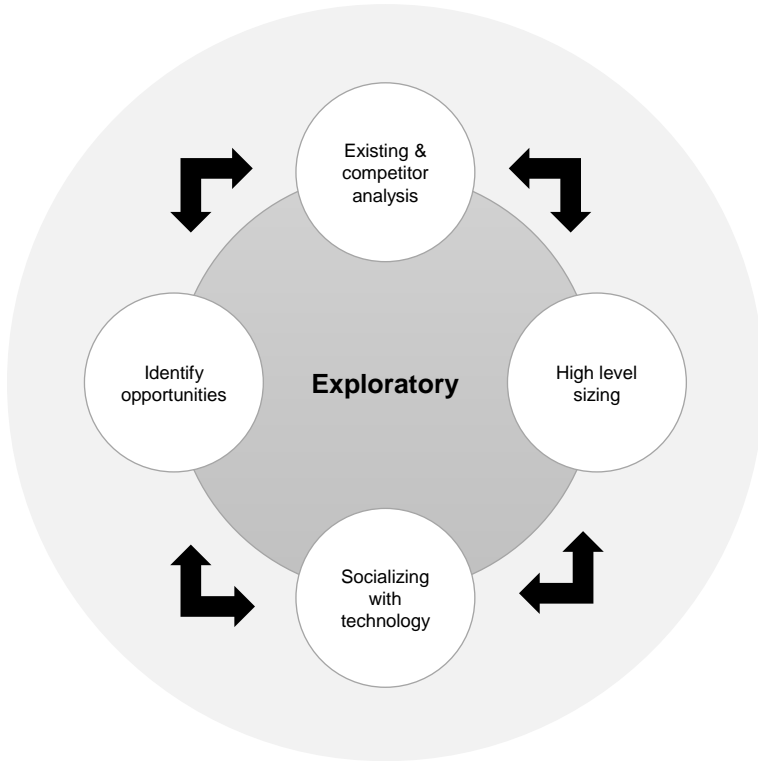


Product Management Process

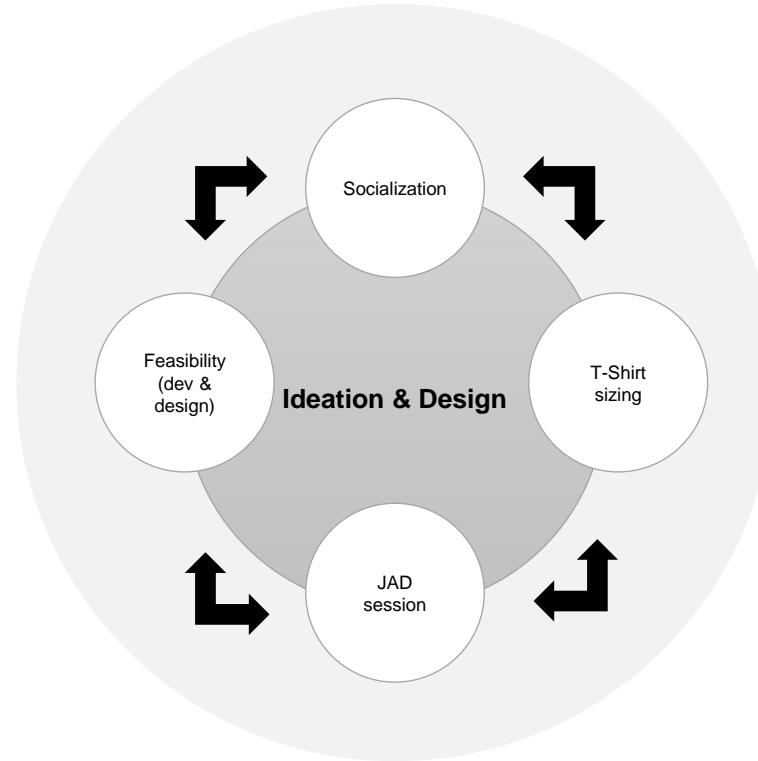


Review current state

- Identify products & services
- Existing mobile & competitor apps
- Customer surveys & reviews
- Frontline agent (Call Center / Retail)

Understand the customer

- Cross functional collaboration
- Categorization of moment of truth
- Personas (potential, new, existing, returning)

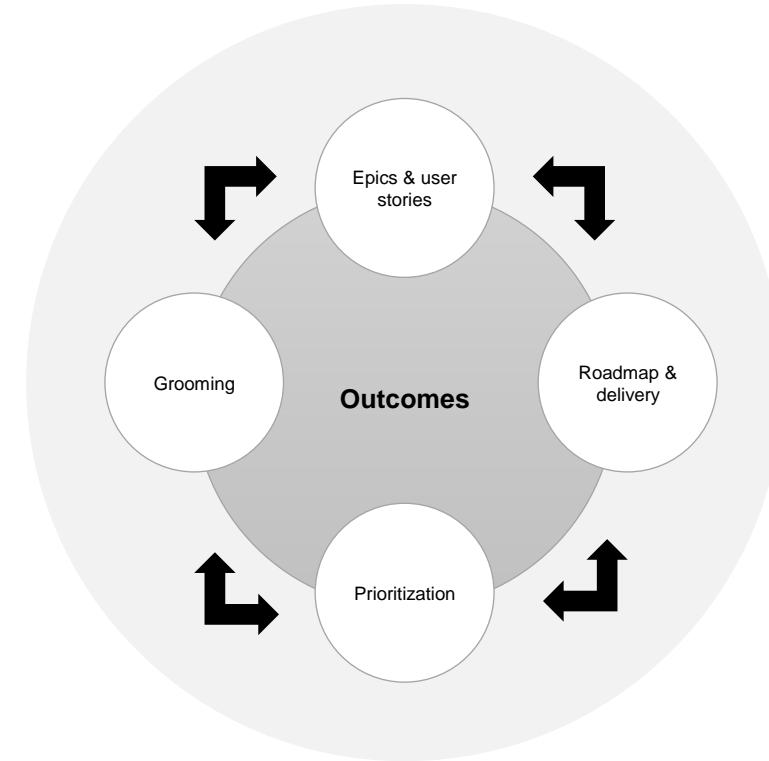


Socialization with partners

- Key areas identified
- Establish leads for each function
- Formulate narrative of CX behavior

Targeted outcomes

- Desired ideal customer experience
- Specify viability of ideal cx outcomes
- Feasibility of features



Data driven product design

- Early stage prototypes
- Closed beta testing prototype
- Create epics (features)

MVP Phases

- Basic features
- Hybrid advanced and basic
- Advanced features

Roadmap

- Short term incremental features
- Mid term combination (adv & basic)
- Long term multi phase

