INTERNSHIP REPORT
ON

"Product Management"
From 1-Jan-2022 to 10-May-2022

Submitted to-

MADHAV INSTITUTE OF TECHNOLOGY AND SCIENCE GWALIOR

(A govt. Aided Autonomous Institute under RGPV, Bhopal (M.P) Established in 1957)

IN PARTIAL FULFILLMENT FOR REQUIREMENT FOR THE AWARD OF THE DEGREE OF

BACHELOR of TECHNOLOGY

In

CIVIL ENGINEERING

2018-May 2022

Submitted By–

NIPURN RUNIJ – (0901CE181067)

FACULTY MENTOR-
Prof ADITYA AGRAWAL
Assistant Professor

Department of Civil Engineering, MITS, Gwalior

INDUSTRY MENTOR-
Mr. BHARGAV YALMATI
PRODUCT MANAGER, CUEMATH

CUEMATH

CUE LEARN PRIVATE LIMITED
CIN: U72900DL2011PTC220728

Date:19-May-2022

Employee Name: Nipurn Runji
Employee Code: CL/INT/21/1142
Designation: Intern
Function : Product & Tech
Location: Bangalore

Subject: Relieving cum Experience Letter

Dear Nipurn

This is to certify that you have worked with Cue Learn Pvt. Ltd. as an Intern, Product & Tech for the period from 1-Jan-2022 to 10-May-2022. During this tenure, you were found to be sincere, diligent, and hardworking.

We would like to wish you the very best in your future endeavours.

Yours sincerely,

For Cue Learn Pvt. Ltd.

Nisha Popli

Ms Nisha Popli
Chief Human Resources
OfficerCuemath

info@cuemath.com | www.cuemath.com | D-58, Basement Kalkaji, South Delhi - 110019, New Delhi. 7349292735

RECOMMENDATION

It is hereby recommended that the Internship report entitled — Product Management which is being submitted by Nipurn Runij completed under the mentorship of Prof. Aditya Agrawal may be accepted in the partial fulfillment of the award of the degree of Bachelor of Engineering in Civil Engineering.

Date: 2/2/2022
Place: Gwalior

Name: Nipurn Runij
Roll No: 0901CE181067

Faculty Mentor
Prof. Aditya Agrawal
Civil Engineering Department
MITS, Gwalior.

Forwarded By:-

Prof. M.K. Trivedi
Prof. and Head
Civil Engineering Department
MITS, Gwalior

HEAD
Civil Engg. Deptt.
M.I.T.S. Gwalior

ACKNOWLEDGEMENT

When it comes to properly acknowledge someone's support and assistance, it may be a challenging undertaking, chiefly when the support offered is so wholehearted and unwavering.

I am eternally grateful to my renowned guide, **Prof. Aditya Agrawal,** Assistant Professor of Civil Engineering Department, MITS Gwalior.

Also, I would like to thank **Dr. M.K. Trivedi,** Head of Civil Engineering Department, MITS Gwalior, and all other academics and staff members of MITS Gwalior's Civil Engineering Department for their unwavering support throughout the project.

I am really grateful to **Dr. R. K. Pandit,** Director of MITS Gwalior, for establishing an outstanding institutional environment and for giving all facilities and assistance in the preparation of my dissertation. I also acknowledge with gratitude to our supporting **Mr. VIKRAM RAJPUT** for providing the facilities needed for the accomplishment of this project.

I take great pleasure for my institute **Cuemath, Banglore** for providing the opportunities.

The environment of the company has been a valuable experience for me. It has provided an opportunity to learn at our own pace in our discipline of interest. I would like to thank all those who helped me during different stages of the completion of this project.

Abstract

Product management is a process that focuses on bringing a new product to market or developing an existing one. It starts with the product vision the customer will work with and ends with a product success test. Product management includes business, product development, marketing, and sales.

The world is completely filled of problem statements and role of a product manager is to identify them and come up with the accurate solution for it. So that that can benefit the organization and also can improve the Its Operations and value.

To deal with problem statements one must know the reason of problem statements. And why they should work on it and what they will get in return. To identify all of these a PM needs to study various things such as consumer needs, market research, Testing's.

In my Industry Cuemath I learned how to figure out problem statements in on going system and how come up with solution for t and also how to make existing system even more market fit.

Abstract in Hindi

उत्पाद प्रबंधन एक ऐसी प्रक्रिया है जो एक नए उत्पाद को बाजार में लाने या मौजूदा एक को विकसित करने पर केंद्रित है। यह उत्पाद की दृष्टि से शुरू होता है जिसके साथ ग्राहक काम करेगा और उत्पाद सफलता परीक्षण के साथ समाप्त होगा। उत्पाद प्रबंधन में व्यवसाय, उत्पाद विकास, विपणन और बिक्री शामिल हैं। दुनिया पूरी तरह से समस्या बयानों से भरी हुई है और एक उत्पाद प्रबंधक की भूमिका उनकी पहचान करना और उसका सटीक समाधान निकालना है। ताकि वह संगठन को लाभ पहुंचा सके और इसके संचालन और मूल्य में भी सुधार कर सके। समस्या कथनों से निपटने के लिए समस्या कथनों का कारण जानना आवश्यक है। और उन्हें इस पर काम क्यों करना चाहिए और बदले में उन्हें क्या मिलेगा। इन सभी की पहचान करने के लिए एक पीएम को उपभोक्ता की जरूरतों, बाजार अनुसंधान, परीक्षण जैसी विभिन्न चीजों का अध्ययन करने की आवश्यकता होती है। मेरे उद्योग क्यूमैथ में मैंने सीखा कि कैसे चल रहे सिस्टम में समस्या के बयानों का पता लगाया जाए और टी के समाधान के साथ कैसे आना है और मौजूदा सिस्टम को और भी अधिक बाजार में फिट कैसे बनाया जाए।

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Chapter 1: Weekly Report

Week 1	Learnt about Cuemath
Week 2	Understood the Basic concepts of Ed-tech
Week 3	Understood How ed-tech works
Week 4	Understood Basics of PRD
Week 5	Started writing PRD's
Week 6	Leant how to work with depelopers
Week 7	Started giving requirements to developers
Week 8	Understood the Business of Ed-tech
Week 9	Deployed Basic Products
Week 10	Learnt about UI UX
Week 11	Basic of Designing
Week 12	Consumers Experience
Week 13	Managing Products
Week 14	Resolving Bugs
Week 15	Solved On-call Issues
Week 16	User Experience
Week 17	Customer Satisfiction
Week 18	Customer Interviews

Chapter 2 : Introduction to Cuemath & Overview

Cuemath is an international online Math school. We offer unique one-to-one and intelligent online Math classes in every way, specially designed for children ages 6-18. T.O.P. The Beat clings to its name- Only Place with advanced mentors, advanced courses and filled with a lot of fun in the Math learning Program.

Our goal is to change the way you think about Math. If you are looking for an online Math arena, Cuemath will be your perfect gateway to learning and playing Math games.

With our 1: 1 different online class, students can get individual feedback from professional mentors and play real- time with their peers.

We strive to help your child reach the milestone and succeed with the help of our dedicated teachers.

Cuemath is designed to give your child the best Math education from professional instructors, and train them with our easy-to-follow video lessons.

Chapter 2.1: What is Product Management

Product management is the business process of planning, developing, delivering, and managing a product or service. It encompasses the life cycle of the entire product, from vision to development to market. Product managers are responsible for ensuring that the product meets the needs of the target market and has an impact on business plans, while managing the product or products at all stages of the product life cycle.

Product management is a well-paid and profitable job. There are a variety of product management roles and responsibilities required, depending on the level of experience. Product management topics range from the entry level of the related product manager to the senior product manager who leads the entire product team.

Chapter 2.3: What is a Product and who are product managers?

A product manager integrates business strategy, design knowledge, and customer needs to develop a relevant, feasible, and relevant product. PMs focus on product development to meet business objectives and user needs while maximizing return on investment.

The product manager controls the entire white area around the product. Think of a product manager as a connective tissue - you are dealing with everything that falls outside the boundaries of any of the three key groups.

For example, an API product manager may have clients who are all engineers. That could mean that a product manager needs to be much better at technical skills.

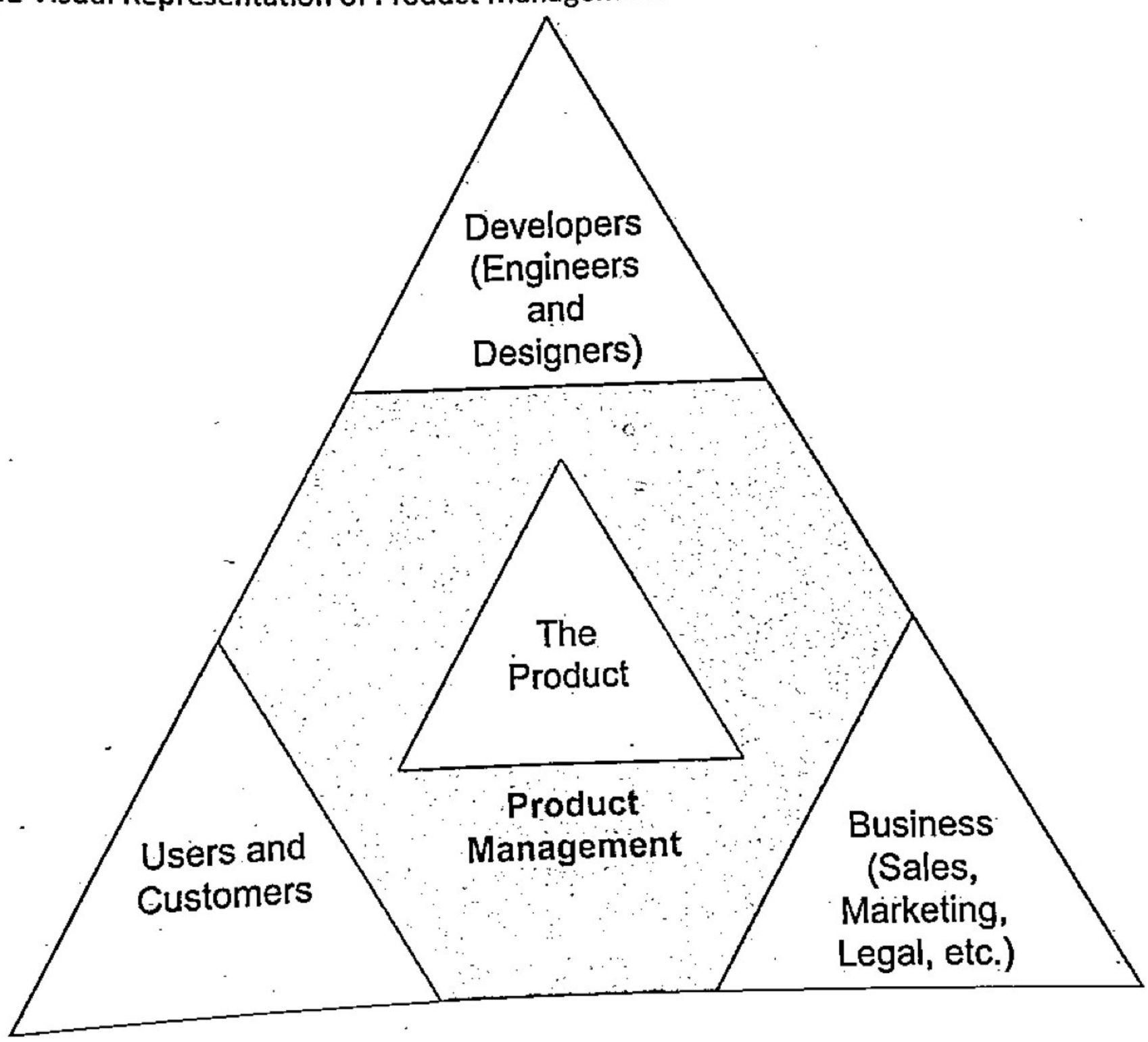
As a separate example, a consumer product manager may offer millions of customers, so you need to have a very high value.

As another example, a B2B product manager may only serve a few customers, so you need to be highly skilled

at managing changes, negotiating, and handling opposition.

Even within the same company, you can see different product managers, because each product manager manages a very different problem space. They work with different types of clients, different types of business partners, and different types of development teams.

Fig:1 Visual Representation of Product Management

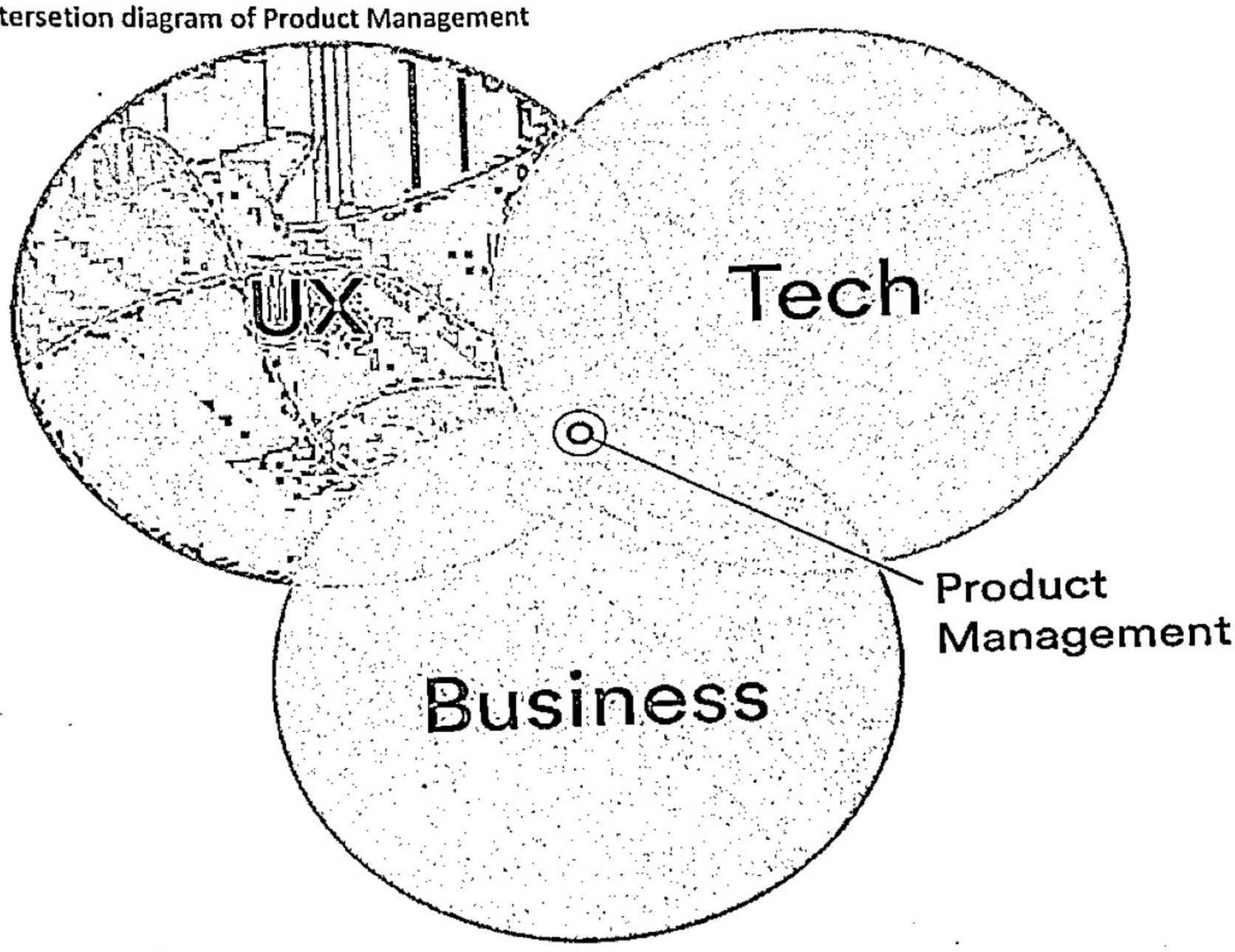


What Product Managers Do?

A product manager is a person who identifies the customer needs and major business objectives that a product or brand will achieve, defines the product's success, and assembles a team to turn that idea into a reality.

Product manager is the person who lies between the intersection of UX (consumer experience), Technology and Business.

Fig:2 Intersetion diagram of Product Management



Certain obligations vary depending on the size of the organization. In large organizations, for example, product managers are embedded within professional teams. Researchers, analysts, and marketers help collect input, while engineers and designers control day-to-day operations, design designs, test prototypes, and detect bugs. These product managers are extra helpful, but they also spend a lot of time including these participants after a certain idea.

On the other hand, product managers in small organizations spend less time getting everyone to agree, but most of the time they do handmade work that comes in handy and explains the concept well.

Overall, however, a good product manager will spend his time on a few tasks.

- Understand and represent user needs.

- Market monitoring and development of competitive analysis.

- Explain the product concept.

- Aligning participants to a product vision.

- Prioritizing product features and capabilities.

- Creating shared minds across all major groups to empower independent decision-making.

Chapter 3: Understanding Consumer Needs

Understanding Consumer needs is the foremost important thing for a product manager. It is necessary to understand what consumer wants and how you can serve them the best. If you are not sure about the needs then how would you understand what to provide and what not to, on which things to focus more on?

Being Product manager one needs to understand the Jobs to be done.

In this world whenever a consumer purchase anything there's a specific they wants to get done through that.

Like if we go in market to purchase something, let's say a Chair then what's the job behind it to get done?

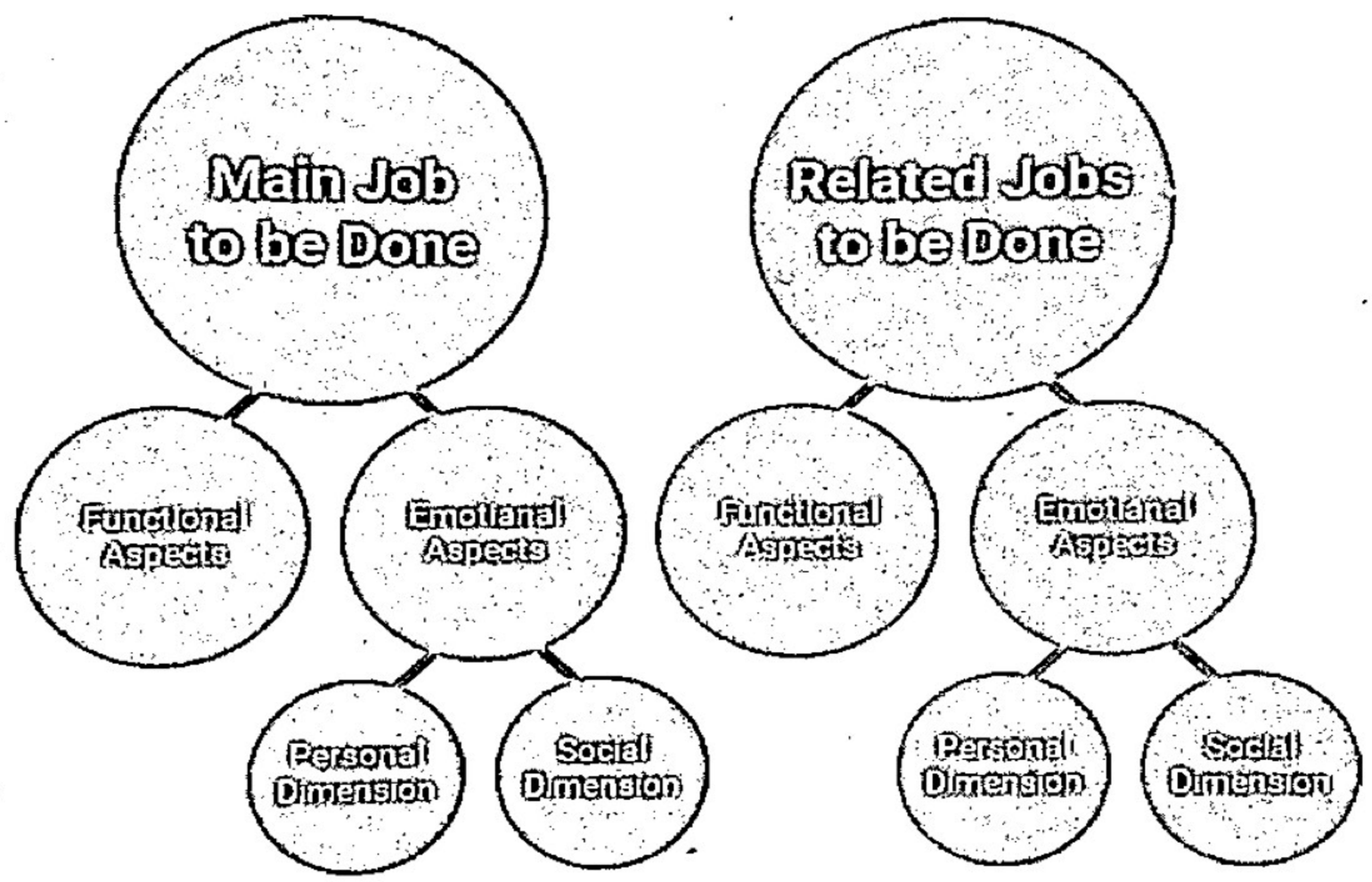
Here the answer is, the job you want to get done is that you want to sit, now it depends on your whether you want a relaxing chair that provides you the best comfort so you can sleep, or either you want a chair which doesn't let you sleep and keep you awake.

So this is how a product manager needs to understand that for what job to get done, consumer will hire your product or services, and how your services will be best for them to get their job done.

If you go in the depth of it it is a very huge topic of jobs to be done.
And this is what I got been allotted as a first task of my internship tenure.

I started with a Book- Jobs to be done by Anthony W. Ulwik, and this is what my first task was to understand consumer needs and what are desired outcomes and how they measure it.

Fig:3 Job To be done by Product Managers



Consumer Experience

A product manger is the one who is responsible for entire journey of a customer, After customer acquisition, product manager is responsible for smooth user experience, and this was my second task to understand and Improve the user experience.

When we discuss product manager responsibilities we discuss them in terms of Product Strategy, Product Description, Product Success (involvement in the development process) and Product Marketing. All of these measurements include customer issues.

Product managers should be able to involve the entire product team (including R&D and Sales) in producing, producing and monetizing at the customer's cost.
However, we rarely stop to think about how all of these client-related topics are connected, all of which become part of the larger customer image: Customer Travel.

The product manager is responsible for connecting the dots and creating a complete circle of Customer Travel for his product. The process of creating a customer journey takes place while creating the product and is responsible for the size of the product management

All the pieces are there, but assembling them is what makes the differenc

Writing PRD's

What is PRD?

PRD stands for Product requirements document.

Product managers often start with a product needs document (PRD). A product requirements document describes the product you are going to create: Specifies the purpose of the product, its features, its performance, and its behaviour.

PRD is basically used for product developments. Whenever a PM need any new feature in the product he writes customized PRD stating all the requirements in document, which also consist of UI/UX, wireframing etc.

How a PRD is created and what is included in it-

- Explain the Purpose of the Product.
- Separate Purpose by Features.
- Set Release Terms.
- Determine Time Line.
- Make sure Stakeholders Review.

Managing Product and Resolving Bugs

As product manager is surrounded with all its work such as product development, strategizing, Product planning, experience etc. but Along with that Bugs resolving is another distraction for a product manager in existing system.

At the end of the day, distraction is just another piece of work. Any time your team spends fixing a bug that doesn't spend time working on the next item on your road map. A product manager should always control their backwardness so that the next most important thing is at the top of the list.

Bugs resolvings consists a specific procedure within itself.

- Whenever a bug is reported to the team, it gets escalated to the PM
- PM checks whether the bug is actually a bug or its just a normal understanding issue.
- After classifying it as a bug PM themselves try to resolve first if possible, or else then escalate it to the Tech team.
- After the bug is escalated to the tech team, it then follows another procedure which is a channel
- A bug is reported in the channel and tech team gets tagged then due date is set for that.

- After getting the bug resolved Tech team set's the comment of completed task and write the RCA of bug and then again escalates back to the PM
- PM then test the bug in the Test environment and checks whether the bug is completely resolved or not.
- If it's resolved then PM ask the tech team to Push it live.

Key Projects

Streamlined the user journey on product, prepared the PRD's, found out the loop in the existing system.
Designed whole new UI/UX of the product along with the technical team as per the Client and Customers Requirement.
Worked on the different operational problem statements linked through the product.
Proposed some new policies and demonstrated various reforms.
Figured out bugs on day-to-day basis and found the root cause and got them resolved.
Designed a whole new feedback mechanism on product to understand user behaviour and performed the analysis for successful retention.

CONCLUSION

Internship at "Cuemath" provided me Practical Knowledge of Working of Industry and helped me to enhance my theoretical knowledge with practical application in engineering.

This training has been one of the most Interesting and productive experiencein my life. We gain here Industrial working and Experience amd Knowledge.I am sure that the Industrial has acchoeved its Primary objective and results to build a confident career.

ANNEXURE

I am very grateful for my institute mentor who helped me throughout my internship period. Whenever I was in any kind of trouble, he were always there to help me. They were in continuous contact with me and helped me to successfully complete my internship.

Prof. Aditya Agrawal

Assistant Professor

DEPARTMENT OF CIVIL ENGINEERING

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipum Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	1/1/22 – 15/1/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor					

Receiving Date	24/1/22	**Name of Faculty Mentor**		**Sign**	

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipurn Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	16/1/22 – 30/1/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor	Bhar				

Receiving Date	7/2/22	**Name of Faculty Mentor**	Antyen Tripathi	**Sign**	Antyen

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipum Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	1/2/22 – 15/2/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor					

Receiving Date	22/2/2022	**Name of Faculty Mentor**	Aditya K Agrawal	**Sign**	

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipurn Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	16/2/22 – 30/2/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor	Bhar				

Receiving Date	7/3/22	**Name of Faculty Mentor**	Aditya k Agarwal	**Sign**	

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipurn Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	1/03/22 – 15/03/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor	Bhargav				

Receiving Date	22/3/22	**Name of Faculty Mentor**	Aditya K Agarwal	**Sign**	Aditya

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipurn Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	16/03/22 – 31/03/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor					

Receiving Date	6/4/22	**Name of Faculty Mentor**	Aditya Agarwal	**Sign**	

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FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipurn Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/Duration	1/04/22 – 15/04/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor					

Receiving Date	20/4/22	**Name of Faculty Mentor**	Aditya Le Rajaso	**Sign**	

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipurn Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/Duration	16/04/22 – 30/04/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor					

Receiving Date	5/5/22	**Name of Faculty Mentor**	Aadya la Agrawal	**Sign**	

FORMAT

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Nipum Runij		Department	Civil Engineering	
Industry/Organization	Cuemath		Date/ Duration	1/5/22 – 10/5/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/ Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/ Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/ Topic					
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Bhargav Yalmati				
Signature of Industry Mentor					

Receiving Date	1/6/22	**Name of Faculty Mentor**		**Sign**	..

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR – 474005
(a Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to R.G.P.V. Bhopal)

Civil Engineering Department

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Roll No: 0901CE181067.

Mentor's name: Professor Aditya Kumar Agarwal.
Designation: Assistant professor,
Civil Engineering Department.

Forwarded by:-

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Civil Engg. Deptt.
M.I.T.S. Gwalior

Head of the department
Civil Engg. Depth.

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