

PRODUCT MANAGER PORTFOLIO

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Consumer Products · Growth · 0→1 Building

I build consumer products by combining **user empathy, data, experimentation and strong execution**—from identifying problems to launching solutions and measuring impact.

Currently: Product Manager across TalkndHeal & TalkndHeal Shop

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+18%	15+	5L+	16K+
Booking conversion	Features launched	Android downloads	Service users

A PRODUCT MANAGER WHO ENJOYS

Turning ambiguous problems into simple, scalable consumer experiences.

Consumer Journeys Friction, behaviour & conversion	0→1 Product Building MVP definition & prioritisation	Growth Thinking Product × acquisition × discoverability
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SELECTED PRODUCT WORK

A snapshot of the problems I have worked on

Across my experience, I have worked on improving existing consumer journeys, building new products, and translating user and business requirements into actionable product experiences.

01 Improving Consultation Booking Conversion

+18% conversion

Consumer journey optimisation through friction identification, prioritisation and cross-functional execution.

02 Building TalkndHeal Shop

0→1 product

Defining consumer journeys, MVP requirements and priorities for a new e-commerce experience.

03 iEdge Digital Business Card

Product development

Supporting product development through PRDs, user stories, UI/UX analysis and product research at Futuresoft India Pvt. Ltd.

04 Onboarding & Product-Led Growth

Activation + discovery

Reducing friction while connecting product decisions with social growth and SEO discoverability.

HOW I THINK ABOUT PRODUCT

Discover
Understand
behaviour

→ **Define**
Frame the problem

→ **Prioritise**
Focus on impact

Build
→ Execute with
teams

→ **Measure**
Learn & iterate

Improving Consultation Booking Conversion

How I approached friction in a critical consumer journey and contributed to an **18% increase in booking conversion**.

PRODUCT TalkndHeal	PROBLEM Booking journey friction	MY ROLE Product Manager	IMPACT +18% conversion
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The context

Consultation booking is one of the most important conversion journeys on the platform. A user moves through multiple stages before completing a booking, which means every unclear decision point or unnecessary step can create an opportunity for drop-off.

The question I focused on

“Where are users losing confidence or motivation to complete their booking?”

My contribution

- Identified user problems and friction across the booking journey.
- Analysed user feedback, journey behaviour and internal stakeholder insights.
- Converted observations into prioritised product opportunities and requirements.
- Worked with design and engineering through execution and launch.
- Supported post-launch measurement of the resulting experience.

Journey lens

Discover Find a relevant consultation	Evaluate Understand available options	Decide Build confidence to proceed	Book Complete the required steps	Confirm Receive booking confirmation
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What I learned from the journey

- **Clarity drives decisions:** users need the right information at the right moment.
- **Friction compounds:** every additional step can increase the probability of drop-off.
- **Hierarchy matters:** information presentation affects how quickly users understand the next action.
- **The journey must feel connected:** discovery, evaluation and booking should not feel like disconnected experiences.

Prioritising the highest-impact opportunities

I evaluated opportunities using a combination of **User Impact × Business Impact × Development Effort**.

Opportunity	User impact	Effort	Priority
Simplify key booking steps	High	Medium	P0
Improve information clarity	High	Low	P0
Improve decision-making flow	High	Medium	P0
Additional engagement enhancements	Medium	Medium	P1

Execution

1. Define Translate insights into clear requirements.	2. Design Collaborate on a clearer experience.	3. Build Work with engineering through implementation.	4. Launch Support rollout and monitoring.	5. Measure Evaluate conversion and behaviour.
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+18%

Increase in booking conversion

Key learning

“Conversion problems are not always solved by adding more features. Sometimes the biggest improvements come from removing friction and making the next action obvious.”

Building TalkndHeal Shop: A 0→1 Product Journey

Exploring a new business opportunity and translating it into a consumer e-commerce experience.

PRODUCT	STAGE	FOCUS	ROLE
TalkndHeal Shop	0→1	MVP & consumer journeys	Product ownership

The opportunity

The goal was to build an e-commerce experience aligned with the existing TalkndHeal ecosystem. Rather than starting with a list of features, I approached the work by understanding the consumer journey and identifying what was essential for the first version.

My role

- Understanding the business opportunity and consumer context.
- Defining core user journeys and experience requirements.
- Identifying MVP requirements and feature priorities.
- Writing and refining product requirements.
- Working with design and development teams through execution.

Starting with the consumer journey

Discovery	Evaluation	Purchase	Post-purchase
How does a user find products?	What information supports a decision?	How can checkout remain simple?	What should happen after an order?

MVP thinking

- **P0 — Essential:** capabilities needed for users to discover, evaluate and purchase.
- **P1 — Important:** improvements that enhance the experience but are not essential to validate the initial product.
- **Future:** opportunities best explored after observing real user behaviour.

What this strengthened

0→1 product thinking • MVP definition • consumer journey design • prioritisation • cross-functional execution • scalable product foundations

iEdge Digital Business Card

Supporting the evolution of a digital business card product at **Futuresoft India Pvt. Ltd.** through product research, requirements and UX collaboration.

COMPANY Futuresoft India Pvt. Ltd.	PRODUCT iEdge Digital Business Card	ROLE Junior Product Manager	FOCUS Requirements & product experience
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The product context

iEdge was a digital business card platform designed to help users create and share professional digital identities. The product experience required translating user and business needs into clear workflows that could be understood and executed by cross-functional teams.

My contribution

- Supported product development by researching requirements and user needs.
- Created and refined product requirements, PRDs and user stories.
- Worked on feature definition and requirement clarity for development.
- Analysed UI/UX flows to identify opportunities for a clearer product experience.
- Collaborated with cross-functional stakeholders to support product execution.

How I approached the work

Understand Research the user and business requirement.	Define Convert needs into requirements and stories.	Review UX Analyse flows for clarity and usability.	Execute Coordinate with stakeholders through development.
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Product skills strengthened

PRDs • User Stories • Requirement Analysis • UI/UX Review • Product Research • Cross-functional Collaboration • Product Development

Key learning

Working on iEdge strengthened my ability to bridge the gap between an ambiguous requirement and an actionable product specification—while keeping the end-user experience visible throughout execution.

Onboarding, Growth & Discoverability

Thinking beyond individual features and understanding how product experience connects with acquisition, activation and discoverability.

Reducing onboarding friction

I approached onboarding with a simple question:

“What is the minimum amount of effort required for a new user to experience product value?”

For each step, I evaluated why it existed, whether the user understood its purpose, whether the information could be collected later, and whether the step genuinely helped the user reach value.

Product × Growth

Alongside core product responsibilities, I worked closely with social marketing and SEO teams. This gave me exposure to how user behaviour, product experience, content and discoverability influence one another.

14K	23K+
Instagram followers within 3 months	Meta audience

What I learned

Strong consumer growth does not come from a feature alone. It requires alignment across **Product + Acquisition + Content + Discoverability + Retention**.

From problem discovery to measurable outcomes

01 Start with the problem

Clarify what problem we are solving, for whom and why now.

02 Understand the journey

Map motivations, pain points, decision points, friction and moments of value.

03 Prioritise ruthlessly

Focus on the opportunities with the strongest user and business impact.

04 Collaborate closely

Create alignment across design, engineering, marketing, SEO and stakeholders.

05 Measure and iterate

Use adoption, conversion, behaviour and feedback to learn what to improve next.

PRODUCT TOOLKIT

Product: Product Strategy • Product Discovery • PRDs • User Stories • Roadmapping • Prioritisation • MVP Development

Data & Insights: Product Analytics • Funnel Analysis • Google Analytics • SQL • Excel • Power BI

Execution: Jira • Figma • Agile • Stakeholder Management • Cross-functional Collaboration

LET'S CONNECT

Open to product opportunities where consumer behaviour, data and strong product ownership can create meaningful impact.

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