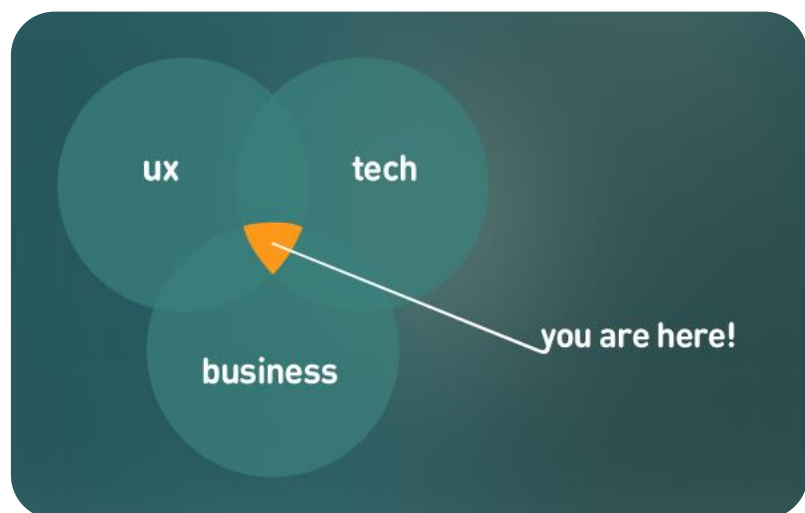


# Product Manager in AdCumulus: Assignment

## INTRODUCTION

The Product Manager works closely with different teams within the organization in order to assure a valuable, usable and feasible software product. The first duty of the Product Manager is to design, specify and prioritize the functional and non-functional features. The specification describes what the product will do, what its role in the context of other products will be and what the user interface will look like, while the development team decides how the product will be technically realized.



In order to demonstrate the skills required for the position of a Product Manager in AdCumulus, you will need to solve a task that simulates a small yet an important fragment of the work a PM performs on a daily basis. Ready?



## SHOW US WHAT YOU GOT

Imagine that the company is developing a new product, a software solution for easy creation of display ads for the Web. This system would be used by advertising agencies which want to create new ads efficiently and quickly, without the need to write HTML. Ads can be static (images with text) or interactive, and they would be technically realized in the form of HTML code with the associated resources (images, JS and CSS files). The purpose of the system would be to facilitate the creation of new ad units based on existing templates, without the use of HTML code. Using a simple form or a creation wizard, users would select a template, configure the appearance of the banner and upload images, if necessary.

Your task is to make a list of features that need to be developed in order to make the system usable in a simplified form. It is not necessary to define or specify requirements, but only to make a list of priorities and a brief explanation for each feature. Do not forget the non-functional requirements. Aim to create a product that is minimal in its first stage, but usable, valuable and viable.

Once you have listed the features, choose a requirement which includes a form or a part of a form in a graphical user interface. In the requirement specification, describe what is expected in detail and draw a wireframe using a tool of your choice or by hand.

Special importance in the wireframe should be placed on the page layout (or part of the page), navigation (if any) and texts (labels, menus, etc.). It is not necessary to design a website or achieve aesthetic perfection, so a wireframe drawn in PowerPoint or by hand is satisfactory.

The final result of the assignment should be a table with a list of features required and their priorities, a short text document representing the selected feature specification and describing the wireframe, and finally an image representing the wireframe.

Good luck and have fun!

