

PRODUCT MANAGEMENT PORTFOLIO

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PROFESSIONAL BACKGROUND



Hardworking, dependable, and passionate individual with strong organizational skills successful at managing multiple priorities with a positive attitude with the willingness to take on responsibilities to meet team goals. A graduate of Educational Technology from the University of Ilorin and a Master In Guidance and Counselling from the University of Lagos. I have worked as a teacher for the past 6 years and taken up school administration roles over the years. I made a decision to switch to technology to upskill and I have completed some online courses and internship to help transition properly. A few of the courses are SideHustle internship in Product design and product management, Agile with Jira from Coursera, I am currently running a Product management certification course on Entry Level and I am currently pursuing a Google Project Management Certification.

ABSTRACT



The balm is a health and wellness app brought about to bring living healthily closer than one would ever imagine. Having carefully thought about daily African living and how living in some parts of Africa is stressful on its own. Balm has brought about relatable wellness to our doorstep.

Having different features which are expected to help physical and mental wellness of users across all age group.

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INTRODUCTION

Balm is a wellness and self-care app that offers users a variety of tools and resources to help them improve their mental health and overall well-being to ensure people take informed and data-driven decisions about their general wellness.

Problem Statement:

General wellness is a major rave among Gen Z as everyone in that generation seems to be mindful of their mental health and is always on the lookout for ways to improve wellness. Millennials are gradually warming up to the idea but the older generation seems to be lagging in that aspect. Wellness and self-care seem to lack among some millennials and the older generation. It's important to get wellness and self-care right so Balm is aimed at providing wellness solutions across all age groups.

Target Market:

IOS and Android phone users who are interested in General and mental wellness.

Value Proposition:

Balm offers wellness and self-care in a relatable and detailed way. Helps track health details, document doctors' appointments, and record health details among other benefits.

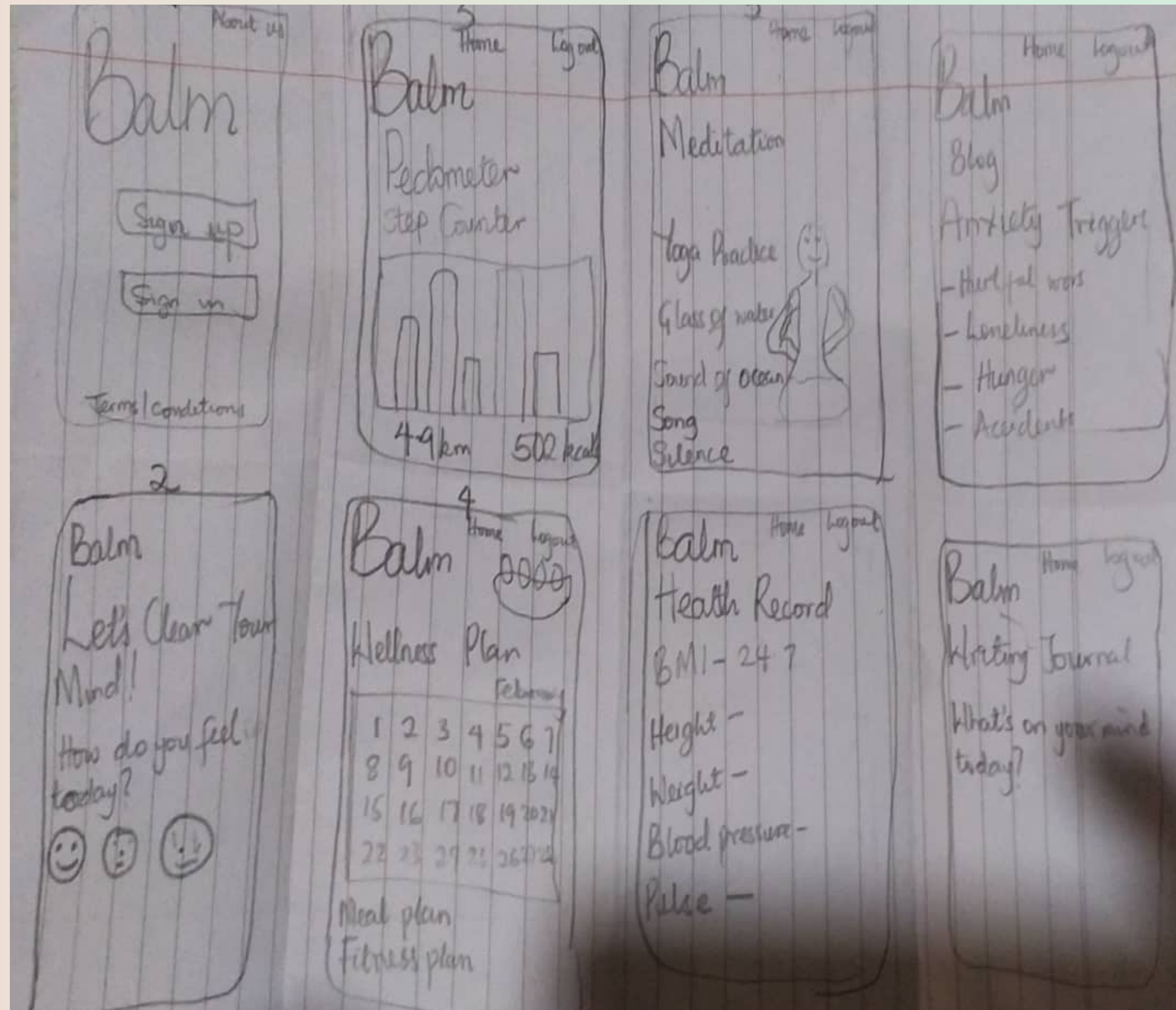
Scope:

Features include a pedometer, meditation, writing journal, wellness plan, and health record.

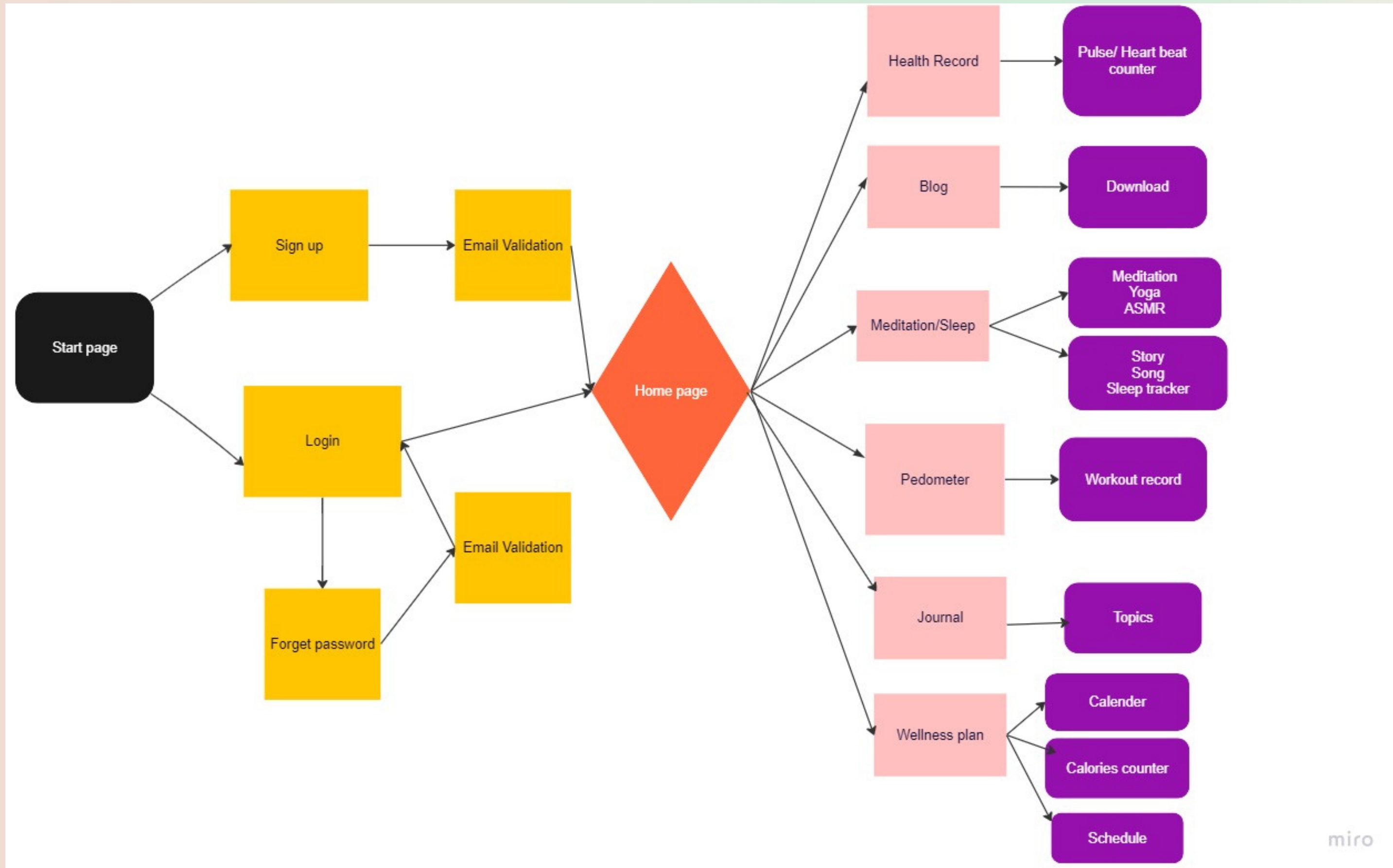
Success Metrics

Our success metrics will include user engagement, retention rates, growth, and net retention revenue (NRR)

CRAZY 8S LOW-FI SKETCH



USER FLOW DIAGRAM



PRODUCT GOALS

- *The goal of the product is to build a high-functioning application to help improve people's mental health*
- *Increase mental health awareness*
- *Record health details*
- *Stress relieving features*
- *Record and suggest exercise and sleep*

PRODUCT STRATEGY

Product Moat:

- *Using resource moat Balm will leverage internal expertise, patents, and legal protections.*
- *Sense of community: Balm will create a strong sense of community among users to ensure that users can connect with each other, share their experiences, and offer support and encouragement.*
- *Providing highly personalized recommendations based on a user's individual health goals, preferences, and lifestyle is likely to be more successful than one that takes a more one-size-fits-all approach*

PRODUCT STRATEGY

Product Signals:

Market Signals

- *User engagement metrics*
- *User Feedback*
- *Health data integration*
- *Social sharing*

Customer Behaviour.

- *Millennials and the older generation adoption*
- *Demand for personalization*

PRODUCT STRATEGY

Product bets

- *Personalized wellness plans: Create customized wellness plans for users based on their individual health goals, preferences, and lifestyle. Two months free*
- *Use gamification techniques to motivate users and make the wellness journey more engaging and fun. using badges for milestones.*
- *Sync wellness app with wearable devices and health trackers to provide personalized insights and recommendations based on their activity levels, sleep patterns, and other health metrics.*

Success Metrics

*User Engagement
Retention
User satisfaction
Health outcomes*

PRODUCT STRATEGY

Product Vision statement

Balm helps exhausted people who want to balance their mental health get readily available resources and activities to get them going.

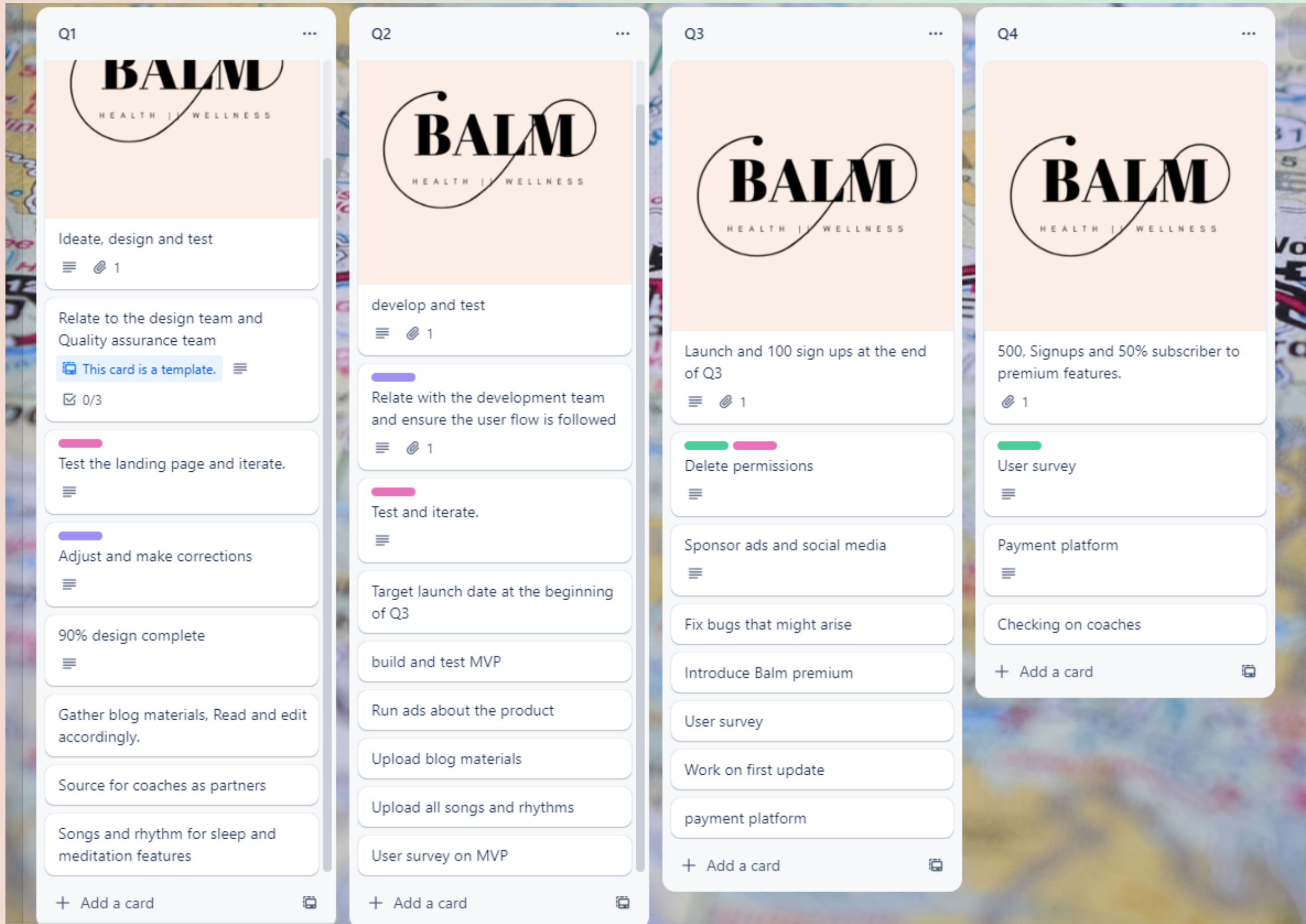
We will do this by:

Expanding on a wellness plan and schedule to accommodate diverse people.

Exploring mental health podcasts in different languages.

Enforcing our lead in establishing a safe space for wellness and mental health.

PRODUCT ROADMAP



LAUNCH STRATEGY

PRODUCT LAUNCH STRATEGY

Balm will start from the Alpha release, which will be available to a limited number of people alongside the sales and customer care team. Then we proceed to the beta release for wider reach before the general availability release. This ensures that we gather enough feedback before the general launch date and can iterate on the features needed.

LAUNCH CHECKLIST

PRODUCT

.Features

Customers' statement of problem provided.
Coaches and partners are available.
All songs to be used have been properly sorted against piracy.
Business goals and context is sorted.
Product value props are available
Target audience and personas are available.
Legal terms and conditions.
languages
limitations and business rules have been provided.

.UI/UX

high-fidelity wireframes are done
User journey defined and mapped out
Mirrors state for the product documented

.Engineering

Product has passed Quality assurance
Technical documentation provided
Operational support map
Release Schedule and Date are available.

GO-TO-MARKET STRATEGY

Launch

Launch date has been communicated
customers are prepared for the launch
Rollback method and processes have been defined
Bugs and issues tracking has been identified.
Pricing and packaging
Pricing has been sorted with coaches
Product landing page has been updated
Communication

External and internal communication plan is ready

.Marketing Content

Marketing materials have been updated
Marketing channels are ready to support the launch

Social Media

Social media announcements
Posters and reels available for posting
Media relation
PR and Media have been briefed

SYSTEMS

Infrastructure

Monitoring and reporting lines in place
Error logs and error tracking is in place
Billings
Billing system is in place
Finance team has been briefed on the launch date.
Financial reporting requirement has been updated.

SALES AND SUPPORT

Documentation

Product documentation has been provided.
FAQ and testing guides have been provided.
Sales team has access to product to provide adequate customer care.

Technical escalation process has been put in place

Sales and strategy training

Sales team has been briefed and trained.

Sales target has been set

Partners have been updated

Partner support process have been defined.

FEEDBACK

Review

Internal and external feedback channel has been provided.
Review app store feedback is updated
Assign someone to reply to feedback.

Follow up

Follow up service-level agreement (SLA) has been defined.

PRE-LAUNCH COMMUNICATION PLAN

BALM PRE-LAUNCH PLAN

Launch date - 7th July 2023

Balm Wellness and Health App

We are to ensure all items on the checklist are ticked

Escalate to the development team.

AARRR FRAMEWORK

Acquisition: How many users signed up?

- Application downloads
- User sign ups
- Free trial sign up

Activation: Are the user taking actions (features) that compels them to pay (life coach, Sleep, wellness coach, etc)

- Usage of a feature
- Verification rate
- Free trial User sign ups
- Feature adoption rate
- Daily active user.
- Monthly active users.

Retention: How often do already signed-up users come back?

- Returning users across a period of time
- Continue usage of a feature across a period of time
- Most used feature of the month.
- Number of paying users
- Cancellation rate.

Revenue: How many users are paying for the product?

- Revenue growth
- Paid conversion.
- Customers moving from free to paid.
- Recurring payments.

Referral: Would the customers like the product enough to refer it?

- NPS score
- Verbal referral
- Refer a friend by creating referral code
- CSAT score

PAST PROJECTS



Kuda Bank for Minors

CONCLUSION



Balm is an application to look forward to as the features meet specific health and wellness needs. It is important to take cognizance of our health and its good to get a homegrown application built to first help Africa and the world at large