Quantum Realm

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Problem Statement

Design a product management game, **which helps non-product people get a flavor of what product management truly is.**"

Objective

To give an essence of **Structured way of Learning Product Management.**

Skills

1) Decision Making
2) Communication
3) Prioritization
4) Collaboration
5) Problem Solving
6) Brainstorming
7) User Research & Discovery
8) Market Analysis
9) Curious

Problem Space

Target Audience

1. Anyone **curious** to know about product management.
2. Age Range **18-45.**
3. Anyone who wants to **gauge their level in product management** and better understand their need and scope of improvement.
4. **Non-product folks.**

Under-served Needs

1. **No Structure** - There's no structured path found in already existing courses or game-related product management.
2. No one talks about **Principal Thinking** - In the current scenario the market is full of content that tells you about basics of product management terminology but no one talks about how to think like a product manager.
3. **Lack of practical experience** - Courses or games related to product management give a glimpse only of content. Real-life making of products or practical experience is a huge gap.
4. Traditional learning becomes boring
5. **Lack of Engagement** while learning Product Management.

Value Proposition

1. The game offers a **hands-on experience** of product management through engaging and interactive scenarios.
2. It helps players **understand key concepts and principles** without needing technical knowledge and develops problem-solving, decision-making, and critical thinking skills.
3. Players **experience the product management workflow,** identifying their strengths and weaknesses in the field.

Solution Space

Representing - ***Quantum Realm***

Video - Click Here

Feature Set

- Metaverse based learning
- Levels For Players
- Real-life Scenarios
- AI-based assessment model
- Performance Report
- Share Accomplishments

Functionalities

“Dot” (Practice Session)

The game level will start from “Dot”. Where players first will be taught about the basics of Product Management.

Things to be taught in “Dot”

- Basic Terminology
- Different types of Product Managers
- User Story and Journey
- Product Value Template
- Customer Discovery
- Importance of Feedback
- Stakeholder Management - (different types of tools)
- Market Research

Real Life Scenario

Amazon, After great success in selling refurbished goods amazon is trying to enter the **Second hand sales market**. How will we do it?

Tasks performed at each level:

Pixel (Associate Product Manager)

- **Market Research**
  - Competitive Analysis
  - Market Trends
  - Current Refurbished Market Scenarios
- **Feedback**
  - Consumer Behaviour
  - Challenges and opportunities
  - Current Expectations and Pain Points.
- **Documentation**
  - Helping in documentation.

Stellar (Product Manager)

- **Product Strategy**
  - How we are going to enter the second-hand sale market
  - Aligning with the goal of Amazon
  - Unique Value proposition

- **Roadmap**
    - Phase wise approach
    - Prioritization of features based on demand and customer needs
- **Cross-functional collaboration**
    - Working closely with Marketing
    - Customer Success
    - Business developers, and engineers, manage the compliances.

Ethereal (Senior Product Manager)

- **Strategic Leadership**
    - Emphasizing the long-term vision for maintaining the presence in the second-hand sales market
    - Aligning this new venture with current business strategy.
- **Stakeholder Management**
    - Maintaining strong relationships with key stakeholders, executives, partners, and industry influencers.

Celestial (Group Product Manager)

- **Portfolio Management**
    - Overseeing the :
        - **TAM** (Total addressable market)
        - **SAM** (Serviceable addressable market)
        - **SOM** (Serviceable obtainable market)

- **Resource Allocation**
    - Looking out on manpower working on a current case.
    - Optimize Allocation of funds

- **Executive Collaboration**
    - Collaborating and gaining the support of the already existing industry leaders (collaborating with state 2nd hand dealers)

- **Strategic Planning**
    - Driving the long-term amazon involvement in the second-hand sales market.

User Flow

Figma Link: - Click Here

We are designing the solution through leveraging Metaverse and generative AI.
Metaverse to build a world where all scenarios will reside and generative AI for evaluating the player performance.

- Step 1 - Players will enter into a **metaverse** world
- Step 2 - Players will choose an **Avatar** for themselves
- Step 3 - Players will witness a lot of buildings of different domains written on them like Development, design, product management, testing, etc.
- Step 4 - The player will enter in product management building
- Step 5 - Lots of Interactive Learning material will be provided by the meta world (**Ground "ZERO"**) to the player which they can come to at any point in the game.
- Step 6 - The player can enter into Level 1 and start their journey.
- Step 7 - At Level 1 the player will be given some tasks to be performed which are equivalent to the role of an APM.
  For eg. Market research, Feedback, and Documentation.
- Step 8 - The task or assignment performed will be judged by our AI model based on a Sentimental Analysis (bag of words).
    - Use Case 1: If the net result of all the answers given by the player to all the tasks is more than 50% then they are eligible to move to Level 2.
    - Use Case 2: If the player cannot achieve a net result of more than 50% then they'll have to continue at Level 1 until they clear it.
    - Use Case 3: Even after clearing Level 1, the user can retry the same level with a new real-life scenario. (New Updates for Real life scenarios will be rolled out).
- Step 9 - At Level 2, players will be given responsibilities of PM and tested by time-driven scenarios. Skills learned: Product strategy, roadmap, cross-functional collaboration.
- Step 10 - The task or assignment performed will be judged by our AI model based on a Sentimental Analysis (bag of words).
    - Use Case 1: If the net result of all the answers given by the player to all the tasks is more than 60% then they are eligible to move to Level 3.
    - Use Case 2: If the player cannot achieve net result more than 60% then they'll have to continue at Level 2 until they clear it.
    - Use Case 3: Even after clearing Level 2, the user can retry the same level with a new real-life scenario. (New Updates for Real life scenarios will be rolled out).
- Step 11 - At Level 3, players will be given responsibilities of SPM and tested for Strategic Leadership and stakeholder Management by a case scenario.
- Step 12 - The task or assignment performed will be judged by our AI model based on a Sentimental Analysis (bag of words).

    - Use Case 1: If the net result of all the answers given by the player to all the tasks is more than 70% then they are eligible to move to Level 4.
    - Use Case 2: If the player cannot achieve net result more than 70% then they'll have to continue at Level 3 until they clear it.
    - Use Case 3: Even after clearing Level 3, the user can retry the same level with a new real-life scenario. (New Updates for Real life scenarios will be rolled out).
- Step 13 - At Level 4, players will be given responsibilities of GPM to make decisions related to Portfolio Management (TAM, SAM, SOM), Resource Allocation, Executive Collaboration, and strategic Planning.
- Step 14 - The task or assignment performed will be judged by our AI model based on a Sentimental Analysis (bag of words).
    - Use Case 1: If the net result of all the answers given by the player to all the tasks is more than 80% then they will have cleared all the challenges. Now they can retry the same level with a new real-life scenario. (New Updates for Real life scenarios will be rolled out).
    - Use Case 2: If the player cannot achieve a net result of more than 80% then they'll have to continue at Level 4 until they clear it.

UI/UX





Conclusion

- Quantum Realm isn't just addressing the problem statement; it's shaking up the EdTech industry by posing a direct challenge to existing players.
- This solution not only addresses the challenges faced by the enthusiasts who have the zeal to learn & understand what Product Management is, but also acts as a **competitor** for the different **hiring platforms** like - Indeed, Cocubes, AMCAT, Naukri etc.,

- Similar to HackerNoon and GeeksforGeeks, Quantum Realm can elevate its status in the **industry by offering badges that act as industry benchmarks.** Holding a specific badge, like the hypothetical APM badge, could **qualify individuals for interviews** in corresponding roles, such as Associate Product Manager.
- Quantum Realm extends beyond individual skill development, **offering companies a unique B2B opportunity.** Organizations can purchase the game for their employees, empowering them to upgrade their skill sets and drive overall performance within the company.
- Apart from this, it also acts as a **learning platform** with a Gamified approach for various courses like BlockChain, AWS, etc., that we are going to roll out in the next phase.
- This data is fed to an AI-based model, which is used here to validate the attempted solution by the user, in terms of percentage and make the user move forward in the game.