Product Manager 101
GuardianCall – Quick-Start Guide

Internal Handbook (rev. June 30, 2025)

Contents

1   Welcome to GuardianCall

Thank you for joining the fight against phone and SMS scams. This guide equips you with the context, vocabulary, and processes you'll lean on every day as a GuardianCall Product Manager.

2   Onboarding Roadmap

Our onboarding is structured as four short learning modules. Work through them at your own pace during week one.

1. **Orientation** — Meet the team, set up accounts, sync with HR.

2. **Domain Immersion** — Understand the scam landscape and user pain-points.

3. **Goals & Metrics** — Learn how we frame Objectives and Key Results.

4. **Data Fundamentals** — Run a handful of SQL queries on our shared MotherDuck instance.

(Exact exercises will arrive via the relevant chatrooms.)

3   Domain Context: Scam Protection

Problem We Solve

Every day, thousands of consumers receive calls or texts designed to trick them into sending money or revealing sensitive information. GuardianCall analyses live call metadata and crowd-sourced reports to surface real-time risk scores, empowering users to hang up before they are defrauded.

Scam Scenario Mapping

A useful mental model when exploring new threat patterns:

1. **Hook** — How does the scammer initiate contact?

2. **Trust-building** — What social-engineering levers are pulled?

3. **Conversion** — Where does monetary or data loss occur?

4. **Mitigation** — Which GuardianCall signals or UX moments could interrupt the flow?

4 Goals & Metrics Basics

Clarity & Transparency

Well-written OKRs create a shared language for what matters most, eliminating fuzzy priorities and giving every team member sight of the finish line. They also surface trade-offs early; if a proposed feature does not move *any* Key Result, it probably does not belong on the roadmap.

Anatomy of a Good OKR

Objective A concise, qualitative, time-boxed aspiration that inspires action.

Key Result A quantitative outcome that, taken together, signals the Objective is met. Aim for 2–4 per Objective.

Objective Guidelines

- Begin with a strong action verb.
- Make it ambitious yet believable; evoke emotion.
- Keep it memorable (˜ one line).
- State the time window (usually quarterly).

Key Result Guidelines

- Must contain a number—"It's not a KR unless it has a number." (Marissa Mayer)
- Outcome-focused, not task-focused.
- Black-and-white assessment: achieved or not.
- Track progress from baseline → target.

Winning Formula

<div align="center">We will ⟨Objective⟩ as measured by ⟨Key Results⟩</div>

Example Objective: *We will **win back lapsed users** this quarter.*

Example Key Results:

- Increase Weekly Active Users (WAU) from $350\,\mathrm{k} \to 500\,\mathrm{k}$.
- Lift Net Promoter Score (NPS) from $42 \to 55$.
- Reduce successful scam-call rate from $2.3\,\% \to 1.0\,\%$.

Further Reading

Quantive / WorkBoard article: https://quantive.com/resources/articles/how-to-write-okrs

5   Data Fundamentals

MotherDuck at a Glance

MotherDuck is a serverless analytics platform compatible with DuckDB. We host several anonymised datasets there, including `viditation_user_big` (user records) and `user_event` (in-app events).

Using MotherDuck

After creating your free MotherDuck account, open a new *Untitled Notebook* and paste the following one-liner to mount the shared database:

```
ATTACH 'md:_share/dayone_db/dde544fd-0f4f-4bde-b02c-579582bf02e9';
```
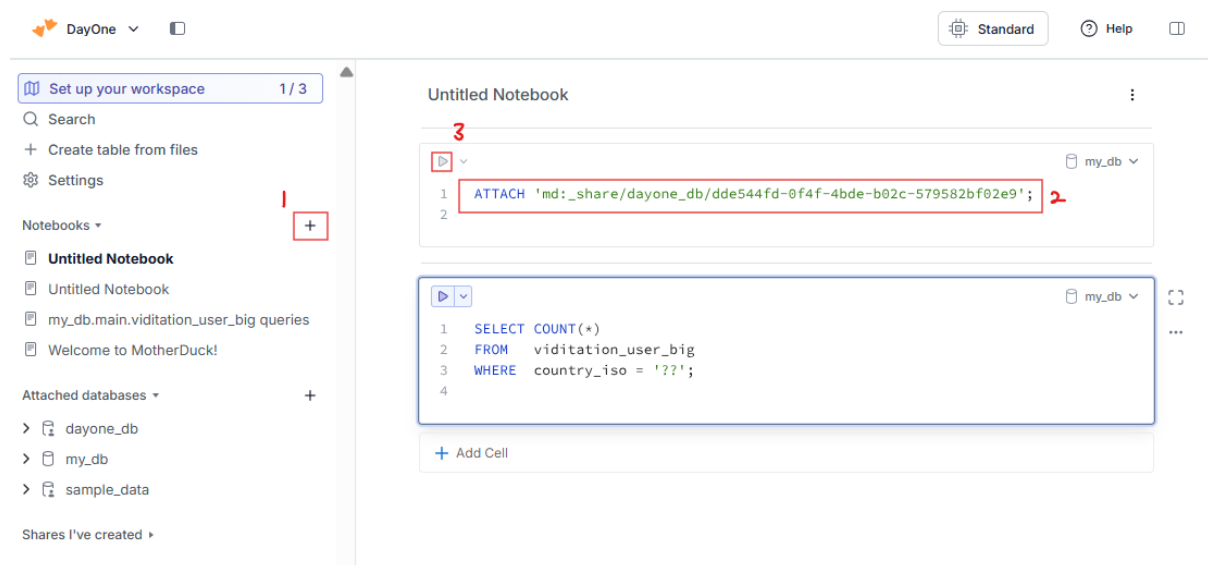

SQL Building Blocks
- `SELECT` — choose columns or computed expressions.
- `FROM` — designate the source table or sub-query.
- `WHERE` — filter rows.
- `ORDER BY` — sort results.
- `GROUP BY` — aggregate.
- `COUNT(*), AVG(), SUM()` — common aggregates.

Example pattern for counting premium users in January 2022:

```
SELECT COUNT(*) AS premium_jan22
FROM    viditation_user_big
WHERE  is_premium   = TRUE
  AND  created_date >= '2022-01-01'
  AND  created_date <  '2022-02-01';
```

Engagement Metrics   Daily (DAU), weekly (WAU) and monthly active user (MAU) windows are calculated on unique `user_id` counts over 1-, 7- and 30-day periods respectively. These form the backbone of our activation and retention dashboards.

6 Glossary (Quick Reference)

API Application Programming Interface — contract for two systems to exchange data.

ARR Annual Recurring Revenue — normalised subscription revenue metric.

ASR Answer Seizure Ratio — proportion of outbound calls successfully connected.

Attestation Signed statement verifying call origin authenticity (STIR/SHAKEN).

Churn Rate at which paying users cancel or fail to renew.

CTR Click-Through Rate — percentage of impressions that result in a click.

DAU/WAU/MAU Active-user windows over 1, 7 and 30 days.

Gross Fraud Loss Total dollar value lost by users to confirmed scams.

Key Result Quantitative target that measures progress toward an Objective.

OKR Objectives and Key Results — goal-setting framework we adopt company-wide.

Phishing Deceptive practice of tricking users into revealing sensitive info.

Premium User Subscriber paying for GuardianCall Pro tier.

PRD Product Requirements Document — detailed spec for a feature or product.

Scam Scenario Structured description of a fraudster's end-to-end playbook.

SHAKEN/STIR US telecom standard that validates caller ID authenticity.

Social Engineering Manipulating human psychology to extract information or money.

SQL Structured Query Language — declarative language for relational data.

Stickiness DAU/MAU ratio indicating engagement depth.

User Journey Sequence of touch-points a person experiences while achieving a task.

WAU-MAU Ratio Retention proxy measuring weekly return frequency.