

Career Accelerator programme:	Product Management
Course Assignment:	Demonstrating your MVP Design
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Learner Declaration

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Introduction

After successfully gaining stakeholder buy-in for my feature idea, I developed an MVP using design processes such as a roadmap, user stories, a mid-fidelity prototype, and usability testing feedback to prioritize and address users' needs. This Assignment will highlight how the MVP has been prioritized, designed, and tested using the prototype, and how it has been continuously iterated to meet users' needs and satisfaction.

Strategic Alignment

User story Summary

The user story was structured into five levels using the Figma tool. The overarching story, "As a user, I want to watch content," was deconstructed into the step "manage control playbacks," detailing the user action required to watch content on FilmSlate's platform. This addresses the pain points of our target audience, Cinephiles, aiming to improve satisfaction and engagement by streamlining interactions on FilmSlate's platform. Achieving this is expected to boost sign-ups and retention in Q1-Q3.

The MVP focuses on essential features like selecting genres, browsing films, accessing film information, and playing content to address user needs and improve onboarding. Non-MVP features like watch parties and accessibility will be implemented later. We prioritized the MVP based on objectives and metrics, aiming to increase engagement by 30% through personalized recommendations, aligning with FilmSlate's KPIs and revenue goals.

The watch party feature, planned for a future release, adds value by allowing users to invite guests to watch recommended films, enhancing user experience and differentiation from competitors. It's expected to improve conversion rates and drive user acquisition and retention.

Initiatives were broken down for seamless implementation, prioritizing film genre and recommended film tiles in the first sprint, followed by content display and playback control in subsequent sprints. This phased approach ensures stakeholders and users receive the product they need and allows early testing to meet customer needs from the start.

This user story aligns with FilmSlate's strategic objectives and North star metric of customer acquisition and retention. By visually outlining steps for personalised recommendations and watch party invitations, we aim to boost conversion rates and ensure alignment with user needs in an agile development environment. Constant feedback and communication with stakeholders are vital for maintaining alignment with FilmSlate's goals through agile practices.

Roadmap Summary

Goal 1 (Now)

Achieve a 30% increase in time spent engaging with the onboarding process.

Goal 2 (Next)

Increase conversion rate to 40%.

Goal 3 (Later)

Increase user satisfaction on the platform by 20%.

These goals align with the initiatives outlined on the roadmap because the main user journey and goal is that users want to select film preferences, browse films, watch films, invite others for a watch party, receive film notifications and give feedback for improvement. We've split these into a "Now, Next, later" roadmap to manage releases through iterations. This user-centric approach measures engagement, satisfaction, experience, retention, and reach, aligning with FilmSlate's strategic objective and North Star metric of conversion rate, driving growth and revenue.

The second theme of increasing user experience supports the roadmap's goals and FilmSlate's objectives. A successful user experience with recommended films enhances platform usability, fulfilling user goals and boosting ASR, as a positive experience encourages subscriptions and retention.

The initiatives for "Now, Next, later" are based on the user story mapping and product objectives, aligning with FilmSlate's goal of acquiring and retaining customers. Each roadmap initiative represents user actions and interactions to engage with recommended content, addressing user assumptions and pain points.

According to an article on Aha! "a roadmap helps an organization transform their vision into reality." This roadmap outlines FilmSlate's future becoming reality through prototype design, testing, and launching of the product. The goals, themes, and initiatives will boost conversion rates by 40% and achieve ASR goals, enhancing user

satisfaction, engagement, and experience. With his roadmap, we can start to design the prototype which will capture in detail the UI/UX Design of the user journey. There is a great deal of value that comes with this roadmap because we are ensuring goals are being delivered and benefiting users by offering them a unique product that differentiates FilmSlate from their competitors in the market.

Prototype Design

Design Prototype Summary

Based on the product team's successful design and testing of the low-fidelity prototype, we have collaborated with a design team of two to create an enhanced mid-fidelity prototype. This version features improved design and greater detail in functionality, allowing for better user interaction.

The success criteria for the prototype include interactivity and smooth navigation between screens, which enhances the user experience. This interactivity is facilitated by buttons that enable users to perform specific actions aligned with the product's goals and FilmSlate's overall objective of improving design functionality to retain and acquire subscribers. Feasibility is crucial, demonstrating that the prototype can be implemented within technical and resource constraints. The design is human-centered, catering not only to the intended user segment but also to accessibility users, following the principle "solve for one and extend to many" (Dobson, 2018). The use of a dark background and contrasting font colours ensures an inclusive design suitable for all users.

The prototype is well-suited for user testing, as it focuses on the MVP from the user story and roadmap, highlighting the user journey with clear interaction, easy navigation, and visual consistency. Non-MVP features have been excluded to prioritise the most critical functionalities that address user problems and align with FilmSlate's goal of increasing subscribers through retention and acquisition.

During user testing, we opted not to label or add comments to the prototype to see if the design is intuitive and self-explanatory. This approach ensures that users can navigate and understand the functionality without additional guidance, because the finished product will not have comments/labels. Participants will be able to interact with the prototype and ask questions if needed.

Testing and Validation

Test Plan

Product name: Personalised recommended films on FilmSalte's streaming platform.

Research objectives:

1. The goal is to evaluate the effectiveness of the personalised recommendation algorithm, Identifying any usability issues in navigating and interaction.
2. Assessing the overall satisfaction of the participants with the personalised recommendation feature.

Target Audience:

- Regular users of streaming platforms
- Demographically diverse group

Tasks:

- Explore the film preferences page and select the film of your choice.
- Explore the recommended film section and find a film of your choice to watch.
- How will you go about watching a film using the controls?

Number of participants: 3

Test duration: 20 minutes.

Type of testing/Environment:

- Remote and in-person moderated testing via zoom using the desktop and chrome browser to access prototype.

Metrics for success

Quantitative Metrics

- Task completion rate
- Error rate

Qualitative Metrics:

- User Satisfaction
- Ease of Use
- Participants ratings

Hypothesis:

Implementing a personalised recommended content on the platform that suggests content based on users' viewing history, preferences and behaviour will increase user engagement by 30% and improve user retention rates by 15%.

Assumptions of users based on the initial prototype.

- I will not be able to find it interactive.
- It will be difficult to access films.
- Are the control playbacks easy to use?
- I don't think it caters much to accessibility user.

Summary of testing

Using the initial mid-fidelity prototype, I gathered varied feedback from participants, learning about their behaviours, attitudes, and thought processes. Before the experiment, I obtained consent from the participant to meet GDPR Guideline. As the

moderator, I explained the prototype's purpose and functionalities. I interviewed three participants using moderated testing to gather quantitative and qualitative data. To create a comfortable environment, I conducted interviews in participants' homes and via Zoom. Participants felt more comfortable and outspoken at home, while Zoom participants were more hesitant, sometimes resorting to chat. This participant eventually communicated verbally based on my calming nature towards her. I measured metrics aligned with objectives by asking relevant questions from the test script. Success criteria for the MVP included functional accuracy and interaction, such as exploring the film preferences screen and navigating through the prototype. Visual consistency and usability were also measured by ensuring the prototype was intuitive, with readable fonts and colours. Data collected during testing, including quantitative data and documented observations will be analysed to identify patterns and issues.

Recommendation

At the end of the experiment, I asked participants questions like "rate how satisfied you were with this session" and "what improvements would you make to this prototype?". Participants suggested some minor and major changes that the product team will analyse. Observing participant behaviour during testing transformed hypotheses and assumptions into evidence, proving that testing hypotheses works in providing useful feedback for iteration to build the right product.

Interpreting and Applying User Feedback

According to Hotjar (2022), there are five ways to analyse and interpret data. The product team will use data and feedback from testing to iterate and make changes before implementation and launch. This ensures we are building the right product to increase user satisfaction, retention, and revenue, and boost FilmSlate's conversion rate based on their ASR.

Usability testing met the defined objectives and hypothesis and Feedback varied: some features were liked, some were disliked, and some struggled with the functionalities. We used the feedback obtained to make changes to the prototype to align with the product feature idea.

Prioritisation

Based on feedback, we analysed testing outcomes by reviewing recordings and observation notes. Issues were prioritised as follows:

- **Critical:** Participants couldn't multi-select film preferences or recommended films on two screens. This was fixed by adding pagination and a scrolling/swiping method.
- **Serious:** Accessibility users struggled with text colour. We changed to a less bright font colour.
- **Minor:** The film carousel was unclear. We made it both an auto-moving carousel and swipeable.

Summary

The prioritisation shows the outcome of the hypothesis testing based on categories of issues faced by the participants during their observation from testing the prototype. The product team collated all relevant data categorising the issues based on how critical, minor, and major they were and will use this information to continue to iterate on the product.

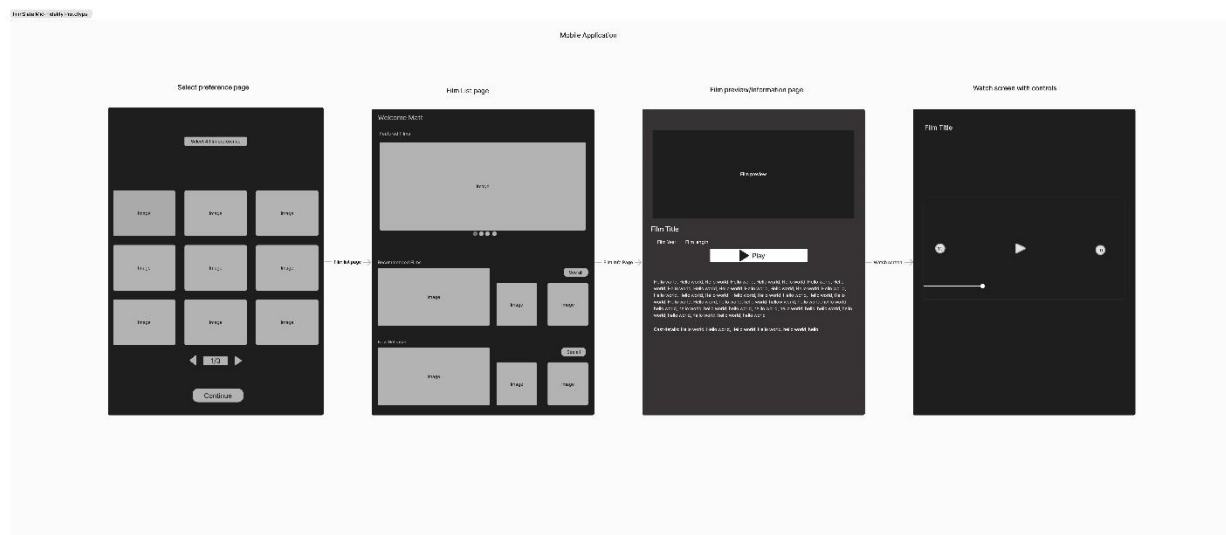
Quantitative data from usability testing showed:

- **Success rate:** 100% of users fully participated.
- **Ease of use:** Participants found it user-friendly but suggested refinements.
- **Error rate:** A few errors occurred; two participants made mistakes but resolved them independently.
- **Time to complete the task:** Participant one took 13 minutes, participant two took 25 minutes, and participant three took 10 minutes.
- **Satisfaction ranking:** Participants rated it 7.7 out of 10 on average and indicated they are likely to recommend it.

The above metrics align with my research objectives and the value proposition of my product feature. They demonstrate that gathering participants for usability and accessibility testing, along with observing and moderating users, provides valuable feedback and improvements. This approach ensures we are meeting user needs for recommended personalised content, achieved by involving users in the development process before launch.

Refined Mid-Fidelity Prototype (Mobile Application)

Link: <https://www.figma.com/board/XJXj537qnOGnV2kZA03YrC/FilmSlate-Mid-Fidelity-Prototype?node-id=0-1&t=xQ6OzEurdwWCrNXM-0>



I refined the mid-fidelity prototype based on user feedback. Users performed tasks like “Explore the film preferences page and select the film of your choice,” while the moderator observed and recorded their thoughts. This testing led to improvements, such as changing the font colour for accessibility and adding pagination and CTAs to show more film choices.

Constrains and Trade-offs

Throughout developing the roadmap, user stories, and usability testing, the product team faced constraints such as scope, time, and budget. Adhering to the agile manifesto, we managed time carefully to meet the product's overall scope. Continuous development and iteration were crucial for adapting to changes.

We used an integrative negotiation style to communicate changes to internal stakeholders. According to (Fisher and Ury, 1981), "Negotiations involved back and forth communications to agree on shared and opposing interests". For instance, during data analysis, the product team prioritized revenue generation, while developers highlighted cost and time concerns, leading to scope changes. We negotiated by revisiting the roadmap, user stories, and feedback to plan adjustments and set deadlines. This approach helped us manage budget, time, and achieve a win-win solution.



Using the Iron Triangle, I determined scope, time, and budget to accurately build the product feature. Usability testing feedback allowed the product team to make necessary changes to the roadmap, user stories, and prototype. However, we were mindful that scope changes could affect time and budget, so effective communication and negotiation helped prioritize tasks and maintain a manageable backlog.

Conclusion

I have learned to use the MVP from my roadmap and user stories to focus on the most important features for the mid-fidelity prototype. I conducted usability testing with different participants, assigning tasks and gathering feedback to deliver quality product that will cater to user's needs. Based on this feedback, I refined the prototype by making necessary changes to suite user's and FilmSlate founder's needs. The design and development align with my product feature idea and aims to address user pain points, acquire, and retain subscribers to support FilmSlate's goal of increasing the conversion rate by 40%.

Bibliography

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<<https://medium.com/@leannemdobson/solve-for-one-extend-to-many-inclusivedesign-and-why-it-matters-48336f4641a0>> [Accessed 17 October 2022].

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Fisher, R. and Ury, W., 1981. *Getting to yes: negotiating agreement without giving in*. Boston: Houghton Mifflin.

Appendices

User story mapping

Link: <https://www.figma.com/board/1cqmEEbnVMgFsB0jo7oJ5a/User-Story-mapping?node-id=0-1&t=4GTAfL6WfQdpmUdg-0>

Goal: Design and create Personalised recommended content to increase user engagement and experience.
User Segment: Cinephile



Roadmap Image

Link: <https://www.figma.com/board/AbN1GSsFKeHx5pH0K8tfop/Roadmap?node-id=607-1950&t=gQ98B5pxlmui7S00-0>

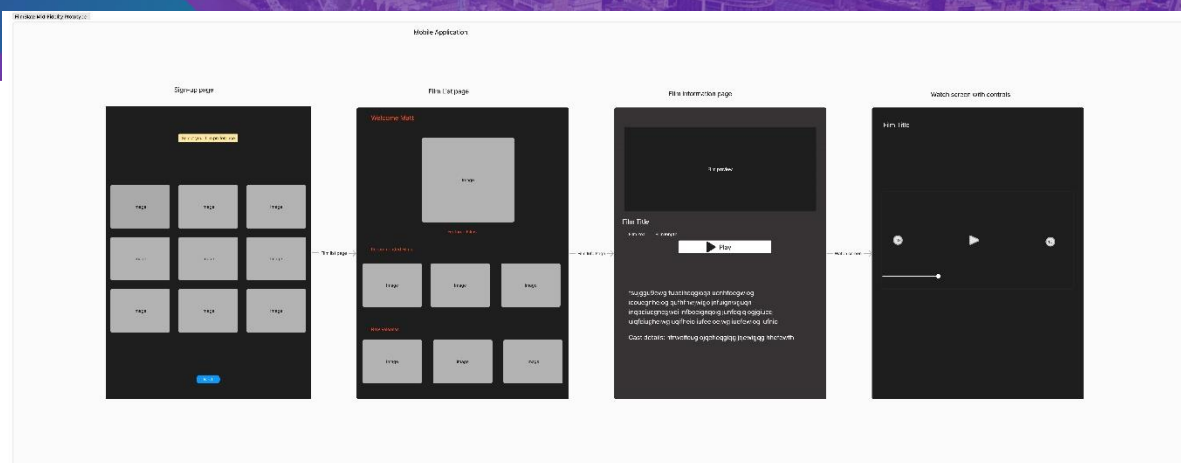
Product Roadmap for FilmSlate

<p>Product vision and mission</p> <p>Vision: Within five years, FilmSlate will become the leading indie film streaming platform, leading users to their genuine interests through human-led content curation.</p> <p>Mission: At FilmSlate, we create a platform experience that showcases the diversity of indie films and documentaries to give films the visibility, respect, and attention they deserve so that they don't get lost in an infinite scroll.</p> <p>Product value proposition</p> <p>Explore hidden gems of curated and recommended films that redefines the art of storytelling.</p>	<p>North Star metric and product goal(s)</p> <p>NSM (organisational aim): FilmSlate will track annual subscriber revenue (ASR) as the North Star metric that captures the core value to the user and organisation. As a monthly subscription service, users can cancel their membership if FilmSlate does not offer users their expected or required value. As such, ASR encompasses user acquisition and retention and how this impacts the overall organisation's viability.</p> <p>KPI (product goal): In the current fiscal year (Q1-4), FilmSlate's KPI will focus on acquiring and retaining customers.</p> <p>The team's KPI is to improve the conversion rate from trial users to paid subscribers from 32% to 40% by end of Q3 of the current fiscal year.</p> <p>Key features</p> <ul style="list-style-type: none"> Film preference selection on the sign-up page Recommended films list Watch screen for recommended films Watch Party invitation
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	Q1 - (Now) and Q2 (Now)	Q3 (Next)	Q4 (Later)
	January - March April - June	July - September	October - December
	<p>Initiative: Increase user engagement with the platform.</p> <p>Outcome: Achieve a 30% increase in time spent engaging with the platform.</p> <p>Description: The aim is for users who love watching indie films to spend time on the platform browsing through the recommended list of featured and trending recommended films by curating a playlist feature. This allows user past viewing history and what films to be recommended to them based on their previous film history or film selection preferences.</p>	<p>Initiative: Increase conversion rate to 40%.</p> <p>Outcome: The aim is to attract new (higher converting) subscribers, which will increase overall recurring revenue as well as increasing conversion rate.</p> <p>Description: We believe that users who are not already FilmSlate subscribers, but are interested in the service, will spend more time on the platform, which will lead to more sign-ups. This leads into the community chat point and again with this increasing conversion rate.</p>	<p>Initiative: Increase user satisfaction with the platform by 30%.</p> <p>Outcome: The aim is to satisfy users by immediately notifying or sending recommended films to their emails so that users can be up to date with recommended films as well as be able to rate and review or provide feedback about their experience on the platform for improvement purposes. This will also allow users to provide feedback on the platform, which will increase conversion rates for FilmSlate.</p>
Theme 1: Increase User Engagement	<p>Initiative: Enable playlist to watch recommended films.</p> <p>Description: Our hypothesis is that when users start watching recommended films by using the playlist or 'like' button, we are increasing the success rate of films being engaging in watching content. This means that users have engaged with the recommended content on the platform, making their content of most being able to engage with the platform because of niche design or not finding their right kind of films.</p> <p>Target Outcome: Achieving recommended films is easy to access and watch across multiple platforms such as mobile, desktop and tablet, meaning an increase in time spent watching content on different platforms as well as increase in customer retention. We will measure this through the number of recommendations to watch films and the number of times they spend watching films on various devices.</p>	<p>Initiative: Watch party integration and access.</p> <p>Description: Our hypothesis is that making the watch party feature more well-known to users will increase the number of users engaged in order to increase conversion. Users should be able to easily access the watch party feature from a variety of devices and platforms. Also, as the number of user engagement will be key, user sign-ups for the watch party feature and using the service feature.</p> <p>Target Outcome: The watch party feature is easily accessible and integrated across multiple platforms, leading to an increase in user acquisition and engagement. We will measure this through the number of users per film and their average watch duration.</p>	
Theme 2: Increase user experience	<p>Initiative: Film preference selection on sign-up page and browsing recommended films.</p> <p>Description: Our hypothesis is that selecting film preferences on the sign-up page and browsing through recommended films on the platform will increase user experience. As the users are experiencing the film, all the content will be continuously changing from one user to another on the platform. This being able to interact with this page will be a key point that we have focused on the platform.</p> <p>Target Outcome: FilmSlate's mission is to ensure that when users use their collection they get a good quality cinematic value for free. This means the success metrics of user experience based on list of films displayed, as well as increase the number of ratings on the platform which is user feedback and satisfaction.</p>		<p>Initiative: Recommendation film notifications and feedback.</p> <p>Description: Our hypothesis is that sending film notifications for recommended films so that users can be informed early about new recommended films and prompt their feedback about recommended films will increase user satisfaction.</p> <p>Target Outcome: Receiving notifications on the app and email, as well as giving feedback regarding recommended films increase user satisfaction and user experience as metrics to measure the success of FilmSlate.</p>

Initial Mid-Fidelity Prototype (Mobile Application)

Link: <https://www.figma.com/board/XIXj537qnOGnV2kZA03YrC/FilmSlate-Mid-Fidelity-Prototype?node-id=0-1&t=xQ60zEurdwWCrNXM-0>



Usability Test

Test Scripts

Participant information	INTRO QUESTION:	INTRO QUESTION 2:	Scenario 1: You have just signed up and presented with film preferences. Task 1: Explore the film preferences page and select the film of your choice.	Scenario 2: You're in the mood to watch films based on recommendations from your previous selection. Task 2: Explore the recommended film section and find a film of your choice to watch?	Scenario 3: You have browsed the recommended film section and found a movie you want to watch. Task 3: How will you go about watching a film using the controls?
P1 - Busy professional mid 30's male	Desktop and TV	I hardly stream films because I'm busy, but when I do, I enjoy watching films that make me think deeper	I like the idea of film preferences, but I'm not too sure how many films I should select as it's not clear. "I have to select a few right"?	The structure of the films is fine, and I navigated here smoothly. I was able to understand what I needed to do, but I assumed there would be a way to find the rest of the films as I can only see 3.	This page is self-explanatory. I was able to understand what the different buttons does.
P2 - Retired middle-aged female who is visually impaired/colour blind	TV	My husband watches Netflix a lot on TV so I always join him to watch whatever he watches	The film choices look okay, but I can't really read the buttons and title because of the colour. I like that it is in dark mode. "Am I supposed to click on continue after selecting a film"?	I like the design of this page, but I am unable to read the title because of the colour. Are these just images or I can click on them? Observation: User struggled to understand what the images are for and whether it is just an image or a link.	User also recognised what was happening on this page and didn't struggle to manoeuvre her way around. She pressed the play button okay and felt comfortable enough to say what she thinks will happen after she pressed the play button, the fast forward and rewind buttons.

P3 - University student male	Mostly my phone and tablet	I am a busy student but one thing that makes me happy and I can make out time for is streaming films online because these websites usually have my kind of films: thriller and horror	I'm not too sure about the design as I feel like more could go into it. If I'm being asked to select film preferences, is it just 9 films you plan to implement? I want to see pagination so that I can see more films.	<p>This page is clearer than the other one but again, there are only 3 films displayed for recommended films. Also, the colours are not consistent. Maybe stick to one.</p> <p>Observation: User knew what was expected of them here but wanted to see a button to make it clear that other films exists and not just the 3 film thumbnails currently displayed.</p>	<p>I understand what is happening on this page and can relate with other streaming services on my phone. I thought I'll see the pause button too, but that's also fine because we all know what happens after you press play.</p> <p>Observation: From my observation, Participant liked this page and didn't have anything bad to say. She</p>