

# Amazon Prime Music Direct

Developing the product

**Product Owner: Sougata Ghosh**



# Getting Started

# 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

Link to coordination activities map [here](#)

Coordination Activities Map				
File Edit View Insert Format Data Tools Add-ons Help <span>Last edit was 22 minutes ago</span>				
100% \$ % .0 .00 123 Open Sans 12 B I S A				
fx All except Legal and Compliance				
	A	B	C	D
1	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>
2	Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product
3				Cross-functional Stakeholders
4		Setup meeting to share MVP scope and walk-through design to gather feedback		Impacted Product Managers
5		Setup meeting to kickoff project with the scrum team		Scrum Team
6	Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance
7		Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy		All except Legal and Compliance
8	Incorporate stakeholders	Discuss the prioritized feedback received from stakeholders to update scope and	Product Manager	Product Designer

# 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 Planning Meeting Preparation

## Sprint Goal

Enable the user to log in and start a new release. For each release enable the user to upload album artwork and for each track in the album enable the user to upload an audio file in the required format.

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

- |   |   |
|---|---|
| 1 | As an Amazon Prime Direct user I want to be able to log in with an existing account so that I can start my release without going through a lengthy registration process.                              |
| 2 | As a user without own album artwork I want to be able to choose and save an artwork from the app's artwork library so that I have an album artwork available for my release.                          |
| 3 | As a user with any audio file I want to be able to convert my audio files to the required format (16 bit, 44.1 KHz, WAV/FLAC file) inside the app so that I can later upload files without a problem. |
| 4 | As a self-publishing musician I want to be able to upload my album artwork so that my release has an album cover.   |
| 5 | As a self-publishing musician I want to be able to upload audio files for each track so that my release has the required songs for distribution.  |

## Sprint Prioritization Logic

- Prioritized riskier work of converting and uploading files that will require API integration
- Having audio files and album artwork in required format are tasks that need to be completed before uploading artwork and audio files

# User Story 1

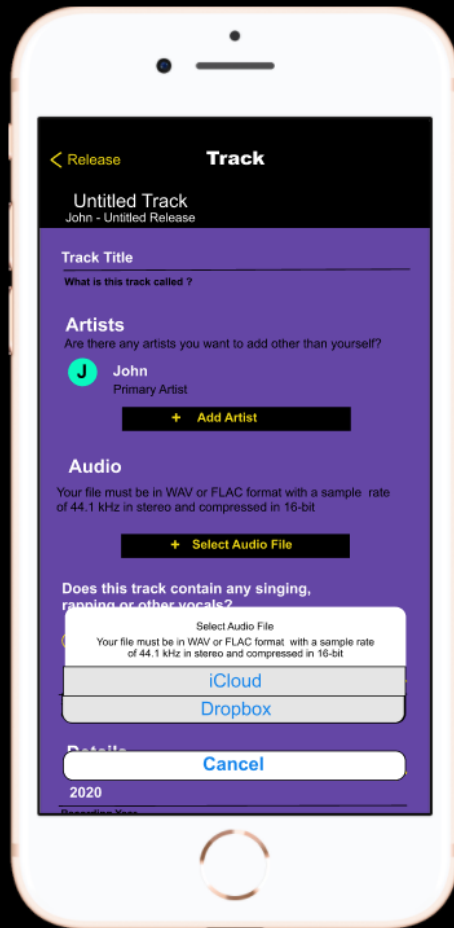
<b>User Story</b>	As an Amazon Prime Direct user I want to be able to log in with an existing account so that I can start my release without going through a lengthy registration process.
<b>Design</b>	Screenshot on next slide. Link to prototype below: <a href="https://www.figma.com/file/67UP8vEkfITK7YEsUZ166Q/PrimeMusic-Direct?node-id=0%3A1">https://www.figma.com/file/67UP8vEkfITK7YEsUZ166Q/PrimeMusic-Direct?node-id=0%3A1</a>
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• On the Start page the user is presented with sign-in fields with placeholders indicating that she has to log in with mobile number/ email and an Amazon password.</li><li>• The user inputs details and signs in ; is taken to a Welcome page from where she can start a new release</li><li>• In case the user does not have Amazon credentials she can click on a 'create a new Amazon account' button</li><li>• In case the user inputs invalid email and password a clear and actionable error message is displayed</li><li>• In case the user has forgotten password there is a 'Forgot Password' link for resetting password</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• Most users will already have an Amazon account account, making the sign-in process simple</li><li>• The necessary integration of the app with Amazon sign-up service is in place</li></ul>





# User Story 2

<b>User Story</b>	As a self-publishing musician I want to be able to upload audio files for each track so that my release has the required songs for distribution.
<b>Design</b>	Screenshot on next slide. Link to prototype below: <a href="https://www.figma.com/file/67UP8vEkfITK7YEsUZ166Q/PrimeMusic-Direct?node-id=0%3A1">https://www.figma.com/file/67UP8vEkfITK7YEsUZ166Q/PrimeMusic-Direct?node-id=0%3A1</a>
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• On the Track details page, under Audio, the user is presented with ' Select Audio File' button</li><li>• The user clicks the button and is prompted to select a file from a cloud service like iCloud / Dropbox</li><li>• The user is informed that the file has to be in a required format</li><li>• In case the user uploads a file not in required format a clear and actionable error message is displayed</li><li>• In case the user tries to upload multiple files for the same track a clear and actionable error message is displayed</li><li>• In case the user cannot access a cloud service she can upload a file from her device</li><li>• Once the upload is complete the name of the uploaded file is visible under Audio to show that process is complete</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• All necessary infrastructure and permission in place to use AWS S3 to upload files</li><li>• S3 bucket created and optimized for file upload latency</li></ul>



# 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

# Amazon Project

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

- Consider using the S3 API and Amazon SDK so that we can programmatically upload the file using Java
- Consider giving public access to the S3 bucket where file is uploaded as we want to give public access to the teaser file

**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**

- How would the PutObject method of the S3 api return the public url of the teaser file to be shared on social media?
- If the teaser file is later updated how would we ensure that it can be shared via the same public url?

# 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

<b>Determine impact and criticality to prioritize issue</b>	<ul style="list-style-type: none"><li>• The issue potentially affects all users logging into the Amazon Prime Direct self-publishing platform</li><li>• 38% more time to load will frustrate users and have a huge impact</li><li>• Thus this issue will need to be prioritized as <b>critical</b> as otherwise users would switch to competitive platforms</li></ul>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none"><li>• Update issue priority to 1 and utilize high priority/ critical issues buffer in sprint backlog to provide a hotfix</li><li>• Communicate the issue priority and rationale to QA team members and development team through Slack</li><li>• Emphasise the urgency of achieving a resolution that does not break existing features or create new issues</li></ul>
<b>Would you take additional steps ?</b>	Share the corrective measures among engineers and engineering lead to avoid the same issue from happening in the future.

# Issue 2: Misaligned fields in Profile Settings

<b>Determine impact and criticality to prioritize issue</b>	<ul style="list-style-type: none"><li>• The issue is visible only about 2 % of daily users in the Android app</li><li>• Misaligned fields in profile settings, while avoidable, will not lead to any major dysfunction in the product or pose a major reputational risk</li><li>• Thus the impact of the issue is <b>low</b> and the issue can be resolved in the next sprint or even later</li></ul>
<b>Next Steps</b> use ticketing tool (JIRA), and communication channel (Slack)	<ul style="list-style-type: none"><li>• Update issue priority to 4 and look at resolving the issue in the next sprint or later</li><li>• Communicate the issue priority and rationale to customer service team, explaining why this can be fixed later</li></ul>

# Respond to Customer Service Manager's Email

## Determine impact and criticality to

## prioritize the issue

(1 - Critical; 2 - High; 3 - Normal; 4 - Low)

- Severity of the bug is not high since the email with password link is being received after 12 hours
- However about 27% of users who cannot log in request for this link and complain when they have to wait
- Thus this issue can be prioritized as **high** as there is significant frequency of occurrence and reputational risk attached

## Next Steps

You would carry out typically using JIRA (ticketing tool), communication channel (Slack)

- Update issue priority to 2 and utilize high priority/ critical issues buffer in sprint backlog to provide a hotfix
- Raise a ticket through JIRA and communicate the issue priority and rationale to QA team members and development team through Slack
- Emphasize the urgency of achieving a resolution because of reputational risk involved

## Sample Email Response

We have taken note of the issue with the 'send email with password link' internal tool. We can see that customers are complaining because the email is reaching them late. Since frequent customer complaints can lead to reputational risk we have assigned 'high priority' to this issue and our QA and engineering teams are working to fix this issue immediately.



# 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

<b>Assessment and result</b>	<ul style="list-style-type: none"><li>• The product feature is 65% complete and not fully stable</li><li>• There are frequent changes being made to the QA environment to verify completed tickets and bug fixes</li><li>• Thus there is a reputational risk attached to potential failure while providing a live demo of the feature at this stage</li></ul>
<b>Sample Email Response</b>	<p>The product feature is only 65% complete from a functional point of view and not fully stable. We are also making frequent changes to the QA environment to verify various fixes. At this stage I would therefore suggest use of the previous prototype for demo. A demo of the live feature at this incomplete stage could lead to unexpected issues or even potential failure. It is best to avoid any embarrassment during the meeting that such an outcome could cause.</p>

# Step-in and guide the scrum team at stand up

## Video Response

Share the link to your video here [link to video](#)

# Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none"><li>• Ask the QA resource to mark the appropriate commentary on JIRA before he/she leaves for the day so that other resources can seamlessly pick up the work in his/her absence</li><li>• Emphasise the criticality of the project and absence of resource to head of QA and request for allocation of another QA resource to pick up some of the work till the time the allotted resource returns</li></ul>
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"><li>• Highlight that the sprint is about to end in 6 days and the QA team member's role in conducting thorough testing before launch had been accounted for</li><li>• Highlight that the absence of testing could have a huge impact on the launch</li><li>• Emphasize that the effort of one QA member would be required till the end of the sprint so that launch is not affected</li><li>• Request other impacted PMs to reduce their dependence, if possible, on the shared QA member upon his/her return so that this member can devote major time to this project</li></ul>
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	<ul style="list-style-type: none"><li>• Impacted PMs</li><li>• Head of Product</li><li>• Head of QA</li></ul>
	<p>If I was able to successfully negotiate the use of the shared QA upon return with other PMs I would:</p> <ul style="list-style-type: none"><li>• Thank them over Slack etc. for understanding the criticality of the QA resource at this point for me and stepping in to help</li><li>• Offer the use of any resource that are not critical for my project right now but which they may need for their projects at the moment</li></ul>

# How would you handle stakeholder feedback?

## Feedback Assessment

- Is a push notification part of our MVP scope?
- Is the presence or absence of a push notification going to critically affect our product at this stage?
- What value is a daily push notification going to bring to our product given our present goals?

## Video Response

Share the link to your video here [Link here](#)