

Career Accelerator programme:	
Course Assignment: Presenting your Product Idea	
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Learner Declaration

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Product Strategy

Product feature: Sign-up and Onboarding process.

Value Proposition

Explore hidden gems of curated and recommended films that redefines the art of storytelling.

Product definition

The sign-up and onboarding allow users to sign up on FlimSlate's platform as free trial users and paying subscribers. Users can then onboard after signing up to gain access to FilmSlate's curated films to watch.

Product feature rationale

Optimising FilmSlate sign-up and onboarding process will reduce the 'Clunky' nature of the current onboarding process making it desirable and engaging for the users so that acquisition and retention of users increases.

Objectives 1:

Improve the sign-up experience to increase conversion rate.

Key Result:

- Reduce the average time to complete the sign-up by 20% in the first month of Q3.
- Reduce the average drop off rate at each step of the sign-up process by 30% within 3 months.

Assessing goal with organisation's objectives:

Improving the sign-up process for FilmSlate's users allows them to explore and enjoy a diverse selection of films, enhancing their streaming experience. Streamlining the current cumbersome sign-up process can increase conversion rates, especially by offering a free sign-up option for users to sample the platform before subscribing. This customer-centric approach positions FilmSlate competitively in the streaming market.

Objectives 2:

Enhance user engagement and satisfaction for the onboarding process.

Key Results:

- Achieve a 30% increase in time spent engaging with the onboarding process in the next 3 month.
- Achieve a 20% increase in users who complete the onboarding process in Q3.

Assessing goal with organisation's objectives:

User engagement and satisfaction are key drivers of conversion rates and align closely with FilmSlate's objectives. Meeting user needs fosters empathy and encourages long-term subscriptions. Investing in refining the onboarding process engages users by showcasing the platform's curated film offerings, contributing to acquisition and retention goals.

North Star Metric:

Time spent engaging with content.

Level 1 Input metric:

- **Reach:** Number of users subscribing
- **Engagement:** Number of times users return for the content.
- **Frequency:** Number of times per session users return for the content.

Summary

I opted for the North Star metric framework because it's the primary metric of importance for FilmSlate. It offers clarity, guidance, and serves as a measure of organizational success (MixPanel, C.2022).

The mentioned Input metric corresponds with the North Star metric as it emphasizes the value customers derive from the platform, which is quantifiable and directly impacts FilmSlate's revenue growth.

FilmSlate's value proposition aligns with the stages of the Input metrics: Reach, engagement, and frequency. Subscribers explore curated film selections, returning frequently to engage with various content, thereby reducing bounce rates and achieving the NSM. This, in turn, enhances FilmSlate's retention and acquisition goals, distinguishing it in the market and driving revenue.

Market Analysis

SWOT Analysis

FilmSlate, Mubi and IndieFlix offer curated, on-demand films with free trials, but they face a challenge not being on par with mainstream platforms like Netflix, Amazon, or Disney+.

FilmSlate acknowledges this and carves out a niche by offering curated hidden gems to attract users because “users see value in curation”, as noted by Chiara Maranon, Director of Mubi.

IndieFlix, with a low subscription of \$4.99, has bargaining power over FilmSlate with their 8000 film titles compared to Indieflix with just 30 titles. Mubi with the same title amount and priced similarly to FilmSlate, boasts 10 million subscribers, and offers a higher membership tier called Mubi Go. Despite this, FilmSlate shows promise, increasing subscribers from 2000 to 20000 in 18 months, highlighting its potential within the niche market. Director of Mubi Chiara Maranon emphasizes “quality over quantity”, suggesting long-term potential for FilmSlate within its niche.

To seize opportunities, FilmSlate could conduct market research, track trends, and improve UX/UI, thereby expanding into new markets. Leveraging its substack newsletter, which has seen a rise in subscribers could further differentiate FilmSlate and cater to user needs.

User Analysis

Problem Statement

I am a cinephile who enjoys streaming films. I am trying to find films with edgy narratives and enough film information that makes me think deeply, but I am struggling to find such content because the platform is not properly designed. This makes me feel frustrated as a customer that has just registered and onboarded as I'm not able to find many films of my choice or have good knowledge of what the movie is about.

User Persona

USER PERSONA

Matthew Robinson

35, Male Film Critique



<h3>GOALS AND ASPIRATIONS</h3> <p>Matthew's primary goal is to find films to stream on the streaming platform. He seeks films that has edgy narratives and makes him think deeper. He also wants a sign up and onboarding process that isn't too clunky and more personalised.</p>	<h3>BEHAVIOUR</h3> <p>Matthew is a film critique who is curious and open minded. He enjoys both cinema and streaming films on his Laptop, TV and mobile phone to enhance his entertainment experience. He likes when a streaming platform is personalised with film recommendation and enough information about a film to get him engaged. He also enjoys reviewing and discussing movies he has watched and equally likes reading other people's reviews.</p>
<h3>CHALLENGES AND PAIN POINTS</h3> <p>Matthew isn't too happy about the sign up and onboarding process and feels both lack personalisation and are too clunky. He feels that the platform has lesser known films and that information about films are limited.</p>	<h3>INTERESTS AND HOBBIES</h3> <p>Film festivals, cinema, streaming films on Indie platforms. Sometimes listens to podcast, YouTube and social media mainly to discuss films.</p>
<h3>TASKS</h3> <ul style="list-style-type: none"> • Visit the platform's website • Sign up and onboard • Find films on the streaming platform • Watch films • Communicate with other film lovers 	<h3>MARKETING MESSAGE</h3> <p>"I crave variety in different film genre packed with personalised content and detailed information"</p>

User Persona Summary

Creating user personas fosters empathy for the user and eliminates assumptions within the product team. Rather than speculating or questioning validity, project managers can rely on data obtained from quantitative and qualitative user research to develop accurate personas, minimizing bias, and providing a solid foundation for decision-making.

While the user persona for cinephile Matthew may introduce some bias by including demographics and occupation, it humanizes the target audience for FilmSlate, fostering empathy and providing clarity on audience preferences. This enables FilmSlate to address user pain points effectively and tailor film offerings accordingly.

Upon reviewing various templates, it became evident that many shares common elements such as realistic illustrations, demographics, behaviours, and frustrations. This suggests that some organizations prioritize demographic information in user personas for product success, despite its potential bias. Conversely, others focus solely on user behaviours.

An article by Christian Roman (2019) highlights the importance of user personas but acknowledges their potential flaws without accurate data. Speaking directly to users and revisiting personas regularly, as emphasized by Teresa Torres in “Continuous Discovery Habits,” ensures alignment with user needs and evolving preferences.

Product Market-Fit

This section highlights three techniques ideal for product market fit.

SCAMPER Technique

I opted for the SCAMPER ideation technique to generate diverse ideas for enhancing my product features, aiming to explore new opportunities. By aligning each idea with the corresponding letter of SCAMPER, I sought to challenge the status quo and uncover potential solutions for the prototype, recognizing that not all ideas may make it to the final product.

Evaluation Technique

Subsequently, I utilized the “Three Lenses Innovation” approach to make informed decisions about the product features. This involved evaluating ideas shortlisted from the SCAMPER technique based on their viability, feasibility, and desirability. Assigning scores of 8 for viability and desirability, and 9 for feasibility, I prioritized ideas that addressed user pain points and needs, thus enhancing the product’s potential for success, and driving business growth.

According to Stevanovic et al, 2015, if a product team want to evaluate their ideas, they would need to consider some factors. The technical and users’ perception aspect of the factors influences the product idea as well as the users because the product needs to have functionalities and tools that will be accessible, useful, and useable. If this is not achieved, then the product will fail and will not be able to compete or survive in the niche market as it is not technical enough and users do not want it.

Prioritisation Technique

To further refine my selection, I employed the Impact/Effort Matrix to identify ideas with the highest impact and lowest effort required for implementation. Prioritizing three ideas based on their alignment with quick wins, comprehensive projects, and necessary tasks allowed me to pinpoint the most impactful and feasible idea for prototyping and testing.

Evaluation and Prioritisation Summary

While these prioritisation and evaluation techniques are valuable, they are susceptible to biases such as confirmation bias, representativeness bias, and overconfidence bias. To mitigate these biases, I will ensure thorough evaluation of situations and products, basing decisions on validated data and previous successful outcomes.

By adopting a data-driven approach and avoiding reliance on uninformed opinions, I aim to enhance the effectiveness and success of my product features, ultimately driving business growth and success.

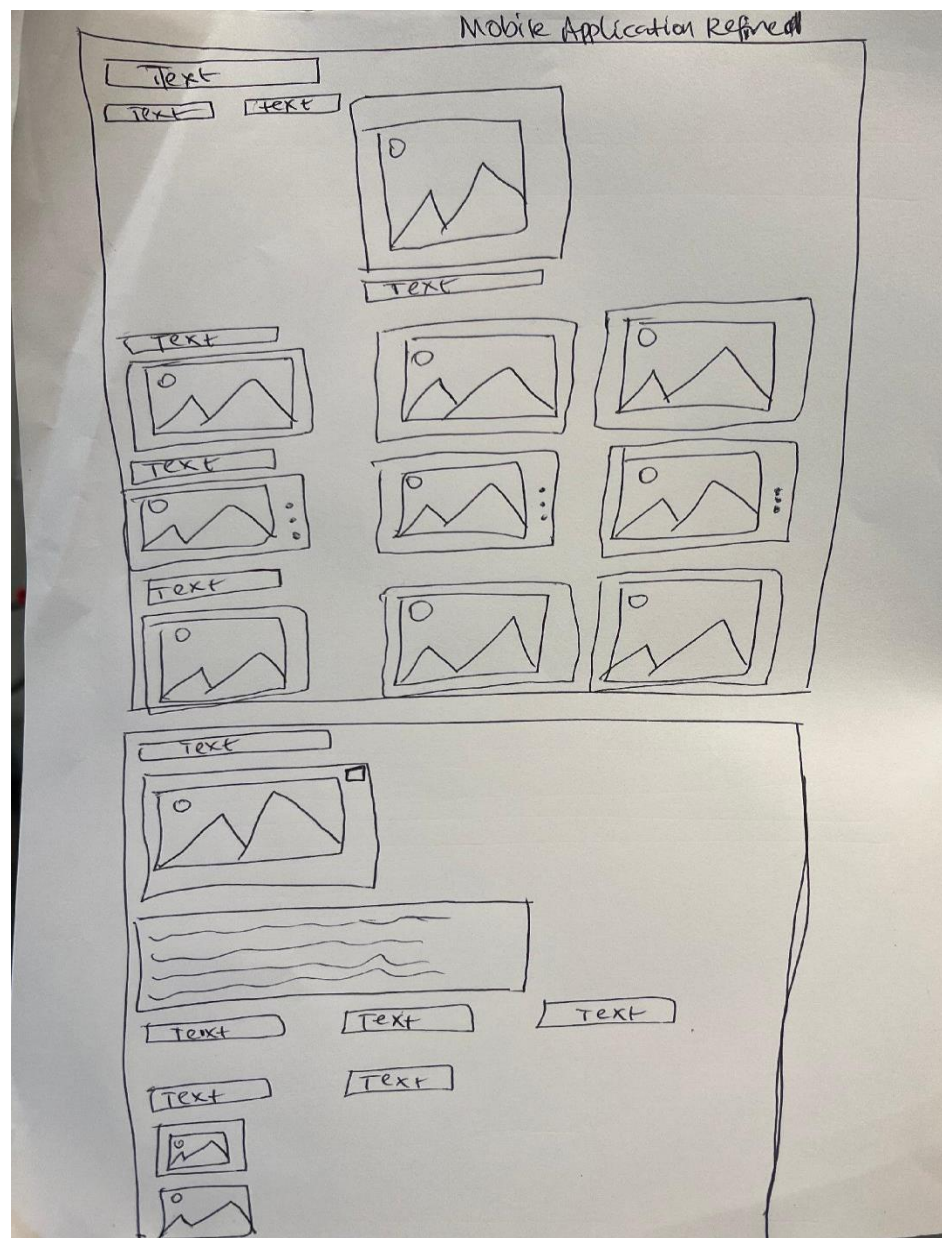
Validation and Testing Summary

To validate the prototype, I used various concept testing methods to gather feedback. Targeting three users relevant to my product and the streaming platform, I posed open-ended questions like “What is the product’s primary use?” and “Were there any missing functions?” Based on their responses, I refined the prototype to align with user preferences.

I carried out research goals to test my assumption and one of my research questions was “will users be able to find the film they are looking for?”. The impact this question has on the product idea is that it addresses users’ pain points. By addressing these research goals through interviews and usability testing, I would gain valuable insight on how to further improve and develop this feature idea.

Utilising moderated concept testing via Zoom and in person proved advantageous in understanding user needs early on and clarifying feedback face-to-face. Prior to testing, I made assumptions such as “Users prefer an interactive interface,” which the test results confirmed. However, this assumption carries risks, as users might not subscribe if they find the interface insufficiently interactive.

Refined Prototype



Based on the concept testing carried out for validation of the product idea, I refined the prototype to suite the test results obtained from the test scenario and research. The users suggested useful improvements to the initial prototype which were later refined. This will be built on in the development stage.

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