**Case study**

We are absolutely thrilled you are interested to join us at Rohlik. By now we have spoken to you about your experience and personality in great detail. Next step is to find out how you tackle a task in reality.

**Product Owner, Personalization**

**Situation**

As a Personalization squad leader you will be responsible for setting the strategy of the entire personalization approach across all sales and communication channels. Main focus is on customer experience, loyalty and revenue per customer. Your goal is to leverage personalization tools to create a whole new shopping experience for the customer, taking full advantage of the online shopping environment, technology and available data.

**Task 1: Vision**

What is your vision for personalization at Rohlik online grocery for the next five years and what would you focus on in the first year? Can you name two specific feature developments that you would like to do first? Which touchpoint (app, web, email etc) would you focus on most and why? Please outline the rationale behind your thinking.

**Task 2: Metrics**

What business indicators do you consider relevant to measure the impact of your personalization efforts? How do you isolate other factors, e.g. direct campaigns or seasonality?

**Task 3: Team**

How would you structure your team to deliver on your personalization vision? How many people and what expertise do you need? Please describe what skills you plan to acquire versus develop over time.

**Format**

Please invest maximum 3 hour effort into preparation of the output. Prepare a structured presentation, which you will use to walk us through your proposal. Get ready for a 45 minutes presentation, including Q&A.