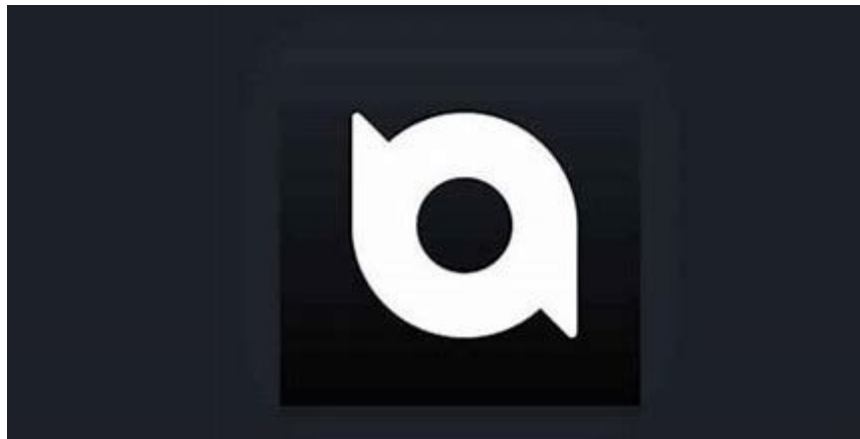


Associate Product Manager Task
Airblack Product Requirements Document

Airblack Expert Page



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Introduction and Goals:

About:

Airblack is a company that strives to help people convert their passion to a livelihood by providing them knowledge from the world's top experts.

To facilitate this mission, we must provide our users with the appropriate platform, as well as the relevant features required for said platform. The Airblack Expert Page is one such feature.

Problems and Pain Points to solve:

- Users who wish to register for workshops and tutorials would want more information about the experts who are taking the session, to help them decide whether to book the session or not.
- They would like to refer to the opinion of other members who have studied under the same expert to make their decision.
- They would similarly want to give their feedback on the session, for the expert and for other users to refer.

How the Expert Page will solve the problems:

The Expert Page will provide relevant information about the expert, such as:

- Introduction + About the expert - to get to know more about who she/he is and their background.
- Makeup portfolio + philosophy - to understand what their expertise is in, as well as their approach to the same.
- Feedback from other members about their workshops for users' reference.

User Personas & User Stories:

- **Unfamiliar members**
 - Aruna is a member who is not familiar with Puja, an expert at Ariblack Beauty Club.

- She wants to learn more about Puja and read relevant user feedback to decide if she wants to learn under her.
- **Familiar members**
 - Rhea is a member who is familiar with Puja (the expert) and has attended sessions under her.
 - She wants to leave feedback on the Expert and the session, to express her views and opinions on the same.
 - She would also want to reach out to Puja via her social handle that may be provided, so that she can follow up with her and connect if possible.
- **Experts**
 - Puja, as an expert at Airblack, wants a page to showcase her profile to members who are curious about her and her expertise.
 - She would also want to view feedback left by members who have attended her session, to make sure she's on the right track and to know where she can potentially improve.
 - She may also want to edit or update her profile whenever necessary.
- **Airblack Team**
 - Any and all engineers, designers or managers from Airblack would want to review the platform to work on potential UI/UX improvements.
 - Managers would also like to assess the satisfaction of members attending workshops.

Assumptions:

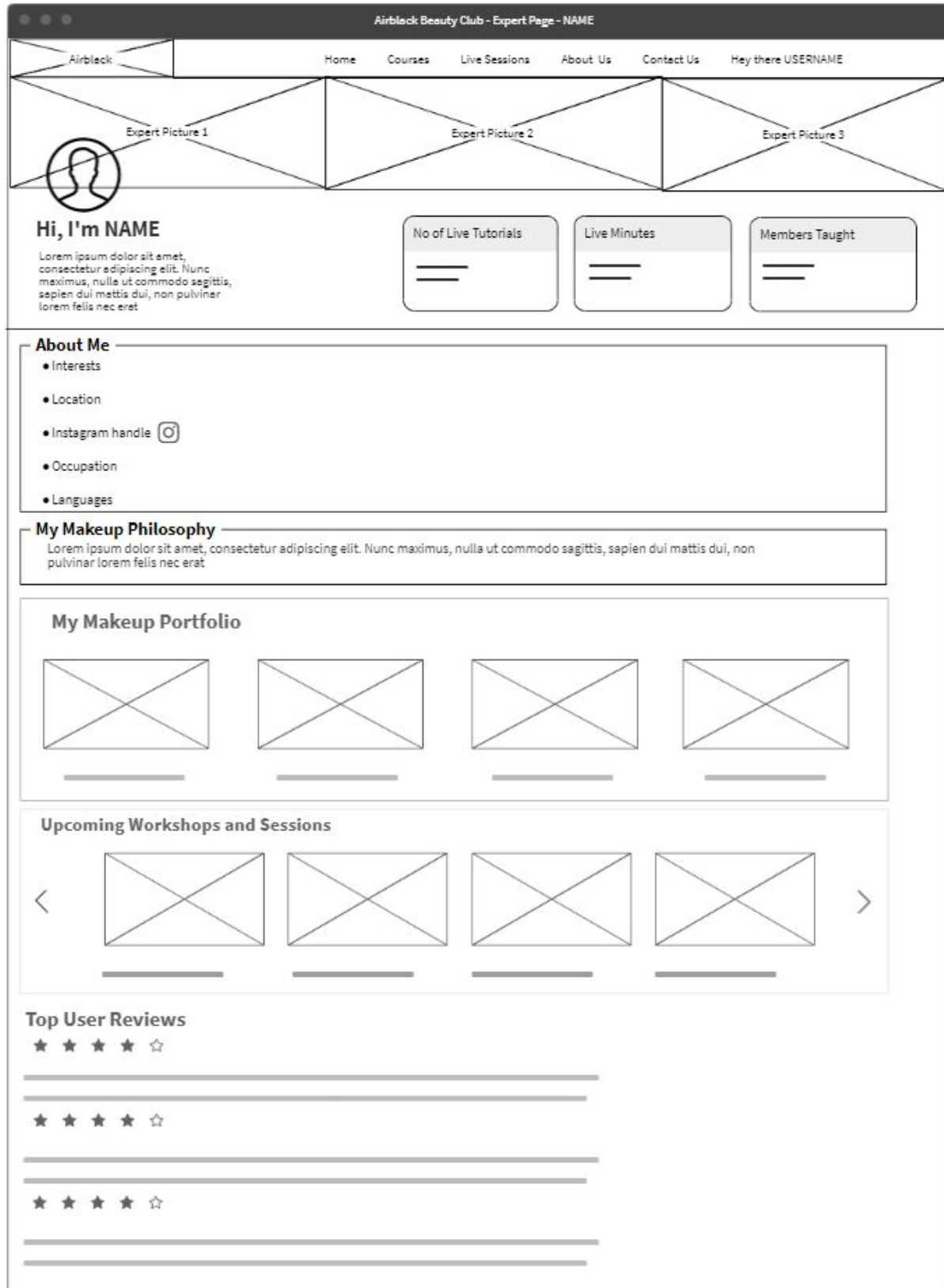
- This is an additional feature implemented within the Airblack platform.
- Members are interested in knowing more about the Experts.
- Experts are interested in sharing their profile and open to feedback on the Airblack Platform.

Site Description:

The Expert page will consist of different sections (features) that help serve its purpose and achieve its goals.

Section	Description
<i>Introduction</i>	Brief introduction about the expert and their experience
<i>Statistics</i>	Number of tutorials Number of minutes live Number of Members taught
<i>About</i>	Displays basic information such as, Interests Location Instagram handle Occupation Languages spoken
<i>Philosophy</i>	Their thoughts on the field and how their approach to it.
<i>Portfolio</i>	The experts portfolio of work that they would like to showcase
<i>Tutorials</i>	The list of tutorials the expert has taught
<i>Reviews</i>	Reviews and ratings left by members who have registered for the expert's workshops

Wireframe for the Expert Page:



Non Functional Requirements:

- The Expert page must be consistent with the same design language and framework as the main Airblack website.
- The page must be built with the same tools and use the same hosting service as the main website.
- The site must be responsive and work well on all device and window types.
- The site must work on all modern browsers.
- Users should not be able to give reviews for workshops they did not attend

User Journey:

Consider a user of Airblack, Pradeep.

On the HomePage:

1. Pradeep opens the Airblack Beauty Club Homepage.
2. If he is a member with an existing Airblack account, he signs in using the “Sign in” option and entering relevant details.
If not, he uses the sign up option on the “Sign in” Pop up window and follows the Sign up procedure or he views the website as a guest.
3. He can view the pictures+brief description of Airblack Experts as a horizontal list on the homepage, near the top of the site.
4. He can choose to click on any expert that he finds interesting to view their Expert page and learn more.
5. Pradeep can check out the available workshops shortly below the carousel and can click on those workshops that catch his interest and can view the page about the same.

On the Workshop Page:

1. Pradeep clicks on the workshop that he finds interesting from the Home Page.
2. As he scrolls down, he can see brief information about the Expert who is taking the workshop, Puja and is interested in learning more about her.

3. He clicks on the link to go to Puja's expert page.

On the Expert Page:

1. On opening the Expert page, Pradeep is able to read up on the "Introduction" section and the "About" section of Puja, as well as some basic statistics about her work in Airblack.
2. He is also able to go through what Puja's Philosophy on makeup is, as well as her Makeup Portfolio so that he can understand her professional expertise and her style in the field.
3. Reading all these, Pradeep is able to understand who Puja is and what she does at a basic level.
4. He can further assess if Puja is a skilled instructor by going through the reviews and feedback written by other users who have attended her workshops.
5. If he is interested in learning from the expert, he can choose from the list of upcoming sessions Puja has on her Expert Page, sign up (if he hasn't already) and register for the workshop he wants to attend.
6. If he attends a workshop and wants to give feedback, he
7. If he is not interested, he can go back to the home page or exit the platform.

Risks and Edge Cases:

1. "Review bombing" where users dump a large amount of coordinated negative feedback is a problem to look out for.
2. When users don't have a stable internet connection, they may get disconnected or are shown a low fidelity website.
3. Some users might ignore the Expert page feature entirely due to not being able to intuitively understand or ignore the cues and prompts in the design.
4. Certain users may try to exploit any vulnerabilities in the page and compromise the platform.

Success and Evaluation Metrics:

The success of the feature can be defined by:

- Increased user traffic on the platform per month.
- Consistently increasing number of profile/Expert page visits (repeated and new visits).
- Increase in the number of registrations for workshops within the first 6 months of implementation.
- Increased Conversion rate of non-members to members within the first 6 months of implementation.
- Higher number of repeated or consistent platform visits and workshop registrations.

To evaluate our success with the feature, we can use the following metrics:

- # of workshop registrations per month
- # of site visits per month
- # of Daily Active users
- # of sign ups month-on-month
- Average session duration (time spent on the website)
- # of sessions per user
- # of user actions per session
- Bounce rate
- Retention rate

Future Scope:

- Experts can add short video introductions or a teaser of how they conduct sessions to give users a better idea about them.
- Increased interactivity in the form of a chat window where the Expert can answer questions and interact with registered members.
- A social element of posting short updates on their expert page to add a personal connection to members.