



Northeastern's Product Hackathon

# PROTOTHON 6.0

## About APMC

The Aspiring Product Managers Club at Northeastern University aims to bring like-minded individuals who want to learn more about Products and eventually break into the Product Management domain.

We joined grad school in Fall 2021 from different walks of life knowing that there was a demand for a community of product enthusiasts at Northeastern University. We found our product-market fit, and in a year, we have scaled from 4 to 1000+ members with 40+ events conducted addressing different aspects of Product management.

Our door is always open to new members, no matter their experience level. We are proud to bring together people from all over Northeastern. Welcome to APMC and All the best for Protothon 6.0!

## Programs

### 1. Northstar

- a. 4-week Introduction to Product Management Bootcamp
- b. Assist you build your product from scratch with engaging workshops and case studies
- c. Previous Cohorts: Fall '22, Spring '23, Fall '23, Spring '24, Fall '24

### 2. Meteor

- a. 3 week interview prep series
- b. Helps students ace product management interviews for internships/co-op roles
- c. Previous Cohorts: Spring '23, Fall '23, Spring '24, Fall '24

### 3. Alpha

- a. Product Wing focused on real-world projects
- b. Hands-on experience with industry-relevant tools
- c. Previous Cohorts: Summer '22, Fall '22, Spring '23, Fall '23, Spring '24, Fall '24

#### 4. Protothon

- a. 2-week product prototyping hackathon
- b. Focus on solving real customer problems through product innovation
- c. Previous Cohorts: Spring '22, Fall '22, Spring '23, Fall '23, Spring '24

#### 5. Product Conference

- a. Annual flagship event featuring industry leaders and product experts
- b. Interactive workshops and panel discussions on emerging product trends
- c. Networking opportunities with product professionals and recruiters

## Protothon 6.0 Details

### Important Dates:

Event	Day, Date	Time	Venue
Problem Statement reveal	Saturday, November 9, 2024	8:00 PM	Website
Bootcamp 1: How to win hackathon, how to do storytelling and pitch deck	Monday, November 11, 2024	12:00pm onwards	CSC 346
Protothon 6.0 Qualifier	Saturday, November 16, 2024	12pm - 7pm (tentative)	Online
Bootcamp 2: How to prototype/wireframe, discuss revenue models and metrics	Monday, November 18, 2024	4pm onwards	CSC 344
Finale	Friday, November 22, 2024	5:30pm - 8:30pm	CSC 2nd Floor Suites

### Communication Channels:

- Primary: Email and [APMC WhatsApp Community](#)
- Social Media:
  - Instagram: [https://www.instagram.com/apmc\\_neu/](https://www.instagram.com/apmc_neu/)
  - LinkedIn: <https://www.linkedin.com/company/apmcneu>
- For questions, reach out to the Protothon team: [galani.m@northeastern.edu](mailto:galani.m@northeastern.edu), [magadinagaraj.n@northeastern.edu](mailto:magadinagaraj.n@northeastern.edu), [babar.j@northeastern.edu](mailto:babar.j@northeastern.edu)

## **Problem Statement: Enhancing Digital Accessibility**

As a Product Manager at your <company>, you are tasked with spearheading an initiative to make digital products and services more accessible to underserved user groups. The tech industry has made significant strides in digital innovation, yet many products still present barriers for users with diverse accessibility needs. Your challenge is to bridge this gap through innovative solutions.

You will work with your product team to develop a proposal that addresses specific accessibility challenges faced by <user group>. This could involve enhancing an existing product feature or creating an entirely new solution. Your proposal should demonstrate how your solution can transform the user experience for your target audience while maintaining the product's core value proposition.

Your success will be measured by:

1. The clarity and impact of your solution in addressing specific accessibility barriers
2. The seamless integration within the existing product ecosystem
3. The potential reach and value created for your chosen user group
4. Your consideration of privacy, security, and ethical implications

*Ready to start ideating? On the next pages, you'll find:*

- *A diverse list of companies across industries*
- *Detailed user groups to focus your solution on*
- *An example solution to inspire your thinking*

## 1. Select a Company:

Choose any company that serves the US market. Below is a suggested list of companies across different industries to help spark ideas, but you are not limited to these options. Think creatively about how AI could improve accessibility within the context of your chosen company's offerings.

E-commerce & Retail	Amazon
	Shopify
	Home Depot
Technology & Social Media	Google
	Microsoft
	Apple
	Meta
	Snapchat
	Instagram
Entertainment & Media	Disney
	Netflix
	Spotify
Transportation & Travel	Tesla
	Bluebikes
	Airbnb
Financial Services	Robinhood
	Venmo
	Zelle
Education & Learning	Coursera
	Canvas
Health & Wellness	Headspace
	Calm
	Medisafe
Home & Lifestyle	SharkNinja
	Ring
	Zillow
Events & Experiences	Eventbrite

## 2. Choose a User Group with Accessibility Needs:

Your solution should focus on one of these specific user groups:

- **Visual Accessibility Needs:** Users with partial or complete loss of vision, including color blindness and low vision.
- **Auditory Accessibility Needs:** Users with varying degrees of hearing loss, from partial to complete.
- **Physical Accessibility Needs:** Users with limited mobility, motor control challenges, or physical disabilities that affect their interaction with devices and interfaces.
- **Cognitive Accessibility Needs:**
  - Neurodivergent individuals (including those with autism, ADHD, dyslexia)
  - Users who may need simplified interfaces or alternative ways of processing information
  - Users with learning differences
- **Age-Related Accessibility Needs:** Older adults who may experience a combination of visual, auditory, physical, or cognitive challenges that affect their ability to interact with digital products.
- **Speech and Communication Needs:** Users with speech impairments or those who require alternative means of communication.

### An example of this Problem Statement would be:

Visual Accessibility on Instagram: Instagram's AI-powered feature enhances the platform's accessibility for visually impaired users. Through image recognition and natural language processing, the solution provides a comprehensive, contextual understanding of posts by analyzing multiple data points: image/video content, captions, attached music, tags, locations, and hashtags. The AI combines these elements to create rich, narrative descriptions that convey not just what's in the image, but the full context and mood of the post. This holistic approach makes visual storytelling truly inclusive for all users.

**Note:** *This example showcases one possible approach using AI technology. Your solution can leverage any technology or method that effectively addresses the accessibility challenge for your chosen user group.*

## Rules:

- Each presentation is strictly limited to 10 minutes - teams will lose one point for every minute they exceed the time limit.
- Think creatively and without constraints - be as innovative as possible, let your ideas be outlandish and limitless!
- Focus on problem understanding before solution - fall in love with the problem, not the solution you're building.

## Mentorship Support:

1. Each team has been assigned a dedicated industry mentor and their details have been shared via email
2. Your mentor will guide you throughout the hackathon and provide valuable feedback
3. Come prepared with specific questions or areas where you need guidance
4. Share your progress and get feedback on deliverables
5. Use your mentor's industry experience to refine your solutions

## Deliverables:

### Qualifier Round - November 16, 2024

1. Problem Statement
2. Product Vision
3. User Base Analysis  
Core users, Power users, Casual users
4. User Personas
5. Problem Definition and Pain Points you've identified
6. Assumptions you have about the users.
7. Competitive analysis  
How are you different from your competitors?
8. User Research  
Minimum 3 interviews with synthesis
9. Market Analysis  
Market size and Market trends

*Scoring Note: Teams receive 10 points for time management, with points deducted for every minute over the limit*

## **Finale - November 22, 2024**

Top 10 teams must present:

1. Feature Prioritization - Must-have, Performance, Delight features
2. Product Prototype  
UI/UX designs of your platform/prototype
3. MVP Strategy  
Eg. Landing page, Concierge, Wizard of Oz, Piecemeal, Prototype, or Explainer video
4. Success Metrics  
North Star metrics, Counter metrics, Vanity metrics

*Scoring Note: Teams receive 10 points for time management, with points deducted for every minute over the limit*

## **Judging Criteria:**

### **Qualifier Round - November 16, 2024**

1. Problem Understanding
  - a. Quality of problem statement and product vision
  - b. Clear articulation of pain points
  - c. Depth of user base analysis (core, power, casual users)
2. User Research
  - a. Quality of user personas
  - b. Depth of user interviews (minimum 3)
  - c. Validity of user assumptions and their validation
3. Market Analysis
  - a. Competitive differentiation
  - b. Market size estimation
  - c. Market trends analysis
4. Presentation Quality
  - a. Clear communication of ideas
  - b. Time management (minus 1 point per extra minute)
  - c. Professional delivery

## Finale - November 22, 2024

1. Solution & Feasibility
  - a. Clear explanation of the proposed solution
  - b. Technical and practical feasibility
  - c. Market viability
2. High-Fidelity Design
  - a. Quality of user interface (Figma/Adobe XD)
  - b. User flow and experience
3. Product Roadmap
  - a. Feature Prioritization  
How would you prioritize features and clear distinction between must-have vs. nice-to-have features?
  - b. Implementation Timeline  
What are the development phases and how will you execute them?

## Getting Help

1. Haven't received your mentor details? Contact us at:
  - [galani.m@northeastern.edu](mailto:galani.m@northeastern.edu)
  - [magadinagaraj.n@northeastern.edu](mailto:magadinagaraj.n@northeastern.edu)
  - [babar.j@northeastern.edu](mailto:babar.j@northeastern.edu)
2. For quick responses, reach out via Instagram DM: [@apmc\\_neu](https://www.instagram.com/apmc_neu)