

Product Manager Challenge

Due 2/16/25 at 11:59 pm

Part 1: Improving the Boulder Blueprint Website

Objective:

As a prospective product manager, your task is to analyze the [University of Colorado Boulder Blueprint Website](#), identify pain points, and propose solutions to enhance the user experience. You will demonstrate your ability to empathize with users, think critically, and communicate actionable solutions.

Step 1: Identify Pain Points

Explore the University of Colorado Boulder Blueprint website and identify 3-5 pain points that users (e.g., members, prospective members, or external stakeholders) might experience. Use the following definition to guide your analysis:

Pain Point: A persistent or recurring problem that frequently inconveniences or annoys users.

Examples of pain points to consider:

- Lack of clarity about the organization's mission, projects, or impact.
- Difficulty finding information about upcoming events or meetings.
- Poor navigation or confusing website layout.
- Outdated or inconsistent content.
- Lack of engagement opportunities for members or visitors.

Step 2: Write User Stories

For each pain point, write a user story to articulate the problem from the perspective of the user. Use the following format:

As a [type of user], I want [specific goal], so that [reason or benefit].

Example:

Pain Point: Blueprint general members are not aware of what the organization does.

User Story: As a member of Blueprint, I want to be aware of the organization's current events and projects, so I can better understand the impact and activities the organization is involved in.

Step 3: Propose Solutions

For each user story, propose a solution that addresses the pain point. Your solution should be specific, actionable, and feasible. Consider the following when crafting your solutions:

- How does the solution directly address the pain point?
- What resources or tools would be needed to implement the solution?
- How will the solution improve the user experience?

Example:

Solution: Blueprint Newsletter: A weekly newsletter that details the events and progress of ongoing projects within Blueprint.

Your proposed solution could also be a redesigned portion of the website's user interface/user experience.

Part 2:

Share an example of a time you led a team. What specific actions did you take as a leader, and what outcomes or results did you achieve?

Submission:

To answer the questions, create your own copy of this document. Email a pdf of your answers to sit.blueprint@gmail.com and cc Lha1@stevens.edu by 2/16/25 at 11:59 pm. Email (or message in

Discord) Lha1@stevens.edu for any questions regarding this challenge.

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