

Product Management Portfolio

Analytical understanding at every level is very important and I pride myself on been analytical, great team player and flexible in work areas. As an experienced developer and digital marketer, I am a highly driven team player focused on creating trust with users while ensuring dominance of product in the marketplace.

Professional Background

BSc. Computer Science	2015-2019
University of Jos, Nigeria	Second Class Upper Division

Junior Developer Social Media Manager	January 2021 - May 2021
Hansons Ventures	I was tasked with development of websites for clients of the institution and handling their social media presence.
Product Manager	June 2021 - Present
Hansons Ventures	I am obligated to strategize with team members on the best practices required to design, develop and scale a product handled by the organisation.

Introduction

As an entry-level Product Manager, I was tasked with preparing a hypothetical product for Amazon. The product set to be designed was named Amazon Car. It was an online purchase system for cars with a financial servicing feature. This means users had the opportunity to purchase a car using a loan and pay back in installments.

As the Product manager, I was tasked with conducting market analysis, user interviews, creating user stories, features from user stories, product prioritisation and product strategy. Designing the product wireframe and assigning metrics to track the product was a major factor of the product development. Three (3) User interviews were carried out and these interviews gave birth to user stories. Features were developed from user stories and the MVP of the system was created. For prioritization, the MSCW Framework was used and as well as the Pirate Framework (AARRR Framework). A/B Testing was carried out to test its importance.

A well structured layout of the most important features to start development from and estimated effort to be included for each feature was derived. A well structured product design wireframe was delivered, giving the UI/UX Designer a perfect structure to work with.

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The Problem

For working class and business people who has need for a car and wish to pay installmentally

Amazon Car is an e-commerce system that allows you to purchase the car of your dreams. Unlike regular car dealers my product allows you stretch your payment of the car by offering your a payment plan.

We'll know this is true when people purchase cars regularly

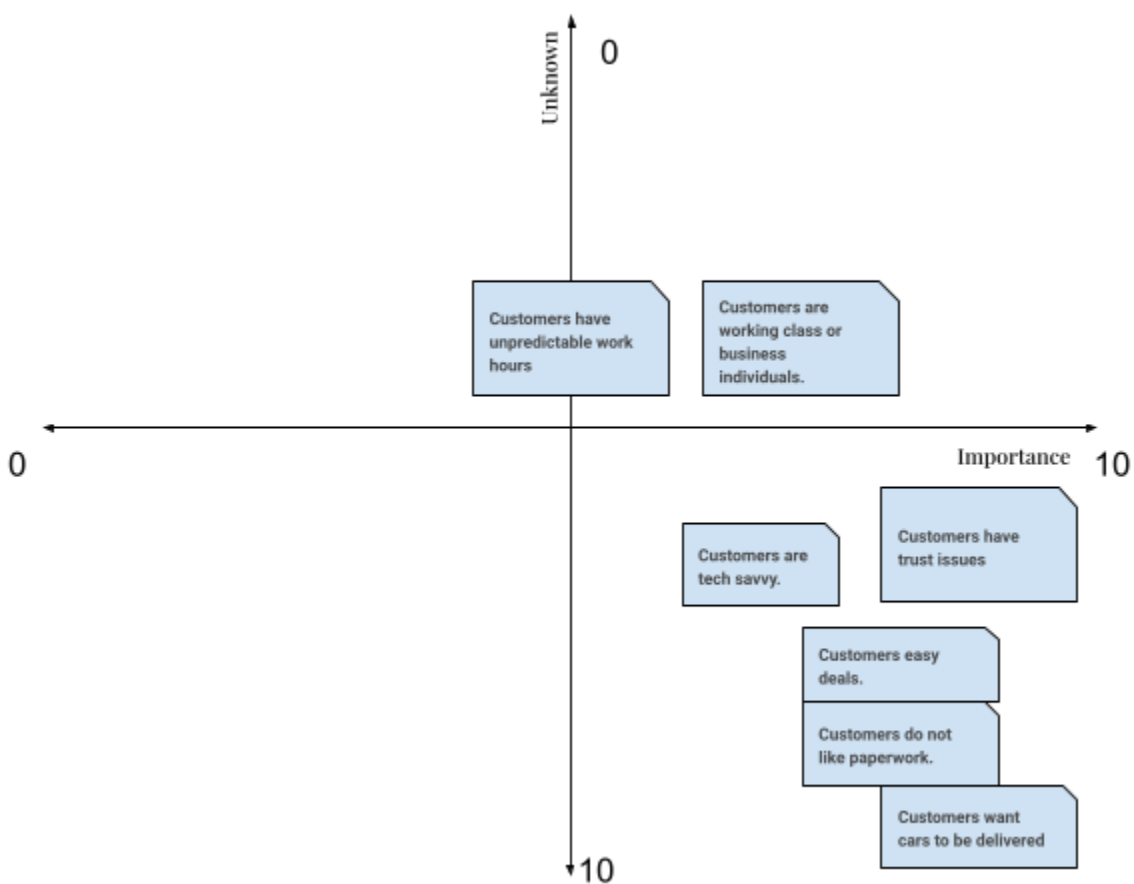
[Buying a Car](#) | [Loan Services](#) | [Sales](#)

Assumption

Assumption Statements

- Customers are working-class or business individuals.
- Customers have trust issues.
- Customers have unpredictable work hours.
- Customers do not like paperwork.
- Customers easy deals.
- Customers want cars to be delivered.
- Customers are tech-savvy.

Product Assumption Map

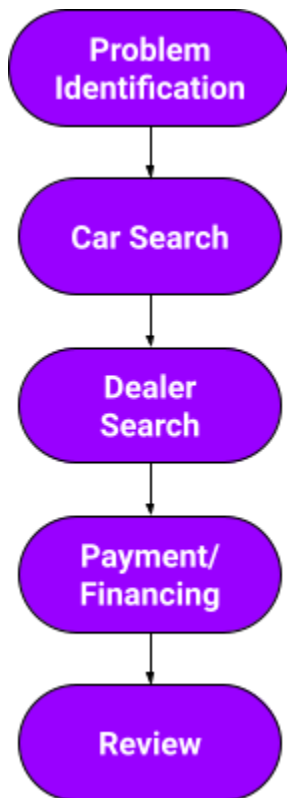


The Customer

Customer Survey

QUESTIONS	INTERVIEWEE 1	INTERVIEWEE 2	INTERVIEWEE 3
Why do you want to buy a car?	For easy movement. It's necessary. Very important for the family.	For easy mobility, so as not to struggle. I'm afraid of kidnappers (security). Because we are in Nigeria. Taking security into my own hands	A car is not a luxury, it is for business, family, and to move. It's very important
Where did you search to find a car?	I ask mechanics for this information because they have experience in this field. Prefer face to face conversation when it comes to cars.	Check online for specifications based on my budget and desire. Get final clarifications from car dealers.	Internet or go window shopping.
What are your criteria for a good dealer/car?	I look at the fuel consumption rate (Economical). Size is important. A big sized car that can be easily maintained. Fairly used cars are a preferred option.	Prefer to buy from someone I trust. So I can go back and shout (violently) at someone close by. Must be a car shop.	My priority is the engine, its capacity, size and the body of the car. The seating capacity. Comfortability. Don't mind colour
Why did you choose this dealer?		A trustworthy company	
What is your preferred mode of payment?	Paperwork and witnesses are important, so a bank transfer in the bank is preferable.	Cash transfer or cheque because it seems safer	Cash and Carry. No loan. Great with transfer
Are you satisfied with your purchase, any regrets or reviews?	No regrets so far because I tend to be thorough in the process	I wish to have the opportunity to sue the dealer after my purchase if he messes up.	Satisfied, but in a situation of disappointment, Return must be initiated.
Are you comfortable buying a car online?	Trust is an issue. Seeing what I am buying is preferable. Testing the car is important no matter what.	No, I'm too sceptical. Too scared. Lack of trust and information If an organisation sells cars only online then I could patronise	Not comfortable. Warranty must be involved

Car Buying Process User Journey



Customer Needs

- Customer requires the need for a car.
- Customer engages in a search for a car based on personal preference with personal goals of the right car in mind
- The best car dealer search is followed up immediately if not at the same time as the search of the type of car.
- Payment is made after a review of multiple choices.
- A test phase is done after purchase to evaluate the product.

Features

Feature Brainstorm

RESEARCH

SURVEY FOR
RECOMMENDATION

SPEAK TO AN
EXPERT

SEARCH CAR

CONSIDERATION

ENGINE DESCRIPTION
CHECK

AMOUNT FILTER

LOAN APPLICATION

REVIEW BOARD

TEST A RIDE

PURCHASE

RECEIPTS &
DOCUMENTATION

LOAN APPROVAL

RETURN POLICY

SALES PAGE

User Stories for MVP Features

S/N	USER STORY	FEATURE
1	As a car lover, I want to buy a car that fits my personal needs so I and my family can feel comfortable in it.	Sales Psge
2	As an individual on a budget, I would love to peruse through the cheapest cars available so I can make the best choice for myself.	Search Car
3	As a detailed individual, I would love to have receipts and agreements settled immediately so that I can have everything recorded.	Documentation and Receipt

MSCW Framework for Features



T-Shirt Framework for Feature

Must Have

Sales Page (M)

Documentation & Receipts (S)

Search Car (M)

Should Have

Survey for Recommendation (M)

Loan Application (S)

Loan Approval (M)

Test Ride (M)

Could Have

Return Policy (L)

Speak To A Expert (M)

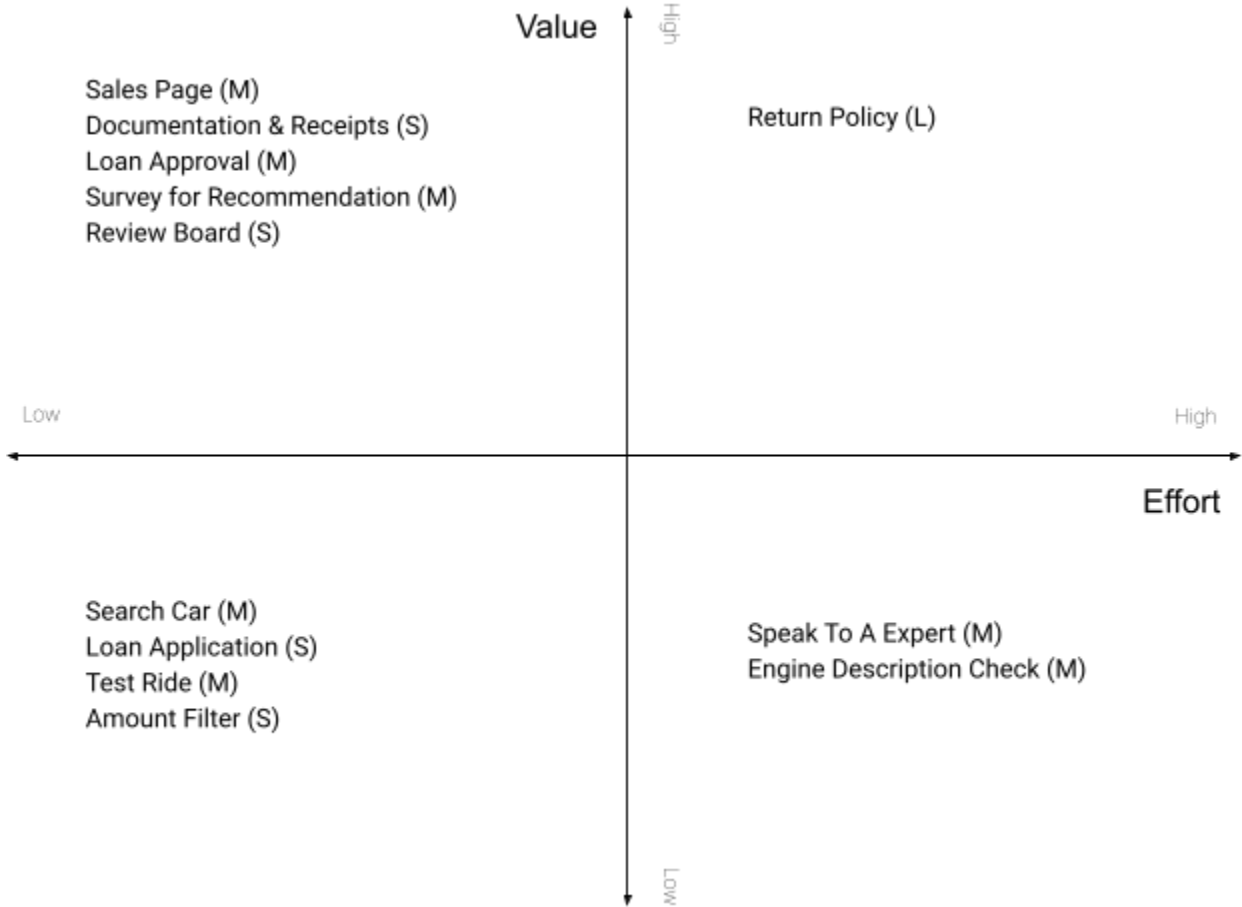
Amount Filter (S)

Won't Have

Engine Description Check (M)

Review Board (S)

Effort/Value Map



Strategy

OKRs

SALES PAGE

Objective: To become the biggest car sales platform in the world in the next 2 years.

Key Result: Increase conversion rate by 20% every 3 months.

Key Result: Reduction in Customer Acquisition Cost (CAC) every 6 months.

SEARCH CAR

Objective: To help users acquire the best car suitable for them.

Key Result: Increase in Customer Satisfactory Score

DOCUMENTATION & RECEIPT

Objective: To foster trust and for complete transparency.

Key Result: Increase in Net Promoters Score.

Metrics for Features

FEATURES/METRICS	Primary Metrics:	Secondary Metrics:	Guardrail/Health Metrics:
SALES PAGE	Cars purchased	Bounce Rate	Daily/Weekly Active users
SEARCH CAR	Cars Purchased	Retention Rate	Daily Active Users
DOCUMENTATION & RECEIPT	Cars purchased	Customer Acquisition Cost (CAC)	Number of conversions

AARRR Metrics

AARRR	METRIC	A/B TESTING
Acquisition	Customer Acquisition Cost	Ad: Get 10% off cars when you book a test ride / Get 10% off when you complete this survey.
Activation	Preferred experience	Ad: Recommendation Survey before the search bar / Search Bar before the Recommendation Survey
Retention	Email clicks to sales page Click-through rate	Email Ads New deals available.
Revenue	Recurring Revenue from User.	Purchases Loan Subscription
Referral	Net Promoter Score (NPS)	Questionnaire Email