviews for this software before deciding to pull the trigger I saw quite a few people say that they were unhappy with the customer service they had received while using DocuSign. I don't know if I am an outlier or just didn't have the same issues they did because I have never had any problems getting in touch with someone, getting my problems solved in a reasonable amount of time, or getting my issues escalated to the right level of support who is able to help me with my problem.
2. The only downside to DocuSign is that you cannot try out all of the features during the 30-day free trial. I think it would be beneficial to utilize the features that the paid plans offer during the free trial to determine if they would be helpful before committing to a paid plan. However, there is a paid plan starting at \$10 a month, so at least there is a plan that wouldn't break the bank.
3. I don't think that DocuSign offers enough information about how the signers information is protected. People now more than ever are concerned with who all has their information. They need to be reassured. I don't think that everyone is convinced that signing online digitally is as secure as actually signing documents in person.
4. I wouldn't say I like that Docusign does not offer a comprehensive range of features. Entering each tag manually is tedious, and pre-made templates are mainly limited to commonly used documents, making them unsuitable for business use. Moreover, the transition between their old user interface and a new one has caused considerable delays with no accompanying enhancements or benefits.
5. People may need help understanding DocuSign when it comes to the signature process.



The reviews of DocuSign generally mention that the pros outweigh the cons, but there are a few specific areas where users have had issues. Some users have had difficulty with customer service and technical support, while others have had issues with the organization of bulk forms. Some users have also had difficulty with editing documents and the signature process. Additionally, some users have had issues with the password provided for signing documents, which can be invalid or expired. Overall, users seem to appreciate the software, but have had issues with specific features and customer service.



## ROOT CAUSE ANALYSIS

# 44. Diagnosing product issues

I'm a Product Manager for a **hotel booking website**. I'm noticing that **the traffic for my website is declining 10% month on month despite getting 35% more hotels listed in our site and spending twice as much on Google Ads compared to last year**.

List down in a table the possible reasons for this gradual decline, reason description & counter-measures for each point.



## ROOT CAUSE ANALYSIS

# Diagnosing product issues

Possible Reasons for Decline	Reason Description	Counter-Measures
Increased competition	Other hotel booking websites may have increased their marketing efforts or added new features that are attracting more customers.	Conduct a competitive analysis to identify what your competitors are doing differently and try to improve upon or differentiate yourself. Develop unique selling points (USPs) for your website and incorporate them in your marketing strategy.
Poor user experience	Your website may be experiencing usability issues or a slow load time which is causing customers to leave.	Conduct user testing and gather feedback to identify and address any issues with the website's design and functionality. Improve website speed and navigation.
Lack of customer engagement	Your website may not be effectively engaging with customers, resulting in a lack of repeat business.	Implement a loyalty program or other engagement strategies to encourage repeat business. Send out personalized emails and offers to keep customers interested.
Inadequate SEO	Your website may not be optimized for search engines, making it difficult for customers to find you organically.	Optimize your website for search engines using keywords, meta tags, and other techniques to improve visibility and drive traffic. Invest in SEO optimization services if necessary.
Negative customer reviews	Your website may have received negative reviews that are affecting its reputation and driving customers away.	Monitor and respond to customer reviews, address any issues, and encourage positive reviews. Encourage happy customers to leave reviews.
Price point	Your prices may not be competitive compared to	Conduct market research and adjust prices accordingly to ensure they are competitive.



## LEARNING & DEVELOPMENT

# 45. Summarizing Books

I'm a Product Manager of an  
**invoicing software targeting SMBs**  
similar to **Chargebee**.

Summarize the takeaways from the  
book "**Zero to One**" by **Blake**  
**Masters and Peter Thiel** in 7 points  
in the context of my product.



## LEARNING & DEVELOPMENT

# Summarizing Books

Summarize the takeaways from the book "Zero to One" by Blake Masters and Peter Thiel in 7 points in the context of my product.



"Zero to One" by Blake Masters and Peter Thiel is a book that provides insight on how to create and build successful companies in today's world. Here are 7 key takeaways from the book in the context of your invoicing software targeting SMBs:

1. Focus on creating a monopoly: Thiel argues that companies that create a monopoly in their market are more likely to be successful than those that simply compete in an existing market. As a Product Manager, you should focus on creating a unique and proprietary product that stands out from the competition.
2. Identify and solve a big problem: Thiel suggests that successful companies are those that identify and solve a big problem that customers are facing. Your invoicing software should aim to solve a significant pain point that SMBs are facing in their invoicing process.
3. Create a durable competitive advantage: Thiel stresses the importance of creating a durable competitive advantage that can't be easily replicated by competitors. Consider how your product can be hard to copy and how can be protected.
4. Be contrarian: Thiel suggests that being contrarian and going against conventional wisdom can lead to more successful outcomes. Consider how your product can do something different and unique that others are not doing in the market.
5. Build a strong team: Thiel highlights the importance of building a strong team of people who can execute on the company's vision. As a Product Manager, you should work closely with your team to ensure that everyone is aligned on the product's vision and objectives.
6. Be bold and take risks: Thiel encourages entrepreneurs to be bold and take risks in order to achieve success. As a Product Manager, you should be willing to take risks and try new things with your product in order to stand out from the competition.
7. Focus on Sales and Marketing: Thiel emphasizes the importance of sales and marketing in building a successful company. As a Product Manager, you should work closely with the sales and marketing team to ensure that your product is effectively reaching and resonating with your target audience.

# BONUS ROUND

## COMMUNICATION

### Making Excuses

Give me a bundle of 10 hilarious excuses that I could rotate in my emails to stakeholders explaining why a certain committed feature was delayed.

## COMMUNICATION

# Making Excuses

A

Give me a bundle of 10 hilarious excuses that I could rotate in my emails to stakeholders explaining why a certain committed feature was delayed.



1. "The development team was sidetracked by a particularly tricky bug that turned out to be a shape-shifting creature from another dimension."
2. "We accidentally discovered a new form of procrastination that is so much more effective than any known before."
3. "We had a team-building event that ended up being a little too successful and we all got lost in the woods for a few days."
4. "We had to halt development to complete a secret government mission to save the world from a rogue artificial intelligence."
5. "The development team was kidnapped by a group of rogue unicorns, but don't worry, they're all safe and sound now."
6. "We had to pause development to perform an emergency software upgrade on the office coffee machine."
7. "We had to delay the feature because we were too busy perfecting our synchronized office chair dancing routine."
8. "We were attacked by a swarm of drones controlled by our rival company, but don't worry, we took them down with a well-placed cup of coffee."
9. "We had to delay the feature because the team was too busy training for the annual office Olympics."
10. "We had to delay the feature because we were busy working on a top-secret project to build a time machine to fix all our past delays."



What other use cases  
have you seen?

**Comment below.**

