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 5.0!

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, Fall 2023

PROTOTHON 5.0
Things to keep in mind:

- All communication will take place through Email/Protothon wall of our website
  Protothon 5.0 | APMC (apmcneu.com)
- 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	Sun, 17/3	10 pm EST	Website
Bootcamp 1: How to win hackathon, how to do storytelling and pitch deck	Wed, 20/3	5:30pm-8:30pm EST	INV019
Protothon 5.0 Qualifier	Sat, 23/03	12pm – 7pm EST	Online
Bootcamp 2: How to prototype/wireframe, discuss revenue models and metrics	Sun, 24/03	1pm EST onwards	Online
Toastmasters	Wed, 27/03	TBD	INV019
Semi Finale - (Protothon 5.0 Finale)	Fri, 29/03	5:30pm-8:30pm EST	Hurtig Hall, 129
Finale - Product Conference	Sun, 31/03	10am-5pm EST	020 West Village F

Rules

- Do not consider already existing solutions. Eg) Music Identification using Shazam.
- You can only use the combinations from the {Companies} and the {Objective} listed.
- Please reach out to Protothon team members: sundermetpalli.s@northeastern.edu, galani.m@northeastern.edu, avoodainayagam.s@northeastern.edu
  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

Problem Statement You are a Product Manager at, a digital software company that was once prominent but is now grappling with reduced market share. Despite the continued operations, 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 's user mission and strategizing ways to enhance, the key performance indicator, to drive market resurgence. As the '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, has the opportunity to revitalize its presence and reclaim its position among the industry leaders by achieving.

Companies:

1. 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 Al-powered marketing automation tools, data-driven customer insights platforms, collaborative e-commerce solutions, or blockchain-based supply chain management systems.

Deliverables:

Qualifier: 23/03/2024

All teams

      1. Problem Statement

      2. Vision of the product

      3. What does your existing user base look like? (Who are the existing users of your product core users, power users, casual users)

      4. User Personas

      5. What problem are you trying to solve? (Pain points you newly identified)

      6. Assumptions you have about the users.

      7. Differentiation from competitors? (Whom would you be competing with your new product, and how are you different from your competitors?)

      8. Survey synthesis (User interviews- at least 3 and findings)

      9. What does the market say? (Market analysis, Market Size)

    10. If the presentation ends on time, teams will get 10 marks if not, subtract the number of minutes from 10

Semi Finale Requirements (Protothon Finale): 29/03/2024

If the team you were mentoring moves forward to the Semi Finale, you will have 5 days to ensure the following requirements are met in their presentations.

Top10 Teams

      1. What is the list of features that you would like to focus on in the new product feature you are building? (Kano model (Must have, performers, delight features))

      2. Screens of your platform/prototype (Prototyping and UI/UX Bootcamp will be conducted online by Mayur and Pinkle on 24th March from 1pm - 2pm EST)

      3. What would be the MVP? (Landing page MVP, Concierge MVP, Wizard of Oz MVP, Piecemeal MVP, Prototype MVP, Explainer video MVP)

      4. How would you track the success of the MVP? (NorthStar metrics, Counter metrics, Vanity Metrics)

Finale (Product Conference) :31/03/2024

If a team is selected in the Top 5, we will share judges feedback/score cards with their respective mentors and on 30th March, our expectation is that teams are trained based on the feedback provided for improvements to present on the day of Product Conference.

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