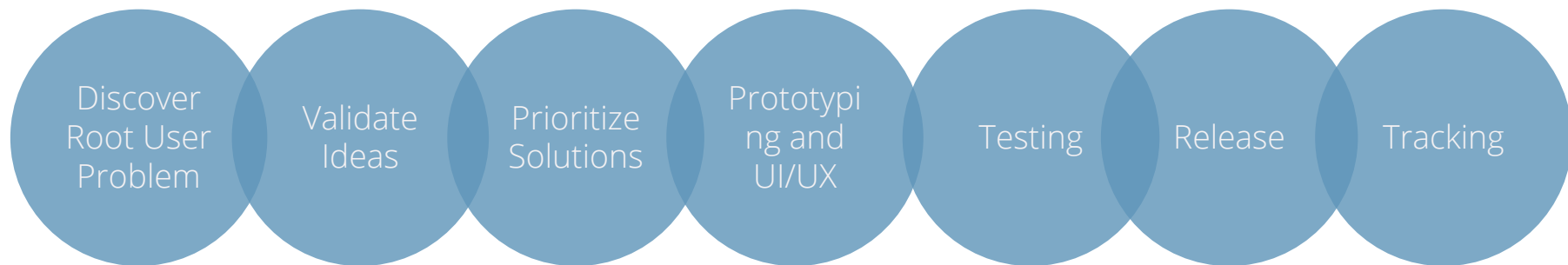


Monique Thomas

My Process

I trust the process. I believe every solution should stem out of an actual user problem. Some solutions are important and need to be tested even post release. **Discover, Validate, Prioritize, Test, Learn and Repeat** are the key levers I use.



My Education

EDUCATION

Master of Science, General Psychology, Grand Canyon University, December 2012

Bachelor of Arts, Univ. of North FL, July 2010

Associate of Arts, Tallahassee Community College, December 2003

PROFESSIONAL DEVELOPMENT

Product Management 10-week Bootcamp, General Assembly

Certificate of Completion, Agile with Scrum from bginner - Advd Project Mgmnt Agile

Basics of Scrum, Agile and Project Delivery, Udemy

Advanced Agile Scrum Master Training, Udemy

Technical Certificate, Data Science Technician I, Florida State College at Jacksonville

Certificate of Completion, Cisco Networking Associate (CCNA) Course, CED Solutions

Certificate of Completion, Change Management, HDI InformaTech

CERTIFICATIONS

Certified Project Manager

Certified Scrum Master

ITIL V4

My Skillsets

Agile | Benchmarking | B2B/B2C | Budgeting | Data Analysis | Deep Language | Diversity User Research & Design | Go to Market Strategies | Machine Learning | Market Analysis | Meeting Management | Natural Language Processing | Process Improvement | Product Management | Product Mapping | Product Positioning | Project Management | Relationship Management | Scrum | Staff/Team Management | Stakeholder Engagement | User Stories & Testing

Summary of Qualifications

- Proficient in both quantitative and qualitative research methods, with a demonstrated ability to gather and analyze data effectively.
- Proficient in SPSS statistical analysis software for data analysis and conducting in-depth interviews and focus groups.
- Skilled in presenting research findings in proposals, case studies or meetings, with a focus on user-centric perspectives.
- Familiarity with Qualtrics and SurveyMonkey survey programming platforms.
- Extensive experience conducting research in e-commerce and digital product development at Walmart.
- Proficient in using SQL commands for data querying and analysis.
- Strong understanding of design principles and patterns, with hands-on experience in applying them to create user-friendly and visually appealing interfaces. Proficient in using design software and prototyping tools to develop wireframes and mockups.
- In-depth knowledge of the modern software development process, including agile methodologies and continuous integration.
- Experienced in collaborating with cross-functional teams to ensure seamless integration of design elements throughout the development lifecycle.
- Familiar with the importance of considering design concerns such as scalability, usability, and accessibility.
- Adaptable and flexible approach to changing priorities, with a proven ability to effectively manage shifting deadlines and requirements.
- Skilled in prioritizing tasks, communicating with stakeholders, and adjusting project plans accordingly to ensure successful delivery.
- Able to maintain focus and deliver high-quality results despite evolving circumstances.

My Research and/or Products

Octro Poker
App

Scrib App

Literary
Connect App

Fictitious Case Study

Product: Scrib

A product for Publishing houses that wish to balance research, speed and quality.

Background

Scrib is a tool that can employ **generative AI** and assist teams in writing efficiently and grammatically correct. However, it can further be used to create more collaborative, smarter and faster writing experience for end users, especially by integrating it with generative AI tools such as ChatGPT and Bard.

Scrib relies on engagement with the user. Hence, the ideal northstar metric for the organization would be **#UsersInputs/Day**. Users input is if a user asks Grammarly for a correction, then that user would be counted in the northstar metric.

My objective in this case is to **improve the #UsersInputs/Day** i.e. the daily engagement level per user.

User Personas

I interviewed a few of my acquaintances around their usage for Grammarly and have picked them up as our key user personas



The non-native
english speaker

29 years of age, Associate Product Manager, Native to Bangladesh

Fluency in reading and understanding english but lacks writing skills

Needs a tool that can quickly write her thoughts as per the Product Requirement Document Template



The Old School
Editor

45 years of age, Senior Editor of the NY Times

Fluent in reading, writing but gets to review the work only when it's submitted to him

Needs a tool that supports collaborative writing among teammates than individual work



Ultra critic uncle

65 years of age, Doctorate in Literature, Retired Professor

Fluent in reading and feels that there is a lack of research and human touch in recent written articles

He wishes that he could provide continuous feedback to the writers



The Busy Bee

24 years of Age, Junior copywriter in a fashion magazine.

Loves writing and researching on a specific topic

Wishes to have a tool that can do the grunt work of assimilating her research and then working on polishing the language

Root User Problems



Whenever I am writing, I sometime miss some obvious grammatical errors.



I should be able to suggest edits easily and review my team members' work before finally submitting to publishers.



I like a collaborative effort. I believe when people can share their thoughts freely, the best comes out.



I just have so much on my plate at times; writing something and delivering it fast takes away the essence out of it.

Solutions and Prioritization



Instant Grammar Correction Suggestions using third-party API integration such as Grammarly



Digital reviewal and approval process so that the best gets delivered to the end-customers

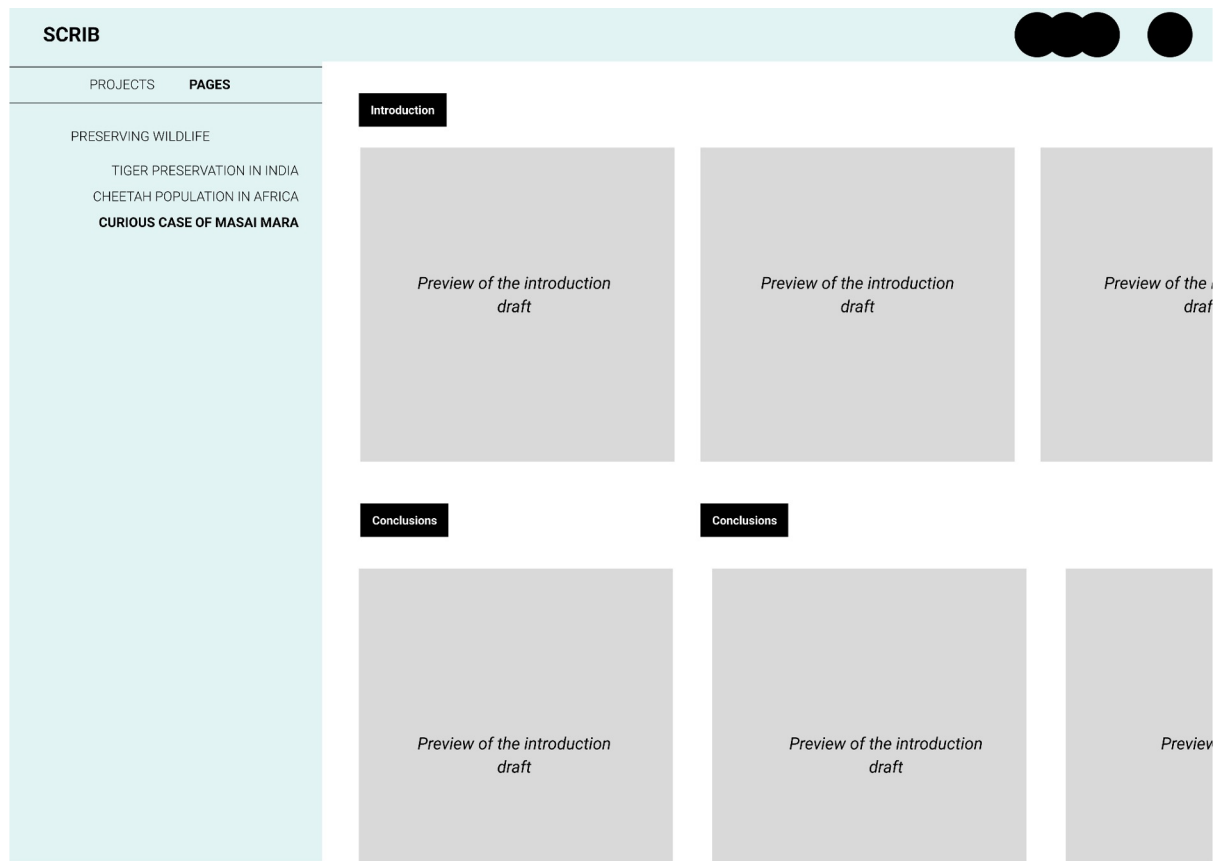


Infinite collaborative writing space for all team members



ChatGPT-integrated writing assistant for faster content generation

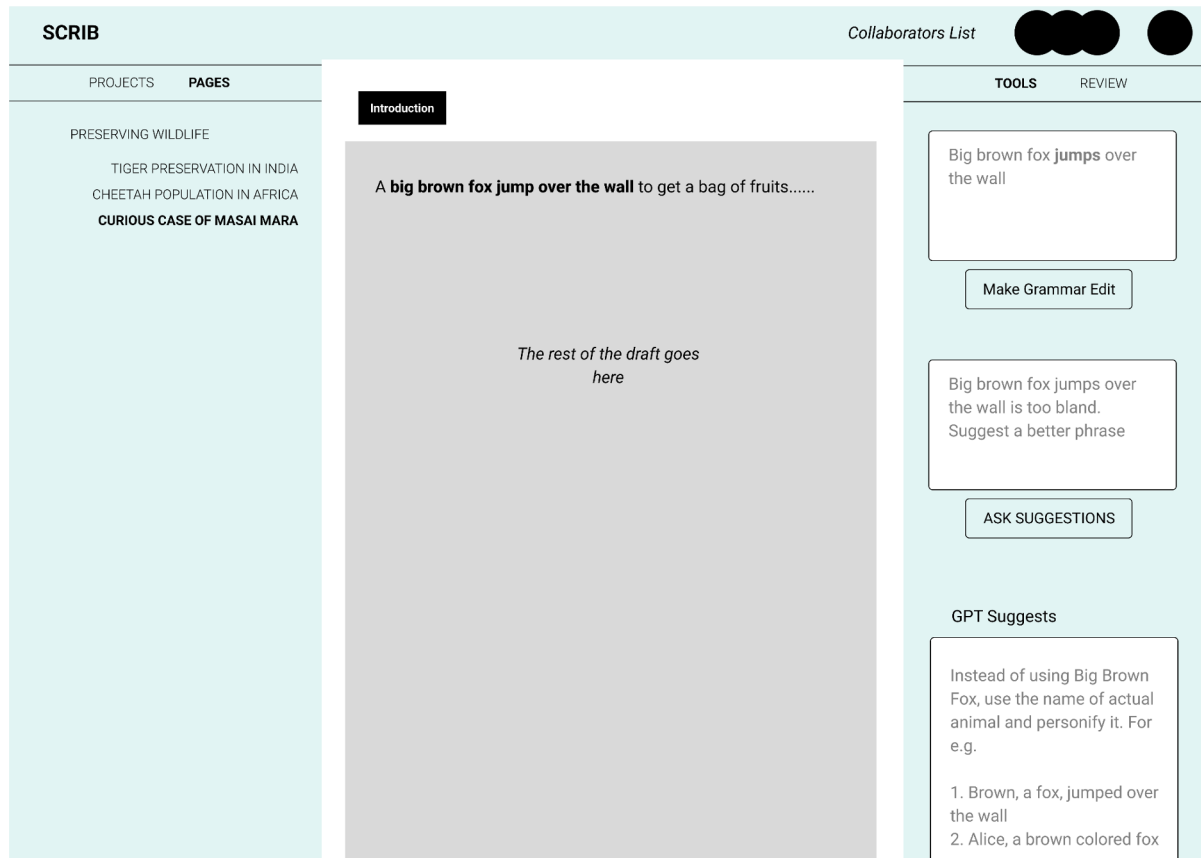
Wireframe - Collaborative Tool MVP



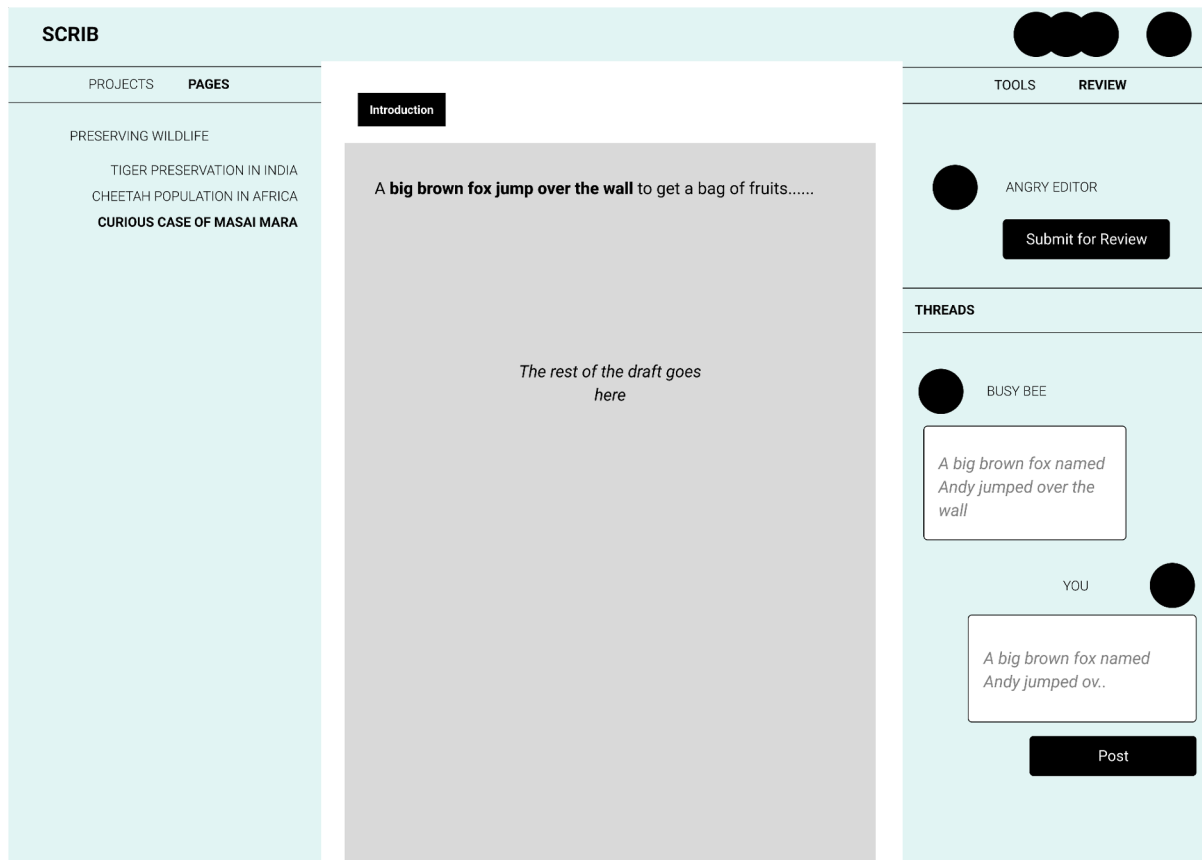
A collaborative workspace where all team members can work together on multiple copywriting projects.

Wireframe - Generative AI and Grammar Suggestion

Users can get grammar suggestions and use generative AI tools like ChatGPT when they are writing.



Wireframe - Get your work reviewed real-time



Get your tasks reviewed from your team members and chat with your team on the go.

Key Metrics to track

I believe that more the user is engaged with the platform, the more likely is that users' teammates will use it. This will improve user retention and ultimately, retained users will move to premium subscription models to generate LTV.

