

A portrait of a man with dark hair, a beard, and glasses, wearing a blue suit, white shirt, and red tie. He is standing outdoors with green trees in the background. The name "Vishnu Ajay" is overlaid in white text across the bottom of the image.

**Vishnu Ajay**



# I'm a Product Sorcerer

*Conjuring success one feature at a time*



# Timeline

NIT Calicut



B.Tech. in  
Computer Science  
and Engineering

2019-2023

Oracle



Product  
Management  
Intern

2022

Apollo Hospitals



Business Analyst  
Intern

2023

UT Dallas



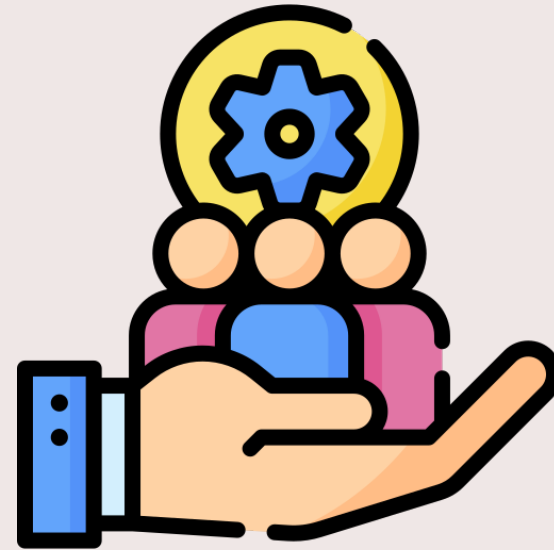
MS in  
Management  
Science

2023-Present

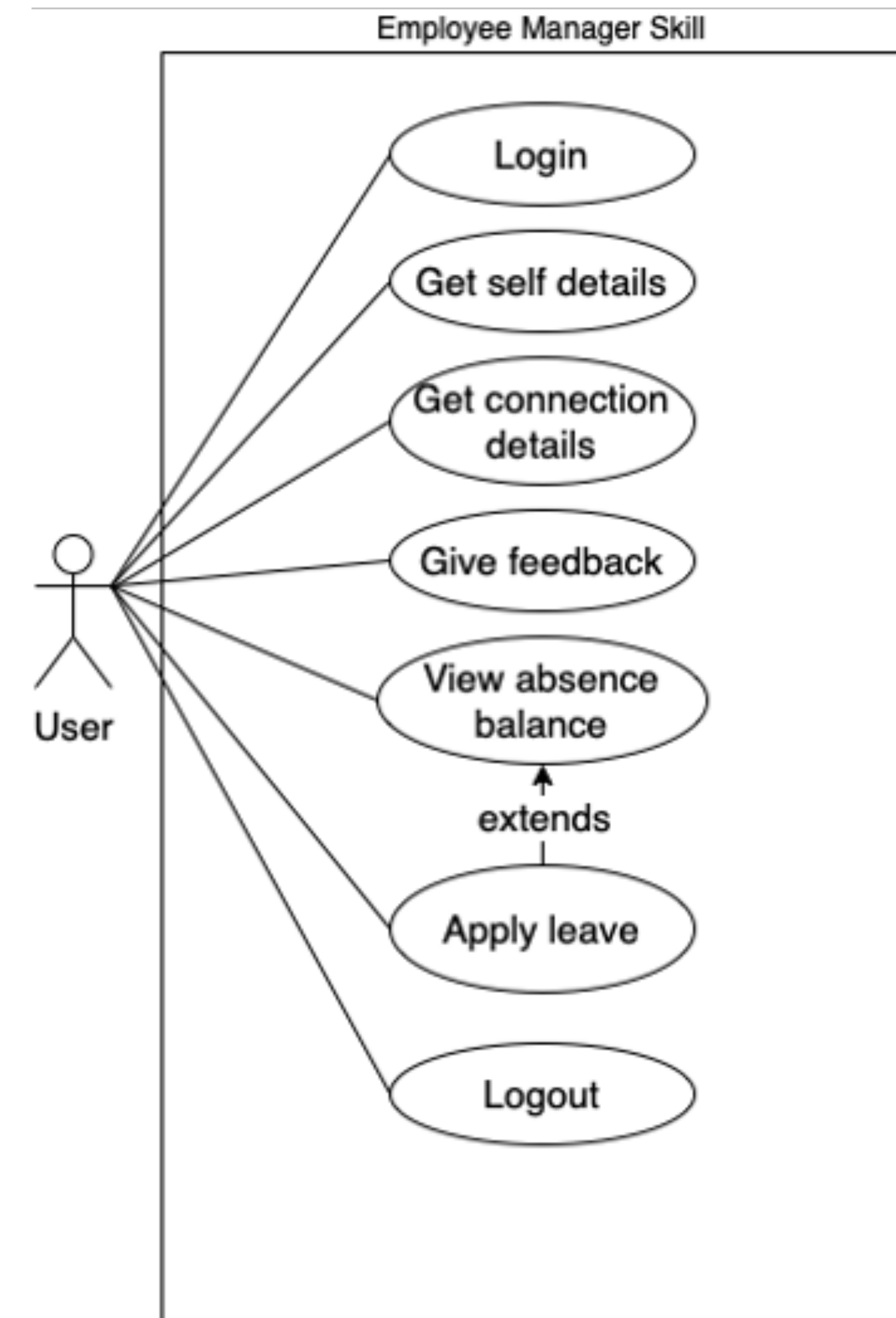
# Professional Projects

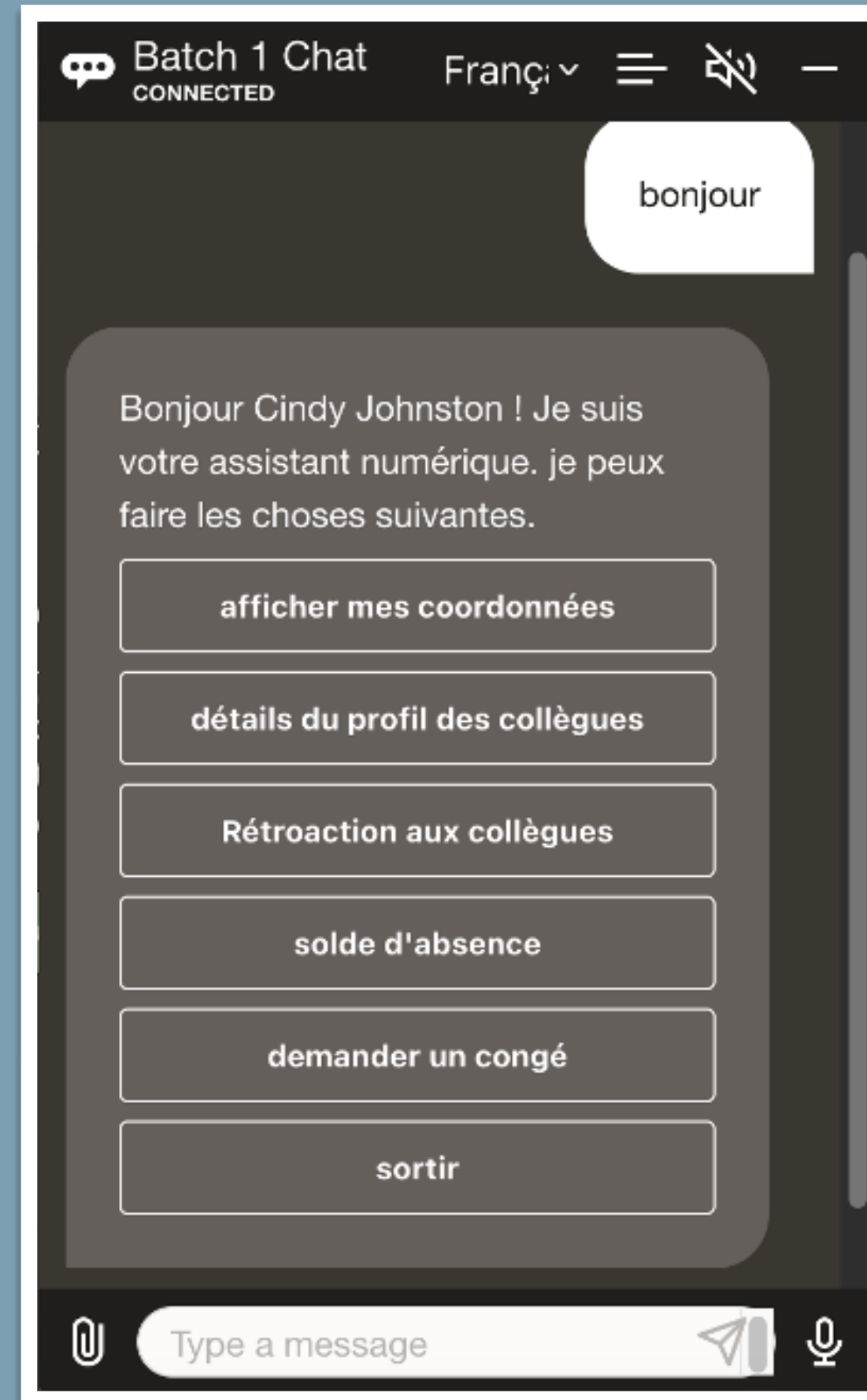
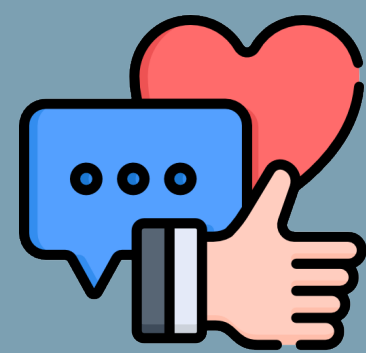
# HCM Bot

## Using Oracle Digital Assistant

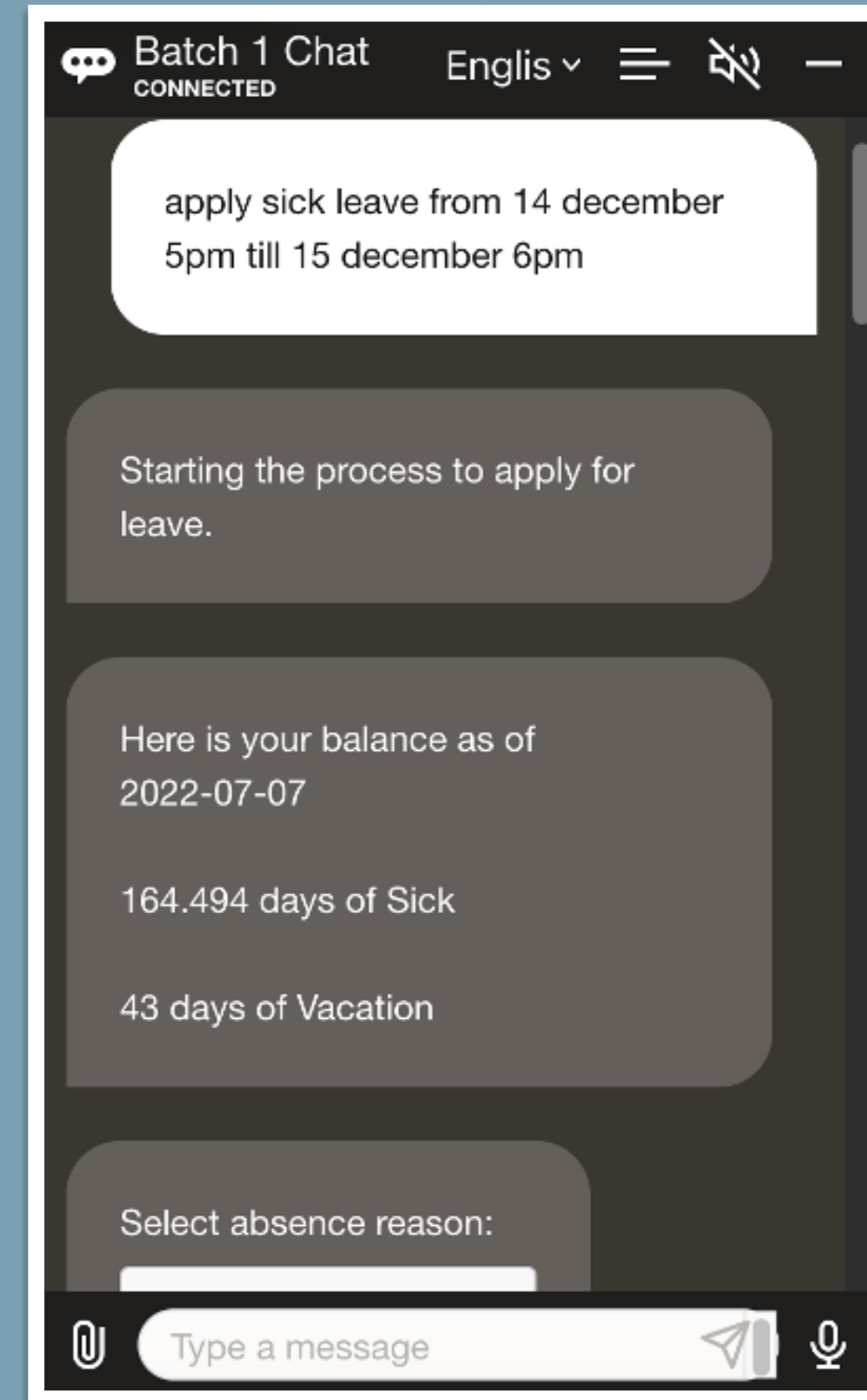


- All-in-one portal for human capital management.
- NLP-powered tool that can accept new commands.
- Supports multiple languages.

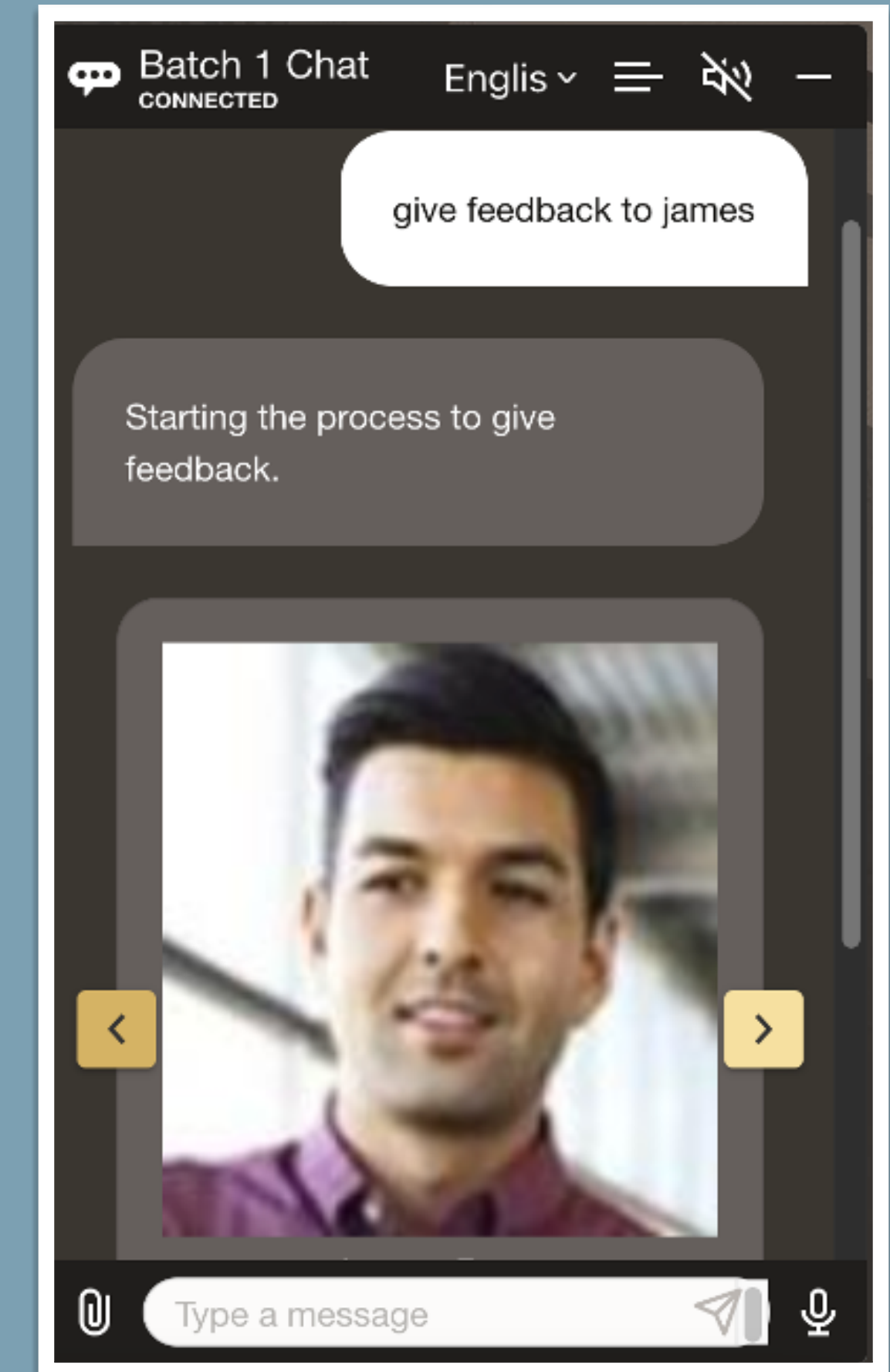




Menu in French



Leave application



Employee feedback

# Profit Margin Analysis

At Apollo Hospitals








- Collaborated with cross-functional teams and implemented recommendations to optimize operating theater usage
- Introduced surgery fee packages for 2 procedures, yielding a \$1.2 million profit increase within 2 months.

## Costs Data Source

<b>Pharmacy and Consumables</b> Consumables' cost sheet	<b>Implants</b> 30% margin on cost 4% for knee implants	<b>Room Rent</b> 1400 INR/day (Private) Ref: Hotel Elegance	<b>OT Running Cost</b> 20k+ INR/hour 15.4k INR/hour sans consumables
<b>Investigations</b> Lab: 60% margin on revenue Radiology: 45% margin on revenue	<b>Physiotherapy and Nursing</b> 30% margin on revenue IP consultation charges if open billing	<b>Specialist Fee</b> Surgeon's fee: Billing dept. Asst. surgeon's fee: 20% of surgeon's Anesthesiologist's fee: 35% of surgeon's	<b>Reg. and Med. Records</b> Medical records: 0% (MedMantra costs) Registration and medical services: 100% margin on revenue

## Cost Calc. Checklist

	<b>Type of room</b> From surgery bill – Ward/Shared/Private/Deluxe/Suite
	<b>ALOS</b> From surgery bill - Days admitted in the room
	<b>Days in ICU</b> From surgery bill – Higher nursing charges in ICU
	<b>OT running time</b> From OT staff - Total time under surgery and anesthesia
	<b>Returned consumables</b> From OT staff – List of returned/extra consumables used



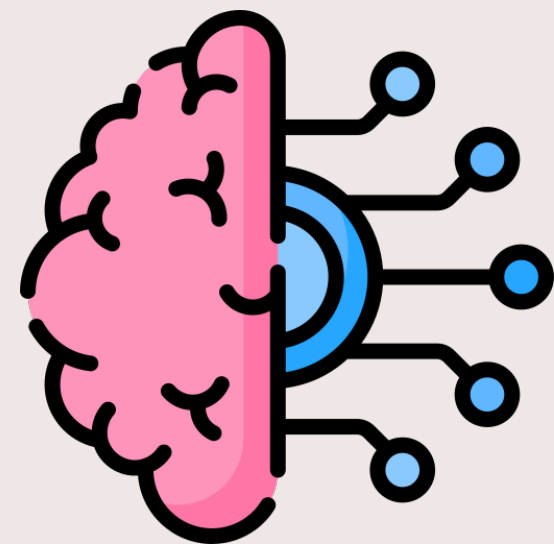
**“One of Vishnu's standout qualities is his impressive analytical skills. He quickly grasped complex financial concepts and applied them effectively in real-world scenarios. His proficiency with MS Excel was commendable and significantly improved our team's productivity.”**

**- Deepak Xavier, CFO Apollo Adlux**

# Academic Project

# AI Cancer Detection Model

Using Deep Learning Methods

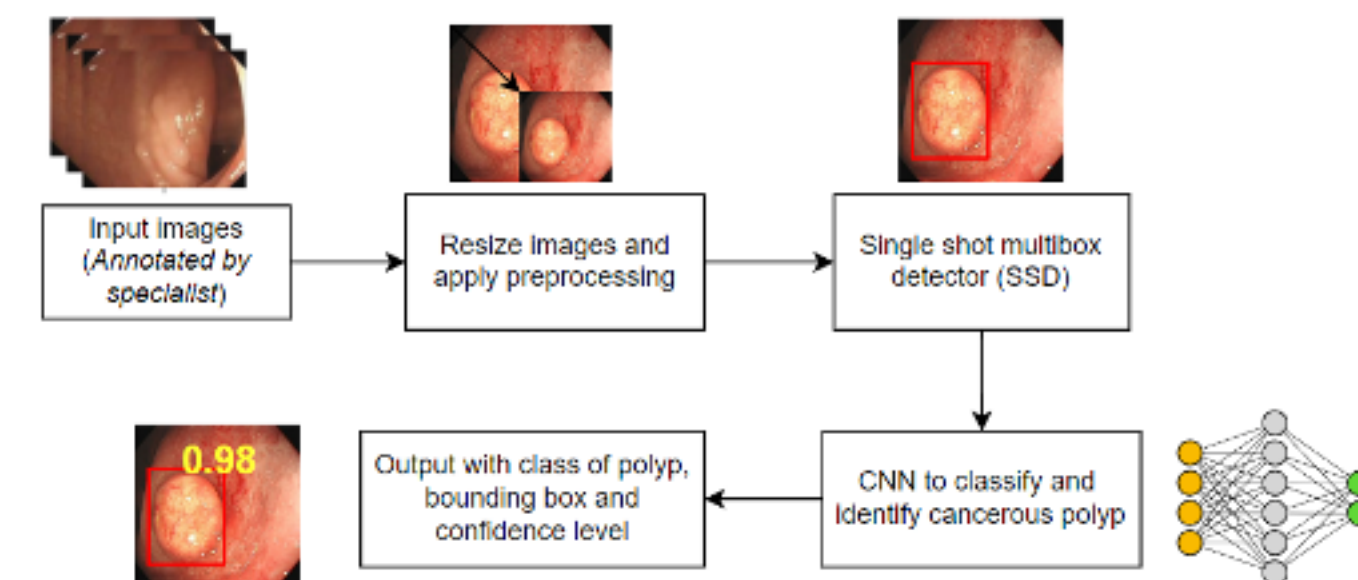


- Defined product requirements for an AI deep-learning model for polyp detection.
- Drafted ethical data compliance protocols to obtain real-world patient data.

## Top Level Design

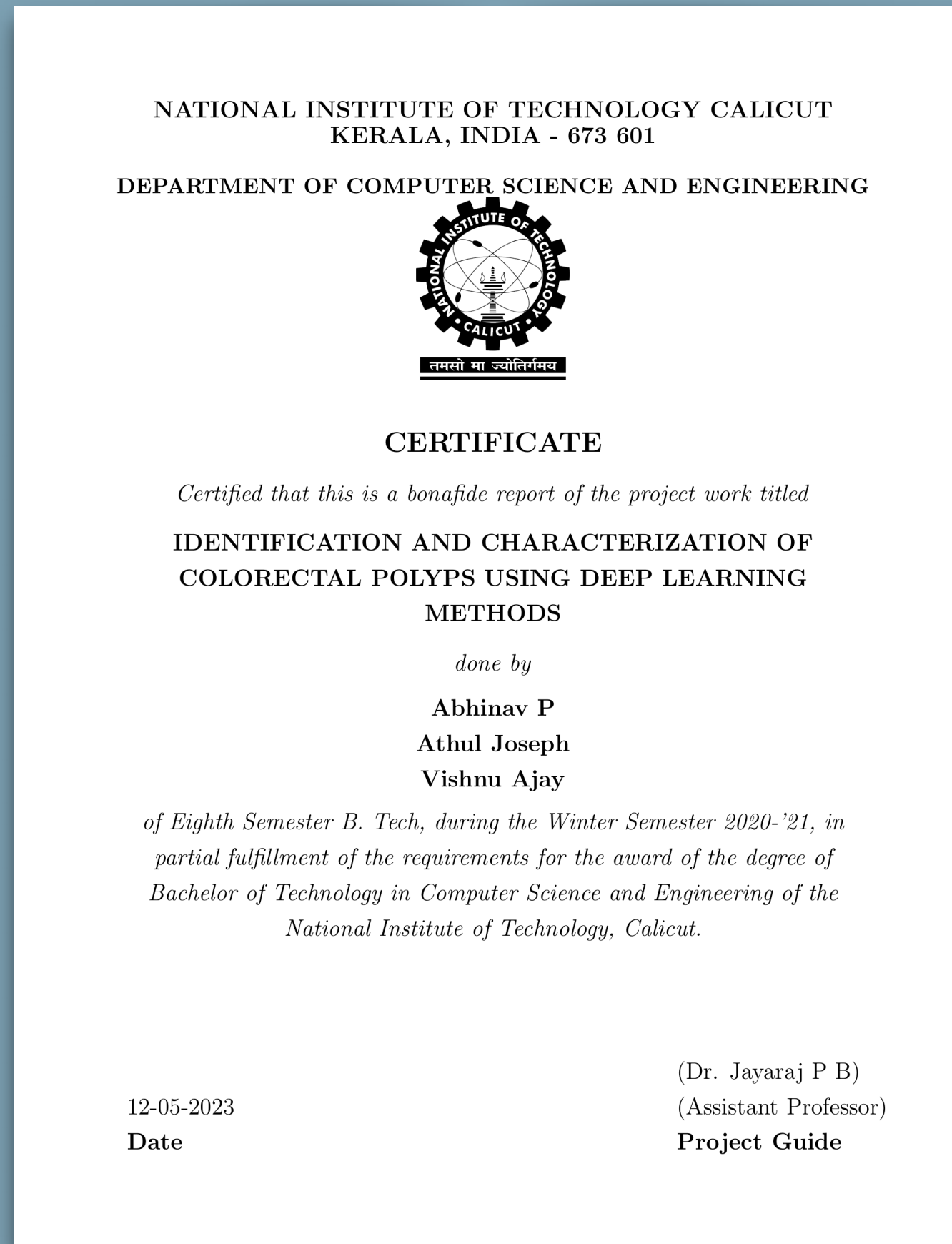


## Low Level Design





Passed Ethical Committee Reviews



Certificate of Completion



Team at the Department of Endoscopy

# **Comprehensive Project**

**Market Research**

**User Personas**

**User Flow**

**UI/UX and Mockups**

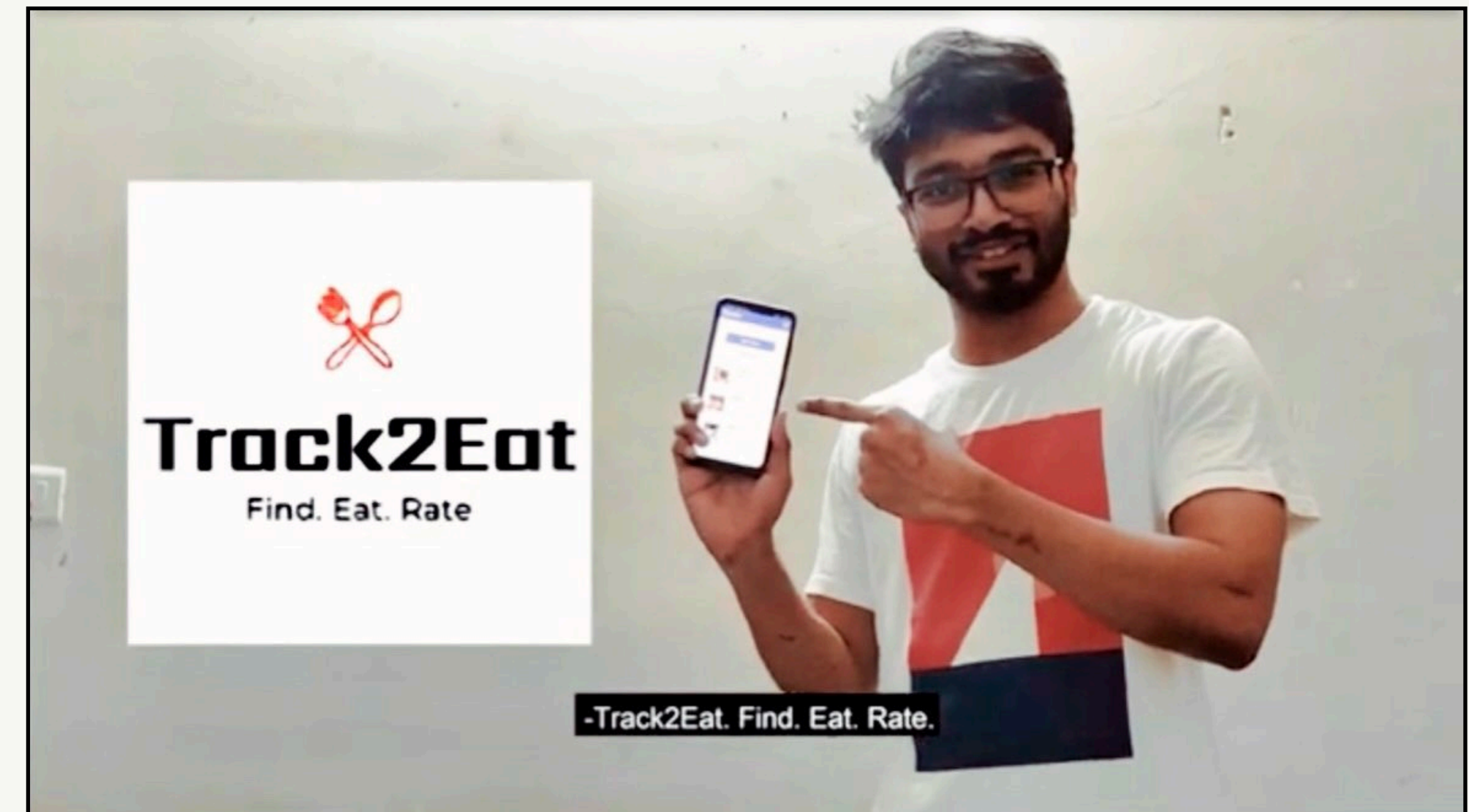
**Product Launch**

# Track2Eat

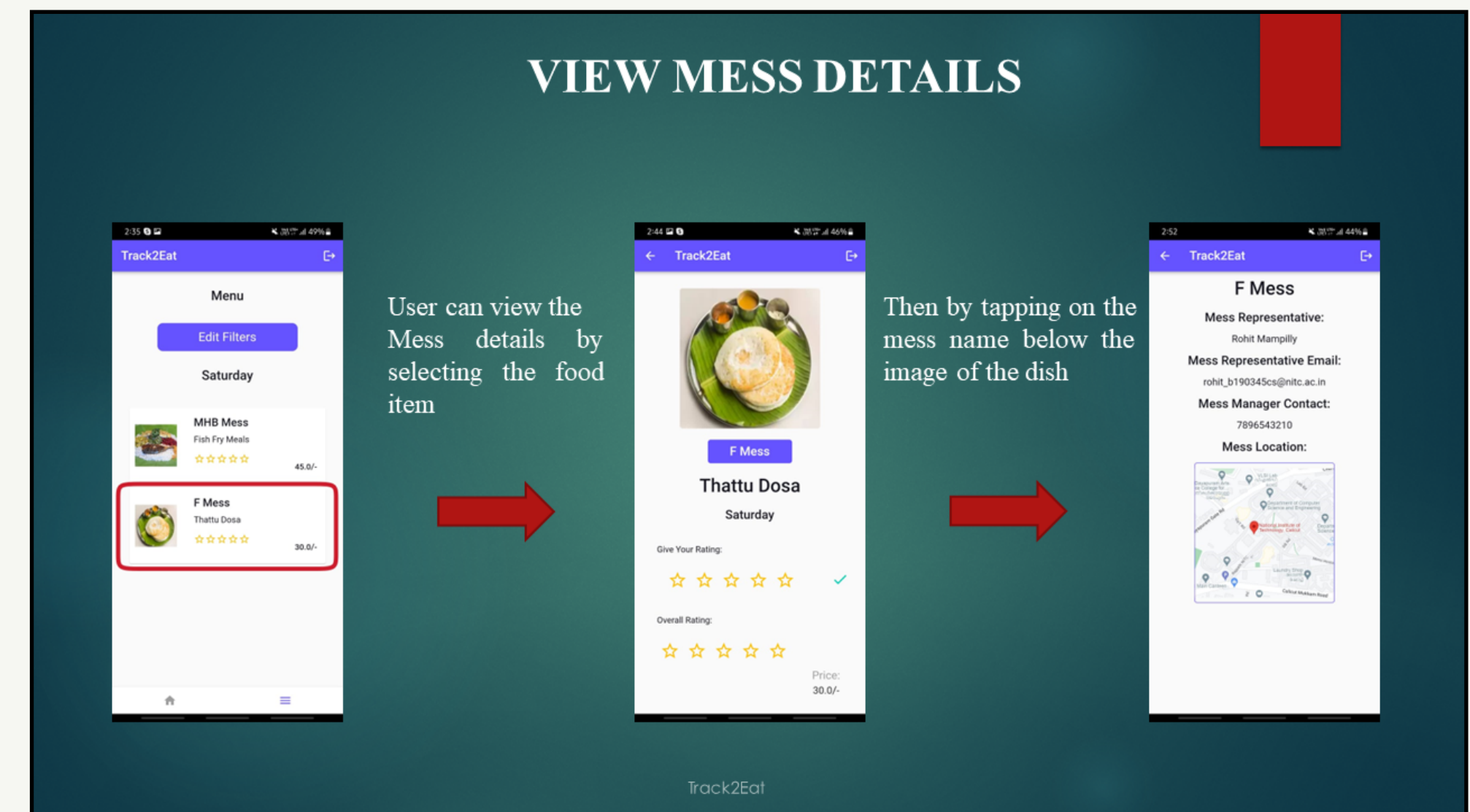
## Mess Management Application



- Coordinated a team of 5 and developed a mess-management app, yielding \$0.3 million savings for the clients.
- Drove product lifecycle development and published user manual, ensuring 90% owner satisfaction.



Product Launch Video on YouTube



Product Launch Presentation Excerpt

# Market Research



- **Background:** NIT Calicut has over ten different messes with varying menus and users would want to know the menus to choose their mess for subscription.
- **Existing System:** Inquire about the menu from the students of other hostel blocks or directly inquire from the respective mess's representative.
- **Decision:** Go-ahead. We expect significant support from the users as they eliminate the need to ask for mess advice, and all can make an informed decision.



## Amanda



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Student



Kozhikode



Single

- “NIT Calicut feels like a home away from home in many aspects. The culture of Kerala is amazing and I have traveled a lot extensively in the past two years.”
- “For an international student like me, I want an app to get mess info rather than having to converse in the local language to inquire details.”

### About

Amanda is an international student pursuing her B.Tech. in Biotechnology at NIT Calicut. She hails from Mozambique and goes home only once a year. She stays at the ladies’ residential facility managed by the NIT Calicut administration.

### Everyday Activities

- College lectures, 3 hours everyday on average
- Eating out, once every day
- Swimming, 1 hour
- Cultural club activities, 1 hour
- Basketball practice, occasionally

### Goals & Needs

- Aim to be in the college women’s basketball team
- Maintain her athletic lifestyle with a healthy diet
- Save pocket money by eating out less
- Use the mess facilities inside the campus

### Frustrations

- Being an international student, Amanda finds it hard to get used to the Kerala palette at her residential facility.
- Although there is an international hostel and mess facility available, she is unaware of their food info.
- Language barriers pose an issue when communicating with the local authorities.

### Motivations

- Helpful and supportive faculty advisor, mindful of her international student status.
- Healthy competition among her Biotechnology classmates.
- Need to maintain 6.5 CGPA to attend placement interviews.

### Device Usage

- Desktop: DELL XPS 13
- Social Media: Instagram, Snapchat
- Mobile: Samsung Galaxy S23 Ultra
- Tech-Know-How

# User Persona



## Maggie



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PhD Researcher



Kozhikode



Married

- “I’ve been a resident of NIT Calicut for a couple of years now and I am the official mess representative of the PG hostel.”
- “I constantly get inquiries on mess menu and pricing. An app would be great for me to edit the details each time the menu changes.”

### About

Maggie is a PhD researcher in the department of Chemistry at NIT Calicut. Although being a local, she prefers to stay in the PG hostel managed by the NIT Calicut administration, due to her ongoing research work.

### Everyday Activities

- Lab work, 5 hours everyday on average
- Eating from the mess
- Occasional workouts or yoga
- Keeping in touch with family, 1 hour

### Goals & Needs

- Aim to be permanent teaching staff at NIT Calicut
- Volunteer for the administration through the mess representative’s position
- Get project thesis ready by the next academic year
- Need weekends to spend time with her family
- Manage time efficiently

### Frustrations

- Being a PhD researcher, Maggie has time constraints in managing both her work and volunteering activities.
- Mess details and information are not available on any website and therefore, Maggie herself has to reply to every single query.

### Motivations

- Supportive family that visits Maggie on weekends, to not disturb her research work.
- Need recommendation from project guide to obtain permanent teaching staff’s position.
- Administrative positions in the future require prior volunteering experience.

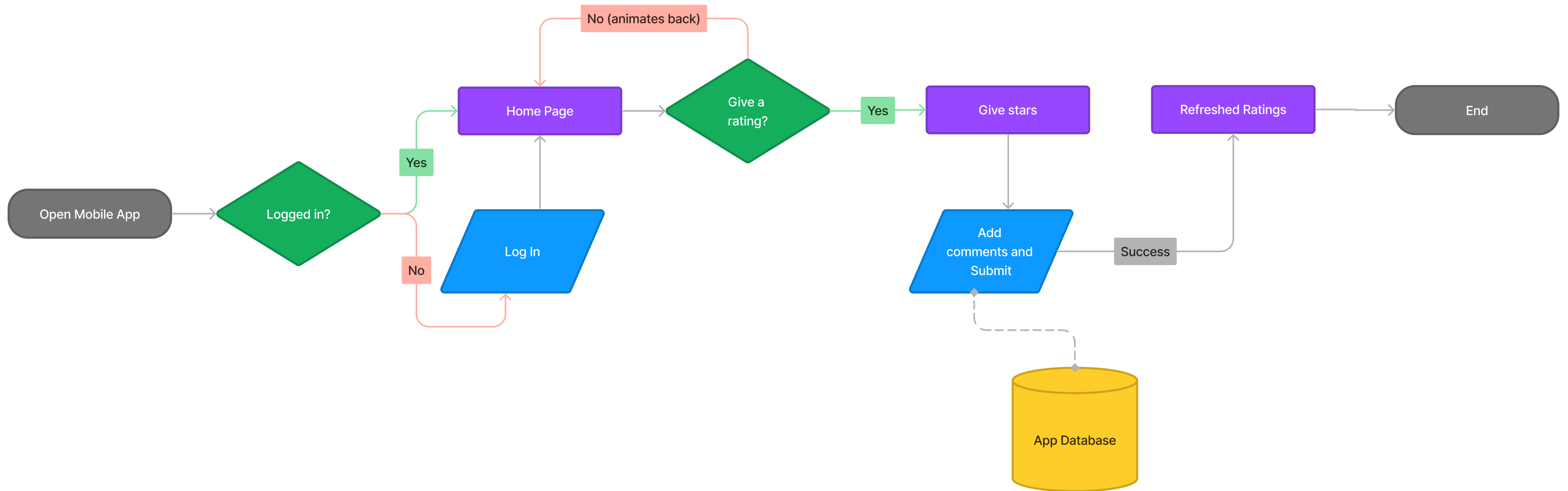
### Device Usage

- Desktop: Apple MacBook Air
- Social Media: Facebook, Instagram
- Mobile: OnePlus 7 Pro
- Tech-Know-How

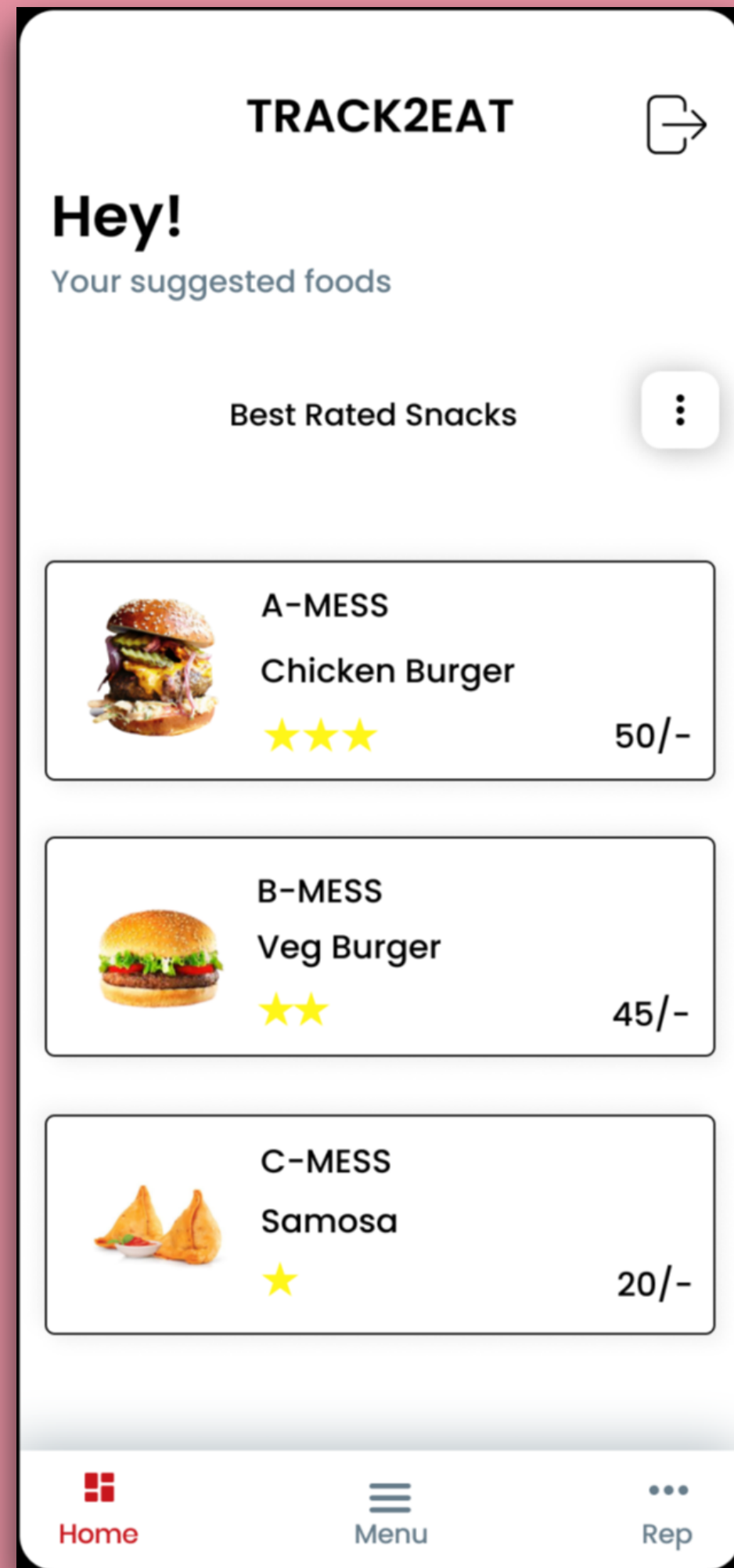


# User Flow

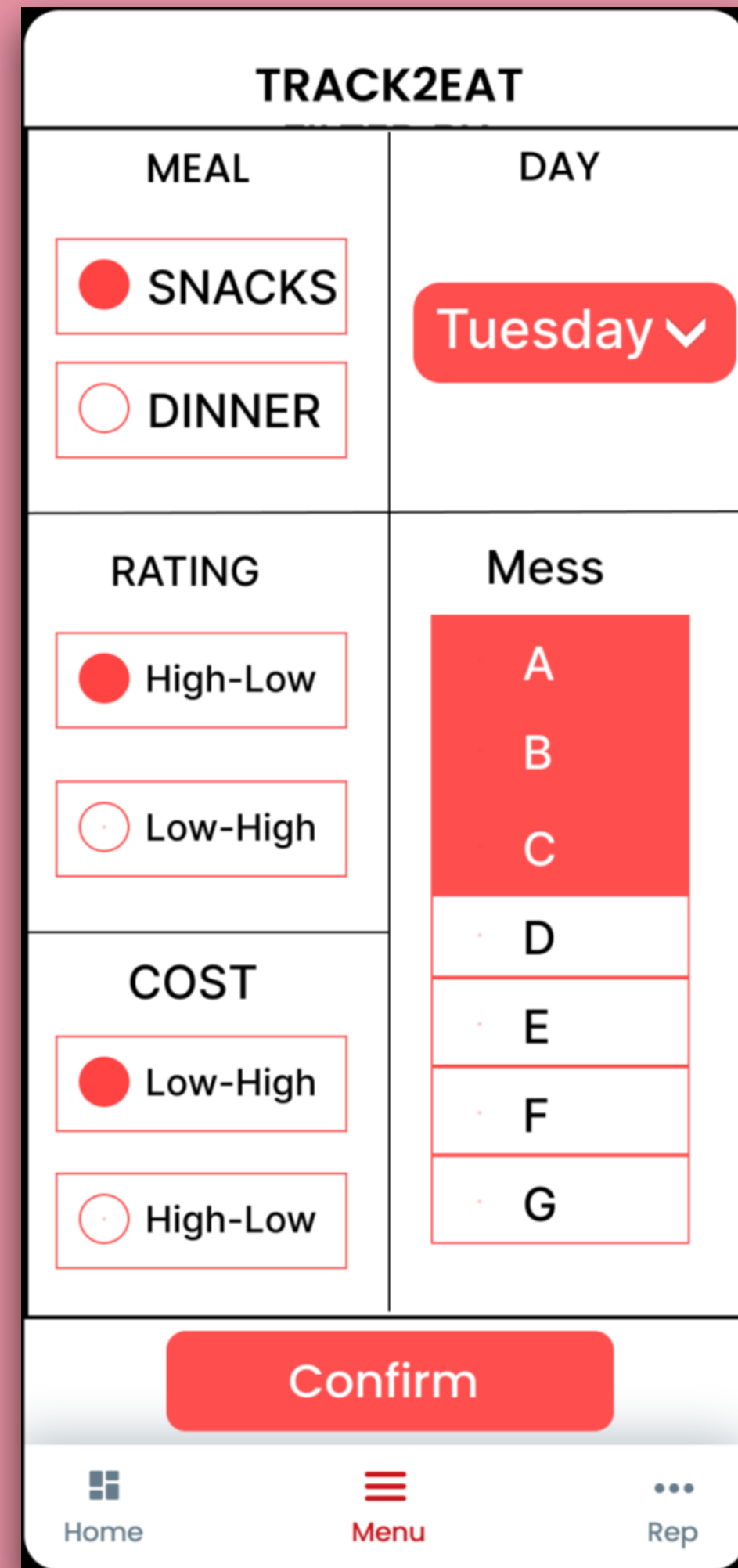
## Give Ratings Feature



# Mockups

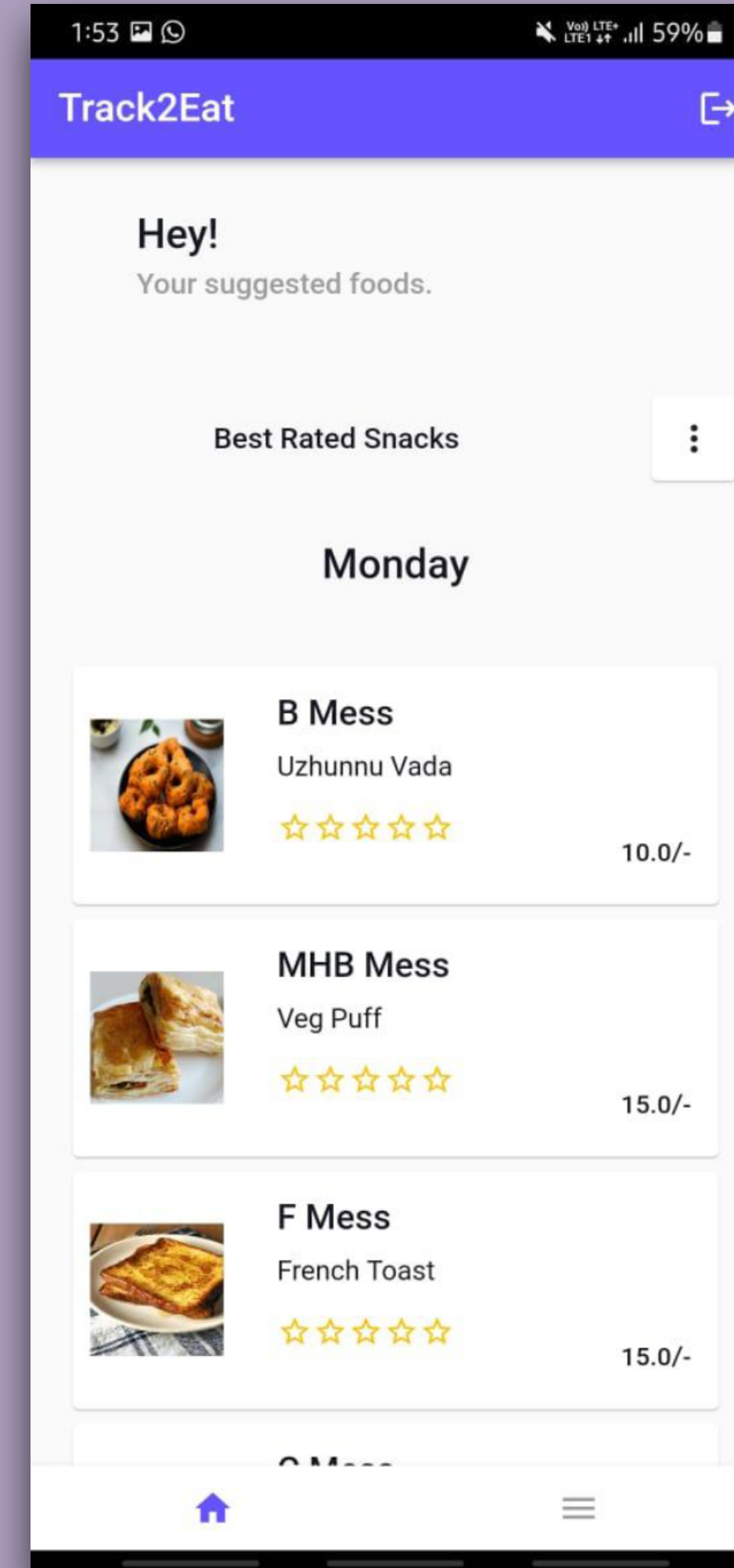


Home Page

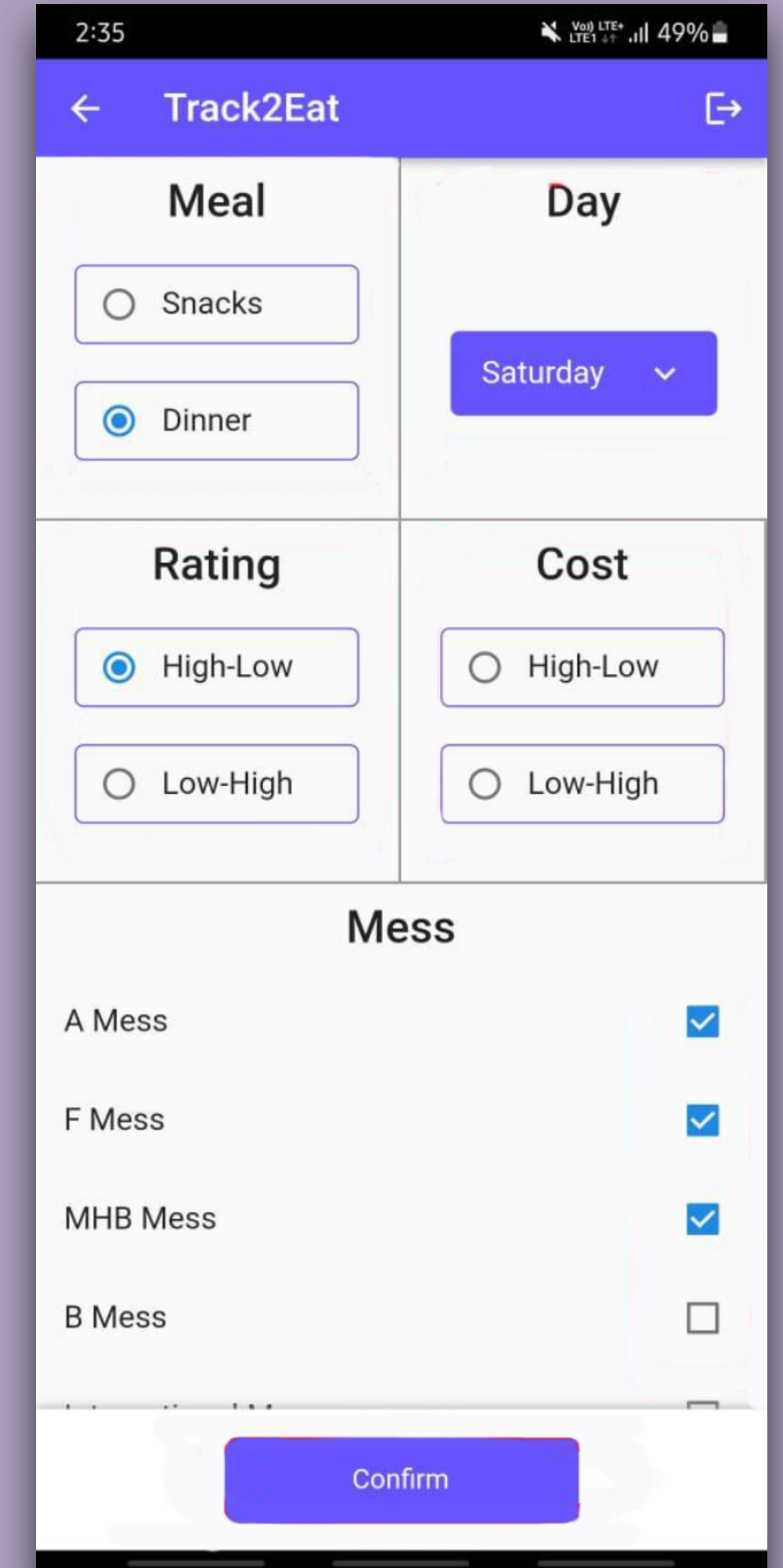


Filters Page

# Actual



Home Page



Filters Page

# Product Strategy

# Netflix

## 10-Year Strategy

- Brainstormed and presented ideas at a Product Base meetup.
- Our idea voted the most creative: ✨ Collaboration with an automotive manufacturer.
- A strategic collaboration with an automotive manufacturer to tailor in-car entertainment for driverless cars with Netflix content could be a realistic moonshot for the entertainment giant.
- Read the [full story](#).



# Volunteering

# Donation Drive

At the Network of Community Ministries



- Being a member of the INFORMS at UT Dallas community, coordinated donation drives with the Network of Community Ministries, raising \$5,000 worth of donated goods.
- As the marketing officer, boosted participation for the kick-off event by 200% by developing customized dashboards and CTAs.



Marketing Officer



MS in Management Science

#teamfall2023

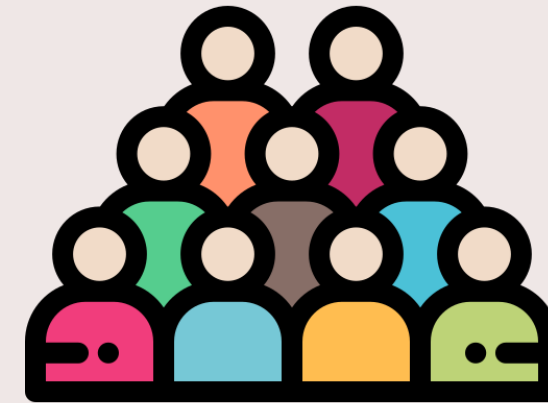
# My Core Values

## Purpose



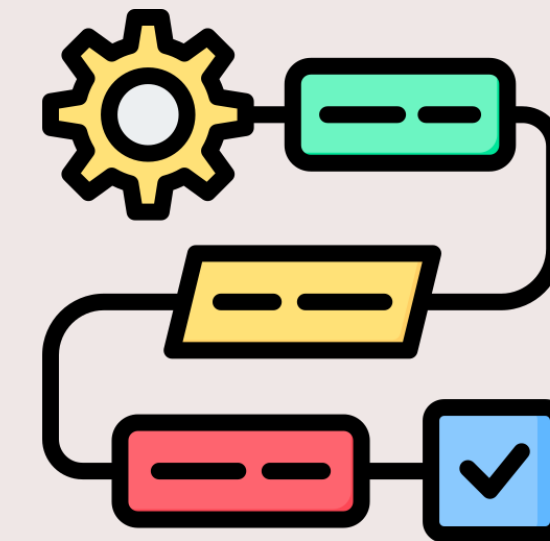
Having a clear product vision and purpose provides strategic direction and alignment for product development.

## People



Collaborating closely with users, stakeholders, and cross-functional teams enables product managers to truly understand needs and build great products.

## Processes



Implementing efficient, well-designed processes improves velocity, quality, and scalability in product development.

# Let's Connect

