PRODUCT CAMP HELSINKI

Jarno Toivonen

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INNOVATION LAB

Kiosked Innovation Lab creates unique, bespoke solutions for cutting-edge digital advertising. Born out of the need to explore, the Lab gives publishers and advertisers access to Kiosked engineering and design experience for imagination, insight and scalability to transform their digital advertising.

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LAB
CHARTER

WHAT'S WRONG WITH ADVERTISING?

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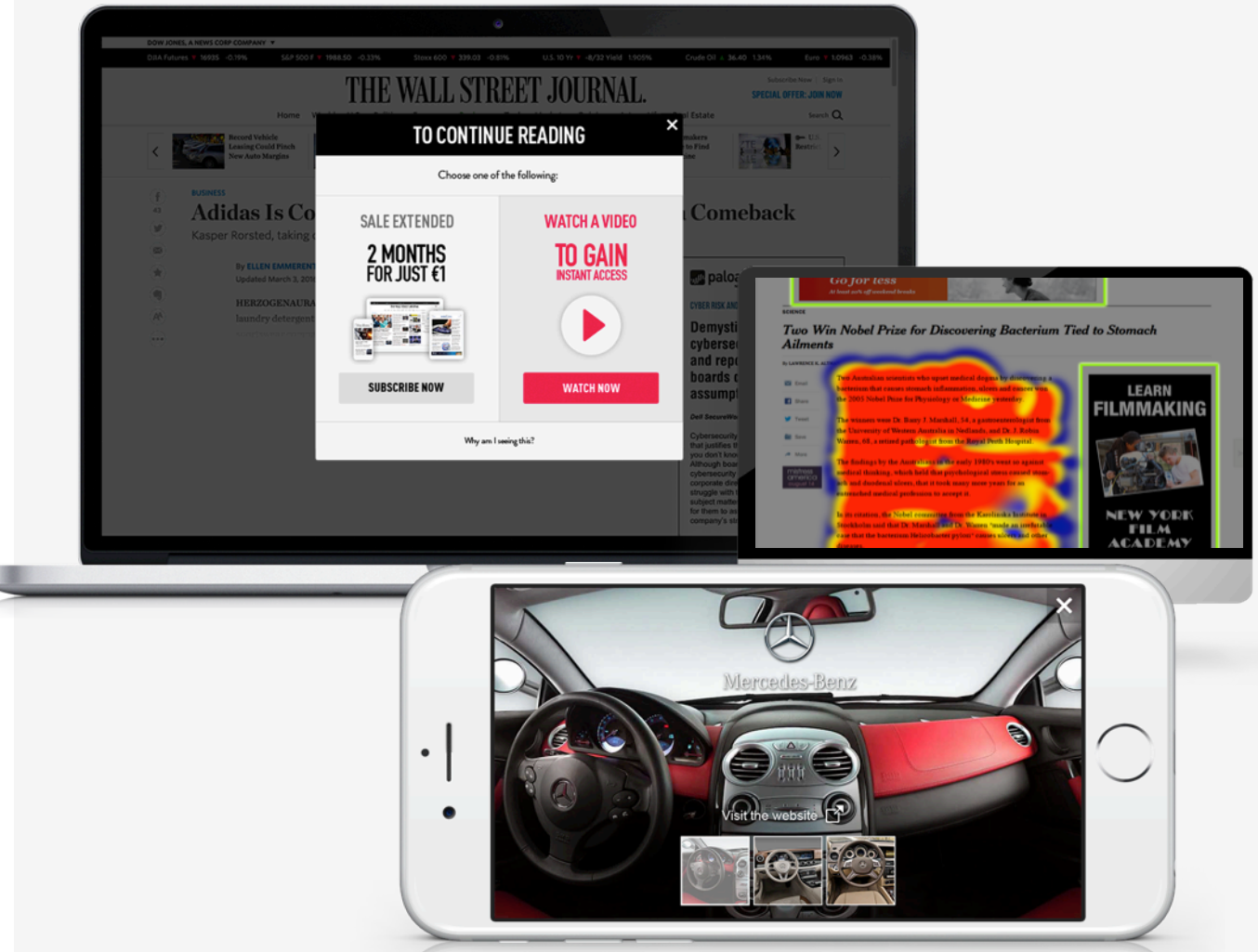
EXAMPLES

LAB UNITS



Reward Video

- Paywalls
- Ad blocker by-pass

- Media efficiency index / Eye tracking
- Contextual targeting

- 360° Panorama

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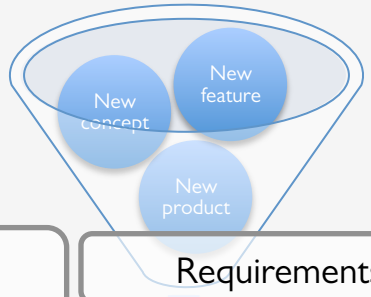
LEAN

PRODUCT MANAGEMENT



Product Strategy | Requirements | Concepting | Development | Maturity

Product Roadmap

Strategic Roadmap delivery
- 3mo rolling release plan
- 3-12mo ahead roadmap

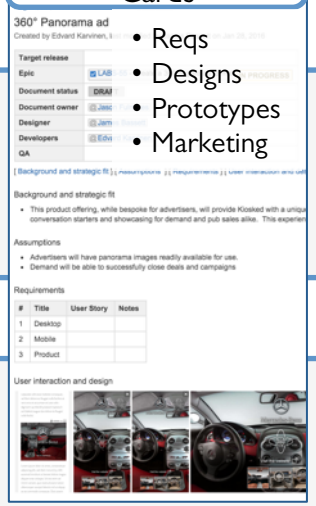
Product Backlog

S&M driven product validation

Innovation Lab charter:
- Scalable Revenue growth
- Limit Ad Waste
- Mobile
- Video
- Native

Innovation Lab Backlog

Product Cards



- Reqs
- Designs
- Prototypes
- Marketing

BUILD MEASURE LEARN

Validated concepts into Engineering (QA) for Production deployment

Release Plan

Product Catalog

- Collateral
- Demos
- Training
- Guides / FAQ

GROWTH

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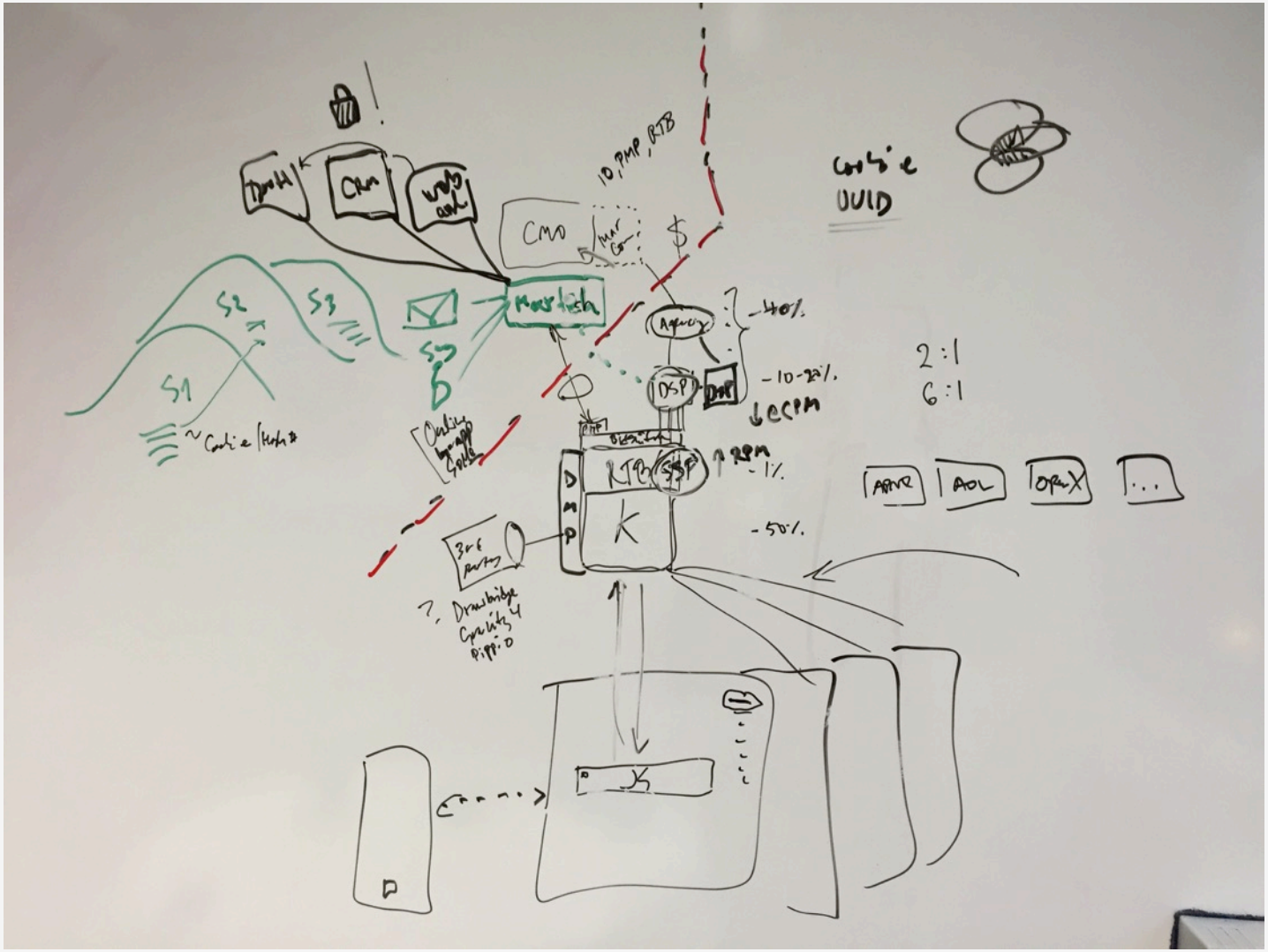
CONCEPT



PRODUCT CARD

Pages / ... / New ad units 1 JIRA link Edit Save for late

360° Panorama ad

Created by Edvard Karvinen, last modified by Jarno Toivonen on Apr 04, 2016

Target release	
Epic	LABS-55 - Create a 360 degree ad format CLOSED
Document status	DRAFT
Document owner	@Jason Fulmines
Designer	@James Bassett
Developers	@Edvard Karvinen
QA	

[Background and strategic fit] [Assumptions] [Requirements] [User interaction and design] [Prototypes] [Questions] [Implementation details] [Legal review] [References] [Out of Scope / Future releases]

Background and strategic fit

- This product offering, while bespoke for advertisers, will provide Kiosked with a unique offering in the marketplace. By enabling motion within the confines of a 300x250 (or any banner size) we can still run IAB-sta inventory. Further, the demos make for great conversation starters and showcasing for demand and pub sales alike. This experience also lends itself well to more premium tablet devices and could unlock new pu those platforms.

Assumptions

- Advertisers will have panorama images readily available for use.
- Demand will be able to successfully close deals and campaigns

Requirements

#	Title	User Story	Notes
1	Desktop		
2	Mobile		
3	Product		

User interaction and design

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VALIDATION

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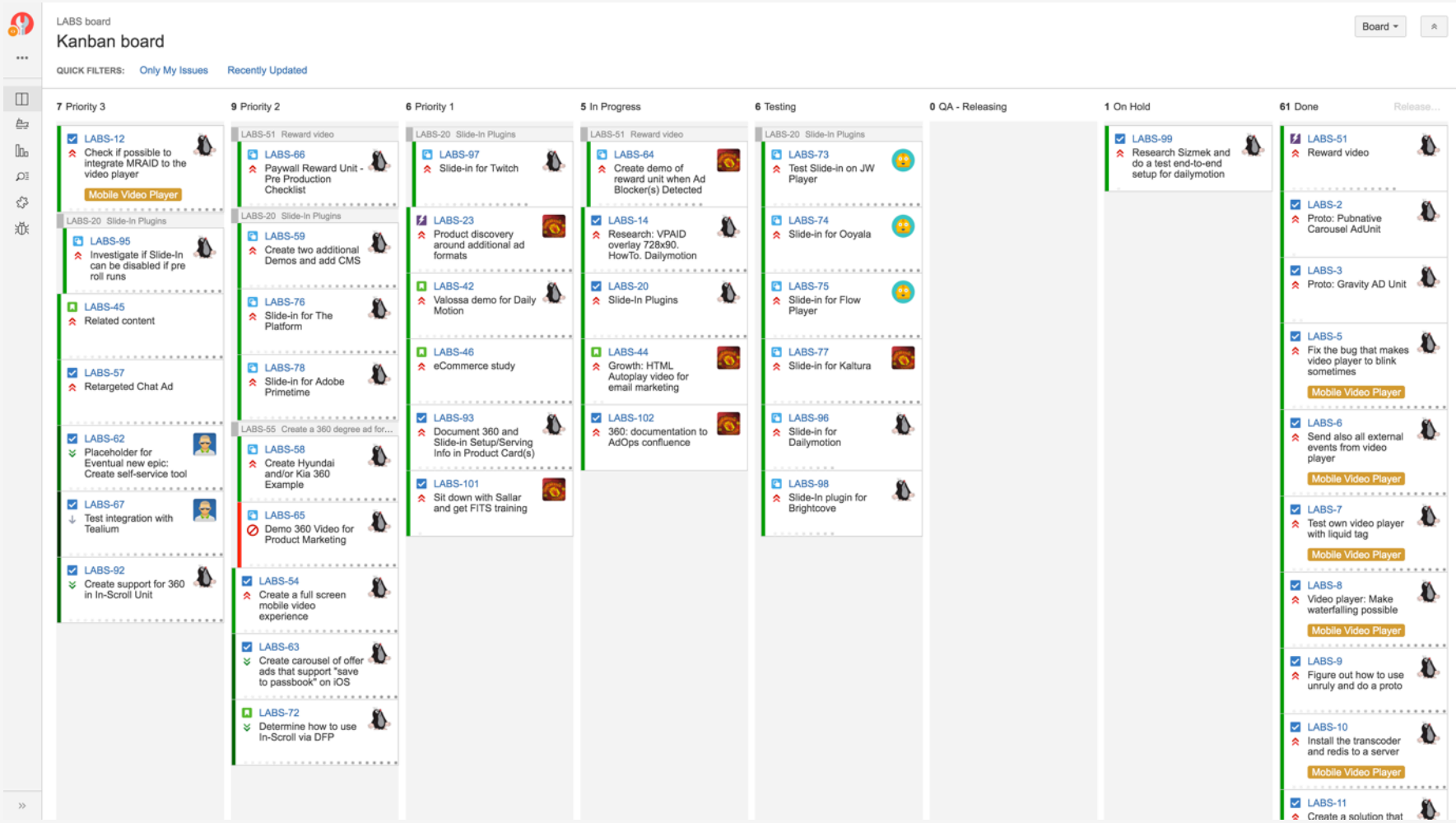
EXPERIMENT BACKLOG



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METRICS

- R&D ROI?
- OKR
  - New customers
  - Revenue generated
  - Product cards created
- Experiment epic life-time

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Thank You!