# **Product Strategy Doc for Developers**

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##

## Vision

1-2 sentence description of target customers, their unmet needs, and your proposed solution.

**Primary Persona**

**Secondary Persona**

**Tertiary Persona**

## Lessons from Product Pivots

Based on customer feedback we received throughout from our interviews and user tests we decided to make several pivots over the past couple of months. Here’s a summary of our major pivots and the learnings that came along the way:

## Market Research

Insert highlights from market research

**Existing Solutions**

**Competitors:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Competitor** | **Key Strength** | **Key Weakness** | **Other** |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |

**Other Competitors:**

### **Differentiation**

### **Why Now?**

## Key Path Scenarios

**General Workflow**

**Introduction Walkthrough**

Once a user logs in they will go through the following steps:

**Page 1**

Describe and insert wireframes/screenshots.

**Page 2**

**Page 3**

**Page 4**

**Page 5**

Other things to add:

There are very specific rules that must be followed . . .

Caveats on Subscribe language, Terms of Service and Privacy Policy.

**Account Page**

*Detailed Design & Features Description*

### ***Design Principles***

*State any overarching design principles. Such as:*

* Focus of the product
* Integration requirements
* What users should stay focused on

### **Suggested Information Architecture**

Describe, at a high level your information architecture.

List the key tables of your **database** and their main data elements; the key views of your **display**; and the key **logic** components/algorithms that control how user inputs are processed, how data is retrieved/transformed, how appropriate displays are invoked, etc. Consider organizing these elements in a table with columns labelled “model,” “view,” and “controller,” and rows contain specific database tables, their corresponding display views, and the relevant algorithm/processing logic module.

**Model**

The model will be stored in a SQL database.

|  |  |  |
| --- | --- | --- |
| **Data Table** | **Description** | **Columns** |

**View**

What platform being used to build?

Screenshots of the view are outlined in the Key Path Scenarios section.

Key view scenes are:

**Insert**

**Controller**

What platform being used to build?

Key controllers include:

* **Navigation controller** - manages the scene stack and nav bar state so that the user can go back and toggle between tabs on the nav bar.
* **Insert others**

### **Features**

What are the product’s features and how should they work? You should make your descriptions in this area as complete as possible.

Present features in a table with columns presenting 1) the feature name; 2) a description of what the feature does; 3) a list of dependencies (these might take the form of data, logic, or display elements required to use the feature, if you haven’t linked these elements in the info architecture section); and 4) priority for the feature -- using the v1, vNext, vLongTerm distinction described below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature** | **Description** | **Dependencies** | **Priority** |

**Roadmap**

*Provide a summary of the functionality proposed for your MVP, the next version of your product, and the mature product.*

#### **v1 (aka Minimum Viable Product)**

The MVP solely focuses on insert . . .

To do this, the following functions are necessary:

#### **vNext**

The vNext version is focused on . . .

Added functionality includes:

#### **vLongterm**

The vLongterm functionality will further enhance the core functionality in v1 and vNext, as well as . . .

These features include:

## Milestones / Timing

*Describe the planned timing of releases and key activities for your first release. What are your major milestones (internal demo, beta launch, full launch, etc.)? Are there natural points for reassessment? Consider linking to a spreadsheet with a* ***gantt chart.***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Week**  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| **Date** | J8 | J15 | J22 | J29 | F5 | F12 | F19 | F26 | M5 | M12 | M19 | M26 | A2 | A9 | A16 | A23 |
| 1. Interview & hire UX designer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2. Discuss and improve PRD mockups with UX designer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3. Work with designer to convert into high fidelity wireframes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4. Develop front end |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5. Develop back end database |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6. Build texting automation  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 7. Conduct MVP test |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 8. Review user testing feedback and iterate |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 9. Fix UI and UX issues |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 10. Conduct internal demo |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 11. Add key features prioritized based on user feedback |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 12. Continued usability testing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 13. Beta Launch |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |  |
| 14. Get user feedback and keep iterating |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Go-to-Market

*Describe the major elements of your Go-to-Market plan. What marketing methods do you plan to leverage, in what sequence, etc.?*

* Reaching out to influencers
* Search
* Initial sales prospects
* PR
* Content marketing
* Paid ads

## Metrics

The primary metrics we want to track are related to insert (for example, Value to Users, Virality, Super Users, and Growth).

**Value to Users:**

We want to track metrics that demonstrate how much value our product is providing to users through metrics around usage.

The total customer perceived value will be captured by our **cohort retention** statistics. Although we expect an initial drop off of X%+ in the first 2 months . . . We think that retention will be the most important driver of long term growth for our company.

**Virality:**

In order to have a sustainable growth trajectory, we expect referrals to be an important source of new users for us. We plan to track this with **Net Promoter Score** and actual **# of referrals** . .

**Super Users:**

We are particularly interested in tracking the usage of our most active users. We don’t have a precise definition of what a super user is, but we would want to track what **% of users are frequent users** and the **% of weeks those users are engaged**.

**Growth:**

Lastly we want to track **user growth** and focusing on driving as much growth as we can. We plan to accelerate growth once we feel we are providing enough value to users.

At the end of day **Monthly Active Users** will be the single most important variable for us and we would seek to optimize all our decisions around that metric.

*Insert goal timeline table for each metric*

**Revenue and Profitability:**

Monetization strategy (freemium, ads, etc.)

Potential pricing

Projected Costs

### **Engineering Costs**

*How many engineers \* weeks will the project require? How much will different components, individuals, or usage cost you for storage and compute resources?*

*At some point, you will need to get estimates from engineers (or via Upwork) on the amount of time and potential costs for your project.*

**All-in Engineering Cost (MVP)**

Estimated cost:

Estimated Effort:

* XX Developer Days
* X Designer Days

Developer & Designer Rate: $450 / Day (equals ~$100K annual salary)

**Front-end Cost Breakdown**

For our front-end, we have estimated the MVP app’s complexity across many dimensions and used estimatemyapp.com to get a cost and engineering hours estimate.

Estimated cost:

Estimated Effort:

* XX Developer Days
* X Designer Days

Developer & Designer Rate: $450 / Day (equals ~$100K annual salary)

This is built on the following complexity assumptions:

# of screens - XX Developer Days

UI Level - X Designer Days

The UI level will be MVP, raw but functional

User Accounts - 1 Developer Day

We require a Email/Password Sign Up

User Generated Content - XX Developer Days

Mobile specific features - None

For the MVP we will use our current logo.

Date & Location -

Social & Engagement

Billing & eCommerce -

Admin, Feedback & Analytics -

External APIs and Integrations -

Security -

**Back-End Cost Breakdown**

We used estimatemyapp.com to estimate the cost of our MVP’s back-end as well.

Estimated Cost:

Estimated Effort: XX Developer Days

Developer Rate: $450 / Day (equals ~$100K annual salary)

This is based on the following complexity assumptions:

Size -

Users & Accounts -

User Generated Content -

External APIs -

### **Marketing / Other Costs**

*What costs will you incur in marketing and launching your product?*

Marketing budget:

Expected sign-ups:

Average mCAC: $

## Operational Needs

*Describe any ongoing customer service or other operational support that will be required, and how you plan to provide it.*

***V1***

|  |  |  |
| --- | --- | --- |
| ***Role*** | ***Responsibilities*** | ***Resourcing*** |
| ***Growth Marketing and Customer Support*** | *Creating and managing the marketing acquisition and retention strategy with a focus on paid and organic channels and improving customer retention.* | *1 FTE* |
| ***Engineering*** | *Building V1 as outlined above* | *1-2 FTE* |

***vNext***

|  |  |  |
| --- | --- | --- |
| ***Role*** | ***Responsibilities*** | ***Resourcing*** |
| ***Growth Marketing*** | *Creating and managing the marketing acquisition and retention strategy with a focus on paid and organic channels and improving customer retention.* | *1-2 FTE* |
| ***Customer Service*** | *Responding to customer service requests* | *1 FTE* |
| ***Recipe Selection*** | *Curating top recipes for our discover pages and creating engaging content* | *1 FTE* |
| ***Engineering*** | *Building vNext features outlined above.* | *3-4 FTE* |

##

***Vlongterm***

|  |  |  |
| --- | --- | --- |
| ***Role*** | ***Responsibilities*** | ***Resourcing*** |
| ***Growth Marketing*** | *Creating and managing the marketing acquisition and retention strategy with a focus on paid and organic channels and improving customer retention.* | *1-2 FTE* |
| ***Customer Service*** | *Responding to customer service requests* | *1-2 FTE* |
| ***Recipe Curation*** | *Curating top recipes for our discover pages and creating engaging content* | *1-2 FTE* |
| ***Engineering*** | *Building vLongTerm features outlined above* | *5-6 FTE* |
| ***Business Partnerships*** | *Focus on driving integration with Instacart and other grocery delivery services. Also look for ways to partner with existing recipe providers.* | *1-2 FTE* |

## Risks

**Legal Considerations**

|  |  |  |
| --- | --- | --- |
| **Risk/ Key Dependency** | **Explanation** | **Mitigants** |