

Assignment – B2B Product Manager

Note: Please do not use any AI tool to assist in responses, it shall be based on your understanding and past experience while secondary research on google is fine. Please substantiate your responses with relevant examples of your current company or context of Worxwide Consulting as examples.

WorxSquad Product Manager Assignment

Objective: Evaluate product management skills across research, ideation, design thinking, and GTM execution for a B2B productivity SaaS platform tailored to an industry-specific use case.

✓ Background

WorxSquad is a unified digital workplace for professional service firms—helping teams collaborate better across **project management, resource planning, financials, and client management**. You can explore the existing product at www.worxsquad.com.

Currently, the product caters to multiple professional services, but we want to enhance its **vertical-specific use cases**.

Assignment Scope

PART 1: Product Review & Feature Gap Analysis

- Explore the current **WorxSquad website and feature set** (esp. project/task management, checklists, workflows, reporting).
- Identify what currently works and what's missing for an **industry-specific workflow**.
- Choose **one of the following industries**:
 - **Marketing Agencies**
 - **Construction Engineering Services**

Deliverable:

- A 1–2 page feature audit and gap analysis for your chosen industry.
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PART 2: Use Case Ideation + Feature Design

- Define **1 key use case** for the chosen industry under the **project/resource management module**.
- Describe:
 - Problem statement
 - Workflow overview (from task creation to delivery)
 - Stakeholders and roles
 - Suggested enhancements in:
 - Task templates
 - Workflow automation
 - Industry-specific fields or checklists
- Create a small figma UI **wireframes or mockups** (Figma/sketches/screenshots) for the proposed solution.

Deliverable:

- A brief concept note (2–3 pages or slides) + wireframes/mockups for the new use case.

PART 3: Go-To-Market (GTM) Strategy

Create a **3-6-90 Day GTM Action Plan** to launch this new industry-specific feature.

Deliverable:

- A GTM slide deck (4–6 slides) or written doc with clear goals, channels, metrics, and key actions.

Evaluation Criteria

- Research depth on chosen industry
- Product thinking and user empathy
- UI Design in Figma
- Simplicity and clarity of design
- Strategic thinking in GTM plan
- Communication and storytelling

You can email this assignment to talent@worxwide.com

