**Day 4**

**HOMEWORK**

Being a product manager I will go with The Concierge MVP

I believe this strategy will help to simplify the product by replacing automated components with humans. Every customer receives the white-glove treatment, with humans front and center delivering the service. Not only does the Concierge MVP save a huge amount of time by skipping the product building, it also puts me directly in touch with my early customers. By being at their beck and call, I will start to understand their needs deeply, driving toward my fundamental question: “do people actually want what I’m offering?”

Some of the features MVP includes are:

• To be able to Track their fleet behavior view driver history, a summary of vehicle events, and run reports

• Create and manage alerts for behaviors such as speeding, idling, mileage, and more.

• Track real-time location of child’s bus on a map

• Get scheduled and actual arrival times at home and school for AM, Mid-day, and PM routes

• To get real-time service notifications in cell phone/Tabs/Desktop etc.

Success can be measured by learning a ton about my users and the value I am offering.

This process can let me test my product hypotheses without building a product at all. I can interact personally with customers and deeply understand what they’re dealing with. This will give me a strong foundation to iterate on my product offering.

**Wireframes**

1. Start with a hand-drawn sketch of the feature before jumping into a wireframing tool.
2. Think about how to keep the experience clean and concise for the user.
3. Make sure to include wireframes for the null case scenario.

**Product Roadmap**

1. What features will your users want first?
2. Why did you order the features in the way you chose?
3. What metrics will tell you if your feature is successful?
4. How will you convince your stakeholders that this is the best order?

Fleet utilization reports: Different reports may be needed for upper management, customers, and fleet employees. Meet with the owner on regular basis to discuss examples of industry standard performance measures and get feedback on what is important to the Industry.

Give parents the option of completing the survey anonymously and returning it by mail on features that can be improved and how much the like the app.

Emphasize on our strengths, regularly bring the attention to prove that we are doing a good job.

All of the above metrics are actionable. It will let any fleet owner provide the complete solution of fully interactive, dynamic app to manage their business or Parents to know the whereabouts of their kids.