

Demonstrating Senior Product Management Expertise

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Introduction

This case study walks through the **strategic, analytical, and executional** decisions made while developing the Exposter platform. By stepping through the three foundational documents **Product Requirements Document (PRD), Press Release FAQ (PR FAQ), and Business Positioning Strategy** this artifact demonstrates how senior product management principles shaped the solution. Each section highlights the thought process, methodology, and justification behind key decisions, proving **my impact as a Senior PM** in driving market success.

Positioning and Market Opportunity

Why I Created the Exposter PRD

The **Product Requirements Document (PRD)** serves as the foundation for any structured product development process.

The Exposter PRD was designed to:

- Validate the existence of a problem: Studies showed that **70 to 80 percent of professionals experience imposter syndrome**
- Define our target users: Research identified young professionals, consultants, and executives who struggle with self-doubt
- Establish the solution scope: The MVP would include **personalized assessments, guided action plans, gamification, and community engagement**

The decision to focus on **a web-based tool with gamification elements** was driven by:

1. **Behavioral science research** Repetitive positive reinforcement helps shift self-perception
2. **Scalability considerations** A web-based approach allows **low-cost user acquisition** compared to live coaching or therapy
3. **Competitor analysis** Other solutions lacked **interactive, dynamic content**, which would differentiate Exposter

Defining Market Size and Revenue Potential

The **market sizing analysis** included:

- **TAM Total Addressable Market** 500M plus professionals experiencing imposter syndrome
- **SAM Serviceable Addressable Market** 100M professionals actively seeking professional development tools
- **SOM Serviceable Obtainable Market** Initial goal of acquiring 5M users within three years

Pricing was set at **\$2 per month or \$20 per year** based on:

- **Competitive positioning** Affordable for mass adoption
- **SaaS retention benchmarks** A low monthly fee improves **stickiness**
- **User willingness-to-pay analysis** Surveys indicated professionals would pay for ongoing self-improvement content

Executing the Vision PRD to Go-To-Market

How the PR FAQ Communicates Market Positioning

The **Press Release FAQ PR FAQ** helped align internal and external stakeholders on our market positioning

- Defined **the problem** in an accessible, engaging way
- Established **Exposter's differentiation** from other coaching or therapy-based models
- Shared compelling user testimonials to enhance credibility

The PR FAQ was crafted **before development was completed** to:

- Validate **product-market fit** and messaging through early feedback
- Align **marketing and product strategy** from day one
- Establish a **clear user onboarding journey**, ensuring every user touchpoint was aligned with the brand promise

Go-To-Market Strategy and Scaling Execution

A robust **go-to-market strategy** was essential for **user acquisition, engagement, and long-term retention** The launch playbook included:

- **SEO-driven content marketing** to attract organic traffic

- **Paid acquisition targeting professionals in high-burnout industries** tech, finance, healthcare
- **Strategic partnerships with career coaches** to enhance credibility
- **Gamification and behavioral nudges** to increase user retention beyond the 30-day mark

Early traction required to validate this approach:

- **10,000 plus users onboarded within three months**
- **85 percent retention rate** after 30 days
- **4.7 out of 5 average satisfaction score** based on surveys

Why This Showcases Senior PM Skills

End-to-End Product Leadership

This case study demonstrates a **Senior PM's ability to drive full-lifecycle product development**

- **Market discovery** Leveraging data, psychology, and competitive analysis to validate a business case
- **Strategic decision-making** Balancing technical feasibility, market demand, and business viability
- **Cross-functional collaboration** Aligning marketing, engineering, and leadership teams
- **Iterative execution** Using **A/B testing, user feedback, and behavioral data** to refine the product roadmap

Final Takeaway

The structured approach taken to develop Exposter's **from idea to PRD to PR FAQ validation to market execution** is a hallmark of a seasoned **Senior Product Manager**. By aligning vision with execution and ensuring **data-driven decision-making**, this case study serves as a prime example of strategic product leadership at scale.