



EXAMTRACKER INDIA

The 9 Critical UX Moments

Where Experience Is Everything

The moments that win or lose an aspirant's trust — forever

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THE PHILOSOPHY BEHIND THESE 9 MOMENTS

Government exam preparation is one of the most emotionally demanding journeys a young Indian undertakes. Years of effort. Real money spent. Family expectations. A career that depends on a single result. Every aspirant carries this weight every single day.

Your product can either **add to that burden** — with friction, confusion, noise, and indifference — or it can be the one thing in their day that reliably lifts some of it.

DESIGN PRINCIPLE: The common thread across all 9 moments: your product should be doing the reading, parsing, computing, and worrying — so the aspirant just has to act. The cognitive load of government exam preparation is already enormous. Every screen where you remove one piece of that burden creates loyalty no competitor can buy back.

The decision to show **no ads during onboarding** was the right instinct. This document extends that instinct to every critical moment in the product lifecycle. Here are the 9 places where experience must be protected at all costs.

The 9 Moments — Priority Ranking

Ranked by their combined effect on trust, retention, and emotional intensity:

#1	DAILY	The Dashboard — High frequency, zero-friction. The product's daily face.
#2	EMOTION	Eligible Exam Discovery — Highest emotional moment. The 'this exam is for me' feeling.
#3	STAKES	Admit Card Release — Highest stakes notification. Missing it = disqualification.
#4	ANXIETY	Result Day — Maximum emotional volatility. Win or loss — both need care.
#5	CHURN	The Waiting Period — Most overlooked. The silent churn window between apply and result.
#6	EXIT	Application Handoff — Last impression before leaving your platform. Prepare them well.
#7	STEALTH	Profile Editing — Underrated but high satisfaction when done right.
#8	RECOVER	Empty States — Failure state that can recover trust — or permanently destroy it.
#9	REVENUE	The Upgrade Moment — Revenue-critical but must never feel like a wall.

□ MOMENT 1: THE DASHBOARD — THE DAILY RETURN

This is the screen users see **every single day**. It is the product's daily handshake. If it loads slow, feels cluttered, or shows irrelevant information — users stop opening the app. They don't uninstall. They just drift away silently. That is the worst kind of churn because you never see it coming.

The Real Job This Screen Has to Do

Right now every aspirant starts their morning by manually scanning 6 Telegram channels, 2 websites, and a WhatsApp group to figure out: 'Is there anything new for me today?' Your dashboard needs to **replace that entire ritual** — not supplement it.

□ **DESIGN PRINCIPLE:** The dashboard is not a list of exams. It is a daily personal briefing — curated, ranked, and personal. The difference between these two is the difference between a notification website and a product people love.

The Morning Briefing Model

The very first thing an aspirant sees every morning must be: 'Here's what changed since yesterday that matters specifically to you.' Not a list of all exams. Not a notification count badge. A curated, ranked, personal morning update.

The screenshot displays a mobile application interface titled "DASHBOARD — MORNING BRIEFING VIEW". At the top, it says "Good morning, Ravi" and shows the date "Feb 25, 2026". Below this, there are two main sections: 1) "2 things need your attention today" which includes a "CLOSING IN 4 DAYS" notice for the SSC CGL 2025 exam with 2,847 OBC vacancies and a fee of ₹100 (OBC rate), with links to "View Details" and "Start Application". 2) "NEW — opened yesterday" for the Railway RRB NTPC 2025 exam with 1,203 OBC vacancies and a fee of ₹250, also with "View Details" and "Track This" links. At the bottom, a note states "Nothing else changed for you since yesterday. Next critical date after Mar 1: IBPS PO on Apr 22".

The 'Nothing Changed' Message Is As Valuable As an Alert

If nothing changed since yesterday for this user, say so clearly: '**No new deadlines today. Your next critical date is SSC CGL in 4 days.**' That reassurance is valuable — it means they can close the app and go study without anxiety. Most apps never think about this. They show nothing

(confusing) or show everything (overwhelming). **Explicit reassurance that there is nothing to act on is a feature.**

Tone Rules for the Dashboard

Situation	Wrong Response	Right Response
4 days to deadline	<input type="checkbox"/> URGENT: Only 4 days left!	Apply by Thursday — you still have time today
New eligible exam	New vacancy added to database	An exam opened yesterday that you can apply to
No activity today	(blank screen)	Nothing changed for you today. Next deadline: Apr 22
Deadline just passed	Application closed	SSC CGL closed. 3 new exams match your profile
Result pending	Result not yet declared	Waiting on SSC CGL result — we'll alert you instantly

What Must NEVER Appear on the Dashboard

- Exams the user is definitely ineligible for — hiding these is a feature, not a limitation
- Generic 'trending exams' or 'popular notifications' that ignore their profile entirely
- Ads — anywhere on the dashboard, at any time, for any user tier
- Notification counts as the primary metric — replace with 'X things need your attention'
- Exam names without context — always show deadline, vacancy count for their category, and fee

UX PRINCIPLE: The dashboard should make the user feel like they have a reliable, knowledgeable friend handling exam tracking on their behalf. The moment it feels like a website instead of a personal assistant, you have lost the plot.

★ MOMENT 2: ELIGIBLE EXAM DISCOVERY — THE 'THIS IS FOR ME' MOMENT

This is the highest-emotion moment in the product. The user sees an exam they can actually apply to. What happens in the next 60 seconds either converts them into an engaged, trusting user — or sends them to a government website where they get lost and give up.

□ **CRITICAL:** Every platform does the same thing today: show the notification and a link to the official site. That is where they lose the user. The government website is a 40-page PDF, a confusing form, and a payment portal that times out. Your product must bridge that gap.

The Heavy Lifting — What You Do So They Don't Have To

When a user taps an eligible exam, they should see — without opening a single PDF — everything they need to decide whether to apply:

— ELIGIBLE EXAM DETAIL PAGE —
SSC CGL 2025 – Staff Selection Commission

YOUR ELIGIBILITY (Ravi | OBC-NCL | B.Tech Electronics | 24 yrs)

- ✓ Age: 24 years – within OBC limit of 30 years
- ✓ Education: B.Tech Electronics qualifies for:
 - Post 02 – Junior Statistical Officer (JSO)
 - Post 07 – Data Entry Operator Grade A
- ✗ Post 05 – Civil Engineering stream required (you: Electronics)
- ✓ OBC Vacancies for your eligible posts: 847 seats
- ✓ Your application fee: ₹100 (General candidates pay ₹200)

DOCUMENTS YOU WILL NEED

- OBC-NCL certificate – must be current year 2025-26
- B.Tech marksheet (all semesters)
- Photo: JPG, max 50KB, white background, 3.5×4.5 cm
- Signature: JPG, max 30KB, white background
- Aadhaar / Voter ID

APPLICATION WINDOW

Opens: Feb 10, 2026 | Closes: Mar 1, 2026 (4 days left)

[Apply on Official Site →] [Add to My Tracker]

Post-Level Eligibility — The Detail That Changes Everything

Most government exams have multiple posts within the same exam. SSC CGL 2025 has 17 different posts with different streams, qualifications, and vacancies. A B.Tech Civil engineer qualifies for different posts than a B.Com graduate. **No platform today does post-level eligibility matching.** This is a profound gap and your clearest differentiator.

KEY INSIGHT: Showing a user they qualify for 'SSC CGL 2025' is not enough. Showing them they qualify for exactly 3 of the 17 posts — and naming those posts — is the product that earns permanent trust.

Previous Application Context

If the user applied to this exam in a prior cycle, show it immediately:

- 'You applied to SSC CGL 2023. Here's what changed in 2025: vacancies up 23%, OBC cutoff last cycle was 148.5 (up from 141 in 2022).'
- 'Your last score (if entered): 152 marks. Based on OBC category trends, you are likely competitive for this cycle.'

Experience Differs by Onboarding Mode

Mode	Exam Detail Experience
FOCUSSED	Shows only the posts matching their stated exam interest. Shorter, more focused page.
DISCOVERY	Full post list with per-post eligibility status. Context comparing this exam to similar ones.
VACANCY-AWARE	Category vacancy counts front and center — the first number they see. Highlighted if high.

□ MOMENT 3: ADMIT CARD RELEASE — THE HIGHEST STAKES NOTIFICATION

Missing an admit card means **automatic disqualification**. No appeal. No second chance. No refund of the application fee. The admit card window is typically only 7–10 days. Government websites regularly crash under load the day admit cards release because millions of students hit the same URL simultaneously.

□ **CRITICAL:** This is the single notification in the product where being 2 hours faster than a competitor could literally change someone's life. Treat it with that weight.

The Full Admit Card Experience

— ADMIT CARD NOTIFICATION — FULL DETAIL VIEW —

□ ADMIT CARD RELEASED — SSC CGL 2025 Tier I

Available until: March 15, 2026 (11 days remaining)

HOW TO DOWNLOAD (3 steps)

1. Go to ssc.nic.in → click 'Downloads' in the top menu
2. Click 'Admit Card – CGL 2025 Tier I'
3. Enter your Registration Number + Date of Birth

EXAM DAY CHECKLIST (pre-filled for you)

- Print 2 copies of your admit card (colour preferred)
- Carry original photo ID – Aadhaar or Voter ID
- Exam date: March 20, 2026 | Reporting time: 9:00 AM
- Check exam center location now – don't wait until exam day
- Allowed in exam hall: Black/Blue ballpoint pen, water bottle
- NOT allowed: Mobile phone, calculator, smart watch, earphones

OBC-NCL specific: Your category certificate should be with you at the document verification stage – not needed on exam day.

[[Download Admit Card →](#)] [[View Exam Center on Map](#)]

Notification Timing Strategy

When	Channel	Message
Admit card released (real-time)	WhatsApp (Premium) + Push (All users)	SSC CGL Tier I admit card is now live. Download before March 15.
3 days before admit card expires	WhatsApp + Email	Reminder: SSC CGL admit card must be downloaded before [date].
5 days before exam date	WhatsApp + Email	Your SSC CGL exam is in 5 days. Checklist inside — read now.

When	Channel	Message
Night before exam	WhatsApp — Premium only	SSC CGL tomorrow at 10 AM. Exam center: [name]. You're ready.

 **KEY INSIGHT:** The 'night before exam' WhatsApp is a premium feature but it has the highest perceived value of any notification in the product. It feels like a coach, not software. Users who receive it will tell every aspirant they know about ExamTracker.

Profile-Specific Checklist Variations

- **OBCL-NCL aspirants:** Highlight that OBC-NCL certificate must be current financial year (2025-26). Many candidates are disqualified at document verification for carrying outdated certificates.
- **PwBD aspirants:** Add scribe request form, disability certificate, special seating confirmation to checklist.
- **Defence/Police aspirants:** Add physical fitness documents and NOC if currently employed.

□ MOMENT 4: RESULT DAY — MAXIMUM EMOTIONAL VOLATILITY

Result day is the highest emotional moment in the entire aspirant journey. Years of preparation, months of waiting, and now — in one moment — everything is decided. Your product's response in this moment will be remembered far longer than any feature you build.

□ **CRITICAL:** The government result website will crash. It always does. Your job is to be faster, clearer, and more human than any government portal or competitor notification.

Scenario A — Selected / Shortlisted

The aspirant has cleared the cutoff. This is the best moment in their preparation journey so far. Do not make it awkward with product-speak. The notification should feel like a friend calling with good news, not a database confirming a status change.

```
— RESULT DAY — SELECTED —
□ Congratulations, Ravi!

SSC CGL 2025 Tier I result is out.
You have cleared the cutoff for OBC category.

OBC Cutoff this cycle: 148.5
Your score (if entered): 152 ✓

WHAT HAPPENS NEXT
Tier II exam is expected around June 2026.
We will track it for you automatically.
Your tracker has been updated: Tier I ✓→ Tier II (upcoming)

[ View Tier II Syllabus ] [ See All Your Tracked Exams ]
```

Scenario B — Not Selected

This requires the most care. The user is disappointed. They do not want motivational quotes. They do not want to be sold a coaching course. They want to feel seen — and then, gently, redirected.

```
— RESULT DAY — NOT SELECTED —
SSC CGL 2025 Tier I result is out.
OBC Cutoff: 148.5

We hope you are doing okay.
```

When you are ready, here are exams currently open that you are eligible for:

- RRB NTPC 2025 Closes Apr 15 →
- IBPS PO 2025 Closes Mar 28 →
- BPSC 70th Combined Closes May 2 →

47 more eligible exams in your dashboard.

[View Dashboard]

- **DESIGN PRINCIPLE:** Notice what is NOT in the 'not selected' message: no 'Better luck next time!', no 'Don't give up!', no course advertisement. Just quiet acknowledgment and practical next steps. The aspirant will feel the difference — and remember it.

What's Realistic vs What Must Never Be Overpromised

What ExamTracker CAN Do	What ExamTracker CANNOT Do (never promise this)
Notify instantly when results are officially declared	Automatically fetch the user's individual score from government portals
Show category-wise cutoffs from the official result PDF	Log in to government sites on behalf of the user
Show how this cycle's cutoff compares to last year's	Predict or estimate results before official declaration
Let users manually enter their score for personal tracking	Access individual results that sit behind login walls
Auto-update application status from 'Applied' to 'Result Awaited'	Guarantee result notifications within any specific number of minutes

□ MOMENT 5: THE WAITING PERIOD — THE SILENT CHURN WINDOW

After applying, aspirants enter the most psychologically difficult phase of government exam preparation: **the wait**. Exam date unknown. Admit card date unknown. Result months away. During this period there is seemingly 'nothing to do' in the app — and so users drift away silently. This is when most job-tracker products lose their users.

□ **KEY INSIGHT:** This is the most overlooked retention problem in EdTech and productivity apps. The feature set designed for the waiting period is almost always zero. That is the opportunity.

The Core Principle: Working For Them Even When They Are Not in the App

The goal during the waiting period is simple: make the user feel that **something is being monitored on their behalf at all times**. They should be able to close the app and trust that if anything changes — anything at all — they will know immediately.

What to Surface During Each Waiting State

User State	What to Show	Frequency
Applied — waiting for admit card	'Admit card expected based on last year's pattern: mid-Feb. We are monitoring — you will know the moment it is out.'	Once, pinned on dashboard
Applied — waiting for exam date	Exam date estimate from historical pattern. Syllabus reminder. 'Nothing new yet — your action right now is exam prep.'	Weekly
Appeared — waiting for result	Result declaration estimate. Historical cutoff trend for their category. 'No result yet. Expected: Jan-Feb based on last year.'	Weekly
Between stages — Prelims done, Mains upcoming	'Tier I is behind you. Here is what Tier II looks like and when it is expected.'	Once
Long wait — 3+ months	New eligible exams that have opened since they applied. Proactive briefing so silence never feels like abandonment.	Weekly digest

The Weekly Digest — Keeping Them in the Loop

— WEEKLY DIGEST — WAITING PERIOD —
□ Your Weekly Exam Update — Feb 25, 2026

EXAMS YOU HAVE APPLIED TO
SSC CGL 2025 Tier I → Result expected: Jan-Feb 2026

IBPS Clerk 2024 → Interview shortlist: pending

NEW THIS WEEK (eligible for you)

+ RRB NTPC 2025 Opens Mar 1 → [View]
+ BPSC 70th Combined Opens Mar 10 → [View]

EXPECTED SOON (based on last year's calendar)

IBPS PO 2025 – typically announced in March

SSC CPO 2025 – typically announced in April

Nothing urgent this week. Keep preparing. □

□ **UX PRINCIPLE:** 'Nothing urgent this week. Keep preparing.' — This line is as important as any alert. Aspirants open apps out of anxiety. Giving them explicit permission to focus on preparation without anxiety is a genuine service that competitors do not provide.

□ MOMENT 6: THE APPLICATION HANDOFF — LAST IMPRESSION BEFORE THEY LEAVE

The moment a user clicks 'Apply Now' and leaves your platform for the government website — this is where you currently have zero control. But you can **prepare them for what's coming**. Government websites have notoriously poor UX. Application forms time out. Payment portals fail. Photo upload specs are buried in PDFs. Your product's last act before they leave should be a practical intelligence briefing.

The Pre-Application Briefing Screen

— PRE-APPLICATION BRIEFING SCREEN —
Before you apply to SSC CGL 2025

WHAT THE SITE WILL ASK FOR (have these ready before you start)

- Registration: Mobile number → OTP → password creation
- Personal details: Name exactly as on Aadhaar, DOB, parents
- Category: Select 'OBC-NCL' — NOT 'OBC-CL' — important!
- Photo: JPG, max 50KB, white background, 3.5×4.5 cm
- Signature: JPG, max 30KB, white background
- OBC-NCL certificate number + issuing authority name
- Payment: ₹100 — UPI / Net Banking / Debit Card

THINGS PAST APPLICANTS LEARNED THE HARD WAY

- ↳ Site slows badly after 6 PM — apply between 10 AM and 4 PM
- ↳ Do not use Chrome autofill — it miskeys name fields
- ↳ Payment page times out in ~8 minutes — have UPI app open
- ↳ Take a screenshot of the final confirmation page
- ↳ The site logs you out after 20 minutes of inactivity
- ↳ Apply before the last 2 days — servers crash on final day

[Open Official Application Portal →]

The Practical Intelligence That Coaching Institutes Give Verbally

The tips above — site slowdown times, payment timeouts, autofill warnings, screenshot reminders — are the kind of insider knowledge that students at well-resourced coaching institutes receive from experienced faculty. First-generation aspirants from small towns have no access to this knowledge. **Your product can systematize and democratize it.**

What Aspirants Lose Without This	What ExamTracker Provides
Waste time on a slow site during peak hours	Peak traffic warning: 'Apply before 6 PM for best experience'
Payment fails at the last step after 20 minutes of form-filling	Payment timeout warning: 'Have UPI app open before you start'
Select wrong category (OBC vs OBC-NCL — different rules)	Profile-specific instruction: 'You are OBC-NCL — select this, NOT OBC-CL'

What Aspirants Lose Without This	What ExamTracker Provides
Photo upload fails — wrong file size or background color	Pre-checked specs from their profile: '50KB max, white background, JPG'
Lose confirmation — unsure if application was submitted	'Always screenshot or download the final confirmation page' reminder

DESIGN PRINCIPLE: This briefing screen should feel like a knowledgeable friend who has applied to this exact exam before, sitting next to them and walking them through it. No government portal, no competitor, and no coaching institute currently provides this in a digitized, personalized form.

□ MOMENT 7: PROFILE EDITING — THE UNDERRATED SATISFACTION MOMENT

Profile editing happens rarely — but when it does, it is highly consequential. A user updates their qualification from 12th pass to graduation. They change their home state. They add a B.Ed certificate. Each of these changes can **instantly unlock or close dozens of exam opportunities**. If the product responds to that change with visible intelligence, the user feels seen and valued. If it responds with silence or a generic 'Profile updated' toast, they wonder if the product is even working.

□ **UX PRINCIPLE:** There must be no 'Save Changes' button. Every field change auto-saves immediately and the eligibility engine re-runs in real time. The user sees the impact of their change as they make it — not after they press a button.

Instant Impact Display — Every Change Shows Its Effect

— PROFILE EDIT — INSTANT IMPACT RESPONSE —
Editing Profile: Educational Qualification

Before: 12th Pass
Now: Graduation — B.Tech, Electronics Engineering

★ Your update just unlocked 12 new exams:

SSC CGL 2025	Closes Mar 1	[Apply Now]
IBPS PO 2025	Closes Mar 28	[Track]
RRB NTPC 2025 (PG)	Closes Apr 15	[Track]
UPSC IES 2025	Closes May 5	[Track]
+ 8 more →	[View All]	

□ 2 exams you tracked are no longer relevant:
Railway Group D — for 10th/12th level. You have outgrown it.
Remove from your tracker? [Yes, remove] [Keep anyway]

Common Profile Update Scenarios

Profile Change	Immediate Response
12th → Graduation	Show all newly eligible exams. Offer to remove 12th-level exams from tracker. One-tap cleanup.
State change (UP → Maharashtra)	Update eligible state PSC exams. Add MPSC. Note UPPSC no longer in primary scope.
Add B.Ed qualification	Immediately flag CTET, KVS, NVS, State TET as now eligible. Show open application windows.
Age approaching category limit	Proactive warning 6 months ahead: 'You have 6 months remaining for SSC CGL OBC age limit.'

Profile Change	Immediate Response
Category change (OBC → EWS)	Re-run eligibility engine. Show difference in vacancy counts. Note new certificate requirements.
Add Ex-Serviceman status	Show newly eligible ESM quotas. Apply age relaxation in matching. Show ESM-specific posts.

□ CRITICAL: The proactive age-limit warning is one of the highest-value features in the entire product. An OBC aspirant who is 29 years and 6 months old may not realize that SSC CGL's 30-year OBC limit means this is their last chance to apply to one of the largest central exams. One proactive notification can change the trajectory of a person's career.

□ MOMENT 8: EMPTY STATES — THE FAILURE STATE THAT CAN RECOVER OR LOSE

Empty states are the moments when the product has nothing to show — no eligible exams right now, no tracked exams yet, no result declared. Most products treat these as non-issues: a blank screen or a generic 'No data found' message. This is a product failure disguised as a minor edge case.

□ **CRITICAL:** The first time a user sees an empty state that doesn't help them, they assume the product doesn't work. The second time, they stop trusting it. The third time, they churn — and they were right.

Every Empty State Needs Its Own Specific Response

Empty State Scenario	Wrong Response	Right Response
No eligible exams open right now	'No exams found'	'No open applications match your profile right now. Next expected for you: SSC CGL 2026 (Jan), RRB NTPC 2026 (Feb). You'll know the moment they open.'
Brand new user — no tracked exams	'Start tracking exams to see your dashboard'	'Your personalized exam list is ready. Here are 12 exams you can apply to right now — tap any to track it.'
All applications submitted — nothing pending	Empty dashboard	'All your tracked applications are submitted. Nothing is pending from you right now. Next expected event: SSC CGL result in Jan-Feb 2026.'
Profile incomplete — eligibility cannot run	'Please complete your profile'	'We need your educational qualification to find matching exams. Takes 30 seconds. [Complete Profile →]'
Government site temporarily down	'Error loading data'	'Official site is currently slow or down. We will retry in 15 minutes. Your tracked exams are unaffected.'

The Zero-Exams State for New Users

— ZERO-EXAMS EMPTY STATE — NEW USER —
Welcome, Arjun. Your profile is set up. ✓

Right now there are no open applications matching your profile exactly. Here is what is coming for you:

UPCOMING (we will alert you when these open)
SSC CGL 2026 Typically opens: January 2026
RRB NTPC 2026 Typically opens: February 2026
IBPS PO 2026 Typically opens: March 2026

We are watching 47 official sources right now.
The moment any of these open, you will know first.

Would you like to browse exams you will be eligible for when they open, so you can prepare in advance?

[[Browse Upcoming Exams](#)]

□ **UX PRINCIPLE:** 'We are watching 47 official sources right now. The moment any of these open, you will know first.' — This sentence converts an empty state from a product failure into a trust moment. The user feels they have an agent working on their behalf 24 hours a day.

□ MOMENT 9: THE UPGRADE MOMENT — REVENUE WITHOUT RESENTMENT

The upgrade moment is where most products destroy the trust they have spent weeks building. A paywall at the wrong moment, a generic feature list, an aggressive popup — any of these can undo months of goodwill in a single screen. The goal is to make the user **want** to upgrade because they understand exactly what they have been missing — not because they have been blocked.

□ **DESIGN PRINCIPLE:** The upgrade moment must never feel like a paywall. It must feel like a natural next step that a user who has found real value wants to take on their own.

The Right Moment to Show the Upgrade Prompt

Never show upgrade prompts when the user is confused, frustrated, or mid-action. Show them at **moments of realized value** — when the user has just experienced something good and is most ready to want more of it.

Good Trigger Moments	Bad Trigger Moments
After tracking their 3rd exam — showing they are an engaged user	The first time they open the app — no value has been experienced yet
When a deadline email arrives and they open it — showing email's limitation	When they try to access any premium feature — this feels like a wall
Two weeks after signup — trust has been established over time	In the middle of applying for an exam — completely wrong moment
On result day — 'Premium users got this alert 2 hours before you did'	Every login — frequency destroys goodwill faster than anything else
When a WhatsApp message would have been ideal but they couldn't receive it	When they are looking for help or support — this feels predatory

The Upgrade Screen — Personal, Specific, Non-Pushy

Show real, specific data about what premium would have meant for **this user** over the past two weeks. Not a generic feature comparison table.

— UPGRADE SCREEN — PERSONAL AND NON-PUSHY —
You have been using ExamTracker for 2 weeks, Ravi.
Here is what happened while you were on the free tier:

- RRB NTPC opened and closed in 9 days.
Premium users got a WhatsApp alert on Day 1 at 8:47 AM.
You received the email notification on Day 6 — 3 days left.
- SSC CGL admit cards released on a Tuesday morning.

Premium users knew by 9:12 AM.
The email digest went out at 7:30 PM that evening.

Premium — ₹49/month or ₹399/year (₹33/month)

What changes for you specifically:

- ✓ WhatsApp alerts — 98% open rate vs 15% for email
- ✓ Alerts 2-4 hours before free tier users
- ✓ Admit card reminders: 7 days, 3 days, 1 day before expiry
- ✓ Result notifications — instant WhatsApp the moment results drop
- ✓ Zero ads — completely clean interface

₹399/year = the cost of one exam application fee.

[Upgrade for ₹49/month] [₹399/year — save 32%]
[Maybe later — remind me in 7 days]

The 'Maybe Later' Option Is Not Optional

Always include a graceful exit. The 'Maybe later — remind me in 7 days' option does three things:

- Shows respect for the user's decision — they do not feel trapped or manipulated
- Sets expectation that the prompt returns — they are not surprised when it does
- Captures warm intent — users who click this are leads, not hard rejections

Pricing Psychology — The Right Anchors for This Demographic

Anchor	How to Use It	Why It Works
One exam application fee	'₹399/year = cost of one SSC application fee you already paid without hesitation'	Aspirants spend this amount regularly and without question. Reframes price as already familiar.
Concrete loss — not abstract gain	'You had 3 fewer days to apply to RRB NTPC because of email delay'	Specific loss is far more motivating than a generic list of features gained.
Coaching class comparison	'Less than 1 day of coaching class per year'	They spend ₹300-500 per day on coaching without thinking twice.
Monthly feel for annual plan	'₹33/month on the annual plan' — show ₹399 ÷ 12 explicitly	Breaking the annual price into a monthly equivalent makes it feel smaller than the monthly plan.
Early adopter lock-in	'Lock ₹299/year forever — price rises after first 1,000 users'	Real urgency without fake countdown timers. Works once. Use it for the launch period only.

□ WATCH OUT: Never use countdown timers or 'This offer expires in 10:00 minutes' tactics. Aspirants preparing for government exams have high bullshit detectors — they have seen every study material scam in existence. Fake urgency destroys the trust that took weeks to build and cannot be recovered.

THE COMMON THREAD — A SUMMARY

Across all 9 moments, the same principle applies in different forms:

□ DESIGN PRINCIPLE: Your product should be doing the reading, parsing, computing, and worrying — so the aspirant just has to act.

Moment	The Heavy Lifting You Do	The Result for the User
Dashboard	Curate, rank, and brief — so they don't scan 6 channels each morning	Opens app with clarity instead of anxiety
Eligible Exam Detail	Read the PDF, match posts, pre-fill docs — so they don't get lost	Applies more, abandons less
Admit Card Release	Monitor 24/7, alert instantly, prepare the checklist — so nothing is forgotten	No one misses an admit card because of your product
Result Day	Monitor official site, respond humanly to both outcomes	Feels seen, not processed
Waiting Period	Surface updates proactively — so they can focus on studying	Silent churn during wait is eliminated
Application Handoff	Insider knowledge democratized — prepare them for the government site's quirks	First-generation aspirants not at a disadvantage
Profile Editing	Re-run eligibility instantly, show impact — every change feels meaningful	Profile updates feel rewarding, not administrative
Empty States	Explain why, show what's coming, signal monitoring is active	Empty states build trust instead of destroying it
Upgrade Moment	Show personal data, personal stakes — not generic features	Users upgrade because they want to, not because they're pushed

END OF DOCUMENT

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