

Vlad Ciocan

Product Manager

Agenda

About me

A few things about me and what I do.

Projects

Here you will find a part of my latest projects and work.

How to contact me

Want to know more about my work or future colaboration? **[Get in touch.](#)**

ABOUT ME

Hi, I'm Vlad,

a **Product Manager** who profoundly understands the business and the customer to identify the right opportunities to produce value.

- I share a passion for technology and innovation.
- I have held roles in agencies, start-ups, and global brands and have worked with companies such as BAT, PepsiCo, Wrigley, Mercedes Benz, BMW, Bayer, Unilever, ProSiebenSat.1, Johnson & Johnson, Austrian Airlines, ING, and Volksbank.
- I've got 9+ Years of Professional Product Management and Digital Marketing Experience and 16+ years of total work experience.
- I also do Marketing, Video Editing and Playing Football as a hobby.



SysAgria

Sysagria offers high-precision weather and agronomy solutions adapted to all types of crops.

They are reducing potential crop losses by warning of diseases risk.



Transforming an Agricultural Platform into a SaaS Solution

Project Case Study

2020-2022

My Role

Lead the product strategy and vision for the new interface of the SysAgria product.

I worked with the stakeholder and product designer to expand the product vision from collecting and displaying agro-meteorological data to a work planning tool and complete forecasted plan protection.

I managed the product through the various stages of concept, user interviews, strategy, prototypes, and initial MMP.

Team

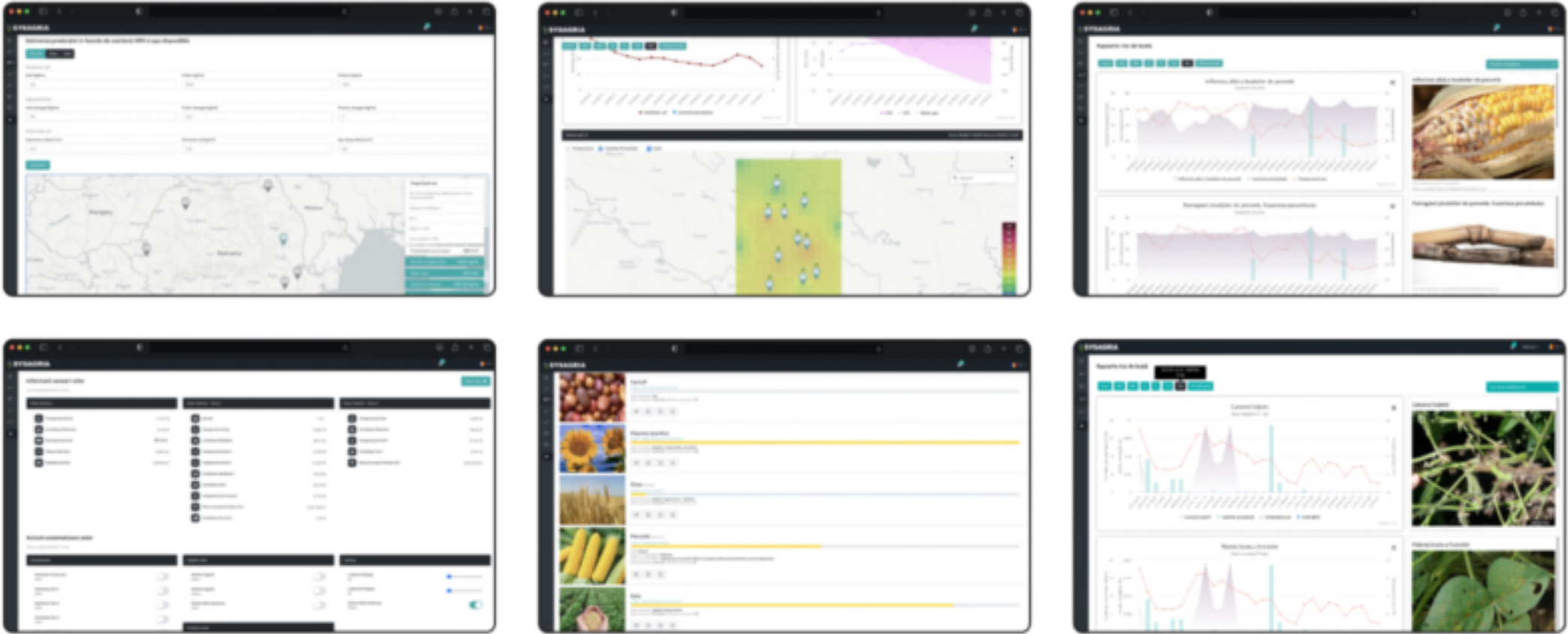
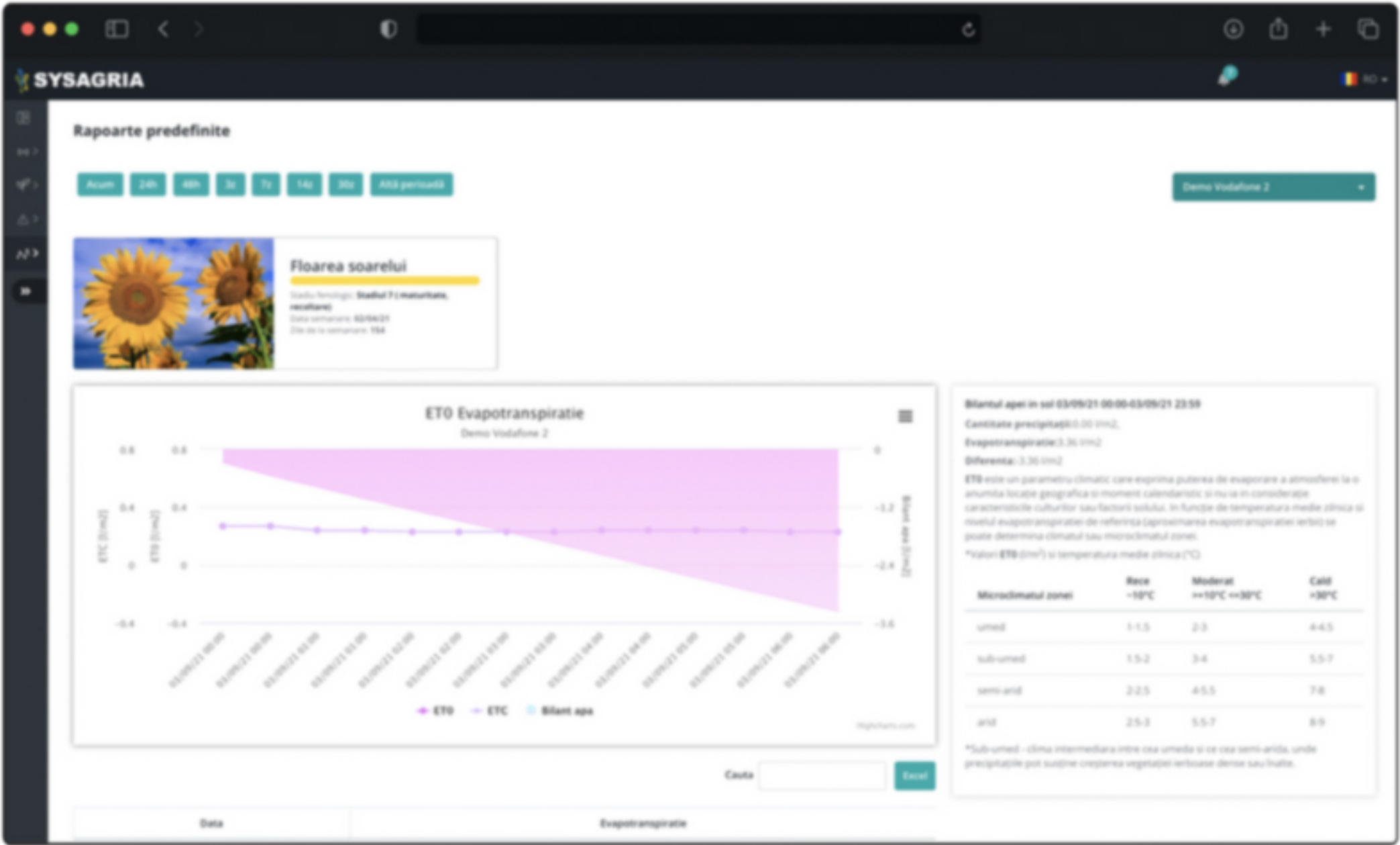
A multi-disciplinary team of 10 people (Product Designer, UX Researcher, Engineers, Legal Team, Agronomist, Marketing and Sales)

Timeline

December 2020 - February 2022

The Problem

- The platform was hard to understand by the farmers.
- Provided too much raw data
- Farmers do not understand the impact on their business when using the platform.



Business Goals

What we wanted to achieve

- Transform the actual platform in to a SaaS
 - Creating a new pricing strategy and implementing it in a way that is useful and understood by farmers.
 - Shape the customer's discovery experience from the first touchpoint until the final work planning ecosystem
 - Identify new features helpful to farmers by solving a real need.
 - Creating MMP (Minimum Marketable Product)
-
- Post implementation, improve funnel performance, customer engagement/user retention, using analytics & customer insights.

Business Goals

Metrics we used to measure the success

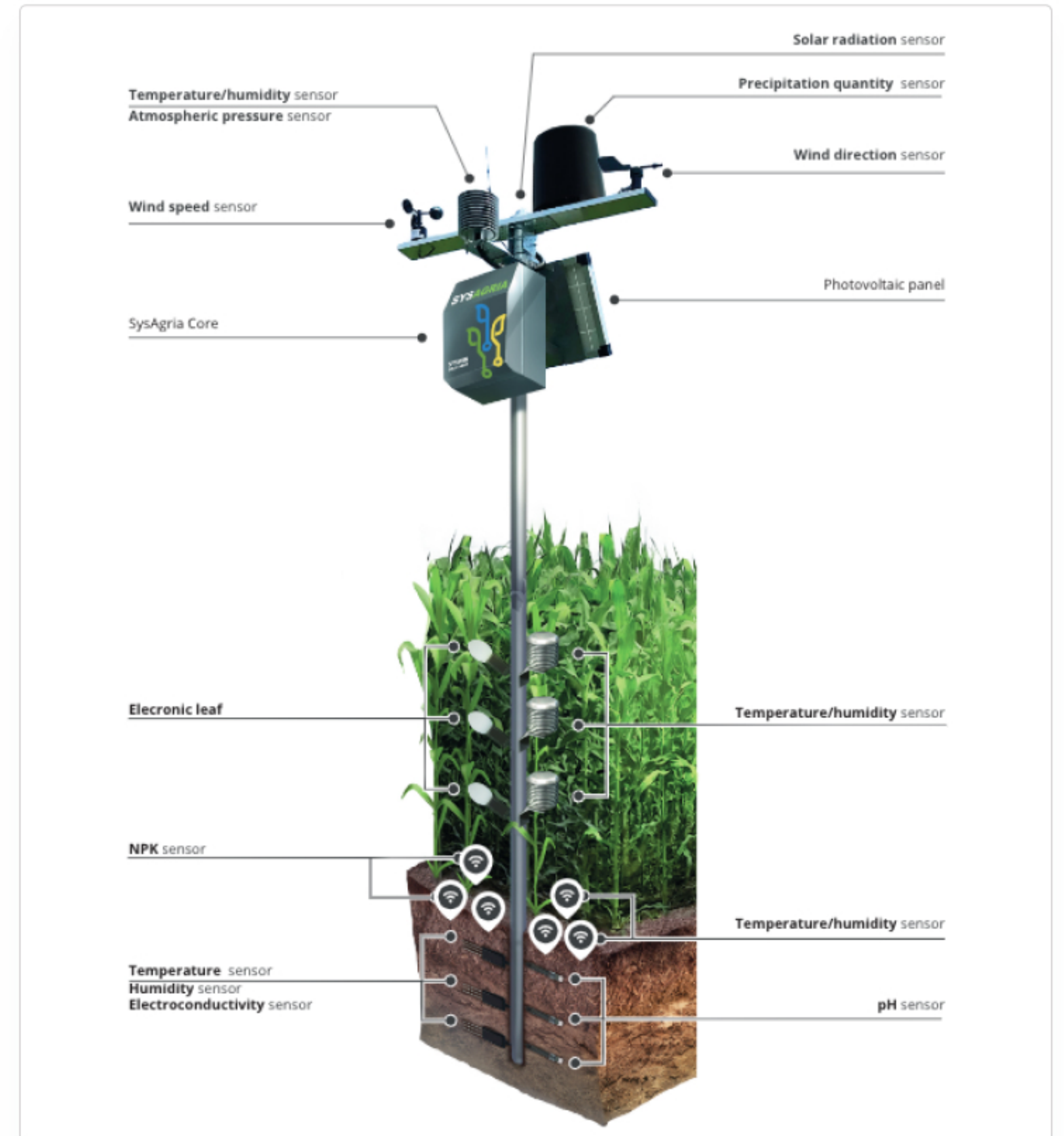
- Convert 25% of the farmers to registered to a free plan
- Increase customer satisfaction score from 35% to 75%
- Migrate the actual customers to the new platform until end of Jan 2022

Understand the Product & Business & Customer

SyAgria's mission is to build the best platform for farmers to make their work easier and cost-effective.

Focused around “What data should we measure in crops?”

A platform for precision agriculture that sends the most important data about crops and offers the best recommendations to farmers.



Product Process

High-Level Features

I start the process by understand each of the core features and function of the platform.

- Web platform
- IoT device
- API Server side



First, enter your email

Continue

Already using SysAgria? [Log in here](#)



Product Process

Competitive Analysis

Was important to study the competitors:

- products and services
- market share
- strengths and weaknesses
- customers reviews



Product Process

Customer interviews

To get a better idea of the specific issues, together with the marketing team, we participated in the most significant agricultural fair.

→ 25 farmers

→ 15 min/session



Product Process

Customer interviews

I conducted customer interviews with actual clients to better understand their needs.

→ 10 remote interviews

→ 45 min/session

→ 2 on-site interviews

→ 60 min/session



Product Process

Understanding what matters

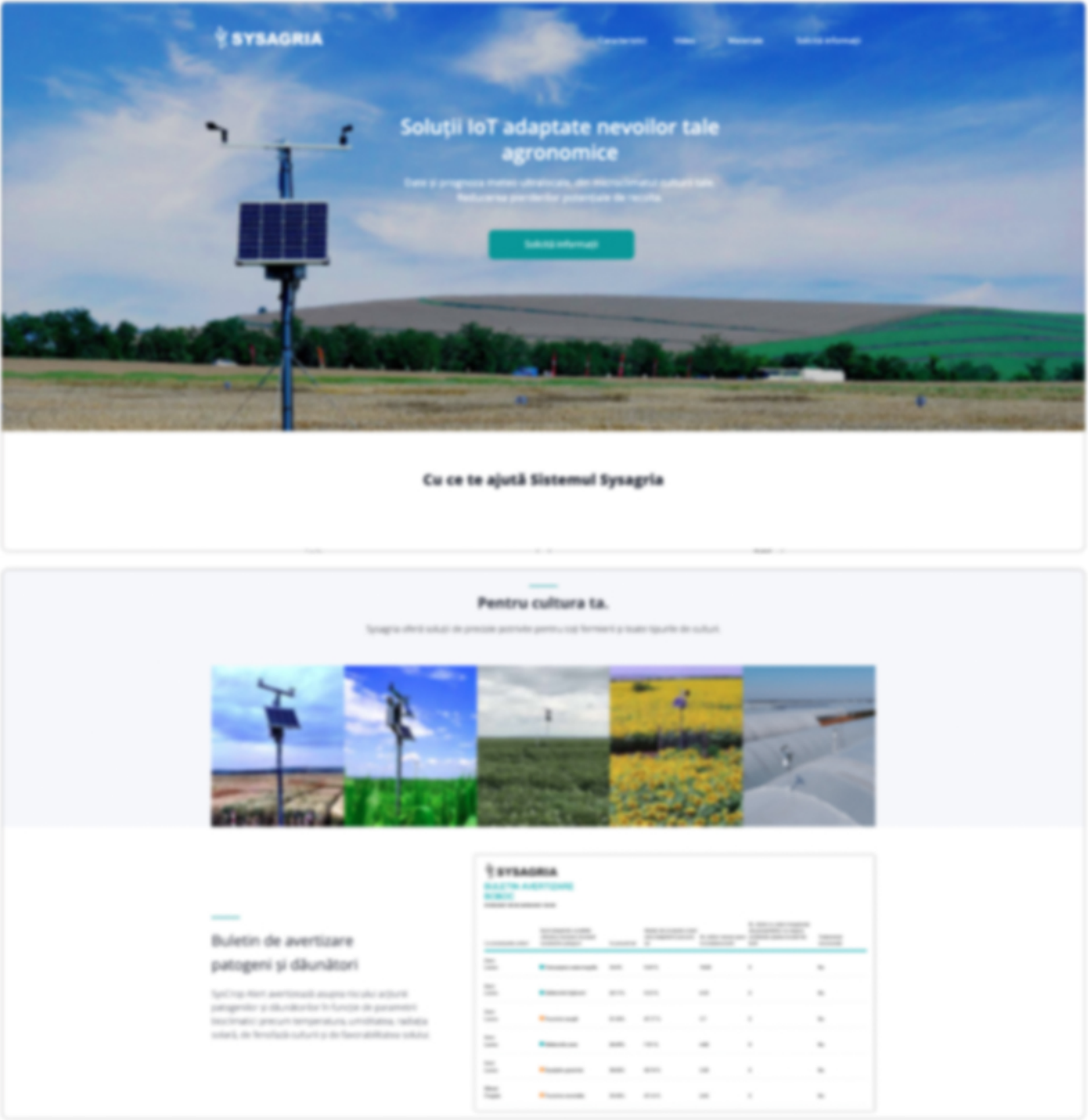
- analyse user testing insights
- redefining user personas
- brainstorm list of solutions
- create a list of features
- project feasibility
- specifications
- product requirement document



Product Process
Customer interviews

I created a marketing campaign to test the brainstorming ideas.

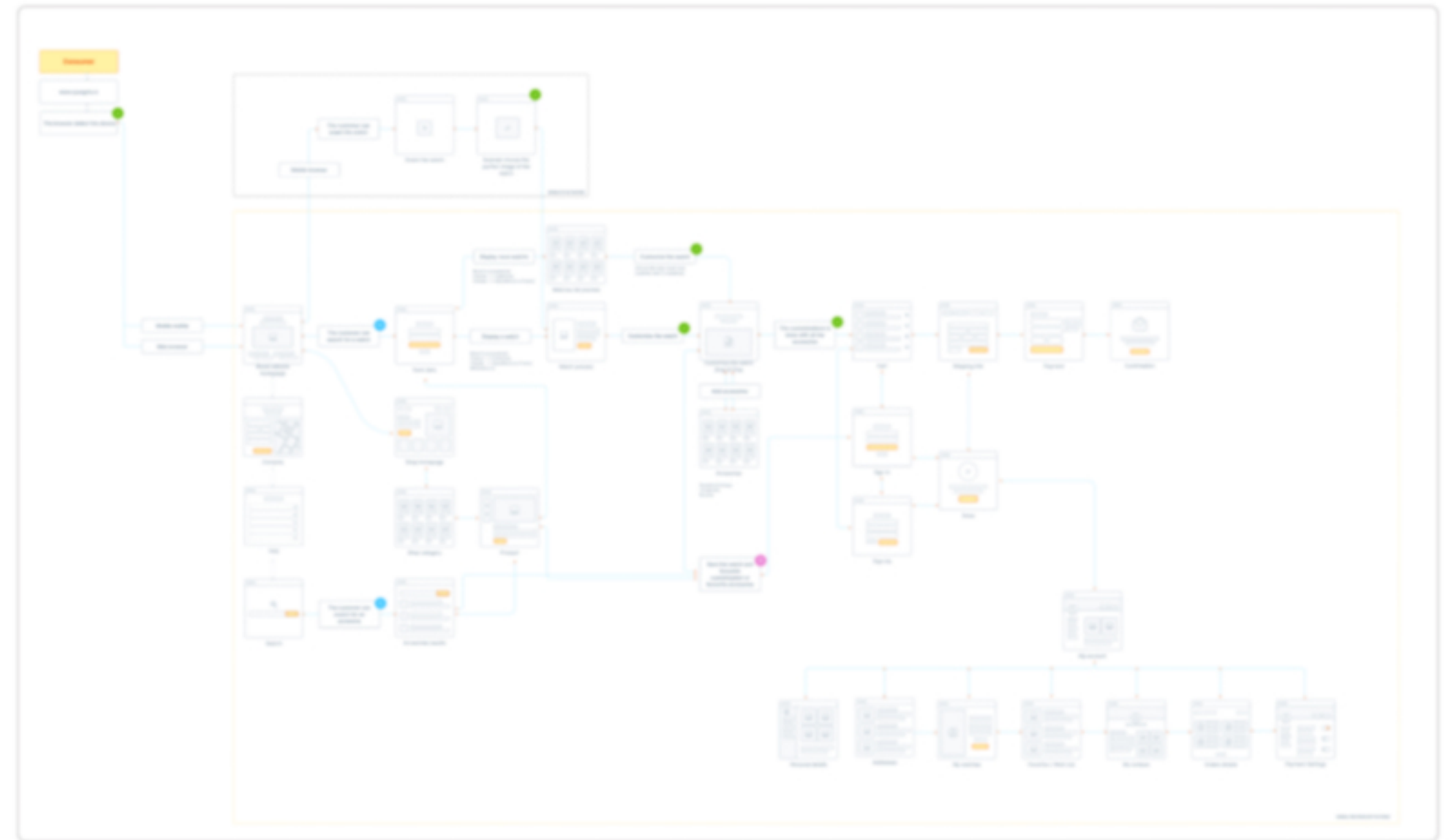
- 50 farmers
- 15 min phone sessions



Product Process

Users Flow & Customer Journey

- Physical journey
- Discovering opportunities and pain points
- Creating a single vision



Product Process
Low-fi prototype

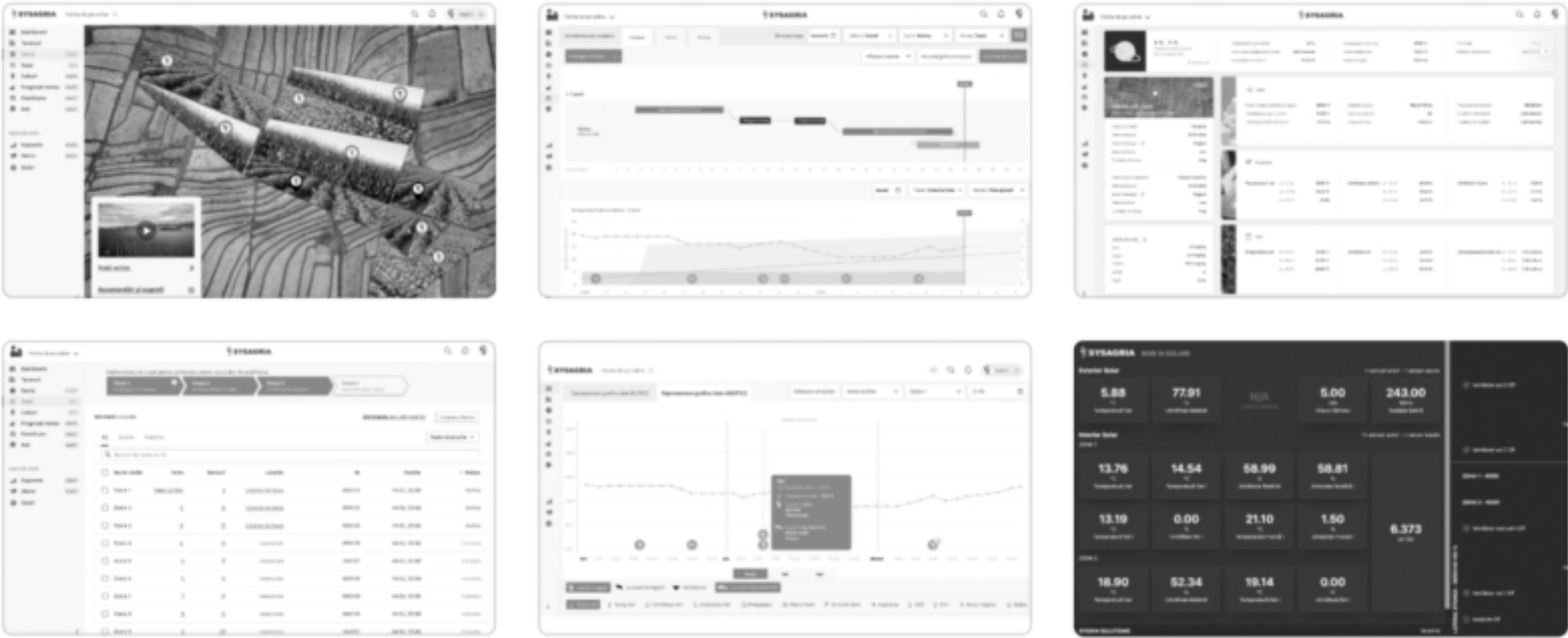
Creating hand-drawn sketches allowed us to explore the look and feel of the app before creating higher-fidelity prototypes.

Creating sketches also provoked discussion around the information architecture of the app.



Product Process
Interactive prototypes
& usability testing

I created over 200 screens, tested with customers and the internal team, and explored improvement opportunities.

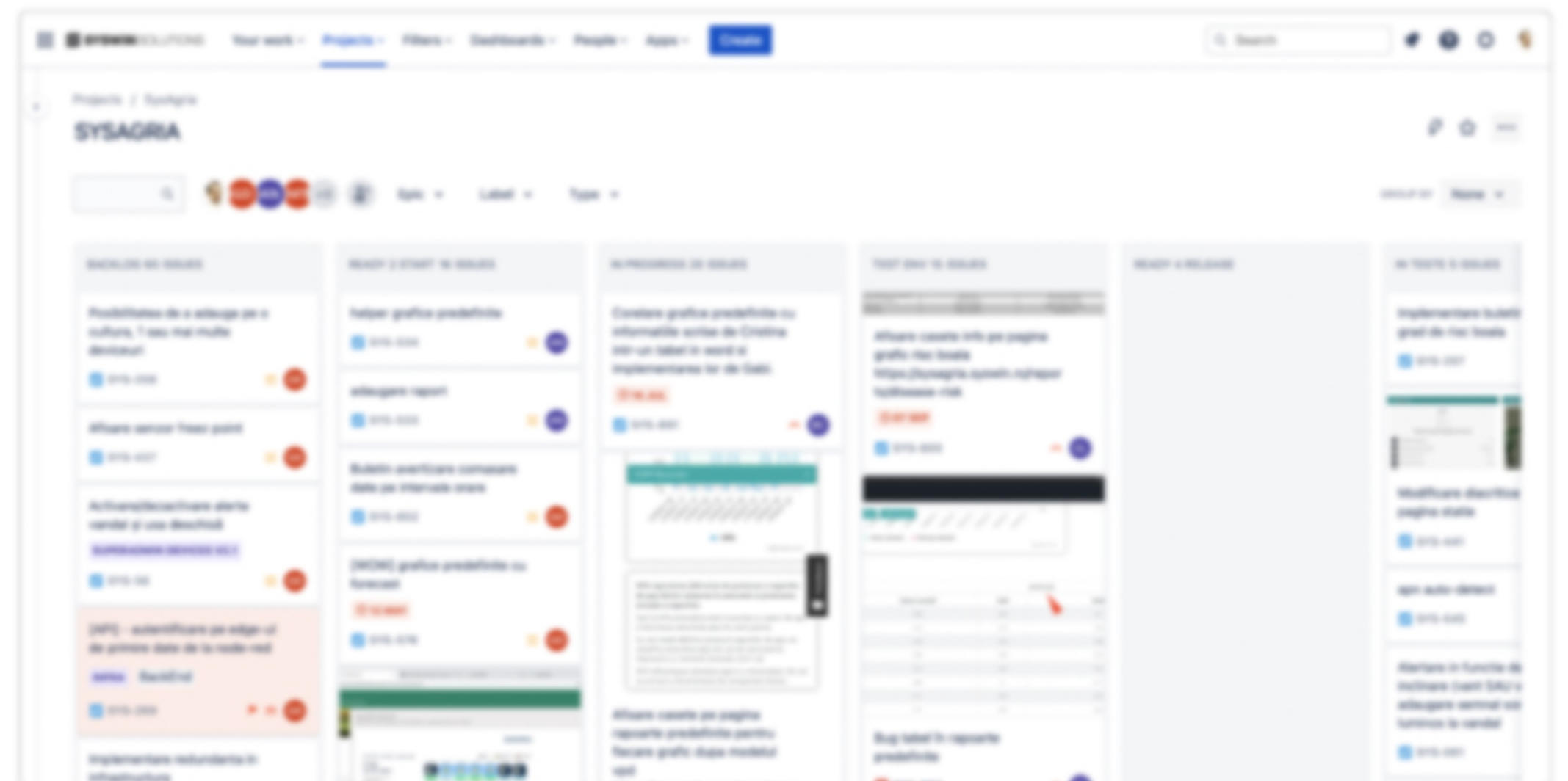
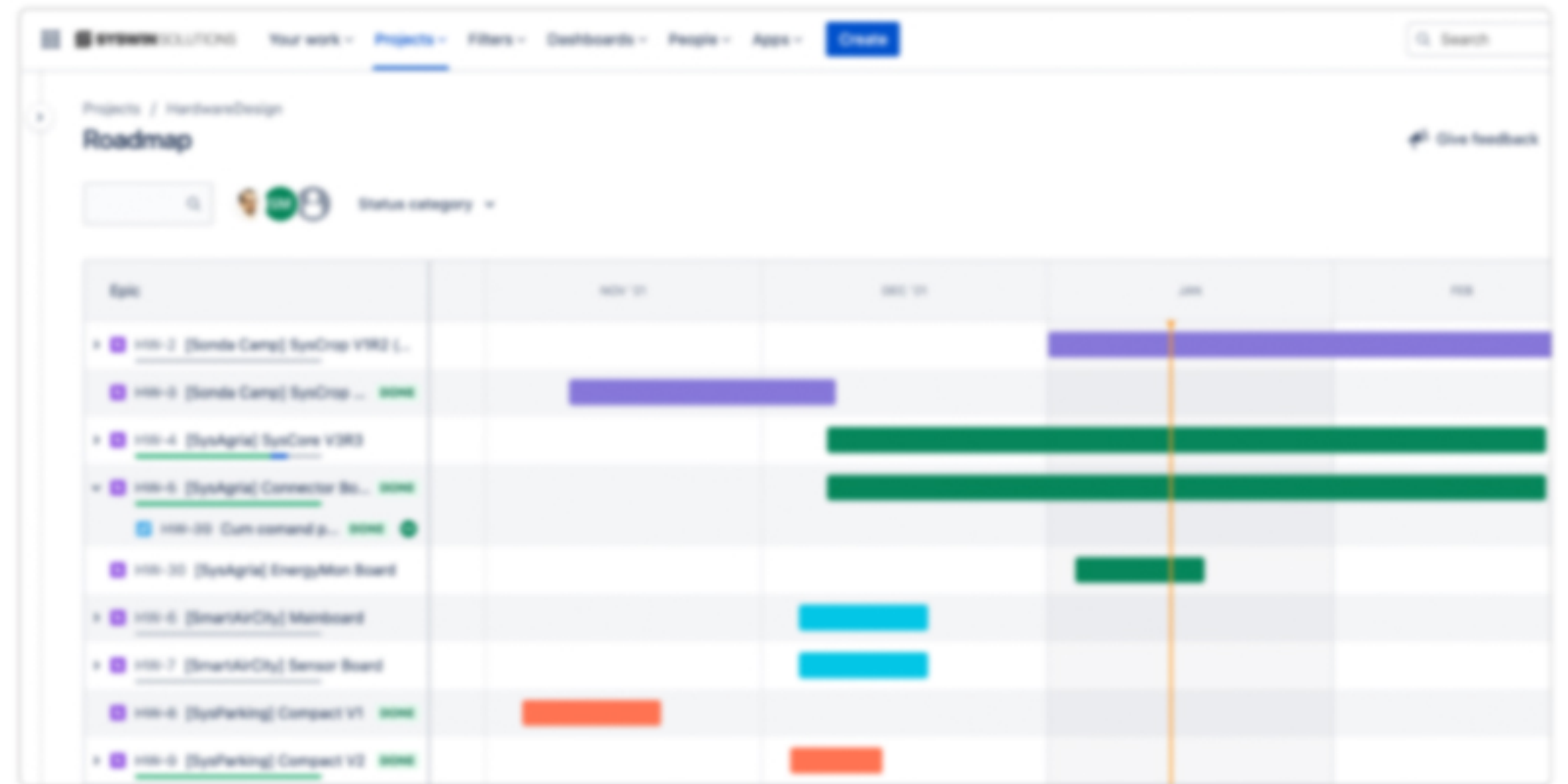


Product Process Roadmaps

Created and maintain the product life cycle by explaining what needs to be done and when and how the whole process will occur.

I have defined and prioritized the features required to launch an **MMP**.

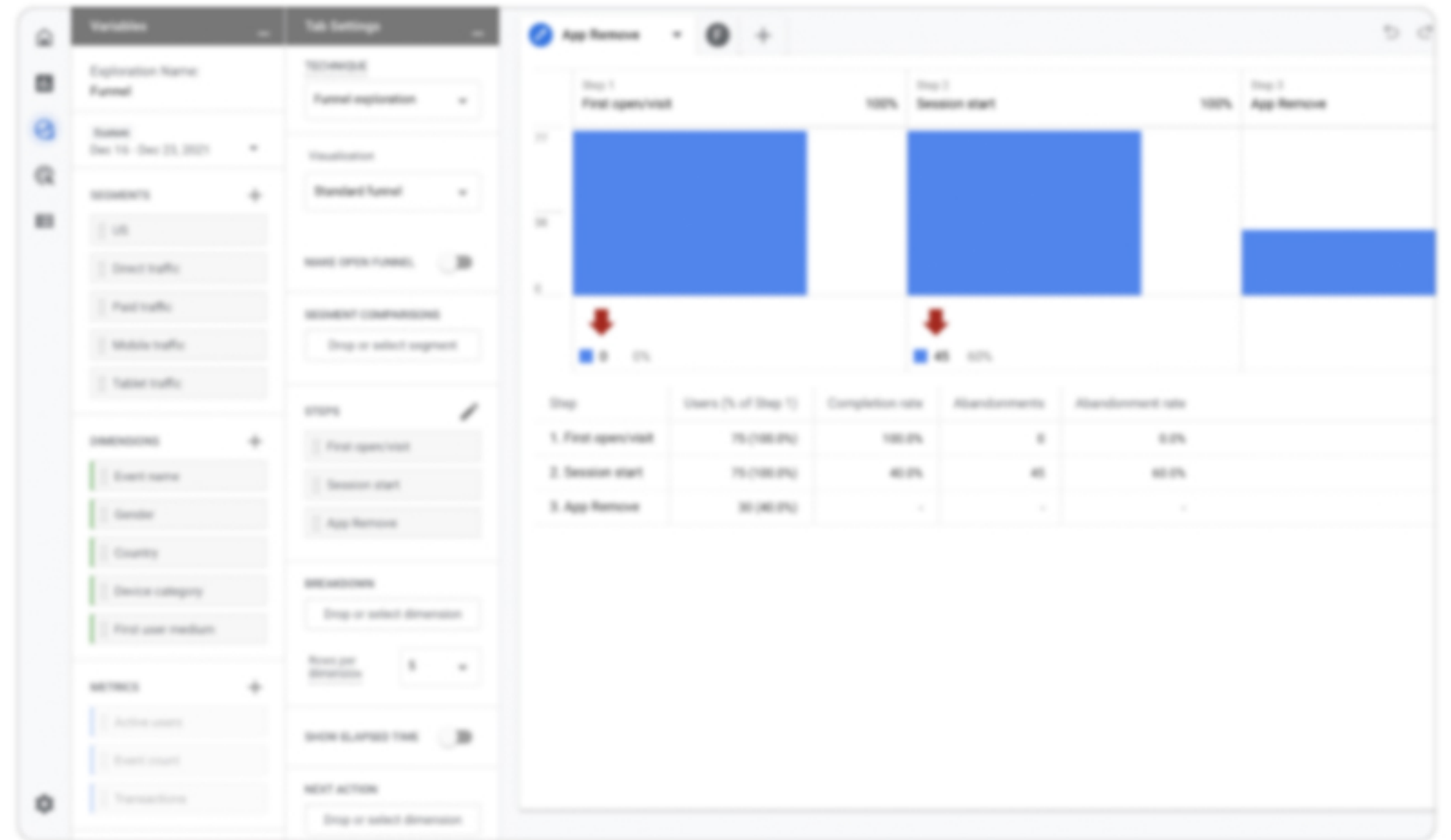
Writing specs and tasks in Jira and linking them to Figma.



Product Process

Analytics & Testing features success

- Implementing marketing funnels
- Custom events placed at the beginning and end of a process
- Find critical bugs



The screenshot shows a user profile page for 'hotjar'. The left sidebar displays a heatmap of a website. The main content area shows a list of users with their profiles.

Name	Email	Updated at	Country Code
Charles Davis	charlesdavis@gmail.com	2 weeks ago	United Kingdom
Jack Taylor	jack.taylor@gmail.com	Dec 26, 2021	United Kingdom
Sam Khan	sam.khan@gmail.com	Nov 25, 2021	United Kingdom
Harry Wilson	harry.wilson@gmail.com	Nov 10, 2021	United Kingdom
Ben Jackson	ben.jackson@gmail.com	Oct 20, 2021	United Kingdom
Robert Ford	robert.ford@gmail.com	Oct 19, 2021	United Kingdom
David Rogers	david.rogers@gmail.com	Oct 7, 2021	Remote
Marko	marko.m@gmail.com	Oct 5, 2021	United Kingdom
Charles	charles.c@gmail.com	Oct 5, 2021	United Kingdom
David Smith	david.smith@gmail.com	Oct 5, 2021	United Kingdom

Retrospective

Reflections & lessons learned

→ The number of requirements from users and stakeholders grows exponentially with the size of the product and engineering teams :)

→ Build the best possible product that reach the business goals and customer needs.

→ Agriculture is hard to understand but not imposible if you put yourself in the shoes of a farmer. Fall in love with the problem, not with the solution.

→ Ask a lots of questions

Want to know more about my work or future collaboration?
Get in touch.

Vlad Ciocan

hello@vladciocan.com

+44.7377.980.650



Thank You