

Product Management Portfolio

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Professional background

My name is John Omokayode, a graduate of the University of Ibadan, Department of Mechanical Engineering.

I am currently in a product development role at a stereoshtech developers building real estate management software for estate managers. My job was remote and I used tools like Notion, Google suite, Jira and Slack to do work.

Within the first 50 days at my job I had to manage a team that successfully delivered a document management system.

I love to see things work and always position myself to be a solution provider in any team that I find myself. I am always actively learning new concepts and putting my absolute best into any task at hand.

During the recent lockdown, due to the covid-19 pandemic, I had time on my hands to move several steps ahead in line with my career goals, this led me to create 'Business Hub One' alongside other like-minded friends. This organization looks to help students' entrepreneurs develop their ideas into well-established growing businesses through mentorship and access to required funding.

Introduction

I was unable to determine the car to buy, test drive it, buy the car and complete the paperwork in over a month.

This report is an outlook on the feasibility of an online car buying website.
We have carried out user interviews to better understand the target market

Result

We have been able to create low fidelity wireframes that will help guide the development process

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Assumptions

The Assumptions

Amazon cars is an online car dealer

Amazon has the reputation to sell cars online

There are a significant number of people living in urban areas who want to buy a car

Assumption Statements

- Is there a large enough market for people who want to buy a car?
- Do people want to buy a car online?
- Do people want to see different options together?
- Do people want to get buying and financing together?
- Would people trust and buy from Amazon?

The Customer

Customer Survey

User interview 1

It's hard finding out several options available

The process of determining the right financing is tedious

It's almost impossible to buy a car in the same day you decide you need one

User interview 2

I can't reach dealerships online to talk to representatives

Hard to figure exact price for the cars using the current dealership websites

Yes, i'll use a platform that simplifies the car purchase process

User interview 3

If, i'll get a car again, i'll be very open to using a platform that makes it easier

It took me 7 days to get my last car

User interview 4

It takes a lot of time to process the paper work for a new car

I was tempted to buy a pre-owned, because they had an easier online process

User interview 5

As a tech savvy person, i will always prefer buying ma car online to any physical store.

Car buying process

- Research Car Option
- Find Financing
- Negotiate
- Paperwork
- Determine repayment

User difficulty

Hard to figure out exact price

Customer support

Users can easily see the catalog of cars available

Features

Feature Brainstorm

User Stories

As a user i want to be able to find the right car easily

As a user i want to be able to find the exact prices for my car

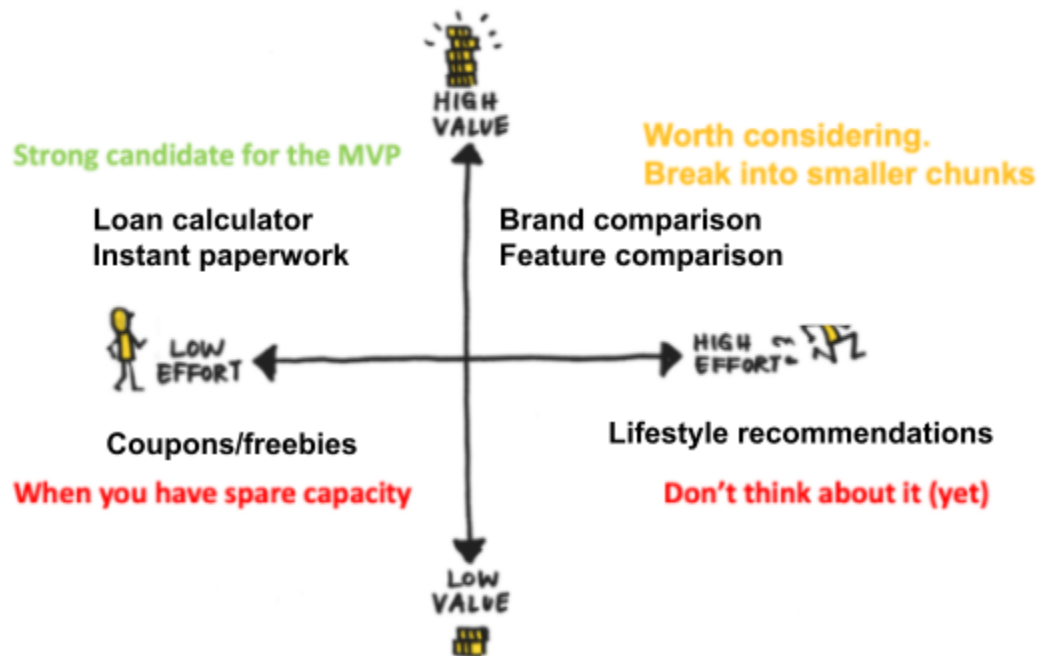
As a user i want to buy cars online

As a user i want to be able to compare the different cars available

As a user i want to be able to be able to find the right financing for my car online

As a user i want to be able to complete paperwork without stress

Value/effort map



T-shirt framework

Must

Detailed car view (M)

- Search (M)
- Loan calculator (S)
- Secure paperwork (M)

Should:

- Comparison tool (S)
- Reviews of the dealer (S)
- Review of the car (S)
- Price guarantee (M)
- Test drive (M)

Could:

- Deal comparison (M)
- Loan options (M)
- Coupons / freebies (S)
- Recommended cars (L)

Won't have:

- Insurance partnerships (M)
- Service memberships (M)

MSCW framework

Must have

- Brand comparison tool
- Feature comparison
- Deal comparison tool
- Instant paperwork
- Book a test drive

Should have

- Loan calculator
- Coupons/freebies

Could have

- Savings/goals tracker
- Service memberships

Won't have

- Lifestyle recommendations
- Rent to buy

Rationale summary

The user must be able to find the best deal, compare with other dealers, book a test drive and own the car easily for our solution to be an effective one.

Strategy

OKRs

Objective	Key result
To create an online marketplace for vehicles	Increase online conversion by 50% in 6 months
To provide a solution to access financing easily	Increase usage of financial approval feature by 50%
Allow dealers reach more customers	Increase online view rate for cars

Key Performance indicators

Metrics for Features

Product	Primary	Guardrail	Secondary
Online marketplace	No of cars purchased	TotalRevenue	<ul style="list-style-type: none"> No of visitors Bounce rate Scroll rate
Deal comparison tool	Number of cars purchased	Total Revenue	<ul style="list-style-type: none"> No of users that compare at least two cars Purchase No of users that added to cart
Loan calculator	Number of loans	Total number of cars purchased	Number of loans obtained using calculator vs users who dont
Test Drive	Number of cars purchased	Total revenue Average price of cars purchased	<ul style="list-style-type: none"> No of users that test drive Number of users that bought after test drive Test drive per user that buys a car Cars bought vs cars test driven
Search	Number of cars purchased		<ul style="list-style-type: none"> No of visitors <i>Bounce rate</i> Scroll rate Number of users that searches for a car Number of search users that converts

AARRR Metrics

	User Action(metric)	Tracking metric	A/B test
Acquisition	Visits site	competitive	SEO, Emails
	Stays on site for 30 seconds, views or clicks around	Quantitative Qualitative	Headline,CTA on landing page Copy, ad placement
Activation	Adds car to cart	Quantitative	Additional CTA
	Happy first visit(views 5 cars, stays for 60 seconds, searches for a car)	comparative , quantitative	Additional CTA., signup, recommendation
Retention	Repeats visits	comparative	Emails
	Email opens and clicks	quantitative	Recommendations, CTAs in email
Revenue	Buys cars, generates minimum revenue	Quantitative	Subscriptions
Referral	Refers other users to site	Quantitative	Campaign, contest, discounts