**CareerSwami** · Product Management Accelerator

FREE TWO-WEEK INTERNSHIP

# Project 1 — Work out why CampusLoop loses nine people in ten

CampusLoop helps students find and join campus activities. A thousand people visit it. Sixty actually turn up to something. Your job is to find out where the other nine hundred and forty went, and write the one-page case for fixing it.

| 2 weeks | 1 project | 6–8 hrs |
|---|---|---|
| START TO SUBMIT | ONE SUBMISSION | PER WEEK |

WHAT IS IN THIS BRIEF


1. The situation — the problem you are being handed
2. Who keeps falling out of the funnel — the cases your work must survive
3. What you are given — your data and starting files
4. What finished looks like — the two things you hand in
5. How the two weeks run — week by week
6. Before you start — rules, tools and your starter kit
7. How the work is judged — the marking scheme
8. How to submit — one link, pasted into your dashboard


**Read 1 to 4 before you do anything.** They take five minutes and they are what the marking scheme is built on. Sections 5 to 8 are the how — come back to them once you know what you are solving.

## 1 The situation

Treat this as a real client brief. CampusLoop is fictional, but the funnel is the shape every early product has — wide at the top, almost nothing at the bottom.

CampusLoop is a small app that lists what is happening on campus: workshops, club sessions, volunteering, talks. It has been live for a term. The team is one designer and two developers, and they have four weeks of build time before the next term starts.

Last month a thousand people opened it. Four hundred looked at an event. A hundred and twenty started registering. Sixty finished. Twenty of those later cancelled. The founder's reading of this is *we need more traffic*.

You have been handed the funnel and six sets of research notes, and asked whether that reading is right. It probably is not — but saying so is not enough. You have to show where the drop actually happens, and what the team should build in the four weeks they have.

WHAT YOU ARE BEING ASKED TO DO

**Find the single biggest leak in the CampusLoop funnel, prove it is the biggest with the data you were given, and turn it into a one-page PRD with three user stories a developer could pick up on Monday.**

## 2 Who keeps falling out of the funnel

Six students were spoken to. Four of them matter most for this project — each one drops out at a different point, and your prioritisation has to explain which of them you are choosing to serve first and why.

**A — commutes in, two days a week**

Wants to know what is on before deciding which days to come in.

**Where it breaks today —** Announcements land the morning of the event. By the time A sees one, A is at home forty minutes away. A has stopped opening the app.

**B — finds things late**

Wants to join things that are still open.

**Where it breaks today —** Nothing shows whether registration has closed until B taps through to the form and is told no. Three of those in a row and B assumes the whole app is stale.

**C — has no budget**

Wants the free things, and only the free things.

**Where it breaks today —** Price appears nowhere in the list view. C opens paid events repeatedly, gets frustrated, and leaves. C is in the 400-to-120 drop, not the 120-to-60 one.

**D — uses a wheelchair**

Needs to know a venue is reachable before committing.

**Where it breaks today —** Venue is a room name and nothing else. D has to message an organiser every single time, so D mostly does not bother.

*Notice the twenty cancellations at the bottom. Those are people who did everything right and then changed their mind — a different problem from the people who never got that far, and worth a separate line in your brief.*

## 3 What you are given

You are given one funnel and six research notes. Everything else — the scoring method, the cut-off, the recommendation — is yours to decide and yours to defend.

### The funnel you are working from

`1000 visits` `400 event views` `120 registration starts` `60 completions` `20 cancellations`

### One research note, so the shape is concrete

| | |
|---|---|
| `note id` | R3 |
| `student` | C, first year |
| `said` | I keep opening things and finding they cost money |
| `observed` | Opened 7 events in one session, registered for none |
| `funnel step` | Event view → registration start |
| `what it is evidence of` | Price is missing from the list view |
| `what it is not evidence of` | That a free-only filter is the best fix |

### Four things your brief has to answer

`Where` `How big` `Why` `What next`

These notes are synthetic and must be labelled as such anywhere you quote them. Do not invent interviews or add quotes that are not in the pack. Where a number is missing, choose a reasonable assumption and write it down — a recorded assumption is good practice; an assumption presented as an observation is not.

## 4 What finished looks like

At the end of two weeks you should be able to put two documents in front of the founder and have them know what to build, without you narrating.

- **A two-page opportunity brief** — the problem, who it affects, how big it is in the funnel, and five neutral interview questions you would ask next. Every claim sits next to the evidence row it came from, in a table. Nothing in it is your hunch dressed up as a finding.
- **A one-page PRD with three user stories** — what gets built, what is deliberately out of scope, and three stories in the form *as a … I want … so that …*, each with acceptance criteria a developer could test against.

Plus the prioritisation sheet that shows why these three and not the others.

This is not a design exercise and nobody is scoring screens. It is scored on whether your recommendation follows from the evidence, and whether a developer could start work from your PRD without asking you three questions first.

## 5 How the two weeks run

Work through it in two parts — but you submit **once**, at the end, not once per week.

PART 1 · WEEK 1

### Find the leak before you propose a fix

Work the funnel arithmetic properly — conversion rate at each step, not just the raw counts — then map each research note onto the step it explains. The biggest leak and the loudest complaint are often not the same thing.

**Produce**

- A two-page opportunity brief: the problem, who it hits, and how big it is
- An evidence table linking every claim to the funnel row or research note behind it
- Five neutral interview questions you would ask to test what you still cannot prove

> Neutral means not leading. "Would a reminder help you?" is leading. "Walk me through the last time you decided not to go to something" is not. If a question can be answered yes to be polite, rewrite it.

PART 2 · WEEK 2

### Turn the finding into something buildable

Now convert it. Score the candidate fixes against effort and impact, choose, and write the PRD for a team of three with four weeks — which is a real constraint, not a detail.

**Produce**

- A prioritisation sheet with your scoring method stated
- A one-page PRD: problem, solution, scope, explicit non-goals, success measure
- Three user stories with acceptance criteria

> Your PRD must name at least one thing you are deliberately not building, and the success measure must be a number you could read off the funnel in a month. "Better experience" is not a success measure.

## 6 Before you start

- Work in percentages, not just counts. A drop of 280 people between two steps means nothing until you know it is a 70% drop.

- The team is one designer and two developers with four weeks. A recommendation that needs six months is not a recommendation, it is a wish.
- Cancellations after registration are a separate problem from drop-off before it. Say which one you are solving.
- You may use a scoring framework you have read about — RICE, ICE, effort/impact — but state which, and show the numbers you put in.
- You are allowed to conclude that more traffic is the answer. You just have to prove it against the funnel, and nothing in this data supports it.

### Your tools

A spreadsheet and a document editor. Google Sheets and Docs, Excel and Word, or Notion — anything you already have. No paid tool is required, and no ID document is ever required.

**CS_product-management-accelerator_Starter_Kit.zip** — funnel.csv, research-notes.csv, an evidence log, a prioritisation sheet template, and a file index.
https://careerswami.com/wp-content/uploads/careerswami-projects/CS_product-management-accelerator_Starter_Kit.zip

## 7 How the work is judged

| WHAT IS ASSESSED | WEIGHT |
|---|---|
| Problem and requirements — did you understand what you were solving | **20%** |
| The core artefact — the thing you actually made | **40%** |
| Validation and evidence — how you know it works | **25%** |
| Clarity and reproducibility — can someone else open and follow it | **15%** |

| | |
|---|---|
| **Strong** | Complete, correct, evidence-backed and easy to inspect. |
| **Developing** | A useful partial result, with the gaps explained. |
| **Needs revision** | Core deliverable missing, claims unverified, or the work cannot be opened. |

Credit reflects demonstrated work, not visual polish. A small, honest result beats a large, unsupported one.

### What counts as evidence

expected result → actual result → the funnel row or note id → conclusion. Then say what the evidence does not establish.

**Why this one is worth doing.** Every product job interview contains some version of this question: here is a number that is bad, what would you do. The people who do badly jump to a feature. The people who do well find the step where the loss happens, size it, and say what they would build and what they would deliberately leave alone. That is exactly what these two documents are.

## 8 How to submit

**One link, pasted into your dashboard**

1. Put your work somewhere with a link — Google Drive, Figma, GitHub, Notion, Loom. Whatever fits the work.
2. **Set it so anyone with the link can view.** A locked link is the single most common reason a submission comes back.
3. Include a short README or cover page saying what to open first, and where each deliverable lives.
4. Open your dashboard, paste the link into the submit box, and add a line or two on anything you want the reviewer to know.

Name files `CS_product-management-accelerator_YourName_v1`. Keep your own copy. A screenshot on its own is not enough for anything interactive. A video is optional — annotated screenshots or narrated slides are fine.

Submitted and heard nothing, or the link came back? Email **support@careerswami.com** with the email address you enrolled with.

**Work honestly.** Use fictional data and your own work. Credit anything you reused, and disclose AI assistance — including what you checked yourself. Never invent interviews, users, tests or results. Nothing here requires you to spend money, contact real organisations, or deploy anything publicly. Never upload identity documents, real customer records or credentials.

**Stuck, confused, or something is broken? Write to us.**

`support@careerswami.com`

Or WhatsApp **+91 7383138418**. We answer on working days. Use it for anything at all — a part of this brief that does not make sense, a starter file that will not open, a dashboard link that has stopped working, a deadline you need moved, or a submission you are not sure about.

To get a useful answer fast, spend twenty minutes narrowing the problem down first, then tell us four things: what you expected, what actually happened, what you already tried, and your one specific question. Include your track name and the email you enrolled with.

**Asking is not penalised.** Submitting partial work with a clearly stated blocker always scores better than a finished answer you copied, and better than a silent no-show.

### Optional stretch

Optional, and only once the main work is done — cap it at an hour. Sketch the one screen your top story changes, or model what the funnel looks like if your fix works. Label it clearly as a stretch.