

KPHealth

Developing the product

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Getting Started

Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

The following is the [Project Coordination Map Activity](#)

A	B	C	D	E	F
Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i>	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task/downstream effects of delaying task</i>
Evangelize Internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target week
	Setup meeting to share MVP scope and walk-through design to gather feedback		Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Set a target week
	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's final sprint starts
Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	All except Legal and Compliance	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks Identify critical spike and engineering design work to complete prior to product/feature development	Product Manager Engineering Lead	Scrum Team	Contributors (Consulted for their opinions or expertise to help with project decisions)	Ongoing activity
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Prepare for every sprint	Create tickets for each sprint based on the test strategy	QA			
	Create tickets for each sprint based on the analytics tracking requirements Finalize user-stories and design to add for each sprint	Data Analyst Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
Coordinate product/feature launch	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Before each sprint ends
Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			Cross-functional Stakeholders	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal

Enable the user in accessing and understanding the fitness and health tracking app

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

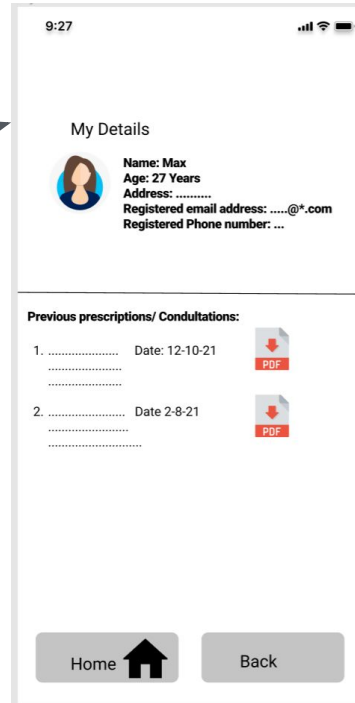
- | | |
|---|--|
| 1 | As a subscriber, I want to be able to view my past personal/health records, so that I know where I stand in my health. |
| 2 | As a subscriber, I want to be able to make my own plans as well as, get suggested plans for workout so that I can maintain my health. |
| 3 | As a subscriber, I want to be able to track my workouts and see my previous progress so that I know where I stand in terms of being consistent |
| 4 | As a subscriber, I want to be able to edit my goals, so that I can have the freedom to change my workout plans with time. |
| 5 | As a KP Healthcare professional, I want to be able to see the progress made by my patients so that I can evaluate them further |

Sprint Prioritization Logic

- Able to publish a fully functioning application after first sprint
- Able to connect with Database, and other vital backend functionalities

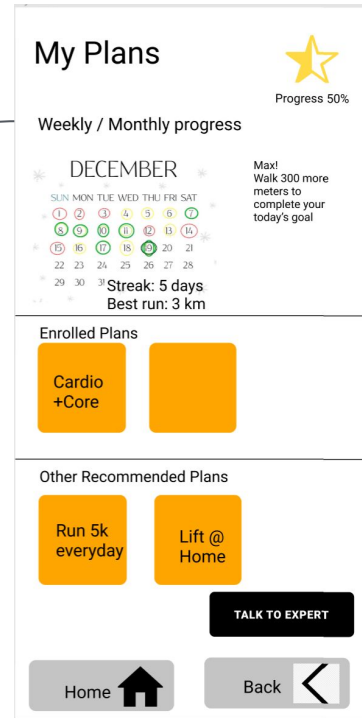
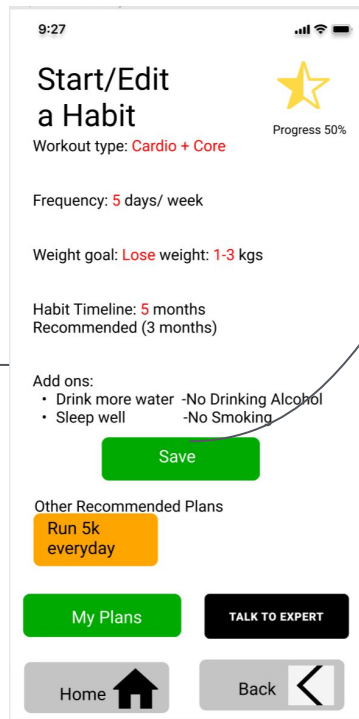
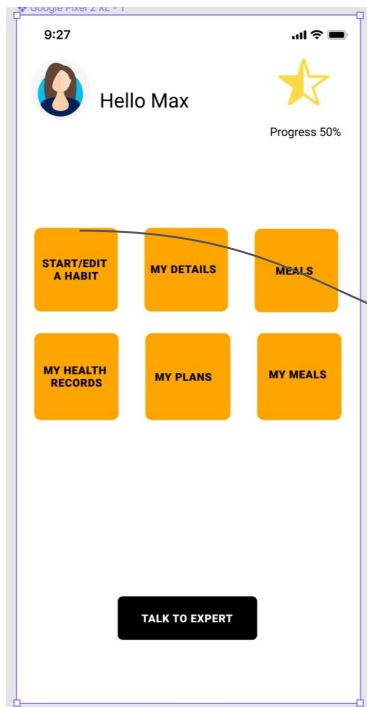
User Story 1

User Story	As a subscriber, I want to be able to view my past personal/health records, so that I know where I stand in my health.
Design	Link to Prototype (My Details Page)
Acceptance Criteria	• User will be able to access this page on clicking on the button “My Details” in Homepage. • User will be able to view their personal data such as picture, age, address, etc. • The user will be able to see their previous health data such as previous prescription, diagnostic results, prognosis, etc (also a functionality to download this as pdf). • Simple mobile page, with minimum latency
Assumptions	• The user data must be synced with the membership id • User data must be present in the Kaiser’s database



User Story 2

User Story	As a subscriber, I want to be able to make my own plans as well as, get suggested plans for workout so that I can maintain my health.
Design	Link to Prototype (Start/ Edit a habit)
Acceptance Criteria	• User can go into this page by clicking on “Start/Edit a Habit” from the HomePage. • User will be able to enroll into custom plans • User will be able to choose from a list of recommended plans. • On clicking on “save”, user will be directed to the My Plans page, with the list of enrolled plans, recommended plans and previous progress
Assumptions	• Workouts must be suggested keeping in mind the health condition of the patient. • All exercise and diet material will be from an external database (created either internally or by vendor)



Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

KPHealth Project

Based on the API documentation how would you update your solution and design?

As Validic provides the opportunity to do API integration, the following changes can be incorporated.

- Use Validic to gather Health, fitness data
- Use Validic App Marketplace integration into our App to let the user connect
- available data sources (e.g. apps, wearables) easily

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility

- How difficult will it be to sync data from a device using an external application (ex. FitBit)?
- Are we able to exchange data objects (json, Restful) using Validic API?
- Can we leverage the use of a Single-Sign-On solution for the user (e.g. OAUTH)?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	• Issue's criticality is 1, as if the landing page is taking too long to load, the users might get frustrated/ uninterested with the app. • Need to see at what point is the page taking too long to load, is it right at start or after trying to register (enter fields)
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Update issue priority at the ticketing tool as 1. • Communicate to the team briefly in Slack and also about what needs to be done • Get in touch with the Engineering head, at the earliest to communicate the issue
Would you take additional steps ?	• Stay informed with the updates from the Engineering Team • Discussion with QA if we arrange a new key page performance metric for loading times of crucial pages

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue

- Criticality of the issue is 2, as it is not affecting the functionality.
- Check with Data Analyst, the percentage of affected users (Android app) accessed this page in the last 5 days.
- Check with QA Screenshot: Is the problem causing disruption in doing business? Is company's reputation at risk?

Next Steps use ticketing tool (JIRA), and communication channel (Slack)

- Update ticket in the ticketing tool with priority as 2
- Keep the impacted stakeholders informed about the issue via Slack.

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	• Issue priority is 1 as the issue is directly related to user onboarding. • If new users are not able to Reset the Password, it might make them feel frustrated and eventually they might not use the app • Check with Engineering/DevOps: What is the difference of the password reset function between the internal tool and the product?
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Update issue priority in ticketing tool to 1(critical). • Communicate to team immediately through Slack about this priority and what needs to be done. • Get in touch with the Engineering head, at the earliest to communicate the issue • Get in touch with the Customer Service Head on how to respond to customers.
Sample Email Response	Thank you for raising the issue and letting us know about it's severity. We are currently working on it and will be working on getting it resolved shortly. We have communicated the details with the Head of Engineering, QA and DevOps, and they are working on it.

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	• Feature is not yet complete, therefore not deployed on staging environment yet. • Demo can't be viewed on QA environment because of frequent changes to the environment, that would disturb the experience and dev team. • Deployment of current level of feature in two days on staging will make it possible to test, but will need guidance of product manager
Sample Email Response	It's a great chance to have a demo of this feature in two days. However, we're currently in the mid of the sprint and the feature is not completely tested and stable on our staging nor QA environment. Our team works hard to achieve the business values for our customers and sprint goals to make this feature fully available in the upcoming week. We will deploy the current feature in an as-is status for your demo to staging, but please keep in mind that it could be unstable. You can login for the demo through this {URL}/feature. Please use this {account} & {password}

Step-in and guide the scrum team at stand up

Video Response

What's going on with these two tickets that have been in "code review" for the past two days?

- Are there any issues that we need to be aware of that are causing the delays?
- We need these two tasks completed so that we can complete two other front-end, imperative that we get this done or make adjustments if it cannot be done as it is creating a bottleneck for the rest of the project.
- We need to get this analytics "must-have" ticket completed for the launch, we can remove 3 of the 5 requirements, what would the timeline look like now if we pick this up today?

Link to video: [Scrum Video](#)

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	• PM steps in as QA and have the manual tests completed when ready. • Discuss with other PMs if the Developers can step in as Testers (Trade of Resources).
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	• Coordinate a meeting with impacted PMs and head of QA via email. And share information with the impacted stakeholders and head of product afterwards. Raise awareness for feature at risk for launch. • Identify tickets that can be de-prioritised or postponed for QA and identify crucial tickets for sprint goals for immediate review
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	• Head of Product • Cross functional stakeholder • Marketing head • CEO • QA
	A. Feature Go live at risk, Team steps in for QA, re-prioritisation of Sprint Backlog .Test is crucial for feature, as prone to issues - Launch of feature will likely be postponed, until further assessment of risks is done by stakeholders (e.g. trade of resources). B. Feature Go live not at risk, but shared QAs need support. Feature is prone to issues and therefore the essential QA tickets and testing will be done, extensive testing is required. The preparation for necessary tests in the next sprint to be done with high priority.

How would you handle stakeholder feedback?

Feedback Assessment	• Why do you think the notification feature essential for the MVP? • Is the user able to use the application without this notification? • Is there another way we can remind the user to use the application while it is live, while we are working on this feature.
Video Response	Share the link to your video here : Stakeholder Feedback Video