PRODUCT HANDBOOK

About APMC

Aspiring Product Managers Club at Northeastern University aims to bring like-minded individuals who want to learn more about Product 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 4.0!

Programs

Northstar

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

Meteor

3 week interview prep series
Helps you ace your product interviews and land your dream Internship/Co-op roles Previous Cohorts: Spring 23, Fall 23

Alpha

Product Wing
Working on real-word projects with actual teams using relevant tools Previous
Cohorts: Summer 22, Fall 22, Spring 23, Fall 23

Protothon

2-week product hackathon
Conceptualize a product idea that solves a real customer problem.
Previous Cohorts: Spring 2022, Fall 2022, Spring 2023

PROTOTHON 4.0
Things to keep in mind:

- All communication will take place through Email/Protothon wall of our website
  https://www.apmcneu.com/protothon-4
- Communicate with your respective mentors to get your doubts cleared.
- Attend the bootcamps that are taking place within the next week.
- Keep all team/mentor communication on our website.
- Have fun and be kind!

Social Media links

Slack:
https://join.slack.com/t/aspiringprodu-f634217/shared_invite/zt-1qcaoa2kw-TFrWJ_AMvsrZnp~nY3vvVA
Instagram: https://www.instagram.com/apmc_neu/ LinkedIn:
https://www.linkedin.com/company/apmcneu

Timeline

Event	Day, Date	Time	Venue
Problem Statement reveal	Fri, 11/3	12 pm EST	Website
Bootcamp 1: How to win hackathon, how to do storytelling and pitch deck	Fri, 11/3	6:00 PM - 8:30 PM EST	109 Robinson Hall
Protothon 4.0 Qualifier Slot Booking	Tue, 11/7	12 pm EST	Website
Protothon 4.0 Qualifier	Fri, 11/10	Slots to be released	Zoom
Bootcamp 2: How to prototype/wireframe, discuss revenue models and metrics	Sat, 11/11	5:00 PM - 7:00 PM EST	002 East Village
Protothon 4.0 Finale	Fri, 11/17	5:30 pm EST	West Village F, 020

Rules

- Do not consider already existing solutions Eg) Ride share on Uber for Safety Initiatives.
- You can only use the combinations from the {Product company} and the {Initiative} listed.
- Please reach out to Protothon support chat under message feature or speak to your mentor if you have any questions.
- The deliverable for qualifier should contain all the deliverables and each presentation should not exceed 10 minutes.
- Please use the resources listed in the Resource Guide for your research.
- Be as creative as possible. Think out of the box. Let it be outlandish. Limitless!
- FALL IN LOVE WITH THE PROBLEM NOT THE SOLUTION

Problem Statement

As the Product Manager at **<Company A>**, your job is to make our products and services offerings on our Digital Application match up with **<Initiative B>**, which is part of our program to serve everyone.

To tackle this challenge, you need to team up with your product managers and develop a proposal for the VP of Product. This plan should highlight what the diverse group of customers want. Your goal is to **add new feature(s)** to the existing application that follows <Initiative B>.

At the end of the year, you will be evaluated based on the success of your strategy in attracting and retaining diverse users, the impact of the modifications made on the overall user base, and the alignment of your efforts with the company's goals and values. Your newly added features will not just enhance our brand image but also prepare <Company A> to thrive in a world where adaptability is paramount.

Company A:
1. Better Help - Online therapy platform.
2. Strava - Fitness tracking for athletes.
3. Apple Health - Health and wellness app.
4. LinkedIn Learning - Online professional courses.
5. Canvas - Learning management system.
6. Duolingo - Language learning app.
7. Shein - Fashion e-commerce platform.
8. Zara - Fashion retailer.
9. Nike - Athletic apparel and footwear.
10. Amazon - E-commerce and tech giant.
11. Walmart - Retail store chain.
12. Instacart - Grocery delivery service.
13. Apple Pay - Mobile payment system.
14. Zelle - Money transfer service.
15. Robinhood - Stock trading app.
16. Uber - Ride-sharing service.
17. U-Haul - Moving and storage rentals.
18. Uber Eats - Food delivery service.
19. Open Table - Restaurant reservation platform.
20. Instagram - Photo and video sharing.
21. YouTube - Video sharing platform.
22. TikTok - Short-form video app.
23. Snapchat - Multimedia messaging app.
24. Reddit - Social news aggregation.
25. WhatsApp - Messaging app.
26. Airbnb - Short-term lodging rentals.
27. Zoom - Video conferencing platform.
28. Google Maps - Navigation and mapping.

29. Citizens - Bank and financial services.
30. FedEx - Courier and delivery service.

Initiative B	Sub-Categories
A. Sustainability	Waste Management, Reduce Single Use Plastic Completion, Promote RRR (Reduce, Reuse, Recycle), Responsible Food and Water Usage, Food Wastage, etc.
B. Safety	Travel Safety, Theft, Property Loss, Self Defense, Emergency Preparedness, etc.
C. Community Empowerment and Inclusivity	Diversity, Differently Abled People, Body Positivity, Women Empowerment, etc.
D. Mental Health	Negate Social Stigma, Stress Management, Positive Psychology, Hobbies and Creative Expression, Phobias and Disorders, etc.

Please Note: Feel free to take any other sub-category under the four Initiatives (Sustainability, Safety, Community Empowerment and Inclusivity, Mental Health) for your company, even if it's not mentioned in the sub-categories.

An example on this Problem Statement would be:
Passenger Safety on Uber: Uber's ride share feature prioritizes passenger safety. With real-time driver monitoring, thorough background checks, and extensive safety training, Uber goes the extra mile to ensure a secure and worry-free ride experience. In-app emergency assistance and notifications to trusted contacts provide an added layer of protection. Additionally, secure trip verification adds another level of reassurance. Passengers can have confidence in knowing that their well-being is Uber's top priority, making each ride a reliable and secure journey.

Deliverables:

Qualifier (Pitch to your VP - Product) : 11/10/2023

All teams
1. Problem Statement
2. <u>Vision</u> of the product
3. <u>What does your existing user base look like</u>? (Who are the existing users of your product, core users, power users, casual users)
4. User Personas
5. <u>What problem are you trying to solve?</u> (Pain points you newly identified)
6. Assumptions you have about the users.
7. <u>Differentiation from competitors</u>? (Whom would you be competing with your new product, how are you different from your competitors?)
8. Survey synthesis (<u>User interviews-</u> at least 3 and findings)
9. <u>What does the market say</u>? (Market analysis, Market Size)

Finale (Product launch) : 11/17/2023

Top10 Teams

1. <u>What are the list of features that you would like to focus on in the new product feature</u> <u>you are building?</u> (Kano model (Must have, performers, delight features)
2. Screens of your platform
3. <u>What would be the MVP?</u> (Landing page MVP, Concierge MVP, Wizard of Oz MVP, Piecemeal MVP, Prototype MVP, Explainer video MVP)
4. <u>How would you track the success of the MVP</u>? (NorthStar metrics, Counter metrics, Vanity Metrics)

FAQ:

Clarifying problem statement

1. What do I consider a Product or Initiative?
   A. In the problem statement, replace the word 'Product' with any of the Companies listed and 'Initiative' with any of the listed Initiatives.
2. Can I use another product apart from those mentioned in the list?
   A. No, kindly adhere to the Products listed with the problem statement.
3. Can I consider Initiatives outside the list of initiatives provided?
   A. As long as the subcategory of the initiative lies under the following categories: Sustainability, Safety, Community empowerment and inclusivity & Mental health
4. Can I consider multiple features under a single initiative?
   A. Yes. You can add multiple features that work toward solving a single initiative.

   For example: Passenger Safety on Uber: Uber's ride share feature prioritizes passenger safety. With real-time driver monitoring, thorough background checks, and extensive safety training, Uber goes the extra mile to ensure a secure and worry-free ride experience. In-app emergency assistance and notifications to trusted contacts provide an added layer of protection. Additionally, secure trip verification adds another level of reassurance. Passengers can have confidence in knowing that their well-being is Uber's top priority, making each ride a reliable and secure journey.

5. Is there a particular market or region I should focus on?
   A. Yes, we will consider the US market.

Judging Criteria:
Qualifier

1. Reason For Choosing an Initiative
2. Does It Solve Problems?
3. Metrics You Have Considered
4. How well have you understood the problem?

Finale

1. High Fidelity designs of the solution on Figma or AdobeXD
2. Product Road map
   a. How would you prioritize the features?
   b. Execution Timeline

Resource Guide

https://aspiringproductmanagersclubneu.notion.site/APMC-s-PM-resource-guide-835dc3e4f0d5 402db3f321d4e2b41563