

PRODUCT MANAGEMENT WORKSHOP AGENDA



**Objectives of
Workshop**



**Tell Us About
What You're
Building**



**Research
Recap**



**Exercise:
Identify & Solve
3 Product
Challenges**



**Expanded
Product
Roadmap**

October 30, 2019



TODAY'S OBJECTIVES:

Why Are We Here?

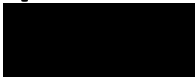
Gain a deeper understanding of the target user.

Present research and insights, along with corresponding product and marketing inputs.

Apply the research to three of the most pressing product engineering challenges.

Better collaboration between product, marketing and sales teams around one goal: slinging 



Provide a framework with the right specifics the engineering team needs to take the  **offering from a good product to a GREAT one.**

TELL US ABOUT WHAT YOU'RE BUILDING

- WHAT'S WORKING AND WHAT'S NOT?
- ARE YOU WORRIED ABOUT ANYTHING? (EX: BUILDING THE
■ WRONG FEATURES?)
- WHAT ARE SOME CHALLENGES YOU'RE FACING?
- WHAT DO YOU WISH YOU KNEW ABOUT YOUR
■ CURRENT/TARGET USERS?

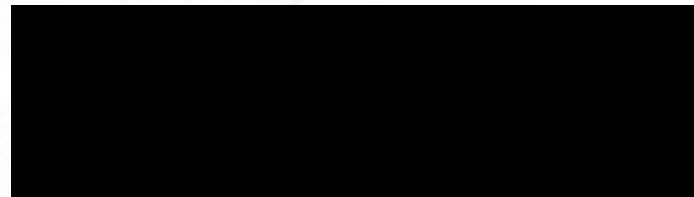




RESEARCH RECAP:

PURPOSE OF RESEARCH

- Gather the insights that will inform the development of
- Go-to-market launch plan and corresponding content strategy
- Game plan for build-out and alignment of [redacted] marketing and sales teams around the right buyer experience
- The buyer experience that will drive [redacted] adoption



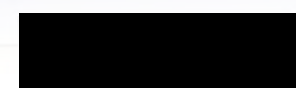


RESEARCH RECAP

SPECIFIC GOALS

- Identify values, trends, behaviors and more that motivate our target users.
- Identify challenges in the day-to-day job and industry in general.
- Identify specific uses/features that would motivate potential users to switch to a new [redacted] and adopt the new [redacted] system.
- Identify users' biggest concerns about using a new product.

GOAL ACHIEVED



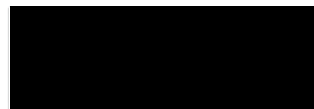


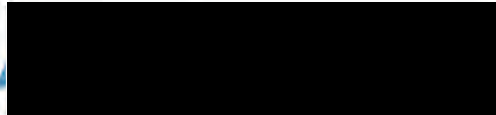
RESEARCH RECAP

TARGET USERS' BIGGER DESIRES

(They are looking for ways to...)

- ▣ Increase profit
- ▣ Increase efficiency
- ▣ Increase control over day-to-day job
- ▣ Decrease irregularities of day-to-day job
- ▣ Increase autonomy: No more relying on constant phone calls, dispatchers, brokers etc.





Day-to-day Problems

- Must rely on brokers/third parties to find freight.
- No control over day-to-day routine & schedule. Unknown load/unload times.
- Lack of trust that companies in the industry will be "fair."
- Unreliable payments and payment schedule.
- Lost eligible drive time when no freight is available to haul.
- Little driver autonomy; rely on third parties to schedule loads, communicate with shippers etc.
- Must rely on too many apps to get job done.

Solutions Provided By HL

- HL sends drivers loads based on their location.
- Allow drivers to [redacted] loads [redacted]
- [redacted]
- [redacted]

Transparency:

- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]



CUSTOMER

“MUST HAVES”

While [REDACTED] identified their biggest desires and goals, they don't think a solution currently exists (or in some cases, could ever exist). When asked whether they would try a new product/solution, they identified a few “must haves.”

Majority of drivers are willing to try out a new solution if it offers/establishes:

- Profit/More Money
- Exclusivity
- Fairness
- Trust
- Transparency
- Levels the playing field for small guys
- Driver Autonomy



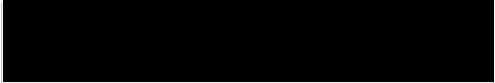
IN THEIR OWN WORDS:

What Drivers Are Looking For in a New Product

THINK: How can we build a product that offers each of these things?

“I would want them to be truthful. It’s always been a common saying in the trucking world that the easiest way to see if a dispatcher is lying is if his or her mouth is moving. It would be nice if someone would break this old saying. Just be truthful and honest.”




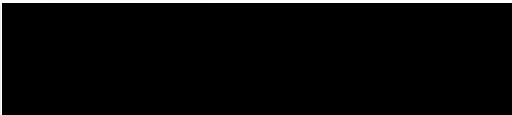


“I’m looking for profit margins and also the driver’s comfort and his home time.”

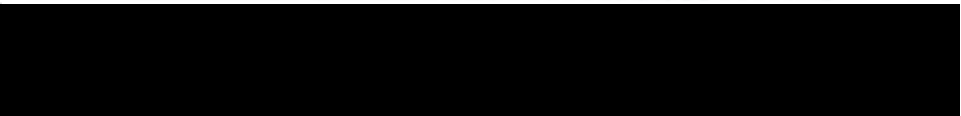
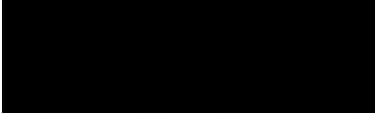
“It would be good to see less deadhead and time waiting.”

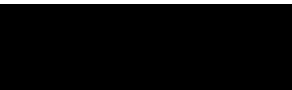
“Signs of it working would include more load options to choose from, less time spent on the phone and searching load boards, and no loads canceled.”





“Good freight pays a fair and sometimes excellent rate. Bad freight is just cheap and is usually a result of greedy brokers or tightwad shippers.”

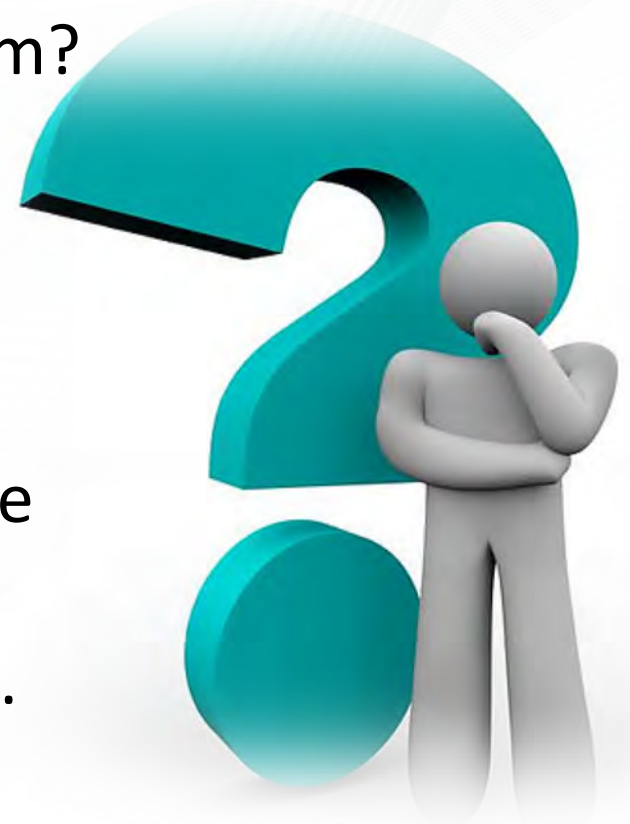
“My ideal app would  and find the  ds for us given the exact dates we want to be on the road and meeting all of our preferences and criteria.”



ABOUT THE PRODUCT:

Drivers Want to Know

- Will this allow my drivers to make more money?
- How will loads be viewed to choose from?
- Will the pay rates be available?
- [REDACTED] ?
- Is advanced fuel available?
- What are the pay options and how is the pay displayed?
- They're telling us exactly what to build...





WHAT THIS MEANS

We must think about what we can build – and what features to include – that can solve these challenges and meet drivers' biggest wants and needs.

DRIVER PROBLEMS/ CHALLENGES TO SOLVE



Exclusivity



Profit/\$\$



Fairness



Trust



Transparency



Level Industry Playing Field



Driver Autonomy



Less Wait Time



Good Freight

How can we build a product that solves these problems and desires?
What features would it need to have?

POTENTIAL SOLUTIONS/
FEATURES



Loads For You



Payments & Invoices



Schedule



About Haulynx



GPS



Messages



How To Use The HI App



HL Help Center



EXERCISE:

Apply Research to Solve Product Development Challenges

Part 1: Identify Top Challenges

- Identify biggest challenges: Using the blue sticky notes, write down your biggest challenges -- anything you consider an obstacle to creating the best possible product based on the current workflow and roadmap, as well as the research we've discussed.
- Present challenges to group: One person reads out challenges to the entire group.
- Vote on top 3: Using the large sticker dots, each group votes on the 3 challenges that they consider to be the most pertinent to solve (you can vote for your own).
- Rank challenges by votes: Challenges are ranked in order of votes.





EXERCISE:

Apply Research to Solve Product Development Challenges

Part 2: Solving Top Challenges

- Present top 3 challenges: These are the 3 biggest challenges each group will try to solve.
- Brainstorm solutions: Using the pink sticky notes, each group writes down as many possible solutions that they can come up with to solve each challenge.
- Present solutions: Place the sticky note solutions under each corresponding challenge on the white board
- Vote on solutions: Using the small sticker dots, each team member votes on his/her top 6 solutions -- 2 per challenge.
- Solutions ranked/prioritized: Solutions are rearranged to prioritize the ones with the most votes.

