September 8 2020

Xplor Junior Product Manager Case Study

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Business Context

The Xplor product ecosystem currently consists of four products:

1. **Office**: Our flagship SaaS product for childcare service administrators
2. **Playground**: Another SaaS product that is quickly becoming a substantial driver of revenue for the company
3. **Home**: A free product for parents whose children are enrolled at a centre using Xplor.
4. **Space**: A free (for now) product for childcare centres to list their services on a web listing platform as well as organise leads and tours

These products are currently very disparate in terms of how they generate revenue for the company. Xplor leadership have tasked you with coming up with a strategy to generate additional revenue.

Case Study

Come up with a feature that you'd present to Xplor leadership with the following:

- Summary of your research findings
- Wireframes
- Your process to plan and kick off development
- Planned release phases
- A breakdown of the expected results, including revenue impact

For customers, how they communicate is top of mind

"Being able to Add Messages for parents to see when Signing their Child In/Out would be beneficial"

"A **communication** tool for educators to send out communications to families"

"Quickly **communicate** and send messages out to parents and for parents to send messages to us or to reply"

"It would **communicate** with parents to let them know how their child's day is going or let them their child is sick if we cannot connect with them via the telephone."

"There needs to be a **communication** tool. Observations are not a good enough way to **communicate** with parents."

"Sending messages out via observations is useless as not many parents can respond or see them correctly."

*Taken from xplor.canny.io feature requests

CROSS-PLATFORM COMMUNICATION ON XPLOR

Why is this important?

400+

Feature request upvotes for improved cross-platform communication

~20

Different threads that mention “communication” or “messaging”

*Taken from xplor.canny.io feature requests

Which customers are seeking better communication?

Nicole

Age: 42

Archetype: Childcare Centre Administrator

Goals:

- Wants to be able to easily sync with parents, educators and prospects via one platform

Frustrations:

- No single point of contact between CCCs, parents and educators

Toby

Age: 30

Archetype: Parent

Goals:

- Wants to use the Home app to have an open dialogue with educators

Frustrations:

- Unable to have conversation with educator regarding observations of their child

Breanna

Age: 25

Archetype: Educator

Goals:

- Wants to be able to communicate with parents when required via Playground

Frustrations:

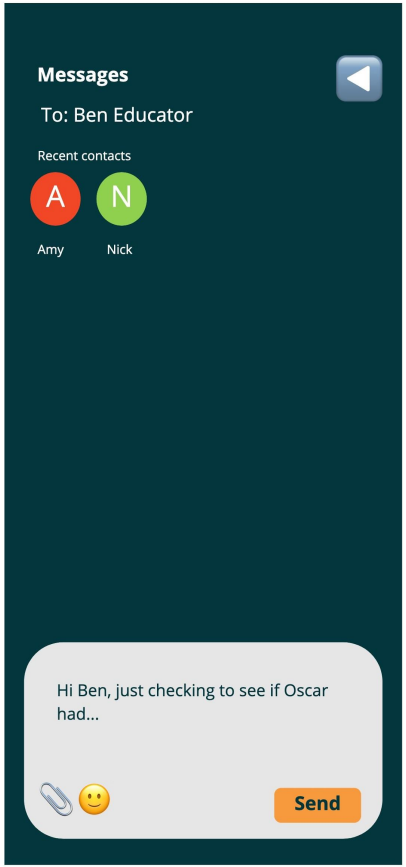
- Sharing information with parents via observations is impractical
- No other easy way to communicate with parents if required via Xplor platform

How can we address the customer need?

DRIVING CROSS-PLATFORM COMMUNICATION

Messaging for Home and Playground

Providing parents and educators with a seamless messaging in-app experience will help solve the heartfelt customer problem, whilst also encouraging organic cross-product communication.



*Example of sending message from Home

TRANSLATING THE HYPOTHESIS TO FEATURES

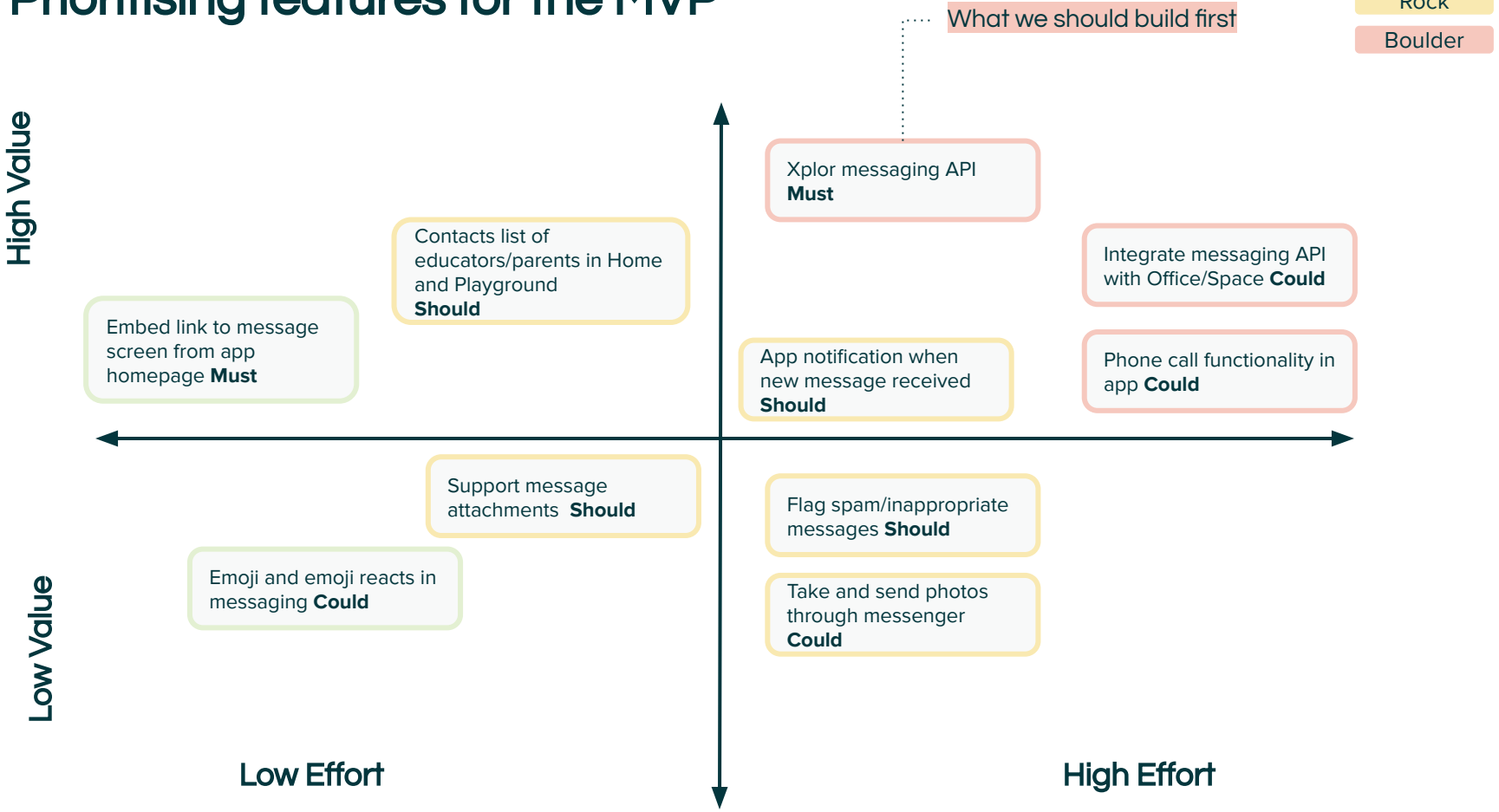
Assumption Mapping

Assumption	Feature
I want to be able to send messages to parents or educators through Home/Playground	Xplor messaging API
I need to find the correct person to send my message to in app	Contacts list of educators/parents in Home and Playground
I want to easily access the messaging feature	Embed link to message screen from app homepage
I don't want to miss any new messages I receive in app	Message app notifications
I want to be able to send photos or other attachments as needed	Support message attachments

*Scope of features highlighted here is for MVP

Prioritising features for the MVP

Pebble
Rock
Boulder



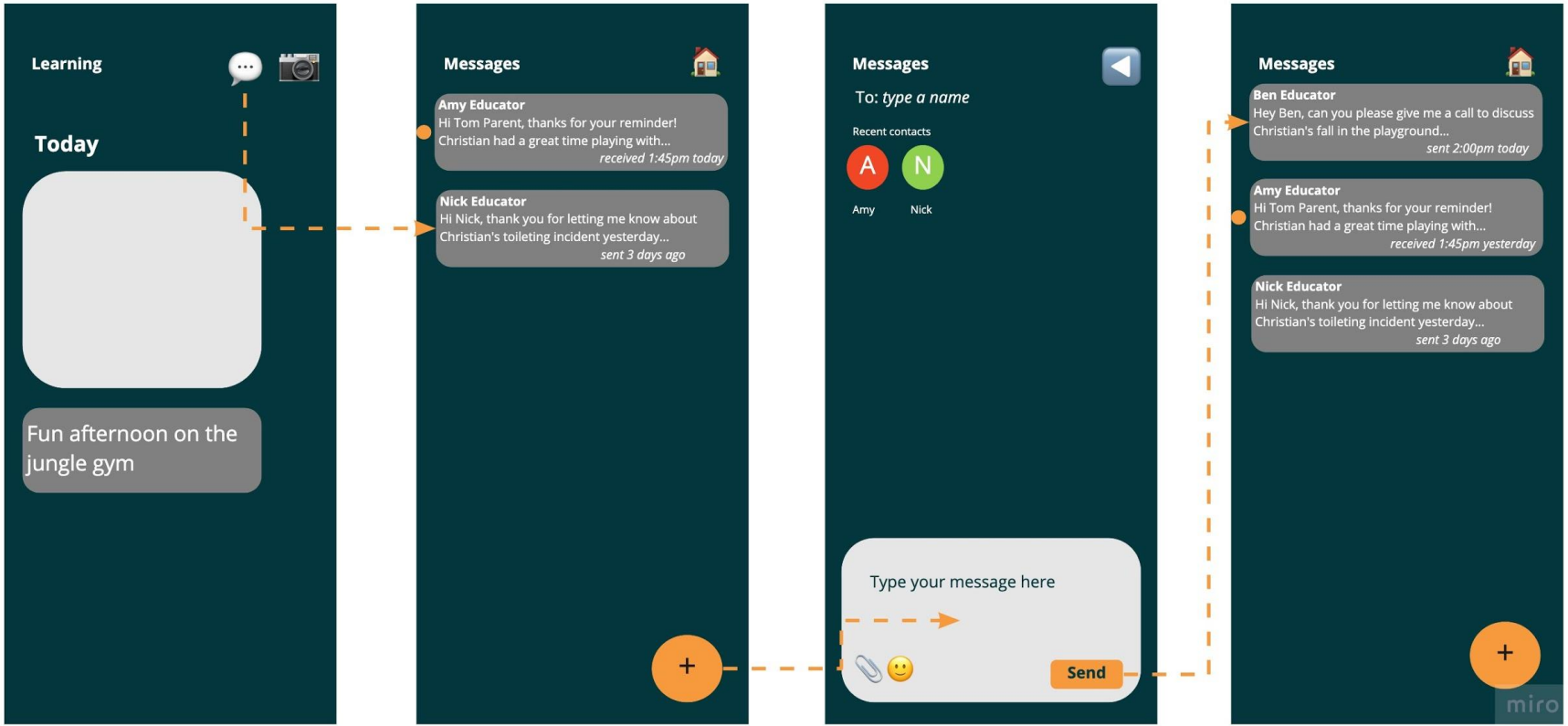
Messaging - Product Roadmap

Integrating with other platforms to explore revenue growth?

Q3 2020	Q4 2020	Q1 2021	Q2 2022
Xplor messaging API	Support message attachments	Integrate messaging into Office and Space	API integration with other CRM platforms (e.g. Space)
Message app notifications	Flag spam/inappropriate messages	Take and send photos	Contact photos
Contacts list of educators/parents in Home and Playground		Emoji and emoji reactions	Phone calls in Home and Playground
Link to message screen from app homepage			

*Targeting MVP launch for Q4 2020

Communicating with educators via Home



How will we measure success?

Implement solution to allow for greater cross-platform communication

- Generate assumptions based on user problem
- Before end of Q3, interview 10 users to validate assumed value of messaging tool
- Roll out MVP in Q4 2020

Promote and drive early adoption

- Sign up 100 childcare centres to messaging beta by Q1 2021
- Establish regular feedback cadence with users
- Iterate feature improvements based on feedback

Work towards a market-leading position in messaging within childcare software ecosystem

- Messaging feature to GA in Q2 2021
- Sign up 150 new users by end of Q2 2021

BARRIERS TO SUCCESS OF MESSAGING FEATURE

Other considerations

How does this offer value in a market full of messaging apps?

- Messaging remains in the same Xplor ecosystem
- Increases productivity - no need to jump between multiple apps

How could it increase revenue?

- Could become a paid add-on on top of core products
- Potential to integrate with other CRM platforms via messaging API in future (including Space)

How can we use messaging to drive revenue?

Messaging Standalone

$30
per month

- Includes Messaging standalone app
- AND ability to integrate with other CRM platforms

Playground + Messaging

$225
per month

- Includes Playground Combined
- AND Messaging

Office + Messaging

$325
per month

- Includes Office Essential
- AND Messaging

Thinking about how this benefits Xplor...

Maturing the feature set

Offers a cross-platform communication tool in the Xplor ecosystem that will solve a customer need

Drive increase in revenue

Expanded product offering presents an opportunity to monetise the feature as well as draw in new customers

Messaging for Parent and Playground allows educators and parents to communicate across the Xplor ecosystem

Better engagement from educators and parents

Providing users of Playground and Parent with an intuitive, secure and seamless in-app messaging experience

Thank you!

Appendix 1- Competitor Matrix

	Xplor	Kindyhub	Cubsta	XAP
Observations	X	X	X	X
Messaging		X	X	X
Contacts			X	
Notifications	X	X	X	X

Appendix 2 - Problem Statement & Hypothesis

Problem Statement

I need a way to... **communicate with educators whilst my child is in childcare**

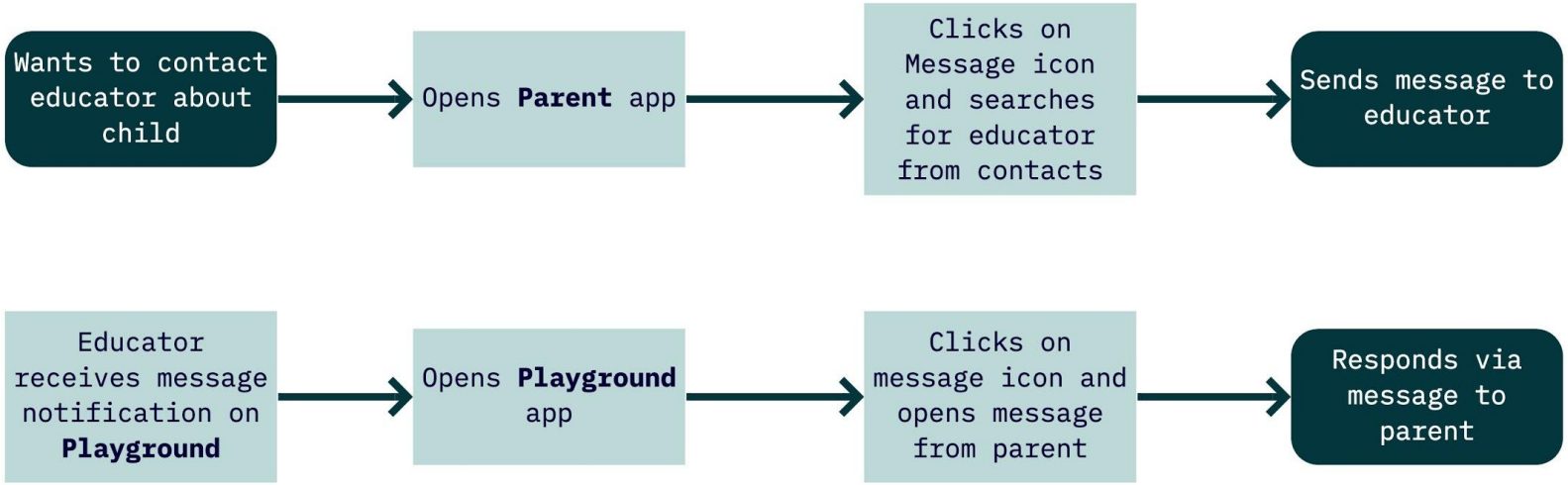
because... **I want to be able follow up and questions about my child when required**

Hypothesis

We believe that by... **giving our customers the option to send messages to educators in the Home app**

then... **they will be able to frictionlessly communicate with educators as needed**

Appendix 3 - Home and Playground User Message Flow



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