Uber PM - Prioritization Assignment Submission File

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1. List down some of the assumptions that would help you arrive at your solution.

Assumptions
1. Mobile user base is higher than web users.
2. Existing functionality must work. Bugs that disrupt existing flow are show stoppers and are most critical issues.
3. Features that help fulfill business objectives are higher priority over others. Business objective is to drive maximum revenue by enabling as many ride bookings as possible
4. Features that are needed by in all cities have a higher REACH over those needed by a single city and therefore will have higher priority.
5. Low effort high impact gets more priority.
6. High effort and low impact gets low priority.
7. Impact on user experience due to slow performance is a high impact issue for entire user base.
8. Effort in story points have been scaled down to single digit for calculation. 30 story points = 3 units. 50 story points = 5 units.

2. List down the work items that you will priorities to complete 150 points, in the priority order in which you would ask the engineering team to start their work, placing the most important work item at the top of the list. Also, give the rationale for choosing them in the order.

Work Item Number (eg B1, I1, B4)	Work Item Description	Efforts Required (Points)	The rationale for Choosing the Work Item in the List	Any Other Comments
B1	Unable to invite my family/friends to use Uber	10	Important to improve product virality.	
I1	As a user, I can open the Uber application and have it load 15% faster than it does today so that the entire booking process, in turn, is faster.	15	Improved usability increases engagement and revenue.	
I4	As a user, I would like to choose my family/friends from my phonebook so that I can invite them to use Uber via SMS.	15	Increases virality.	
I3	As a user, I can sign up (and later on, log in) to Uber using my Facebook account so that I can use my existing Facebook credentials.	10	Improves user experience.	
F4	As a user, I would like to have the option to create a REPEAT booking (i.e, the option to create multiple similar bookings at once e.g., a trip to the office five days a week can be booked at the same time via this feature) so that I don't have to book the same trip every time	30	Improves user experience and good for business. Alternatives exists as user can book every day. High effort.	
F5	As a user, I would like to have the option to pool my ride with other users who are heading in the same direction so that I can save on my booking cost.	40	Should have	

F2	As a user, I would like to define and save a 'booking template' so that I have the option to reuse it while booking a new trip (details are saved for a quick booking option to home/office/hospital address etc.)	25	Nice to have. High effort, low impact and no business benefit.	
B4	Unable to book a trip with a pickup location in New York	Unknown	If alternative ways of booking are available, then this will move out otherwise this is a show stopper and a must have. To be looked at top priority	If this is a show stopper then this goes in the top as there would be complete loss of business in new York.

*Add more rows if required.

3. List down the work items that you are not picking up and the rationale for not picking them.

Work Item Number (eg B1, I1, B4)	Work Item Description	Efforts Required (Points)	The rationale for Not Choosing the Work Item in the List	Any Other Comments
B3	The 'Schedule for later' option under 'LATER' in the booking screen (BOOK NOW/LATER screen) is misaligned.	1.5		
I2	As a user, I would like to have access to a fully functional and responsive website on my mobile phone so that I can open it on my mobile browser	25	Nice to have. High effort, low impact and no business benefit.	
B2	While trying to book a trip using the Uber website, the map is not showing correctly on Internet Explorer 6.	5	Least Impact. Specific to a browser version.	

				Efforts Required (Points)	Business Benefit	User Benefit	Cost	
I5			As a user, I can pay by cash at the end of each trip in Chicago so that I have an option to pay by cash.	15		Alternatives available. City Specific.		

*Add more rows if required.

4. Add a brief summary explaining your approach for the overall scenario.
   Each user story was ranked from 1-5 in three categories
      a. Business Benefit
      b. User Benefit
      c. Cost.
   a) Cost was calculated as effort required / 10
   b) Priority calculation formula = Business Benefit +User Benefit – Cost.

Work Item Type	Platform	Scope	Work Item Description	Efforts Required (Points)	Business Benefit	User Benefit	Cost	(Business Benefit + User Benefit) - Efforts
B1	App	All cities	Unable to invite my family/friends to use Uber	10	5	5	1	9
B2	Web	All cities	While trying to book a trip using the Uber website, the map is not showing correctly on Internet Explorer 6.	5	1	2	0.5	2.5
B3	App	All cities	The 'Schedule for later' option under 'LATER' in the booking screen (BOOK NOW/LATER screen) is misaligned.	5	1	1	0.5	1.5
B4	App	New York	Unable to book a trip with a pickup location in New York	Unknown	5	5	5	5

ID	Platform	City	User Story					
I1	App	All cities	As a user, I can open the Uber application and have it load 15% faster than it does today so that the entire booking process, in turn, is faster.	15	5	5	1.5	8.5
I2	Web	All cities	As a user, I would like to have access to a fully functional and responsive website on my mobile phone so that I can open it on my mobile browser	25	2	2	2.5	1.5
I3	App	All cities	As a user, I can sign up (and later on, log in) to Uber using my Facebook account so that I can use my existing Facebook credentials.	10	3	3	1	5
I4	App	All cities	As a user, I would like to choose my family/friends from my phonebook so that I can invite them to use Uber via SMS.	15	5	5	1.5	8.5
I5	App	Chicago	As a user, I can pay by cash at the end of each trip in Chicago so that I have an option to pay by cash.	15	1	3	1.5	2.5
F1	App	All cities	As a user, I would like to edit my 'Scheduled booking' option under 'LATER' (and, for example, change the car type) so that I can edit details before the trip starts.	30	2	4	3	3
F2	App	All cities	As a user, I would like to define and save a 'booking template' so that I have the option to reuse it while booking a new trip (details are saved for a quick booking option to home/office/hospital address etc.)	25	3	3	2.5	3.5

F3	App	All cities	As a user, I would like to define multiple phone numbers linked to my account and be able to choose one 'active number so that I can change my active number when needed	15	1	4	1.5		3.5
F4	App	All cities	As a user, I would like to have the option to create a REPEAT booking (i.e, the option to create multiple similar bookings at once e.g., a trip to the office five days a week can be booked at the same time via this feature) so that I don't have to book the same trip every time	30	3	5	3		5
F5	App	All cities	As a user, I would like to have the option to pool my ride with other users who are heading in the same direction so that I can save on my booking cost.	40	5	5	5		5