Exercise 2.6_Creating a Case Study for Your Portfolio

Task 2.6: Defining Product Solutions, as part of the Product Immersion Course, was an incredibly valuable exercise in my development as a product manager.

Building on the work from the previous task (2.5: Generating & Prioritizing Ideas), my team and I had developed ideation topics and crafted "How might we…?" questions. Through a collaborative brainstorming session, we decided to move forward with the concept of *"Don't ram ads down users' throats."*

The Miro board on the left was created from our initial brainstorming session and the board on the right was created once we had recorded our ideas via dot voting.

The focus of Task 2.6 was to translate this concept into actionable functional requirements for integrating ads seamlessly into our user's feed. These requirements were designed to be developer-ready, providing clear guidance for implementing the proposed features into the app.

The second part of the task involved consolidating our findings into a presentation, which we then delivered to the company's founders via a video presentation lasting no more than 10 minutes. This exercise not only reinforced my ability to articulate complex ideas but also provided invaluable practice in presenting solutions effectively to stakeholders.

Part 1

Part 1 of this task focused on writing 5 to 10 functional requirements, as the title suggests, drilling down and defining the solution in detail. While the previous task centered on *how* and *why*, this task shifted the focus to *what*. Building on the idea we selected—*"Don't ram ads down people's throats"*—from the brainstorming session in Task 2.5, we set out to define clear, actionable requirements that developers could use to implement the solution.

Interestingly, I didn't anticipate that this idea would take center stage. I had initially imagined that the other two questions—centered on high-quality features or a smooth UI—would resonate more strongly. However, this exercise underscored the importance of collaboration and the value of diverse perspectives in the brainstorming process. It reinforced a key principle of product management: embracing teamwork to challenge assumptions and avoid falling victim to personal biases.

As a team, we used brainstorming once again—building on the successful approach from the previous task—to generate 10 functional requirements, along with follow-up

questions that needed to be addressed. This process highlighted the importance of clarity and precision in functional requirements, ensuring that every feature aligns with the user's needs and the overall product vision.

This task was a valuable learning experience, not only in defining actionable solutions but also in understanding how collaborative ideation directly informs the product development process. It reaffirmed the critical role of teamwork, structure, and clear communication in delivering meaningful product solutions.

Part 2

The second part of this task involved creating a slide deck to present the findings from the recent lessons and delivering it to the company founders. This exercise not only required synthesising a wide range of information but also honing presentation skills to effectively communicate our work and its impact.
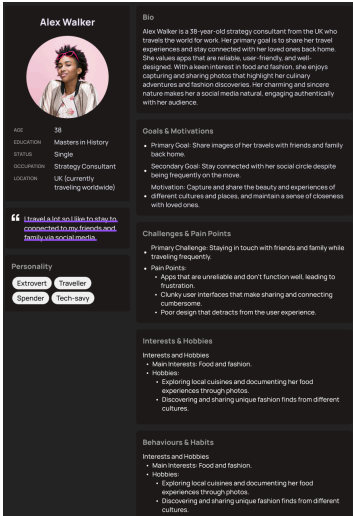
The slide deck was structured around the following key sections:

1. **Research Conducted**
2. **Research Findings**
3. **Research Insights**
4. **Ideas Generated**
5. **Solutions Defined**

The presentation provided a comprehensive overview of our efforts. It showcased the brainstorming and ideation work that formed the backbone of this task, where collaboration as a team played a pivotal role. Additionally, it tied together earlier components of the achievement, such as codifying data and articulating information

effectively. These earlier exercises included the development of user personas and gathering actionable insights from data, which informed the solutions we proposed.

codifing data   User persona

This process reinforced the importance of presenting information in a clear, structured way, particularly when communicating with key stakeholders like company founders. It also underscored the value of connecting each step of the product development process, from research to ideation to solution definition, into a cohesive narrative.

Conclusion

This project was my second time working with what I would consider *my own team*, and it felt incredibly collaborative and rewarding. As the course progressed, the process became increasingly realistic. While we were provided with the initial application idea, all the research and subsequent development were entirely up to me and my team.

It offered an invaluable opportunity to gain hands-on experience that closely mirrored real-world scenarios, serving as excellent preparation for the future—and, hopefully, a role in product management.

Additionally, I became much more comfortable presenting my ideas. Although I was only speaking to the camera on my laptop, articulating research and ideas out loud was a critical step in building confidence. I recognised that this practice is essential for preparing to present in front of an audience.

In summary, this project was an incredibly fulfilling experience. I had the chance to explore new concepts and practices, conduct real-world research, and work collaboratively with my team. These skills and experiences are ones I'm eager to carry forward into my future career.