



For recent college graduates

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Your company and team for the project

Now that you have gone through the course material, let's resume working on the project.

Your project's MVP scope has been translated into a PRD and is now ready to move into development phase.

Your development team has adopted Agile Scrum methodology principle to manage their development cycle.

Each sprint runs for 2 weeks followed by a release to production environment.

Scrum/Development Team

- One Engineering Lead
- One Shared DevOps
- Four Engineers
- One Shared QA

Scrum master (rotational in nature)

- Product Designer
- Shared Data Analyst

All Teams

- Customer Service
- Data Analytics
- Engineering (includes QA)
- Legal and Compliance
- Finance & Accounting
- Operations
- Marketing (includes Product Marketing)
- Product Management
- Product Design

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Create Project Blueprint

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

Create a coordination activities map

Share your project-specific coordination activities map here ([Insert Link here](#)).

Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task:</i> 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	Whose involvement is needed to accomplish the task ? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)
	Setup meeting to share MVP scope and walk-through design to gather feedback		Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)
	Setup meeting to kickoff project with the scrum team		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)
			Scrum Team	Scrum Team (Involved directly in product development efforts)
Involve legal and compliance	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)
	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)
Incorporate stakeholders	Discuss the prioritized feedback received from stakeholders to update scope and	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)

Plan for Sprint Meeting

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

Sprint Goal: Enable reminders of jobs and trainings for students

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

1	As a student qualified to get a job, I would like to have a reminder about the deadlines to apply for a job so that I won't miss opportunities
2	As a one-month free trial user, I want to know what includes a reminder feature so that I will know why I should pay for it
3	As a college student with no experience I want to be the first to know which positions are available for me so that I won't miss opportunities
4	As a final year student, I want to remember the deadlines of jobs applying and trainings because so that it will help me to organize my times
5	As a student on my way to improving my technical skills, I'd like to remind training updates and courses releases so that I will continue my professional grow

Sprint Prioritization Logic

- Design and build the feature before the first sprint to start testing the feature from the initial state onwards.
- The reminder involves activating this feature for both, jobs and trainings. The development of this feature involves API integration which is of high priority to work on.

User Story 1

User Story	As a college student with no experience I want to be the first to know which positions are available for me so that I won't miss opportunities
Design	Prototype
Acceptance Criteria	<ul style="list-style-type: none">• Students will have a pop-up notification when their preferences match the job and they didn't apply yet• This pop-up will be able to see when the user is navigating on the app• This email will be also ADA compliant
Assumptions	<ul style="list-style-type: none">• The first year, the product is available in US only, therefore MVP will be launched in English. Market expansion will be discussed and evaluate launch of the app in other languages.• Engineering team builds all features to be compatible with these requirement

User Story 2

User Story	As a student on my way to improving my technical skills, I'd like to remind training updates and courses releases so that I will continue my professional grow
Design	Prototype
Acceptance Criteria	<ul style="list-style-type: none">• Students who are doing trainings will have a pop-up notification when a new training or course will release and match their preferences• This pop-up will be able to see when the user is navigating on the app• This email will be also ADA compliant
Assumptions	<ul style="list-style-type: none">• The first year, the product is available in US only, therefore MVP will be launched in English. Market expansion will be discussed and evaluate launch of the app in other languages.• Engineering team builds all features to be compatible with these requirement

Decoding API Documentation

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

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

GLinkedIn Project

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

Loads and company information can be accessed through the Job Lookup API and the field, so it may be easier to match the student's details and skills with the recruiter's requirement to suggest suitable jobs for the qualified student.

Company Lookup API can be used to redirect students to company details and requirements by clicking on the job offered link, rather than using extra data to facilitate this feature.

Based on your high-level knowledge of the Document API, there are some details you want to discuss with engineering to refine the solution and/or determine feasibility

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility

Can we develop an algorithm to automatically recommend work that matches the student's skills across a large group of people?

Is it possible to track interesting student work from the number of clicks users made on a specific type of job posting to recommend more of the user's type of work?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">• The landing page is taking 38% more time to load and Monthly users are reduced by 10%• Negative reviews and rating of the app increased by 3% in Google Play store• Decreasing adoption of the app by 18% <p>This is a critical bug as the existing users are reviewing negatively which prevents both the existing users and the upcoming users from using the app.</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Update this issue as Emergent issue (Priority Critical level) in JIRA• Push the details about the bug into the communication channel as a hotfix• Issue discussed during the next recent spring meeting
Would you take additional steps ?	<ul style="list-style-type: none">• Multiple tests are conducted on the behalf of QA and Development team to check the newly developed solution is working properly.• Additional tests will be conducted to check if the solution is not affecting other features and will not have any impact on the upcoming features.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue

- Issue is identified as High priority and is affecting 2% of the daily total users
- Decrease in retention by 65% among the affected users
- Rating of the app in the App store is decreased by 0.5%

The users facing this issue are reporting and the feedback appears in general review column in the app store which influence other users to see if they are also facing the same issue.

Next Steps use ticketing tool (JIRA), and communication channel (Slack)

- Update the issue as a bug with **high priority level** in JIRA
- Push the issue details to the Slack group
- Discuss the issue in the next meetup where the QA and development team are part

Email from Customer Service Manager

Use the information below to understand what is expected and use the next slide to share your answers

Sprint Progress

You are 3 days into the 2 week sprint and issue has been reported from production in the last 5 days

Email Thread

Our internal tool's "send email with reset password link" is not working. We are able to trigger the email (containing the link to reset password), however users are complaining that they are not receiving the email from us. We noticed that the email is being received by users after 12 hours of being triggered from our internal tool. This is frustrating them and has increased the incoming call volume. Can you look into why the email (containing the link reset password) is being delivered so late ASAP?

Additional Details

- 20% of users that are unable to log due to incorrect password reach out to customer service team, where they trigger the email with the link to reset password using internal tool.
- From previous engineering discussions, you believe the same email with link to reset password is triggered when a user requests a password reset email from the product directly.
- On an average, 7% of daily total users that are unable to log into the product request this email,

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Email from Customer Service Manager

<p>Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)</p>	<ol style="list-style-type: none"> 1. The issue is identified as a critical priority issue affecting 7% of the total users of LinkedIn TnP 2. 80% of the users among them are unaware that the team is developing a solution and the issue will be fixed soon 2. Retention rate decreased by 15% due to this issue <p>Only 20% of the affected users are reaching out to the customer service, and even these users are not satisfied with the service as they are asked to wait for 12 hours to receive a password reset link. This has increased the retention rate and decreased the app review.</p>
<p>Next Steps</p>	<ul style="list-style-type: none"> ● Issue will top in the product backlog with an immediate action ● Update this issue as Emergent issue (Priority level, Critical) in JIRA ● Push the details about the bug into the communication channel as a hotfix
<p>Sample Email Response</p>	<p>The issue has been addressed and identified with a critical priority level. The entire team is working on the issue and hopefully, the team will come up with a solution soon. Till then, to make sure the entire affected users are informed that the team is working on the issue. Our Marketing team will communicate this though an emailing. Will get back to you soon on the status level, till then it will be great if you could keep the users aware that the team is working on the bug.</p>

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	<ul style="list-style-type: none">• Reviewed with the development team and feature is only 65% functional• Also, check with the staging environment to make sure what parts of the feature are fully tested and also, functional• It will be created a copy of the functional feature. In case the team develop a better version, it will merge with the copy
Sample Email Response	<p>Received your mail regarding the meeting with stakeholders, the team has been working hard to get the best out of the feature and is 65% complete within the 7 days of the sprint. Among this, some of the properties are still being tested by the QA team.</p> <p>A fully functional and tested demo of selected properties is attached to the mail. And also a video describing the entire working demo with explanation (including the assumptions of how the currently developing properties will work) is attached with the mail to deliver a clearer vision of how the product will turn out to be once it is complete.</p>

Step-in and guide the scrum team at stand up

Video Response

Share the link to your video here

[VIDEO HERE](#)

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none"> • Talk the problem with other PM's and request to pool in their resources • Communicate the project details with the new QA member • Delegate this information to the communication channel and make sure the development team and others themselves testing the product in the first place before handing it to the QA team
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	<ul style="list-style-type: none"> • The issue and the level of seriousness it brings along with the evaluation result of the RICE model will be shared in the communication channel. • Offer extended hands and support to the impacted PM's by sharing working hours of earlier PM once he/she returns healthy. • The developed feature can be sent to the new QA member (if necessary) to avoid back and forth transportation.
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Increase visibility within the team, HOP and also within the affected PM and HOP team
	<ul style="list-style-type: none"> • Considering a successful negotiation, analyze the time of launch and will facilitate the new QA with the required details and help. Also willing to share the earlier QA once he/she returns healthy to balance the pending work of the impacted projects. • Considering non-successful negotiation, we'll acknowledge the disagreement and ask for feedback stating if we could make some changes to what we ask for, then we can reconsider negotiation.

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">• What is the expected result for this feature?• How does this new feature align with our sprint goal?• How do you think this feature will impact in our business model?
Video Response	<p>Share the link to your video here</p> <p><u>VIDEO HERE</u></p>

Thank you!