

Protothon 5.0

Problem Statement

You are a Product Manager at <Company>, a digital software company that was once prominent but is now grappling with reduced market share. Despite the continued operations, <Company>, like many others in the industry, faces the challenge of rejuvenating its position in the market to regain its competitive edge. You are tasked with spearheading efforts to address the market decline and steer the company towards a path of recovery. This entails reevaluating <Company>'s user mission and strategizing ways to enhance <Objective>, the key performance indicator, to drive market resurgence.

As the <Company>'s Product Manager, your expertise in product strategy, user experience, and data analysis will be crucial in driving these initiatives forward. Embrace collaboration, innovation, and data-driven decision-making throughout the process.

Through your leadership and contributions, <Company> has the opportunity to revitalise its presence and reclaim its position among the industry leaders by achieving <Objective>.

COMPANIES

1. Apple Health - Health and wellness tracking app.
2. Asana - Task and project management software.
3. BlueBikes - Bike-sharing service platform.
4. Buffer - Social media scheduling tool.
5. Discord - Voice, video, and text communication platform for communities.
6. Eventbrite - Event planning and ticketing platform.
7. Evernote Corporation - Note-taking and organisation app.
8. Fiverr - Freelance services marketplace.
9. Flipboard - Personalized news aggregation app.
10. Flo - Period tracking and fertility app.
11. Grammarly - Writing enhancement tool.
12. Grubhub - Online food ordering and delivery platform.
13. Hopper - Mobile app for flight and hotel booking.
14. Mailchimp - Email marketing platform.
15. Medium - Online publishing platform.
16. Mint - Personal finance tracking app.
17. PicsArt - Photo editing and sharing app.
18. Quora - Question-and-answer platform.
19. Reddit - Social news aggregation and discussion platform.
20. Shazam - Music identification app.
21. Slack Technologies - Team communication and collaboration tool.

22. Skype - Communication platform for video calls, voice calls, and messaging.
23. SoundCloud - Audio streaming platform.
24. SurveyMonkey - Online survey software.
25. Temu - E-commerce marketplace platform
26. Udemy - Online learning platform.
27. Vimeo - Video hosting and sharing platform.
28. Waze - Community-based navigation app.
29. Workday - Cloud-based HR and financial management software.
30. Zelle App - Peer-to-peer payment app.

OBJECTIVES:

1. User Engagement:

- Number of active users per month
- Daily active user rate
- Average session duration
- User interaction frequency (e.g., clicks, likes, shares)
- Feature adoption rate

2. Customer Satisfaction:

- Net Promoter Score (NPS)
- Customer satisfaction survey ratings
- Customer feedback sentiment analysis
- Customer retention rate
- Customer support response time and resolution rate

3. Revenue Growth:

- Total revenue generated
- Revenue per user (ARPU)
- Subscription renewal rate
- Average revenue per transaction
- Expansion revenue from existing customers

4. Market Share:

- Market share percentage compared to competitors
- Number of new customers acquired
- Market penetration rate in target segments
- Geographic expansion metrics (e.g., market share in new regions)

- Competitive analysis metrics (e.g., share of voice, brand perception)

5. Customer Acquisition and Retention:

- Customer acquisition cost (CAC)
- Customer lifetime value (CLV)
- Churn rate (both customer and revenue churn)
- Repeat purchase rate
- Referral rate (number of referrals per customer)

Select any company and map it to any of the 5 objectives listed above. You can use any of the suggested parameters as a success metric. Your solution could use any form of modern technology such as AI-powered marketing automation tools, data-driven customer insights platforms, collaborative e-commerce solutions, or blockchain-based supply chain management systems.