



PRODUCT MANAGEMENT CASE STUDY

Conducted by:

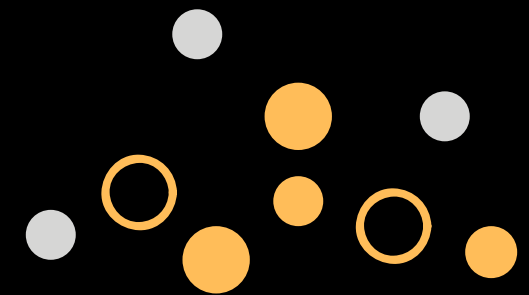
Obinna Jamil Chidiadi-Onyekwere



OVERVIEW

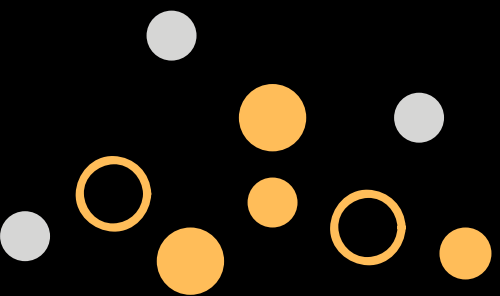
MakeYourMap is a mobile app available on iOS that allows users to create their user-generated content to annotate and share with friends.

Users can become map contributors and write reviews, tips, and helpful information for popular places of interest on a particular map. MakeYourMap's vision is to help users explore and navigate their world.



PURPOSE

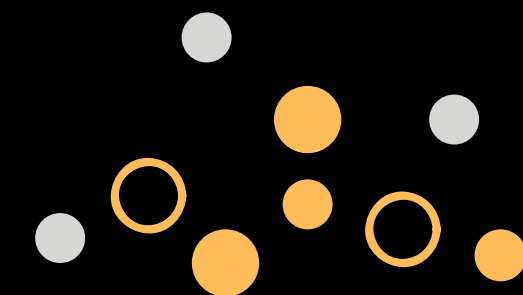
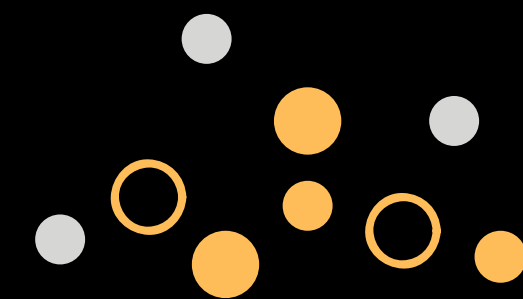
This project was created as part of my product management course at CareerFoundry to demonstrate mastery of problem solving in product management.





OBJECTIVE

The objective is to research, design and build MakeYourMap product improvements and to create user-generated content in a mapping app.

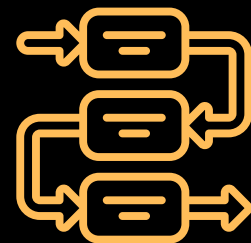




Duration: 4 weeks. During this period, I gathered various product improvement ideas, drafted the product requirements document (PRD) and broke down the product improvement efforts using Agile techniques (Epics and User Stories). Then I researched the product improvement by conducting surveys and interviews with users of a similar app. Afterwards, I prioritized the user stories within the product backlog before visualizing the product improvement using low-fidelity wireframes.



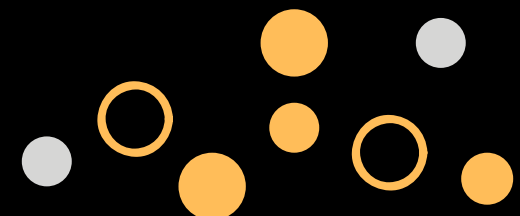
Credit: CareerFoundry



Methodologies: Agile, Epics and User stories, Surveys and Interviews, Prioritization and Wireframing



Tools: Figma, Google Meet, Zoom, Google Forms, Survey Monkey



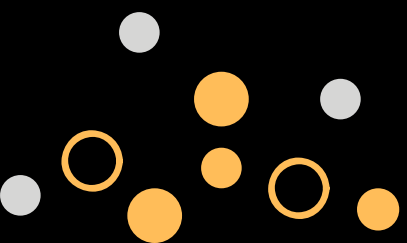
THE BUILD

I started by reviewing the contributor features on MakeYourMaps so as to devise a plan to improve a couple of them. After the review, I contacted 6 potential contributors and conducted interviews using Zoom and Google Meet and surveys using Google form. The purpose was to get knowledge of their experience using local guide apps.

The following questions were asked:

- **What is your main goal when using a local guide app?**
- **How frequently do you use local guide apps?**
- **If you've used multiple local guide apps, which do you prefer and why?**
- **What are the best features of your preferred local guide app?**
- **What are the worst features of your preferred local guide app?**
- **How do these features impact your app usage (e.g., time spent in the app)?**

The results of the user interview and survey helped to identify needs and goals. On this basis, the development of a user persona was necessary. I came up with a nurse whose main goal is to access any destination of her choice at ease.





Amara

Age: 29

Occupation: Nurse

Location: Stuttgart, Germany

GOALS

- Assessing any destination of her choice at ease
- Discovering new things
- Meeting with people and learning from their experiences

FRUSTRATIONS

- Inaccurate information
- Inefficient tools

The results of the user interview and survey helped to identify needs and goals. On this basis, the development of a user persona was necessary. I came up with a nurse whose main goal is to access any destination of her choice at ease.

Amara is a nurse. She is enthusiastic about discovering new things. She is confident and very creative and she cares about her patients. Amara is in constant communication with various teams in the hospital where she works so she can stay on top of patient needs.

MOTIVATION

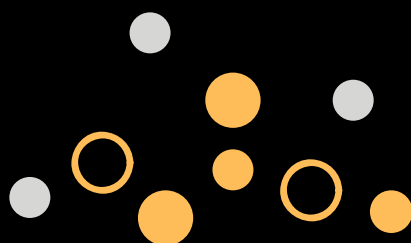
- Improving travel adventures by delving into culture and exploring new horizons

INCONVENIENCE

- Amara experiences inconvenience when she relies on local guide apps for time-sensitive decisions.

INTERESTS

- Reading
- Board games
- Cooking
- Singing



Research Insights:

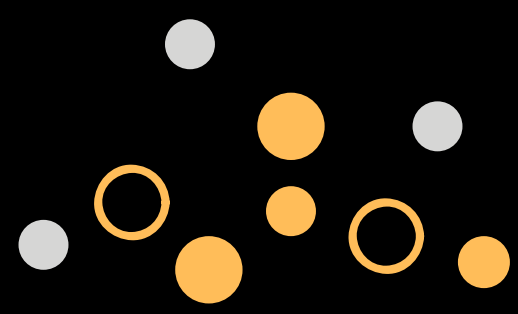
The research insights were gathered and summarised before identifying common themes and problems pointed out by the users. These themes were labelled according to their frequency. This helped me in prioritization.

Product Requirements Documents

I created the PRD for the project. This had the following

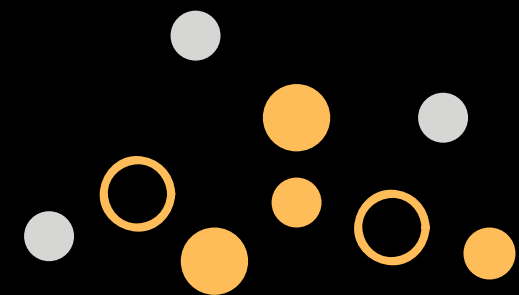
- The Problem Statement
- The Product Audience
- The Solution Justification
- The Objectives and Measures of Progress





Problem Statement

The lack of real-time updates possess a significant issue, as it fails to meet crucial user needs and thereby hampers the App's effectiveness. Users not receiving real-time updates on the App can be attributed to the absence of timely and relevant information, which is essential for enhancing their overall experience. This problem is relevant due to its impact on user satisfaction, the accuracy of information, and the app's competitiveness in the market.

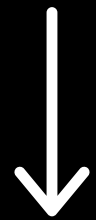


SOLUTION JUSTIFICATION

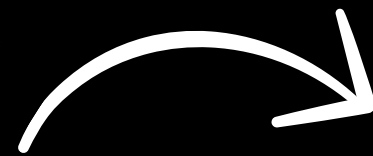


The implementation of real-time updates in the local guide app will not only address user needs but will also have a substantial positive impact on the business, including increased user retention, revenue potential, competitive advantage, and overall business sustainability.

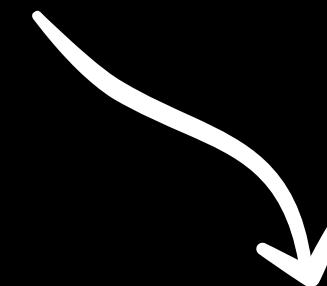
The solution justification led to defining the objectives and measures of progress



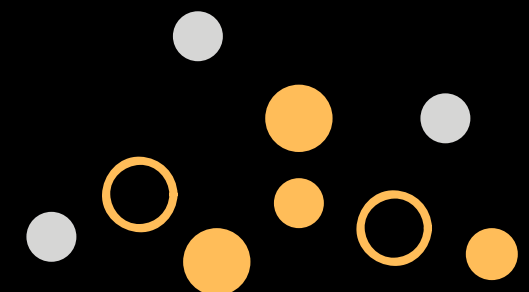
Improve speed of real-time updates in the app



Enhance Data accuracy and completeness



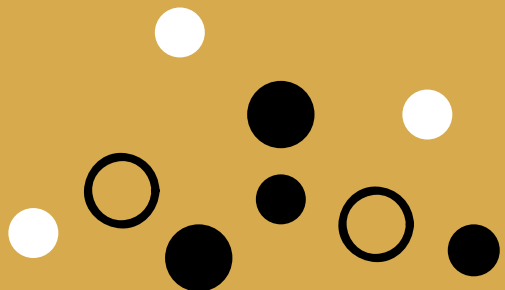
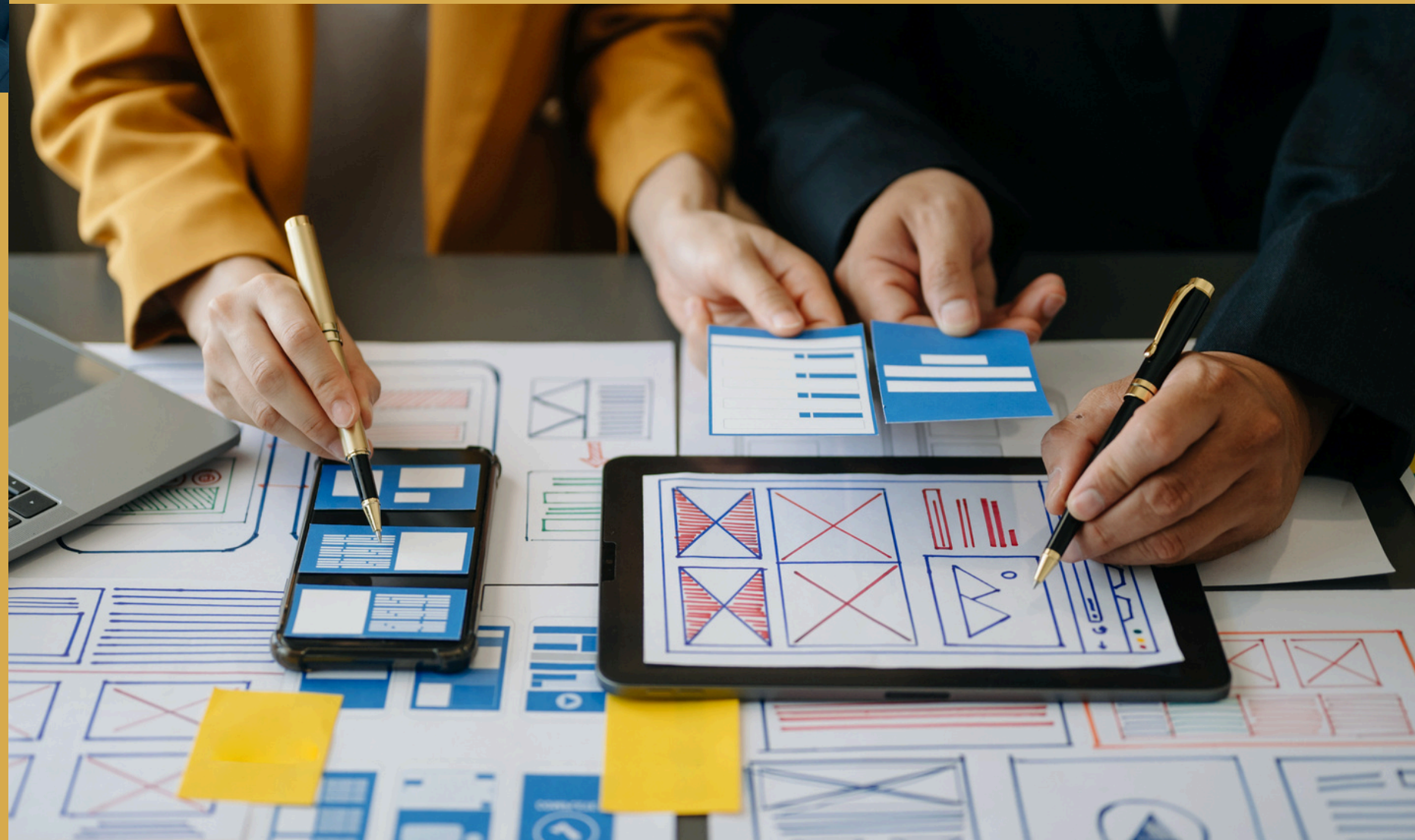
Maximise awareness and satisfaction for real-time updates



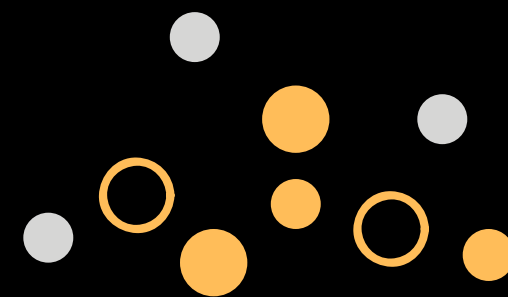


Then I grouped the User Stories into Epics which helped in working towards the objective of the project. The user stories were then listed under the relevant epic topics.

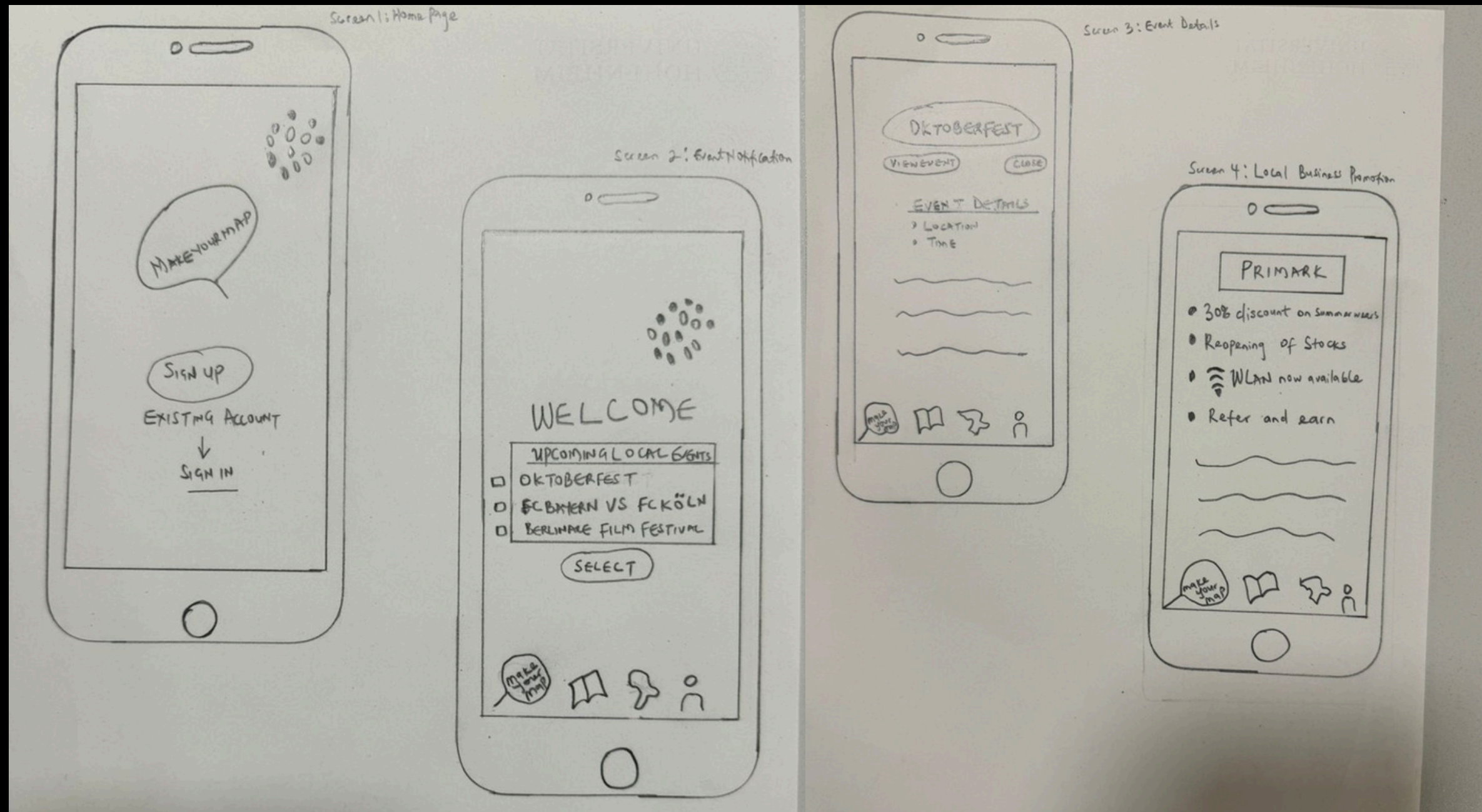
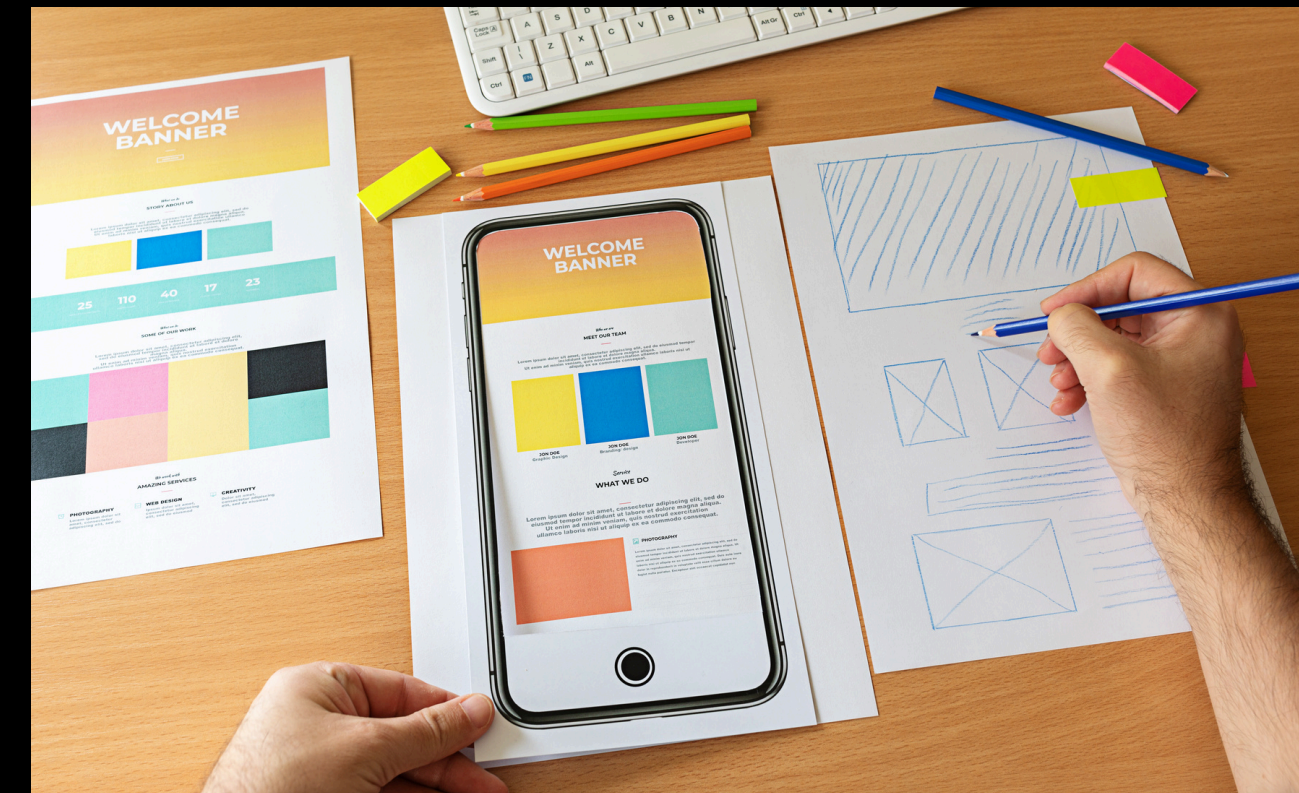
After defining the OKRs, I defined the User Stories and acceptance criteria. I also included additional detail to further define the user stories.



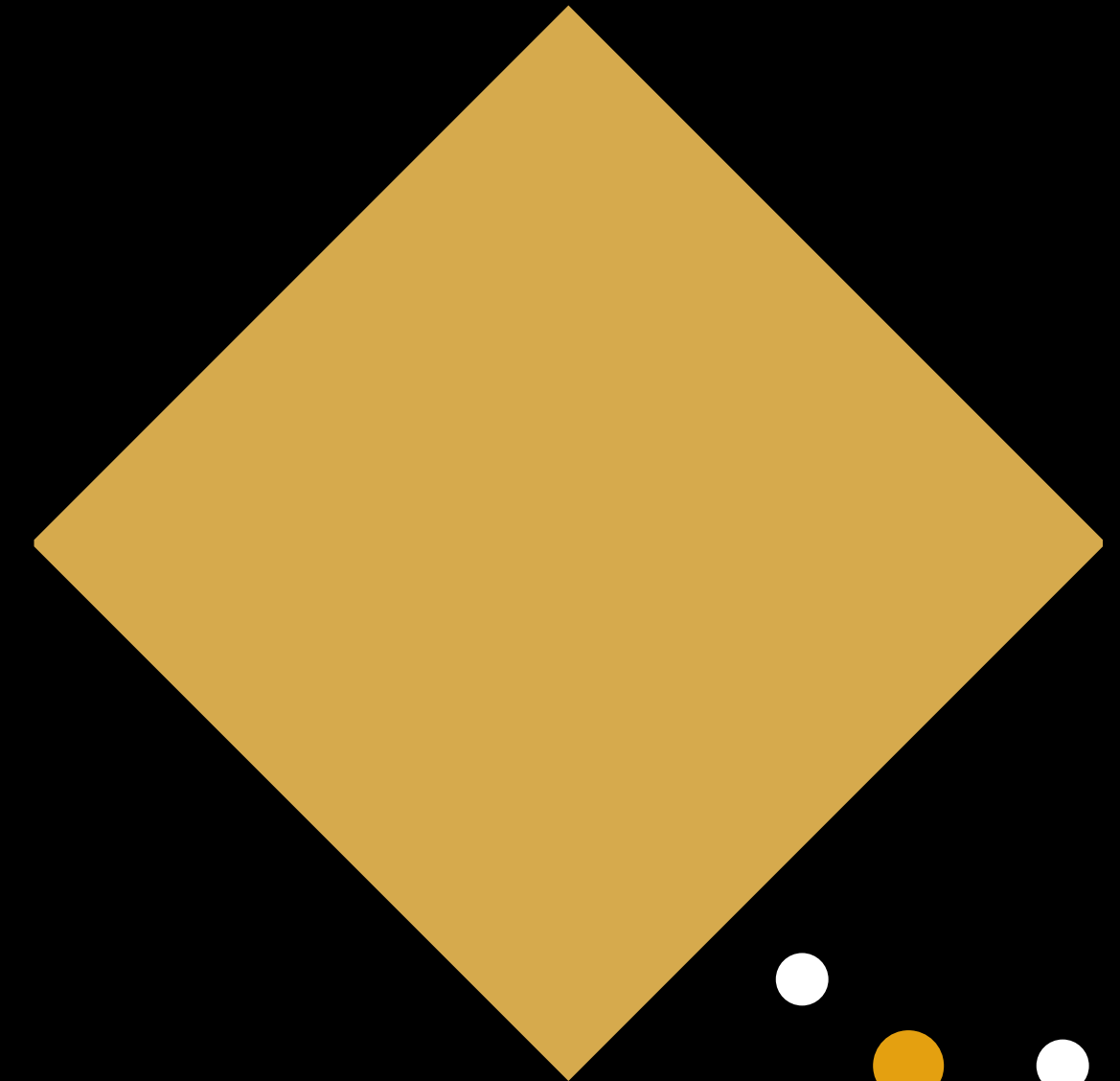
- I conducted another set of interviews and surveys to validate the product improvements suggested through real user feedback.
- I wrote down the questions and ensured they were open-ended questions. A total of 10 participants were engaged including those from the CareerFoundry Community on Slack.
- The new insights gathered were updated into new user stories for the product backlog. Then I prioritized the user stories using the MoSCoW approach and assigned the various prioritization codes to the user stories.
- I now created a visual user flow for product improvements in the form of wireframes. I created low-fidelity wireframes.



DESIGN AND PROTOYPES



The 4 screens showing the product improvement features as low-fidelity wireframes.



RETROSPECTIVE

The journey of improving MakeYourMap underscored the importance of adaptability, resilience, and interdisciplinary collaboration. It highlighted the need for agile methodologies that facilitate iterative development cycles and foster continuous improvement. Furthermore, it reinforced the value of user-centric design principles and the significance of empathizing with end-users throughout the product lifecycle. Looking ahead, these reflections serve as valuable lessons for future endeavours and will be guiding efforts towards creating more innovative and user-friendly solutions.

FUTURE STEPS

Next steps will be including a high-fidelity prototype that will consist of an expanded geographic coverage, enhanced offline abilities and continuous User Research and Feedback. And presenting the prototypes to the design team.

