

A PM's Due Diligence

Hunt Planning & Reporting · From First Principles to Working Prototype

CONTEXT

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Intelligence

Company · Market · App · Competitive

02

Users & Opportunity

Segments · Personas · Pain Priority

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Strategy

Canonical Object · NSM · OKRs

04

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Roadmap · PRD · Prototype

This deck documents a complete PM process applied to the WeHunt Hunt Planning & Reporting role — grounded in public data and clearly flagged assumptions throughout.

01

Intelligence

Company · Market · App Reality · Competitive Position

Natlink at a Glance

855K+

Registered users

~100

People across 4 cities

100K+

Devices live at peak (2024)

PRODUCT LINES

WeHunt

Hunting coordination platform — Europe's largest, 855K users

Tracker

GPS dog tracking devices — Tracker Luna (2024 launch)

Burrel

Trail cameras — E24 / N24 (2024 launch)

SAR

Search & Rescue coordination platform

HeartRunner

Emergency CPR volunteer response platform

INVESTMENT SIGNAL

Verdane growth buyout · July 2025 (€8B+ AUM firm). Signals 3–5 year aggressive expansion: new European markets, platform acceleration, potential M&A.

STRATEGIC CONTEXT

WeHunt X (v8.2.2) launched Feb 2026 — unified WeHunt + Tracker apps retired. Firebase auth, role-based onboarding, team/grounds model confirmed via live app observation.

European Hunting Market

Where WeHunt operates and where it's heading

MARKET	HUNTERS	WEHUNT PRESENCE	PRIORITY SIGNAL
Sweden	~290,000	Core / Dominant	Saturated — defend & deepen
Finland	~300,000	Core / Strong	Deepen regulatory API (Riistakeskus)
Norway	~193,000	Core / Strong	Deepen harvest compliance reporting
France	~1.1M	Expansion target	Prize market — reliability must come first
Germany	~380,000	Watch / Complex	16 state laws + DSGVO — too early

TAILWINDS

- Platform unified — WeHunt X consolidates all Natlink hardware
- Regulatory digitization — Viltdata & Riistakeskus need structured data
- Team hunt model — mandatory viral adoption (leader joins → team joins)
- Hardware moat — Tracker + Burrel create data & device lock-in

HEADWINDS

- GPS collar trust: one failure story spreads through whole community
- Android gap: 2.8/5 Play Store vs 4.5/5 App Store — reliability signal
- WhatsApp + paper still wins on familiarity — must be measurably simpler
- Registration & onboarding friction: sign-up flow has confirmed drop-off points for new users

What the App Actually Shows



Phone GPS working

6s update interval, 23m accuracy observed. Phone-side is solid. Collar relay is the unknown.



Offline maps buried

Feature exists — but hidden 3 levels deep: Menu → Teams → Team → Download. Most users don't know it's there.



Registration & verification friction

Website sign-up ends with an opaque “read-only mode” error. Email verification opens in browser — app freezes on return, requiring force-quit to complete registration.



Role-based onboarding

Dog Handler / Hunt Leader / Stand Shooter / Solo collected at signup. Segmentation data exists if analytics are wired.

GPS ASSUMPTION: REVISED

Legacy collar GPS complaints (~70% success rate) are well-documented — but apply to a retired codebase. WeHunt X was rebuilt specifically to address stability. The critical unknown is collar relay reliability in WeHunt X specifically — this is different from phone GPS.

FIRST 30 DAYS AS PM

- Instrument WeHunt X collar GPS delivery rate — fresh baseline, not inherited
- Segment all metrics by Android vs. iOS immediately (2.8 vs 4.5 App Store gap)
- Surface offline map feature — discoverability fix before build new features
- Wire role data from onboarding to analytics to get real segment distribution

Competitive Position

Where WeHunt wins — and why it must stay ahead

COMPETITOR	GEOGRAPHY	CORE STRENGTH	CRITICAL GAP VS. WEHUNT
OnX Hunt	USA (global)	Best-in-class mapping, offline reliability	No team coordination, no dog GPS, US-only data
HuntStand	USA	Weather/HuntCast, broad consumer features	US map data only, no live GPS, no European presence
HAMS.online	UK / Europe	Professional estate management, gamekeeper	B2B enterprise only, no consumer app, no mobile
WhatsApp + paper	Global	Zero friction, zero cost, always available	No safety, no GPS, no structured data, no audit trail
Viltdata / Riistakeskus	Nordic official	Official, trusted, legally required	2008-era UX, no mobile, siloed — partner, don't compete

Hardware moat

Tracker + Burrel = data lock-in no pure-software rival can replicate. 100K+ simultaneous connections.

Network effects

If the hunt leader joins, the whole team must join. Viral, mandatory growth loop.

Community equity

855K users, years of Nordic presence. 3–5 year trust gap for any new entrant.

Compliance path

Agencies need standardized data. WeHunt positioned as infrastructure — a moat regulators reinforce.

02

Users & Opportunity

Segments · Personas · Pain Priority

Six User Segments

Mapped to JTBD, pain, and WeHunt's value — all roles confirmed in app onboarding

Hunt Leader

PRD SCOPE

15–20% of users

JTBD

Coordinate safe, productive team hunt without chaos

PAIN

12 WhatsApp messages to change one stand assignment

Stand Shooter

40–50% of users

JTBD

Know where to go, when to shoot, stay safe in zone

PAIN

Miss briefings; unclear zone boundaries during drive

Dog Handler

~20% of users

JTBD

Keep dogs safe, track position, reunite quickly

PAIN

GPS position 200m stale — trust has broken down

Solo / Stalk Hunter

20–30% of users

JTBD

Navigate terrain, stay safe alone, record observations

PAIN

No safety fallback if injured. Offline maps hidden.

Association Admin

PRD SCOPE

~5,000 clubs

JTBD

Compile harvest data, submit county report on deadline

PAIN

Excel to 45 members → 30 back in different formats

Wildlife Officer (B2G)

Institutional

JTBD

Access structured harvest data, verify compliance

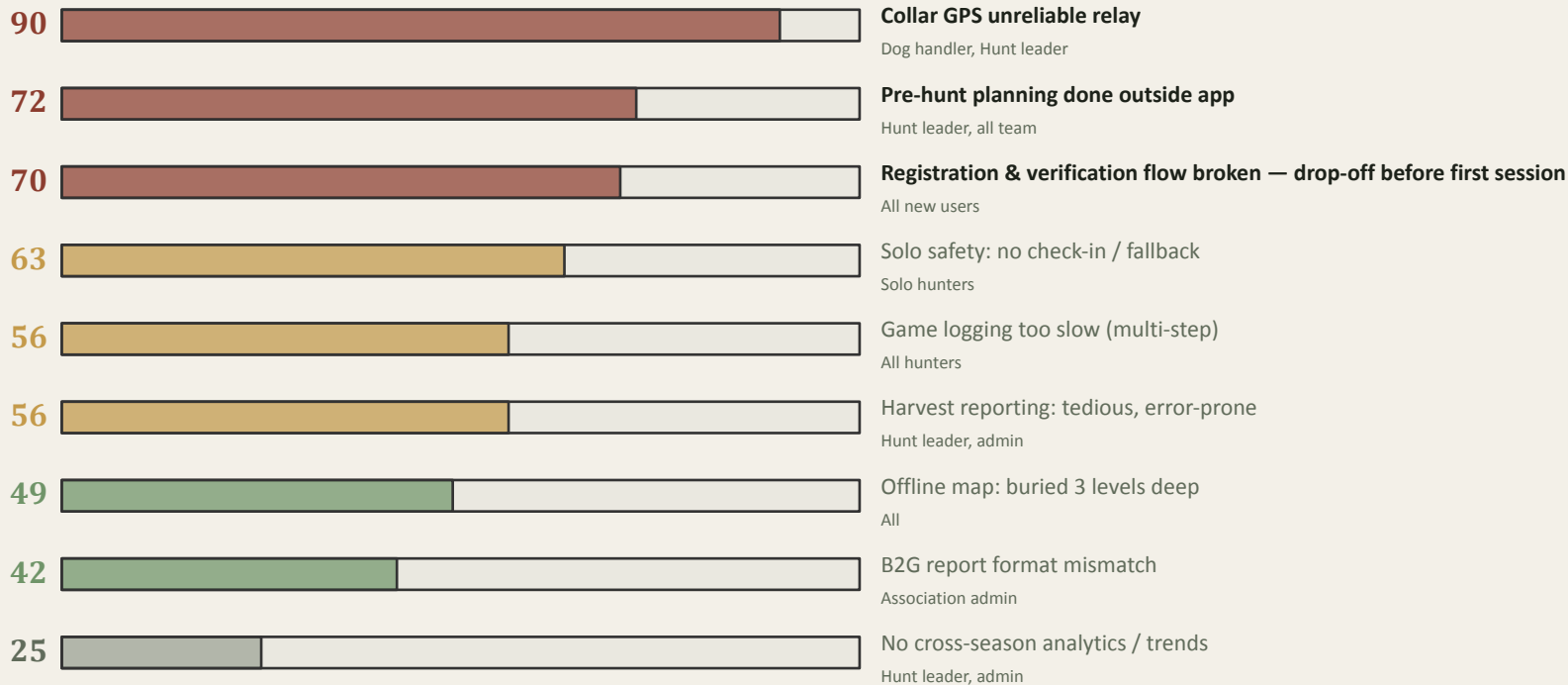
PAIN

Data arrives late, inconsistent format, no audit trail

Pain Point Priority Map

Ranked by estimated impact on user experience and business outcomes.

Sources include app store reviews, direct app experience, and inference from the JD and market context.



Critical (70+)

High (50–69)

Medium (40–49)

Low (<40)

03

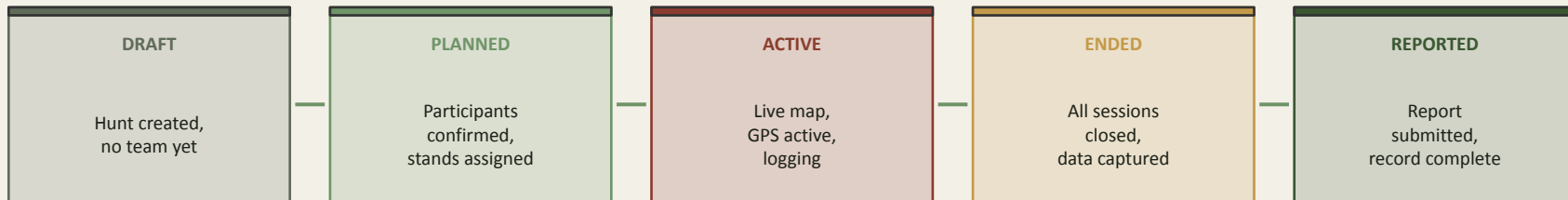
Strategy

Canonical Object · North Star · OKRs · Deprioritisations

The Hunt as Canonical Object

The strategic insight that organises every product decision

“The PM’s core job: turn the hunt into the canonical object that binds the whole platform together. The role is not ‘make reporting nicer.’ It is ‘make the hunt the system of record that every Natlink value stream connects to.’”



Reliable

GPS arrives on time. App doesn't crash mid-hunt. A hunt the platform can't track reliably is worse than no hunt.

Structured

Roles assigned, stands mapped, safety recorded before the hunt starts. Planning populates the data everything else depends on.

Evidenced

Every shot and harvest logged against the hunt. The report is generated from captured data — not assembled from memory.

North Star Metric

Coordinated Hunt Sessions per Active Team per Month

TARGET

+25%

6-month target
(establish baseline first)

Cannot be gamed

A map view alone doesn't move it. Actual coordination value must be delivered.

Drives full lifecycle

Requires PLANNED → ACTIVE → ENDED. Only moves if the canonical hunt object works end-to-end.

Bridges B2C and B2G

Every session generates structured hunt data. More sessions = more value for wildlife managers.

Aligns with revenue

Premium subscribers create more planned hunts. Tracker users rely on sessions. Both streams captured.

Quality companion metric: **% of active teams completing plan-to-report cycle (PLANNED → REPORTED) within 24 H of hunt end**

Target: 50%. Companion prevents Goodhart's Law — volume without quality is not sustainable.

Three OKRs for H2 2026

Sequentially dependent — O1 is a prerequisite for O2; O2 generates the data O3 requires

01

Build the trust foundation

WeHunt is the platform hunters rely on when minutes matter

KEY RESULTS

1. Instrument WeHunt X collar GPS within 30 days — fresh baseline, not legacy
2. Android rating 2.8/5 → ≥3.5/5 (reliability signal, not perception management)
3. GPS collar delivery ≥95% once gap confirmed (1 in 20 failures = hunters notice)
4. Offline map downloaded by ≥40% active teams — discovery fix, not new build

02

Extend across the full lifecycle

PLANNED to REPORTED as one connected workflow

KEY RESULTS

1. Hunt template duplication: setup time drops from ~15 min to <2 min
2. Safety briefing acknowledgement: timestamped, audit-trail backed
3. Auto-report adopted by ≥60% of hunt leaders within 60 days of launch
4. Plan-to-report cycle rate (PLANNED → REPORTED within 24h) reaches 50%

03

Activate the compliance flywheel

Become the reporting infrastructure wildlife agencies depend on

KEY RESULTS

1. 50+ associations onboarded with ≥2 digital submissions to county wildlife boards
2. Pilot structured data integration with Viltdata SE or Riistakeskus FI
3. Desktop reporting surface launched — % completed on desktop tracked as new KPI
4. B2G association dashboard released to association admins (Sven persona)

Sequential priority: O1 (trust) is a prerequisite. Running O2 or O3 on a broken trust foundation accelerates churn, not retention.

What I Chose Not to Build — and Why

Clear deprioritization are as important as the OKRs. These are decisions, not omissions.

LATER — post-O1

France localisation

Europe's largest market (1.1M hunters) — but entering before Android reliability and GPS trust are resolved would damage the brand at scale. Nordic-first until O1 is closed.

WON'T — this period

Generic social features

Public photo feeds, cross-platform leaderboards, influencer tools — won't build. Hunt-workflow-embedded social (team replays, club dashboards) is SHOULD/COULD. The risk is shallow social that adds noise but not hunt-specific value.

OUT OF SCOPE

New hardware product development

Electronics design and manufacturing roadmaps are outside PM scope. What IS in scope: the end-to-end UX of connecting and using hardware — Tracker setup, collar GPS display, Burrel camera feeds, device alerts.

LATER — Phase A

AI / voice logging features

Explicitly deferred to Q4 2026 in the PRD as 'Phase A experiment.' Auto-report (R-01) works from touch-logged observations — voice improves data richness when it ships, but the reporting feature should not wait for it.

04

Execution

Roadmap · PRD · Prototype · What's Next

Theme Roadmap — MoSCoW at Theme Level

Six strategic themes scored by RICE and prioritised for H2 2026 → H1 2027

MUST	Trust & Reliability GPS baseline, Android gap, offline map discoverability 28K reach, 9.5 impact
	Hunt Lifecycle Extension Planning board (P-01–P-06) + Auto-report (R-01–R-06) 28K reach, 9.0 impact
	Activation & Onboarding Empty state fix, template duplication, deep-link stand assignment 22.5K reach, 8.0 impact
SHOULD	Compliance Flywheel (B2G) Association harvest aggregator, Viltdata/Riistakeskus API 15K reach, 9.0 impact
COULD	Hardware UX (Tracker / Burrel) Device setup flow, camera feed, collar diagnostics, battery alerts 12K reach, 7.5 impact
	AI / Voice Phase A Voice logging experiment, smart observation pre-fill 28K reach, 7.0 impact — Q4 2026

PRD: Hunt Lifecycle Extension

Two initiatives, one cycle — planning and reporting are two ends of the same workflow

Why these two together: Planning creates structured hunt data. Reporting consumes it. Ship planning without reporting and the loop stays open. Ship reporting without planning and the auto-draft is mostly empty. They ship together.

PLANNING BOARD · P-01 to P-06

P-01 Stand map assignment

Named stand markers on hunt map, assigned per participant

P-02 Participant confirmation

Real-time readiness list — confirmed / pending / declined

P-03 Safety briefing record

Published by leader, timestamped acknowledgement per hunter

P-04 Hunt template duplication

One tap to pre-fill from a past hunt — setup from ~15 min to <2 min

P-05 Pre-hunt notification

Push at 24h and 1h before start — stand + map deep-link

P-06 Offline access

Full planning view available offline once loaded — no network on hunt day

AUTO-REPORT · R-01 to R-06

R-01 Auto-draft generation

Report pre-filled from: game logs, GPS tracks, participant list, drive timestamps — within 5 min of hunt end

R-02 Missing data prompts

Every unfilled field is a specific question, never a blank box

R-03 Human review required

Leader must confirm. Auto-draft clearly labelled. No auto-submit ever.

R-04 Edit before submit

Every field editable. Edits tracked: auto-filled vs manually changed.

R-05 Market-specific format

Viltdata SE / Riistakeskus FI / generic — automatic, not a user choice

R-06 Desktop submission path

Full review and submit available on web — field moment = mobile, follow-up = desktop

Interactive Prototype

Single HTML file — no framework, no build step, opens in any browser

Planning Board

DRAFT → PLANNED lifecycle. Hunt creation via template duplication, stand assignment, team management, safety briefing with acknowledgement, readiness tracker.

PERSONA

Erik (Hunt Leader), Lars (Stand Shooter)

Auto-Report

ENDED → REPORTED lifecycle. Live summary, auto-draft generation with processing log, missing field prompts, field-by-field review, Viltdata submission flow.

PERSONA

Erik (Hunt Leader) on mobile

Desktop Review

Full harvest report review on web — cross-device handoff. B2G layer: admin view with season-level sidebar, export PDF, Submit to Viltdata. Demonstrates cross-device story.

PERSONA

Kaisa (Association Admin / B2G)

KEY DESIGN DECISIONS IN THE PROTOTYPE

Template duplication (P-04) — Pre-fills from last hunt on same ground. 'Recommended' tag auto-selected. Setup drops from ~15 min to <2 min — top abandonment point.

Human review gate (R-03) — Auto-draft labelled as draft. Submit requires explicit confirmation. No auto-submit under any circumstances — trust is the product.

Cross-device handoff — 'Continue on desktop →' CTA at end of mobile report flow. Desktop shows same hunt object in a wider B2G surface. Field = mobile, deliberation = desktop.

AI Integration — Phase A Experiments

Grounded in real use cases. Deliberately not built yet — O1 trust must come first.

The PRD explicitly deferred AI features to Q4 2026 as 'Phase A experiment.' These ideas are grounded in the hunt lifecycle data model — not AI for AI's sake. Each requires the canonical hunt object (Phase 04) to be in place first.

A1 DURING ACTIVE HUNT

Voice game logging

Hunter speaks a quick observation — 'Älg, hona, skadeskjuten, nära Bäckravinen' — converted to a structured log entry. Reduces logging from ~8 taps to ~3 seconds with cold gloves.

Requires: game taxonomy + hunt context to resolve ambiguity

A2 POST-HUNT AUTO-REPORT

Smart observation pre-fill

GPS collar tracks + drive timestamps + stand assignments → AI infers likely observation fields (location, time window) so the report arrives pre-filled at ~80% accuracy. Remaining 20% are prompted questions.

Requires: rich hunt event data from planning board (P-01–P-06)

A3 DURING ACTIVE HUNT

Anomaly detection for GPS

Collar tracks arrive at 6s. When a dog stops moving for >4 min off-trail, a soft alert fires — 'Duke hasn't moved in 5 min near Stand 3.' Reduces reactive checking to proactive awareness.

Requires: reliable GPS baseline (OKR O1 KR4 ≥95%)

A4 PRE-HUNT PLANNING

Natural language hunt briefing

Hunt Leader types: 'Moose drive, Sörmland, 9 people, 2 dogs, mild weather.' AI generates: stand suggestions based on historical positions, safety note template, notification draft. Leader reviews and publishes.

Requires: historical hunt data + ground map context

Files sent with this deck

This presentation

The full PM thought process — intelligence to execution

Interactive prototype (HTML)

WeHunt · Hunt Lifecycle V2 — 3 flows, 19+ screens, opens in any browser. No login, no setup.

Backbone documents on request

Phase 1 Intelligence Brief · Phase 2 Strategy & Roadmap · Phase 3 PRD — deep detail behind every decision in this deck

Farzad Rajabi

hc.farzad@gmail.com | +46736834840

THANK YOU FOR YOUR ATTENTION!