

GetFit By Kaiser Permanente

Developing the product

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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

Share your project-specific coordination activities map here ([Insert Link here](#)). You can also share a screenshot below.

Coordination Activities Map - Shreyas

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A1	A	B	C	D	E
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>	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>
2	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)
3		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)
4		Setup meeting to kickoff project with the scrum team		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)
5		Setup meeting to review MVP scope and identify possible legal updates, e.g Terms of Use and Privacy Policy		Scrum Team	Scrum Team (Involved directly in product development efforts)
6	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)
7				Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)
8	Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)
9	Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	All except Legal and Compliance	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)

+ Pre-filled Starter Sheet Help Information Explore

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	
As a KP member, allow users to login to the app with the user id. Once logged in user should be able to complete the risk assessment.	
Sprint Backlog (list the prioritized user-stories from the product backlog)	
1	As a KP member, I want to login using my member ID, so that I can start using the app
2	As a user, I want KP to fetch some of the basic details from my member ID, so that I do not have to enter them
3	As a user, I want to be able to complete the risk assessment, so that I can understand my risk profile
4	As a user, I want to be able to see the activity and diet goal suggestions based on my risk profile, so that I can work on improving my health
5	As a user, I want to be able to update/edit my goals,so that I can modify the goals based my schedule and current activity level
Sprint Prioritization Logic	
1.	At the end of the sprint we would have a functional feature, and the core goal would be achieved

User Story 1

User Story	As a KP member, I want to login using my member ID, so that I can start using the app
Design	Link to prototype , Load Screen and Register Screen
Acceptance Criteria	<ul style="list-style-type: none">• On the landing page the once the user clicks on the “GET STARTED” button, the app will move to Register page• On the Registration page, ask the user to enter the member ID as input in the text box• Once the member ID is entered, authenticate the member ID in the backed and log the user in
Assumptions	<ul style="list-style-type: none">• KP has backend database which maps the member ID to patient data• Since KP is ADA compliant, the app would be developed in the same way.• KP would be following the Federal regulations in terms of storing patient data

User Story 2

User Story	As a user, I want to be able to complete the risk assessment, so that I can understand my risk profile
Design	Link to prototype , Compete risk assessment screen, risk profile screen
Acceptance Criteria	<ul style="list-style-type: none">• User can fill in the details of the risk assessment• This page will load the basic profile information and the profile picture of the user• Once the user clicks "Create Risk Profile", the app will provide a risk report based on the user data• The risk report will display the level of risk - low, medium, high in the report
Assumptions	<ul style="list-style-type: none">• KP has a way to generate the risk profile based on the assessment survey• KP has backend database which maps the member ID to patient data• Since KP is ADA compliant, the app would be developed in the same way.• KP would be following the Federal regulations in terms of storing patient data

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

Kaiser Permanente Project

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

Validic provides a single point from where we can ingest health data from more than 400 sources. This API can be used in the following ways in our app.

- Validic API can be used to request the initial profile data based on the KP user's member ID
- Validic can be used to collect any activity information from users other apps
- In case of wearables Validic API can be used to ingest information from the wearables to our app

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

- What would the latencies be when trying to sync data using Validic API across apps and wearables?
- The documentation states that Validic uses JSON model. Would we need to change anything in the way we are storing and retrieving data?

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">• What is the impact of the longer page load time on metrics such as conversion rate and churn?• Do we have the data to compare the conversion rate when the page load time was normal to what we see now?• Do we have the data to find out how many users are affected by this bug? <p>QA has confirmed that it is taking the page 38% longer to load and from the ticket filed by the customer service team it can be confirmed that it is happening in production. Based on this data and the answer to the above questions this would be a high priority issue which needs to be fixed quickly.</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Update the JIRA to increase the priority to critical/1• Notify the Dev team on the change in priority• Move this ticket to the sprint in the buffer time allocated for hotfixes• Notify the stakeholders on the priority hotfix, impact and timelines
Would you take additional steps ?	<ul style="list-style-type: none">• Discuss with QA on page load time being measured as part of the regression coverage

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue

- Discuss with the QA on the impact of the misalignment? Is it an obstacle to perform the task the user wants to?
- The data analyst on the the 2% of the users access that page
- Understand from the customer service team on the scale at which users have reported this issue? To understand that it is seen by multiple people and not just a few

Since the user can perform a task without much challenges even with the misalignment, the priority could be reduced to Minor/3

Next Steps

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

- Update the JIRA to Low/3 Priority
- Communicate the same to the QA team
- Notify the impacted stakeholders

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none">• QA has not reported this issue• About 7% of the users are seeing this issue• Does other tools have this issue or is it just that one? <p>Even though it is an internal tool and there are no external customers facing this issues, due to the scale of the issue this would be a 2/High Priority</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Create a JIRA ticket and set the priority High• Communicate with the Dev teams on the JIRA and the priority on the slack channel• Update the sprint backlog and add the JIRA in the current sprint• Notify the stakeholders
Sample Email Response	<p>Thank you for bringing this issue to our notice. The engineering team is currently triaging the issue and trying to find out the root cause. Based on the impact we have marked this as a critical issue and are working on this on priority. We will keep you posted on any updates from our end.</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">• The product feature is 65% functionality complete• The product is not fully stable yet since it is still being tested• At the moment demo cannot be viewed in the QA environment since frequent changes are being made
Sample Email Response	<p>It is a great opportunity for us to show the progress that we have made in the development of the product. However since we are in the middle of the sprint, the functionality is not fully complete and QA has not validated it yet. Even our QA environment for the demo is not stale since frequent changes are being made to verify the tickets. We would be able complete the functionality by the end of the sprint and would be deployed on the QA environment. We can deploy with the QA environment with the current functionality that we have, but please do bear in mind that the server is not stale and there might be some challenges.</p>

Step-in and guide the scrum team at stand up

Video Response

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

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">• Step in as a QA to complete the manual testing is complete to ensure that the product is stable• Work with the Developers to understand if they can help with automation
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">• Discuss the criticality of the project with the head QA and the other impacted PMs• Prioritize the tickets which needs to be complete and work with Head QA and impacted PMs to see if you can get any help
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	I would raise the visibility across Head of QA, Head of Product, impacted PMs and other important stakeholders
	Successful with negotiation - The QA resource on leave for 3 days, and we have got support with a shared QA resource. The shared QAs might need help to get on boarded. Unsuccessful with negotiation - Since our QA resource is on leave for 3 days, and we do not have a shared QA as a backup. We will work to see if we can manage QA by sharing responsibility, but this would impact the release time. And the feature is at risk.

How would you handle stakeholder feedback?

Feedback Assessment

- Why do you think the notification feature is important for the MVP at this stage?
- Our initial plan for the user journey does not take into account the notifications feature since the idea was to look at that journey post the MVP. How can we get the insight into the user journey at this moment?
- Do we have any data about how much % of the users would not use the MVP without the notifications feature?

Video Response

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