

Assignment #2 – Product Hunt

In this assignment you will choose a product published on [product hunt](#), and create an alternative landing page for it. The goal is to take an existing project and understand it from a product management's perspective.

The following assignment is based on the following subjects:

- HTML/CSS
- Git
- Bootstrap

Submitting instructions:

- You should submit this assignment in pairs
- Submit the following:
 - full folder structure in a zip file (separate css to a different file/folder)
 - Free text (in hive) - a description of the website. Stuff that you found hard to implement, known bugs and your review of this assignment

1. Product Research

Research the product online. Try to find the following:

- Website
- Mobile application
- Articles
- Presence on social media
- Information regarding the founders and team
- Reviews

Gather the important and interesting bits of information to learn more about the product. You can use this later in the upgraded website.

2. Market Research

Answer the following questions:

- What is the main use case for the product?
- What is the target audience? Geographic, age ranges, gender etc.
- What is the pricing model?

Try to Identify the main keywords that describe the product, and answer the following question:

- Are there any competitors out there? What is different about their products?
- What are the popular trends for this industry?

3. Planning The Website

Start by specifying how you want it to look.

- What information would you like to display?
- Basic structure – you can find different bootstrap templates online
- Based on your product and market research, write the texts you want to appear in the website

4. Building The Website

- Use Bootstrap – make sure it looks good on mobile too
- Make sure to only change CSS files you created

5. Preparing The Demo

Create a PowerPoint presentation. It should be no more than 7 slides total, touching on:

1. What is the problem
2. How the solution solves the product?
3. Market information
4. Who are the competitors

After the presentation, you will show your website. Both members of the team should present.