

Senior Product Owner Assessment – Digital Book App

A. Scenario

You are joining a team working on a **digital app for reading and managing books**. This app allows users to:

- Browse a collection of digital books
- View and read books online
- Download books for offline access
- Customize the text (font size, background color, etc.)

The product is in the early discovery phase. You are asked to lead the effort of shaping the product's direction and delivery.

B. Your Task

Prepare a product brief (max 4 pages or slides) that includes the following:

1. **Define the Main Problem:**
 - Identify key user needs and pain points the product should address.
2. **Define the Scope (MVP):**
 - What features should be included in the Minimum Viable Product and why?
3. **Write Key User Stories:**
 - Write 5–7 user stories that cover core functionalities.
4. **Prioritize User Stories:**
 - Use a simple prioritization framework to show how you'd prioritize them.
5. **Define Product Target & KPIs:**
 - What success looks like in the first 3–6 months after launch? Suggest key KPIs.
6. **(Optional):** Add simple wireframes or sketches to illustrate user journeys.