

Who are the users?

Scenario

Imagine you are the Product Owner of a Brazilian online shoe store. Your store offers a wide range of footwear, from everyday casual shoes to high-end luxury brands, as well as athletic and performance footwear. You've built a strong foundation for your store, but now it's time to refine your customer focus and ensure you're meeting the needs of your diverse audience.

Your goal is to understand who your customers are - what they need, what motivates them, and what challenges they face when purchasing shoes online. With this insight, you'll be able to tailor your product offerings, marketing strategies, and online user experience to serve your customers better.

What to do?

In the next 12min, identify at least three segments for your product. After that, create one user persona including a "photo", name, personal information, goals and pain.

Here are four ways to consider segmentation:

- **Geographic:** Where do your customers live? (Are they primarily in **urban areas, suburban, or rural** regions?)
- **Demographic:** Who are your customers in terms of personal attributes? (Consider **age, gender, income level, occupation, and family status**)
- **Psychographic:** What motivates your customers' purchasing decisions? (Think about their **lifestyle, values, and interests**)
- **Behavioural:** How do your customers behave when purchasing shoes? (Analyse their **shopping habits, brand loyalty, and purchase frequency**)

Here is an example of a user persona for a 'coffee shop' scenario



Sarah de Souza

- Age: 35
- Occupation: Marketing Manager
- Family Status: Married, two young kids
- Location: London, UK (Urban, Europe)

Goals

- Sarah wants quick service during busy mornings to avoid delays in her workday.
- She seeks a quiet, cozy atmosphere to work remotely or hold meetings.

Pain Points

- Sarah gets frustrated when the queue is too long, causing delays during her busy schedule.
- As a busy professional, she dislikes unreliable Wi-Fi that prevents her from working efficiently in the café.

Who are the competitors?

Scenario

Imagine you are the Product Owner of an European consulting company, focused on helping organisations that are struggling to deliver valuable digital product outcomes. After 'lockdown', the company has identified an opportunity to support more people by launching an online course for product managers, and your product director is keen to identify what the top 5 courses are in this field, what's their structure, what companies are behind them, their price and target customer.

What to do?

In the next 12min, create a competitor's analysis 'table' for at least 3 different product manager online courses, following the attributes from the scenario above.

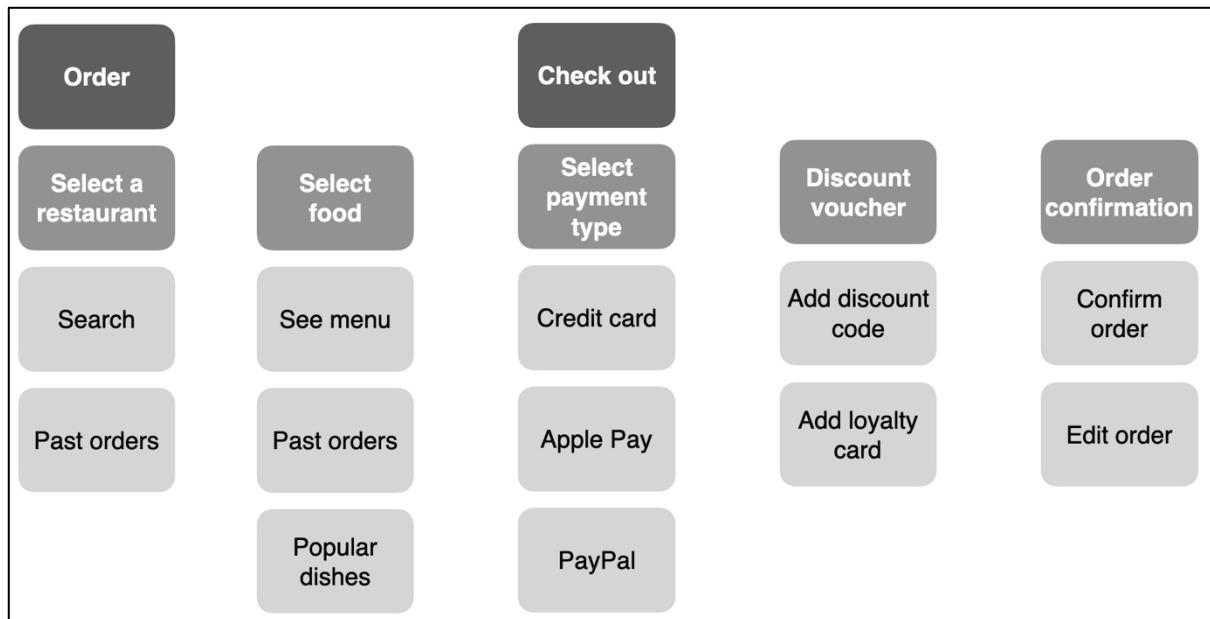
Here is an example of how a competitor's analyse table could look like

Product	Product A	Product B	Product C	Product D
Company	Company K	Company X	Company Y	Company Z
Website
Market share
Price
Target customer
Top 5 clients
Top 3 killer features

How to create product backlog items?

Scenario

Imagine you are the Product Owner of a restaurant company in the UK that is rebuilding their online ordering app. After weeks of interviews with users and customers, you and your design team have finished producing the artifact below:



You don't have a Business Analyst to support you, so your goal is to create enough product backlog items for the Scrum team to get this work started in the next sprint. There are many ways to document user needs/requirements; the most known way in agile teams is by using User Stories.

What to do?

In the next 12min, create at least 3 user stories for the first release and don't forget to include some acceptance criteria items.

Here is the format of a user story

As a _____(type of user)

I want _____(goal)

So that _____(expected benefit/outcome)

Here is an example of a user story with acceptance criteria

As a student

I want to search for restaurants near by

So that I can quickly find places that meet my dining preferences

Acceptance criteria

- The search bar should be easily accessible on the homepage.
- Users should be able to search by restaurant name, cuisine, or location.
- The search results should display relevant restaurants based on the user's input.
- Search results should update in real-time as the user types.