

PRODUCT LIFECYCLE

On The Beach & Digital Her





ON THE BEACH

WHY US?

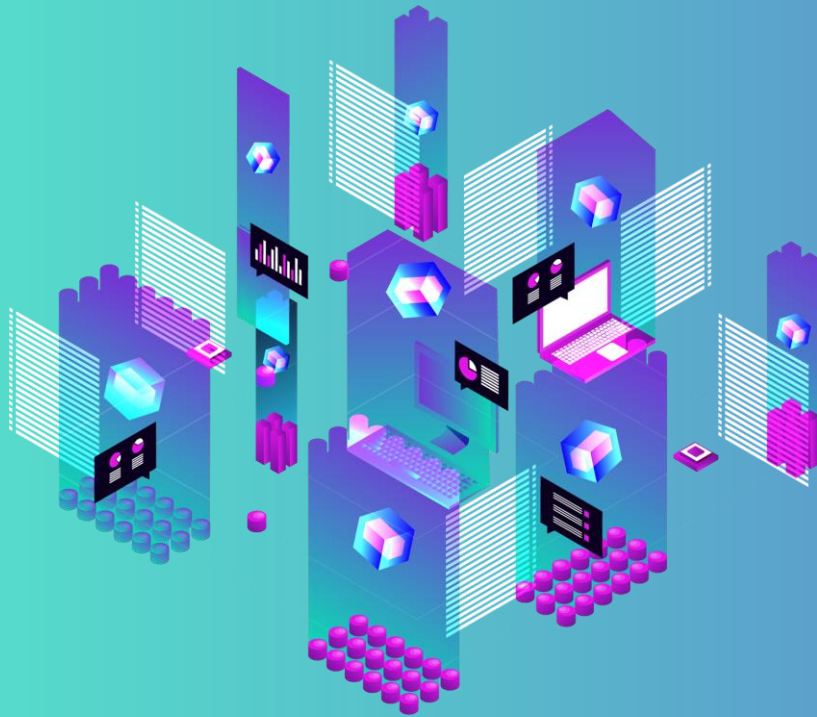
We're On the Beach, a technology-focused company that's grown from a start-up into the UK's leading online retailer of beach holidays. But our ambitions are much bigger than this.

We have a digital HQ in Manchester City Centre where we have a wide range of job roles within a variety of teams, from software development, UX design, digital marketing and finance.

We strive to be at the forefront of the technology industry through constant growth; working fast and creatively on exciting new ideas.



PRODUCT LIFECYCLE



HOW TO PLAY

The product lifecycle is a complex process of problem solving, planning, execution and analysis. Within this task you will take on each job role within the lifecycle.

Teams of 5

START

Each player take a job role card, this will be your area of expertise throughout the task. You will take the lead on the task relating to your job role and make the final decisions.

Start with a problem card. This will be the basis of your project, you will continuously work towards improving the website to solve this problem. At each step you will make vital decisions and present these back to explain why each choice was made to optimise the website.

01

SOCIAL MEDIA MANAGER

02

PRODUCT MANAGER

03

UX DESIGNER

04

SOFTWARE ENGINEER

05

WEBSITE ANALYST

06

PRESENTATION

JOB ROLES IN A PRODUCT LIFECYCLE

01 SOCIAL MEDIA



SOCIAL MEDIA MANAGER

JOB ROLE

- Develop and implement a social media strategy ●
- Define the most important social media targets ●
 - Manage and oversee social media content ●
- Measure the success of social media campaigns ●
- Collaborate with Marketing, Sales and Product ●
 - Work with copywriters and designers ●

TASK

As a Social Media Manager you must create the perfect social media post to help drive traffic to the website with an aim to solve the initial problem. Using the images and captions provided, create a post you think is inspirational and eye catching, that will encourage someone to visit the website and book a holiday .

Discuss all options available and why you believe this will drive most traffic to the site and help towards solving the problem.

02 PRODUCT



PRODUCT MANAGER

JOB ROLE

- Set a product vision & strategy ●
- Plan the team's work with actionable timelines ●
- Own the creative process of developing ideas ●
- Prioritise new features with the business goals ●
- Bridge gaps between teams in a company ●
- Develop roadmaps for business strategies ●

TASK

As a Product Manager you must put together a brief to improve the website landing page that is tailored to the traffic you have pushed using the social post. Using the list of elements on the page, develop a brief you think best targets your audience to solve the problem.

Discuss all options available and why you believe this will optimise the website to convert users into buyers.

03 DESIGN



UX DESIGNER

JOB ROLE

- Competitive analyses of other websites •
- Creating a content development strategy •
- Develop design ideas around navigation, page routing, product page design and more •
- Develop mockups for development teams •
- Conduct usability tests on new designs •

TASK

As a UX designer you must create a page layout that fits the brief from the Product Manager. Using the variety of elements and images create a layout that you think best fits the brief and targets your audience. You want to think about the users' experience on the web page and help them easily find everything they need.

Discuss each of the element and why you think this best fits the brief you have been given.

04 DEVELOPMENT



SOFTWARE ENGINEER

JOB ROLE

- Expand existing software to meet user needs
- Develop new software products
- Focus on creating fault-tolerant programming
- Create scalable, automated solutions
- Establish multi-platform versions of the software package

TASK

As a Software Engineer you will have to write code to implement the changes. You have a selection of code relating to different elements and how they react when users click on them. Place the correct snippets on the design layout you have previously created.

Discuss the code and what you think each one would do, explain why you have applied each snippet of code to the different element.

05 ANALYSIS



WEBSITE ANALYST

JOB ROLE

- Analyse web data to make recommendations to improve website performance
- Monitor and understand on-site user behavior
- Provides insights on data related to web traffic
- Create data visualisations for all stake holders
- Integrate market research with data analysis

TASK

As a website analyst you must investigate the performance of the project. From the graphs and tables provided select the ones you think best represent how well the project is performing.

Discuss each of the graphs and why you would need to keep track of the metrics shown. At this point of the lifecycle each of the job roles would need a progress report so they could make improvements to the website.

06 PRESENTATION



TEAM PRESENTATION

The final step is to present back each step of the lifecycle, explaining why you made each decision and how this impacted the optimisation of the website. Do you believe your project would have been successful in solving the problem? Why?

Finally...which job role did you enjoy the most?



