Product Manager

Demo project for **PhotoRoom**

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The Goal of the Project

I set the goal of the project as to develop PhotoRoom app's usability and a product roadmap

01 **Service development**

Develop the current PhotoRoom mobile app to provide a better user experience and specify the detailed target user group

02 **Product roadmap**

Plan the process of development-release-iteration to combine with the business roadmaps and maximize the efficiency and the number of customers
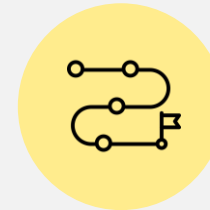
Methods I used

Cognitive Walkthrough   **Contents navigation**   **Persona creation**   **Success metrics**   **Product roadmap**   **Business 9-block model**
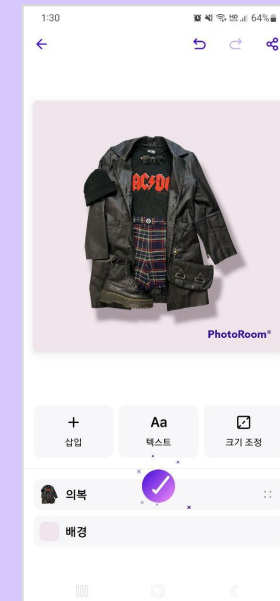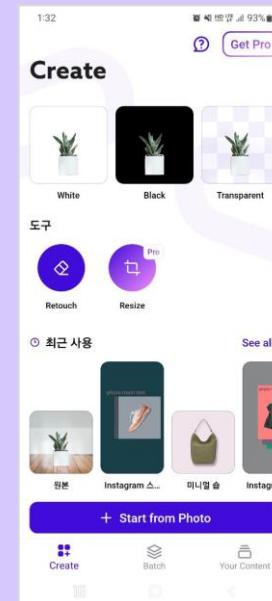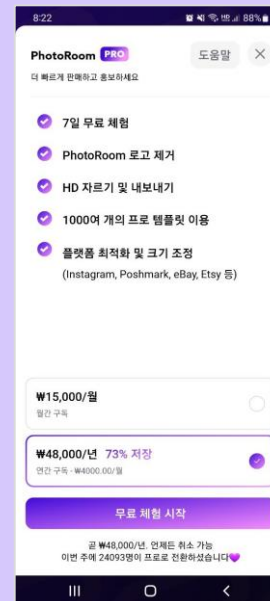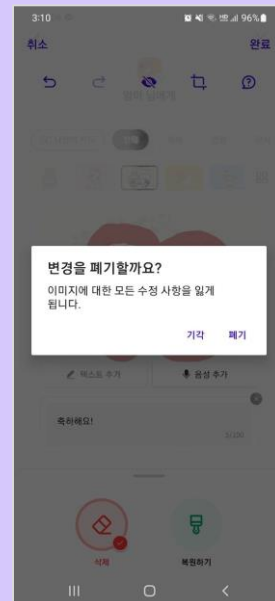
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Cognitive Walkthrough

I analyzed PhotoRoom mobile app to define the problem faced by the user

Features

- Background removing
- Background image changing
- Object removing
- Retouch, rotation, cut, etc.

Basic usability

- Touch area
- Translations (Korean)
- Component arrangements
- Alert/Confirm/Toast messages and actions

Target Users

I identified the target user segment by creating personas that this update will help

	Bio	Marketplace	Needs/Pain Points	Solutions
	Age: 43 Doing two jobs for extra income, especially because the COVID-19 pandemic decreased his salary	• eBay • Coupang • Auction	• Clumsy hands • Can't afford hiring designers or CS team	• Detailed guidelines from the first step of taking pictures • Detailed editing functions -rotate, horizontal adjust
	Age: 27 Selling European product such as cosmetics and nutritional supplements to Korean customers (B2C)	• Naver shopping • Own website	• Customers are becoming pickier when it comes to healthcare products • Products' pictures should be high-resolution	• Image-to-text converter • Noise removal in images with lots of text
	Age: 32 Manufacturing and selling K-Pop groups' souvenirs and recently got exclusive contract with world-famous boyband *XYZ*'s fan club	• Own website • *XYZ* fan club website	• Should print out in objects such as t-shirts, mugs, banners, etc. • Idols' faces should look great on the products	• CMYK color palette • Face retouch feature

Summary

Based on previous research and analysis, I summarized features to develop and add

Categories

01 Features

Useful features should be added to maximize user satisfaction

02 Usability/Accuracy

Enhance usability and accuracy of details will add up completeness of the app

03 User definition

Clarify the target user group(s) will specify the business goals

Solution

- Horizontal adjusting
- Image-to-text transformation
- Face retouch

- Edit Korean translation
- Readjust the toast message area
- RGB-CMYK transition

Small-sized business owners who sell products via marketplaces and their own websites

Result

PhotoRoom

The ideal solution for small-sized business owners in every business sector

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Proposed Solution- Page 1

I created UI examples to show my proposal visually

Toast message repositioning
-Designed based on 'thumb zone' Appendix 1
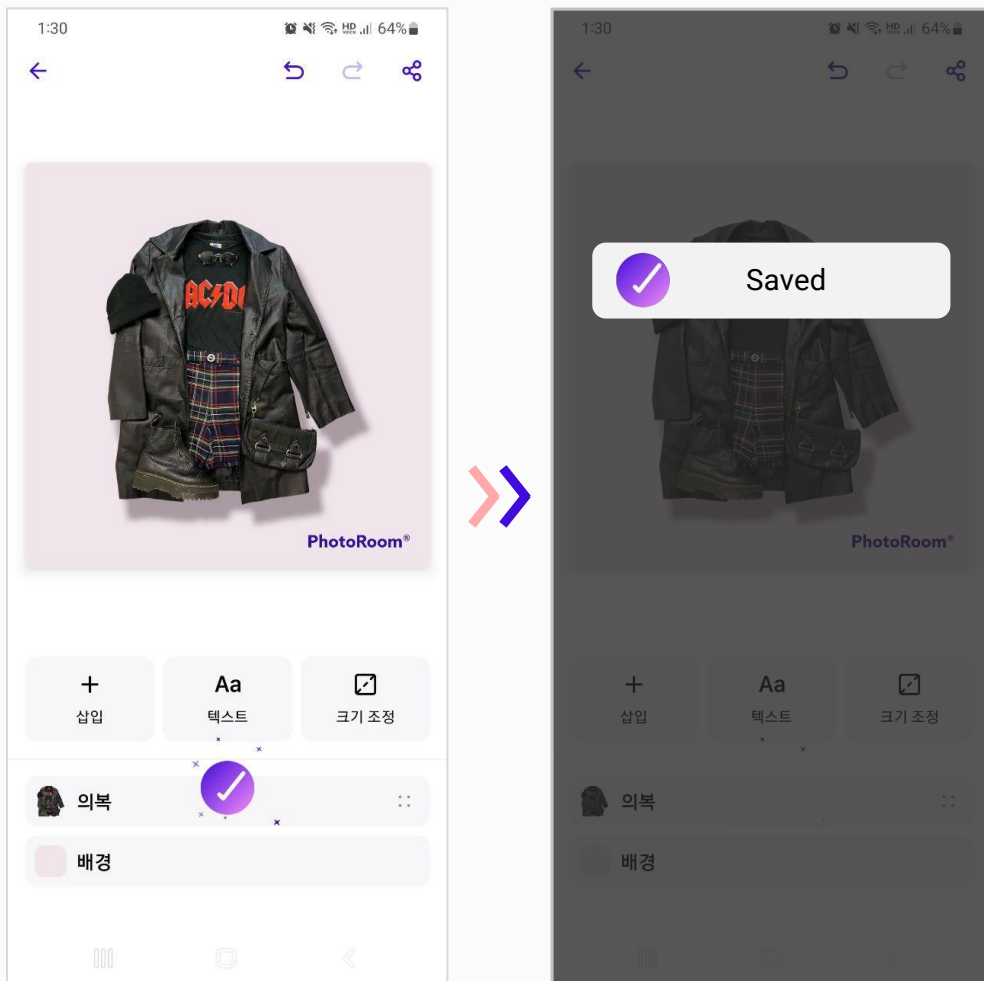
RGB/CMYK options

Current location

Suggestion
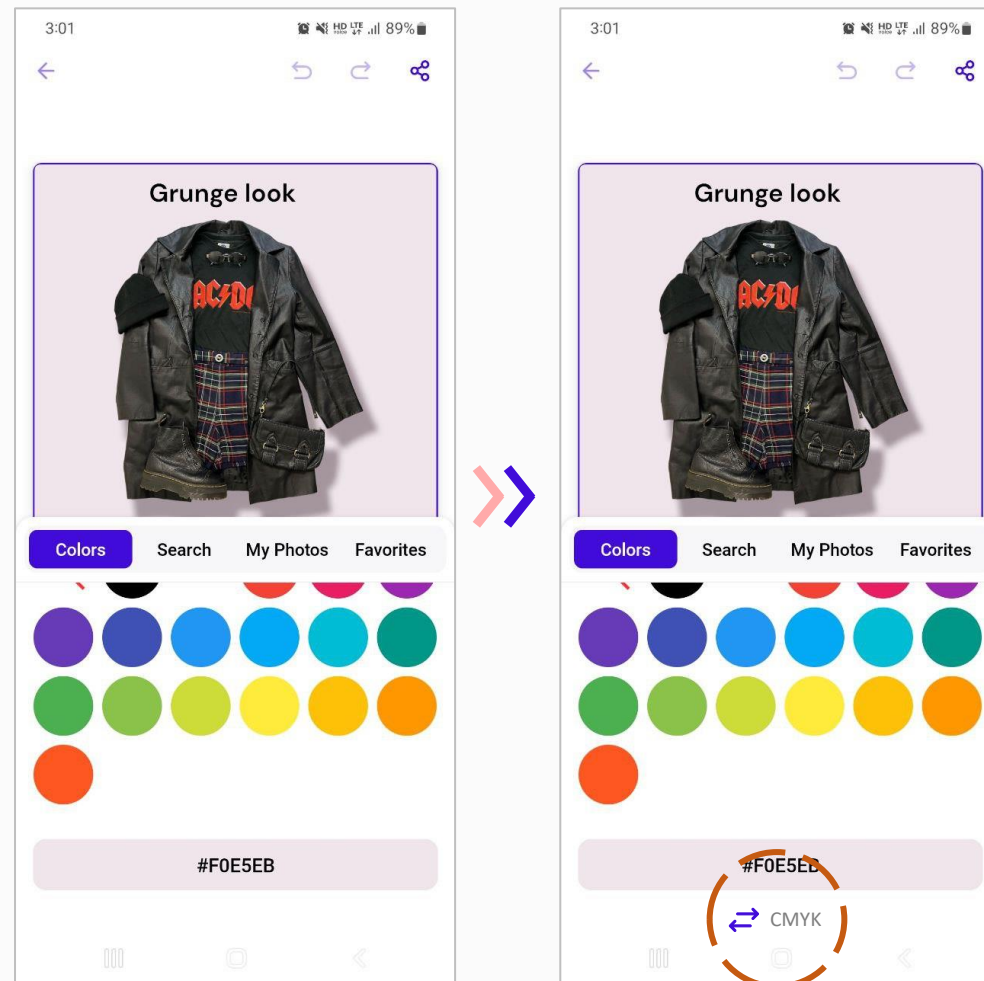
Current screen

Suggestion

Proposed Solution- Page 2

I created UI examples to show my proposal visually

Horizontal adjusting feature

Image-to-text converter
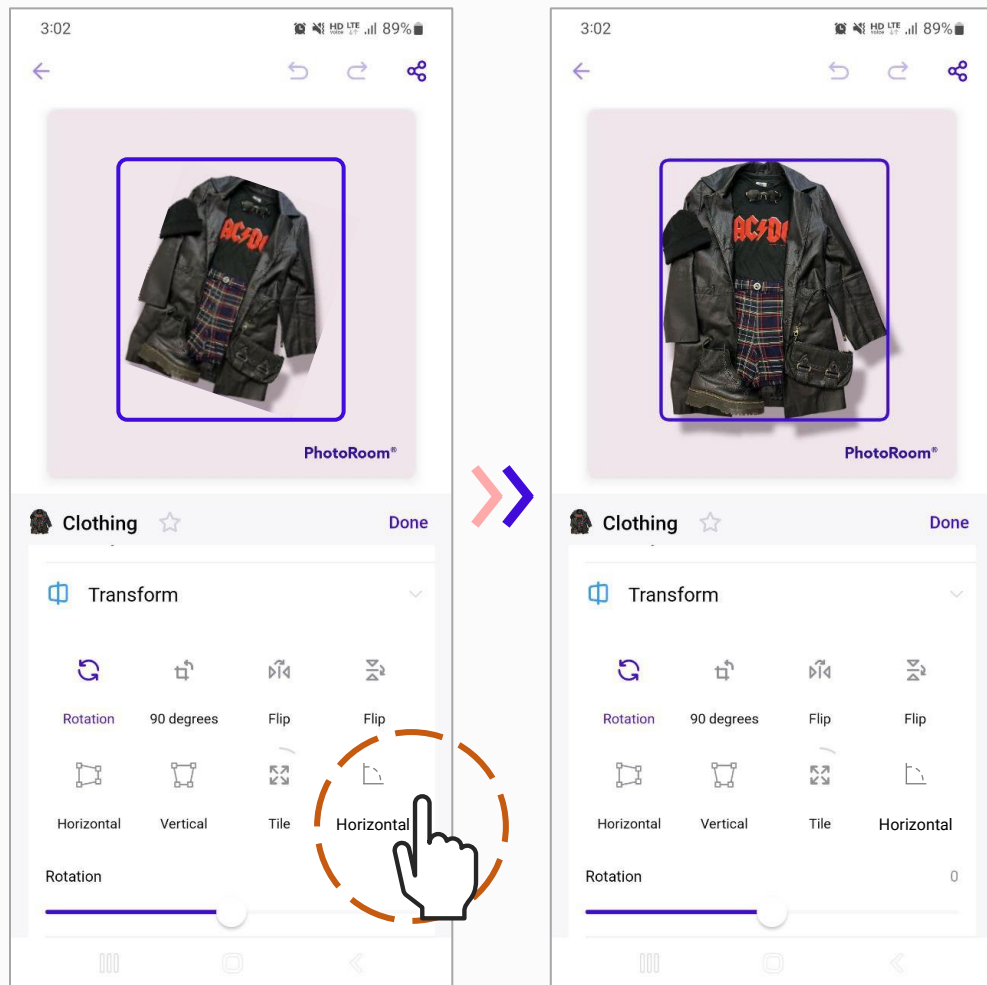
1. Select the object and touch "Horizontal"

2. The object is realigned
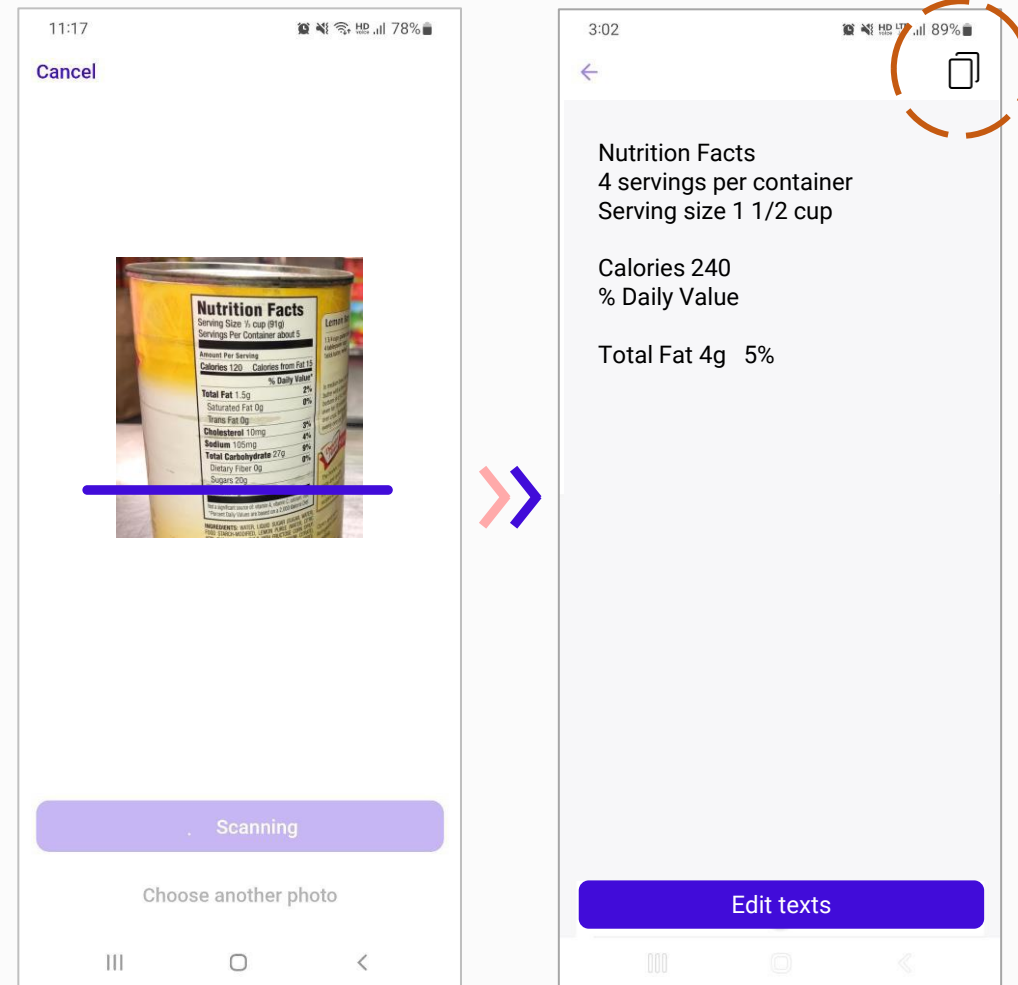
1. Scan a image with texts

2. Copy the scanned texts or edit the texts

Success Metrics

I used H.E.A.R.T. metrics to show the indicators to track the success of the development I suggested

Appendix 2

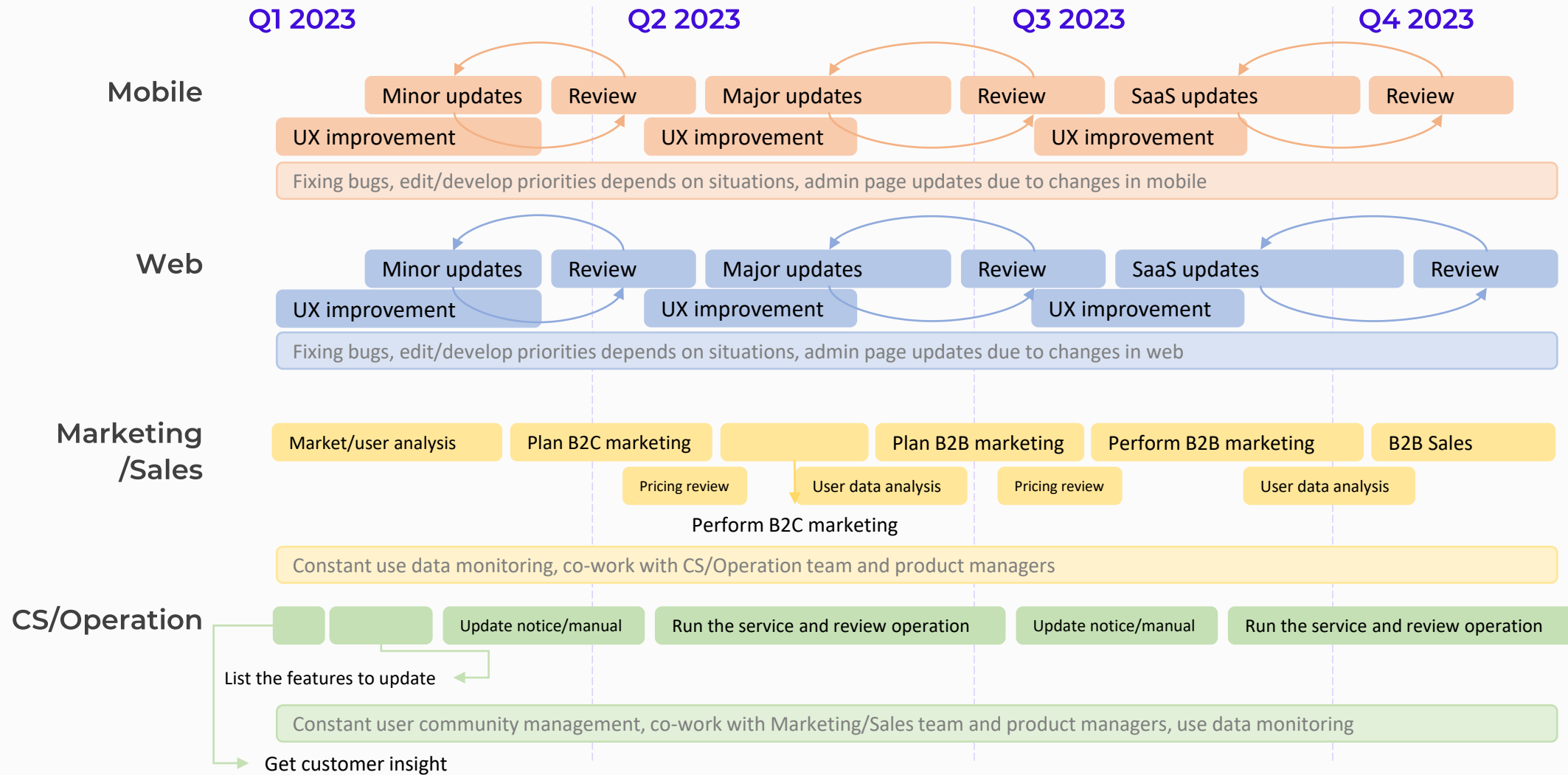|	Goals	Signals	Metrics
Happiness	• Maximize user satisfaction with features of PhotoRoom	• App store rating • User comments • NPS survey scores	• App store rating change, month over month • Comments/reviews > scores • NPS scores measurement
Engagement	• Maximize the # of pro plan users • Maximize the # of B2B partners	• The % of pro plan users from the total # of users • The # of B2B partners and its growth monthly/annually	• Average payment in euros per month • The # of new B2B partners gained in that month and existing partners • The % of B2B partner growth
Adoption	• Maximize the % of users that turns to pro plan from free mode for the first time	• The statistics of # of pro plan users in that year	• The % of free plan users > pro plan users transition
Retention	• Maximize the % of pro plan users who renew their plan • Make left users to come back	• The statistics of pro plan users -changes in the # and the % • Accounts created with same ID or in a same device	• The % of users keep their pro plan • The # and the % of returning users
Task success	• Minimize the # of users stop paying for pro plan • Maximize the # of users using pro plan in the day downloaded	• Decrease of pro plan users and income • Payment statistics	• The # and % of users stop paying for the pro plan • The % and # of users paying for the pro plan in the day downloaded

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Product Roadmap

I planned the brief product roadmap based on plan-development-iterate process

	Q1 2023	Q2 2023	Q3 2023	Q4 2023

Mobile

Minor updates | Review | Major updates | Review | SaaS updates | Review

UX improvement | UX improvement | UX improvement

Fixing bugs, edit/develop priorities depends on situations, admin page updates due to changes in mobile

Web

Minor updates | Review | Major updates | Review | SaaS updates | Review

UX improvement | UX improvement | UX improvement

Fixing bugs, edit/develop priorities depends on situations, admin page updates due to changes in web

Marketing /Sales

Market/user analysis | Plan B2C marketing | Plan B2B marketing | Perform B2B marketing | B2B Sales

Pricing review | User data analysis | Pricing review | User data analysis

Perform B2C marketing

Constant use data monitoring, co-work with CS/Operation team and product managers

CS/Operation

Update notice/manual | Run the service and review operation | Update notice/manual | Run the service and review operation

List the features to update

Constant user community management, co-work with Marketing/Sales team and product managers, use data monitoring

Get customer insight

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Business 9-block Model

I defined the rationale of how PhotoRoom creates, delivers, and captures values

Appendix 3

KEY PARTNERS

Global marketplaces
-ebay
-Amazon.com
-(Korea) Coupang
-(Korea) Auction

C2C platforms
-(France) Leboncoin
-(Korea) Carrot Market

Design experts

AI image creation service providers

KEY ACTIVITIES

Continuous updates

User training

SaaS adaption

KEY RESOURCES

Tech, image resources

PhotoRoom crews and partners

VALUE PROPOSITIONS

Stable service runs offline as well

Specialize in product-related photo retouch

Partnership with marketplace platform by adapt PhotoRoom in their services

CUSTOMER RELATIONSHIPS

Social media and community

Create detail user manual

Provide user training

CHANNELS

Mobile/Tablet app

Web/Desktop app

Marketplaces(SaaS)

CUSTOMER SEGMENTS

Small-sized business owners

Global marketplace services (B2B, SaaS)

P2P platforms for second-hand products (SaaS)

COST STRUCTURE

Marketing for B2B partnership

Marketing and training for the B2C model

Product development and maintenance cost

Operation cost

REVENUE STREAMS

B2C Paid user membership fee
-Pro features, team plan

B2B paid plans

SaaS plan

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Appendix

Here are appendix that I applied in this project

1. Thumb zone
   https://bootcamp.uxdesign.cc/utilizing-the-thumb-zone-for-dropdowns-e579f0f9185a

2. H.E,A,R.T Metrics
   https://www.interaction-design.org/literature/article/google-s-heart-framework-for-measuring-ux

3. Business 9-block model
   https://www.linkedin.com/pulse/9-building-blocks-craft-businesses-akbar-baig/

The end of the document