



PM SCHOOL CHALLENGE

REVAMPING THE USER INTERFACE OF FINSHOTS

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About FINSHOTS

Finshots is a news platform and a newsletter that aims to make financial news more accessible to the layperson. The platform **uses storytelling as a key feature to simplify the content** featured on their platform.

Competitive Advantage

Insightful Infographics	Financial news in less than 3 mins
Daily dose of latest updates	Loved by Users: 4.8 rating on playstore



PROBLEM STATEMENT

- You've joined as the Chief Product Officer at Finshots.
- Your notifications and emails are achieving a commendable 15% conversion rate for users engaging with your daily news articles. However, the **app's traction through organic channels**, where users access it without external prompts, **is notably low**. Furthermore, analysis of **user journeys reveals a lack of enthusiasm for exploring the app themselves**; typically, users tend to exit after reading a single article.
- You aim to alter this online behavior by **redesigning the UI** to cultivate a habit-forming experience, encouraging users to perceive your app as a regular news platform they engage with routinely.



USER PERSONAS



Alex | 28 yrs | Corporate Manager

A tech-savvy office worker who has a 30-minute commute

Needs: He is looking for convenient, easily accessible quick-read news articles to enjoy relevant content and **opt to listen** to articles while commuting.

Pain Points:

- **Convenience:** Consume content while on the go.
- **Consistency:** Daily content delivered without searching or selecting.



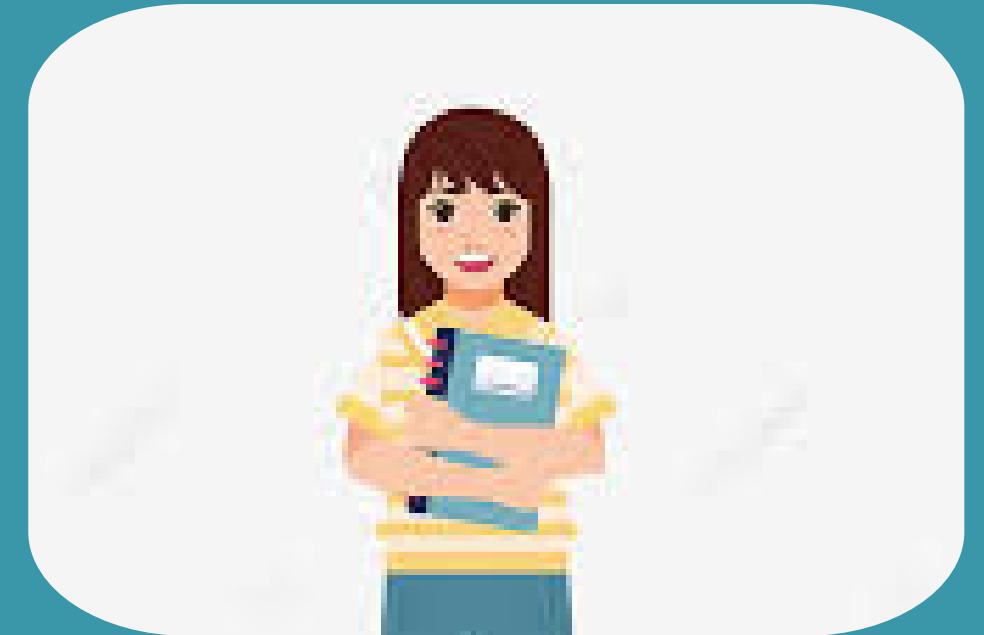
Sara | 35 yrs | Homemaker

A homemaker doing her everyday chores

Needs: She wants to stay engaged with story-telling news presentations that prevent monotony and enjoy the **convenience of listening** to the news while multitasking with household chores.

Pain Points:

- **Time Management:** Content that fits into her limited uninterrupted time.
- **Consistency:** Daily content delivered without searching or selecting.



Emily | 19 yrs | College Student

A college student with a hectic schedule and running between classes

Needs: She wants to access engaging, story-telling financial news that keeps her aware and to enjoy a user-friendly interface to **easily explore** and find relevant articles, to **quickly read** between classes or during study breaks.

Pain Points:

- **Engagement:** Ensuring the news is engaging amidst academic workload.
- **Navigation:** Efficiently finding articles of interest within the app.

UI CHANGE #1 : In-app Audio Feature

User Pain Point:

Many users prefer consuming content through audio formats while commuting, exercising, or multitasking.

Feature Insights:

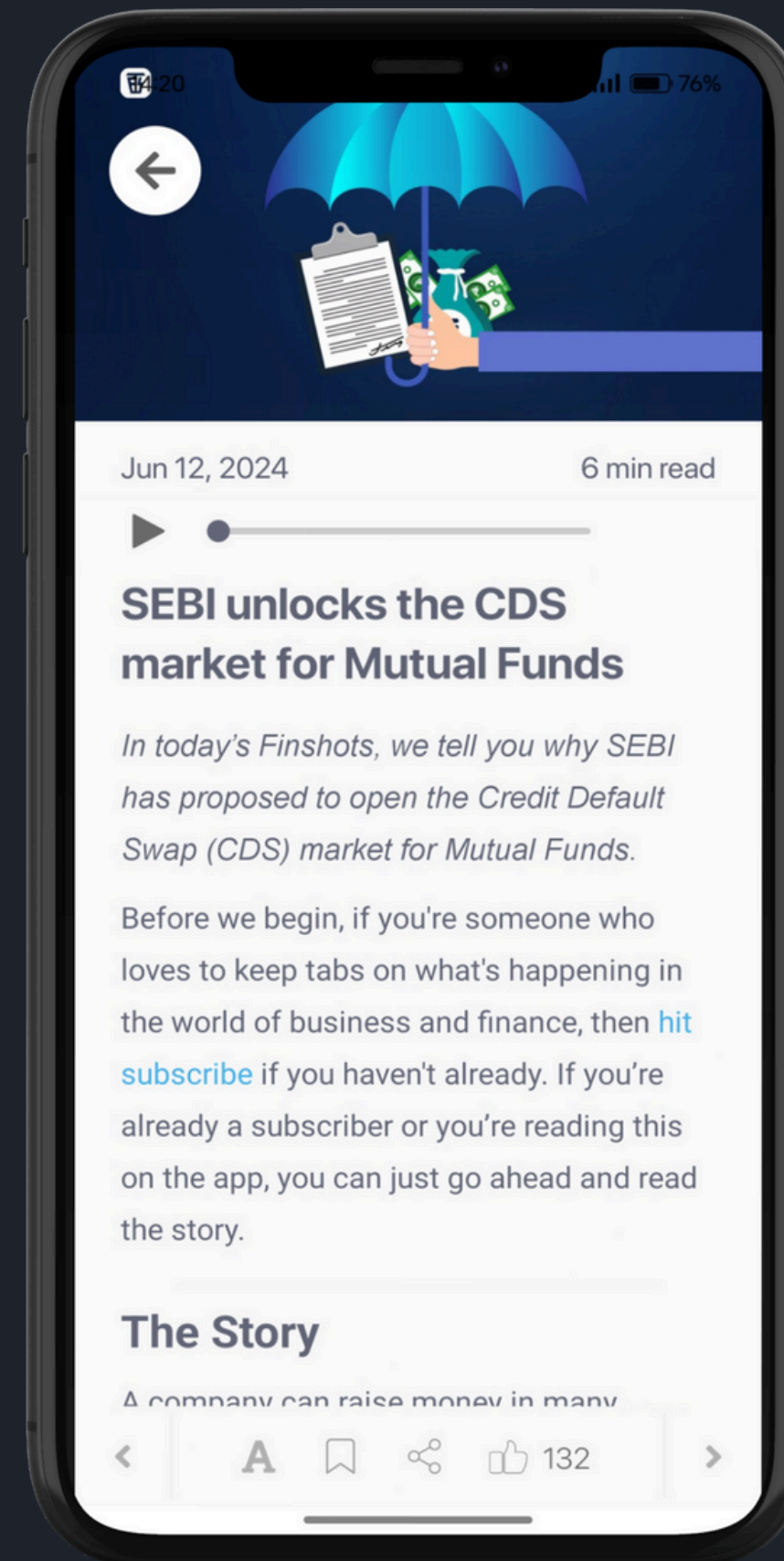
- **Integrated Audio Player:** Embed an audio player within each article page, accessible with a click, to play the narration of the article.
- **User Control:** Users can play, pause, rewind, and forward within the audio player.

Value to User:

- Users can listen to financial news articles while performing other tasks, enhancing productivity and convenience.
- Users can easily access the audio feature rather than switching to another app (Spotify).

Value to Finshots:

- Users may spend more time engaging with articles through audio, potentially increasing overall session durations, instead of migrating to other audio-proving apps.



UI CHANGE #2 : Clickable Category-based Tags

User Pain Point:

User might struggle to find more content on topics they are interested in. They might finish reading an article and want to explore similar topics without having to search extensively.

Feature Insights:

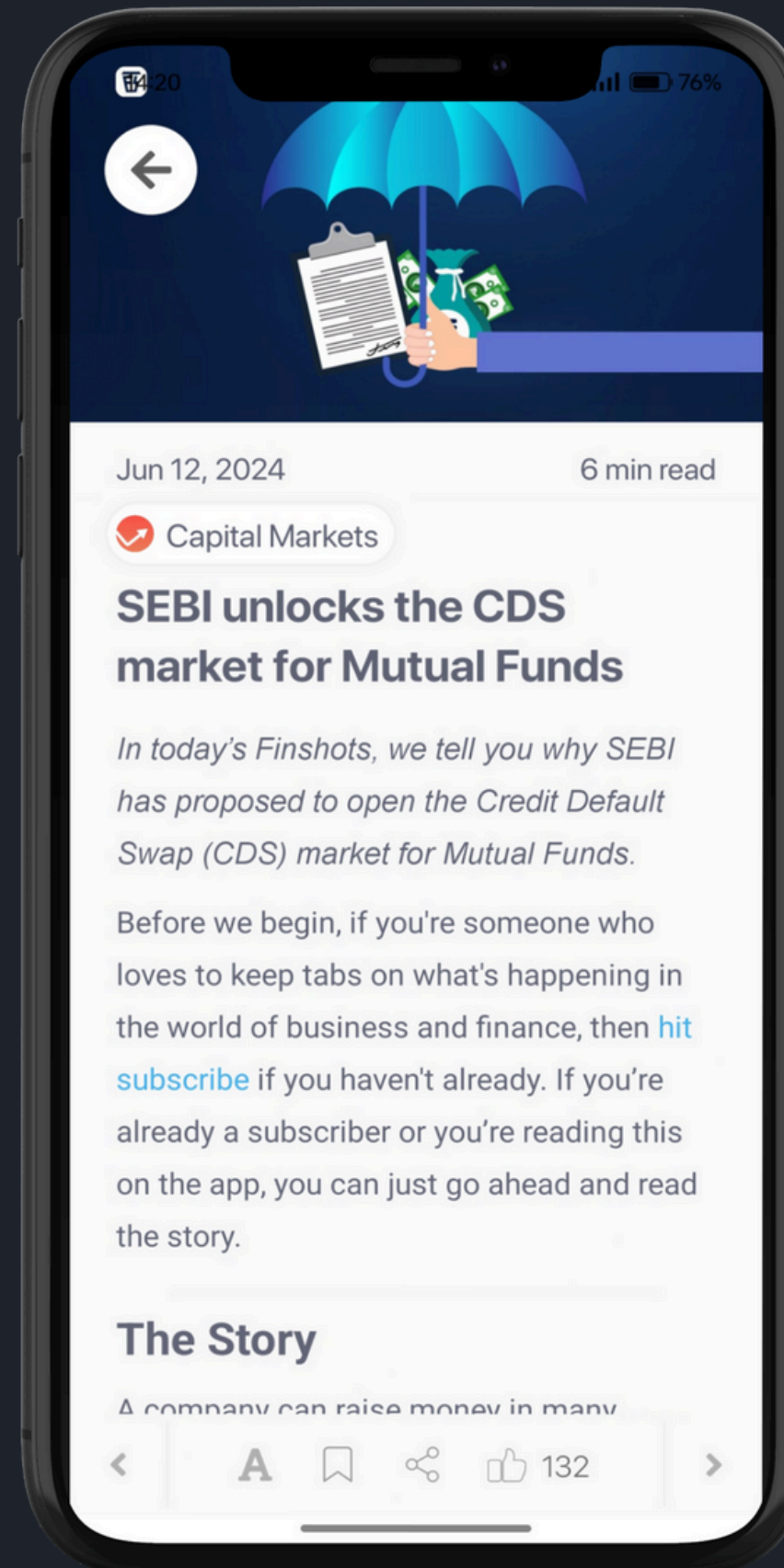
- **Category Tagging:** Display tags for each article based on their category
- **Clickable Tags:** Make these tags clickable for easy navigation to re-direct the user to the category-wise articles page.

Value to User:

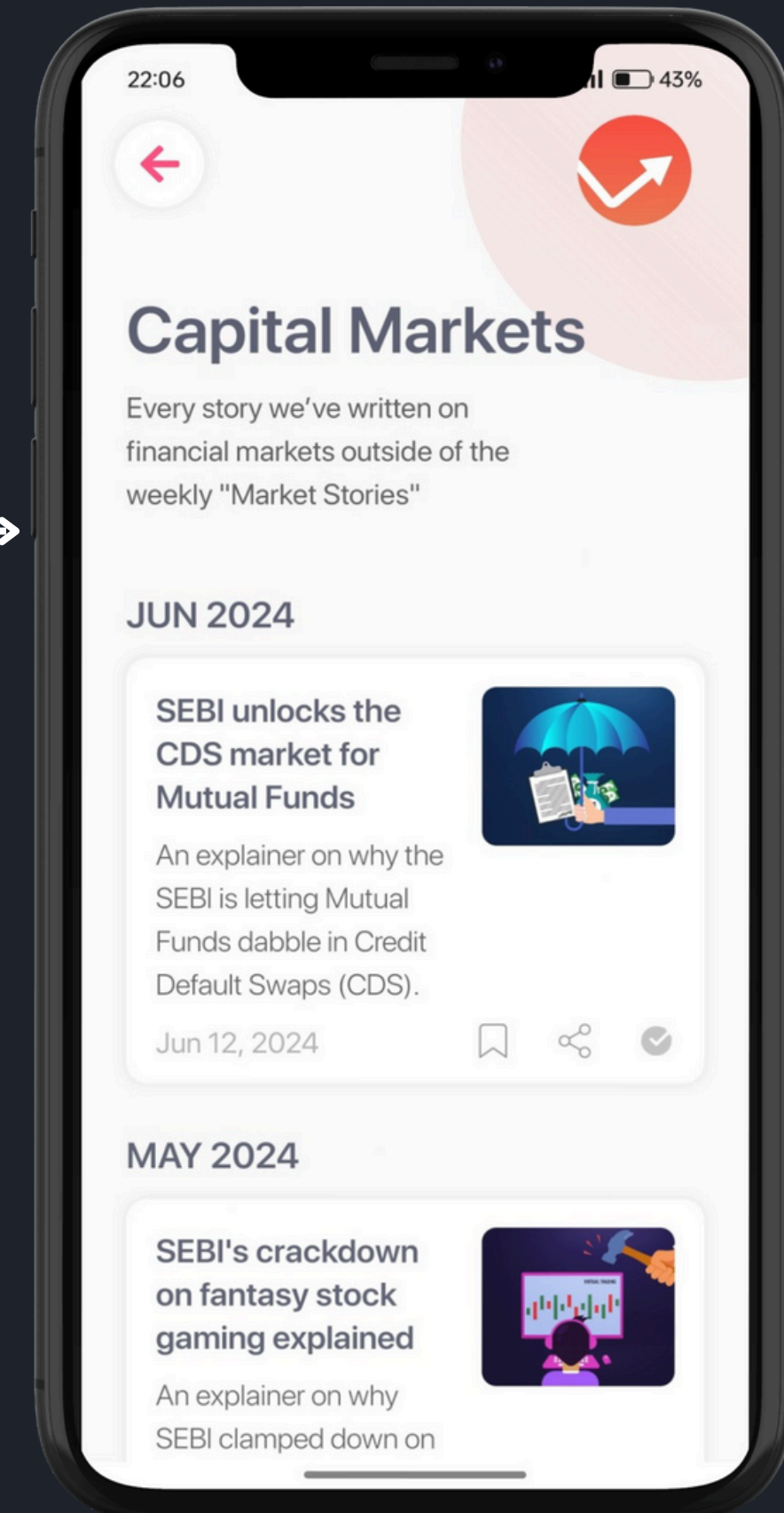
- Users can easily find and explore more articles on topics they find interesting.
- Users can save time in searching for related articles with this enhanced navigation.

Value to Finshots:

- Users will be likely to spend more time on the platform exploring related content, leading to higher session durations



Category tag clicked
.....>



UI CHANGE #3 : Internal Category Navigation

User Pain Point:

Users currently need to go back to the homepage to switch between different article categories, which is inconvenient, time-consuming, and increases the number of navigational steps.

Feature Insights:

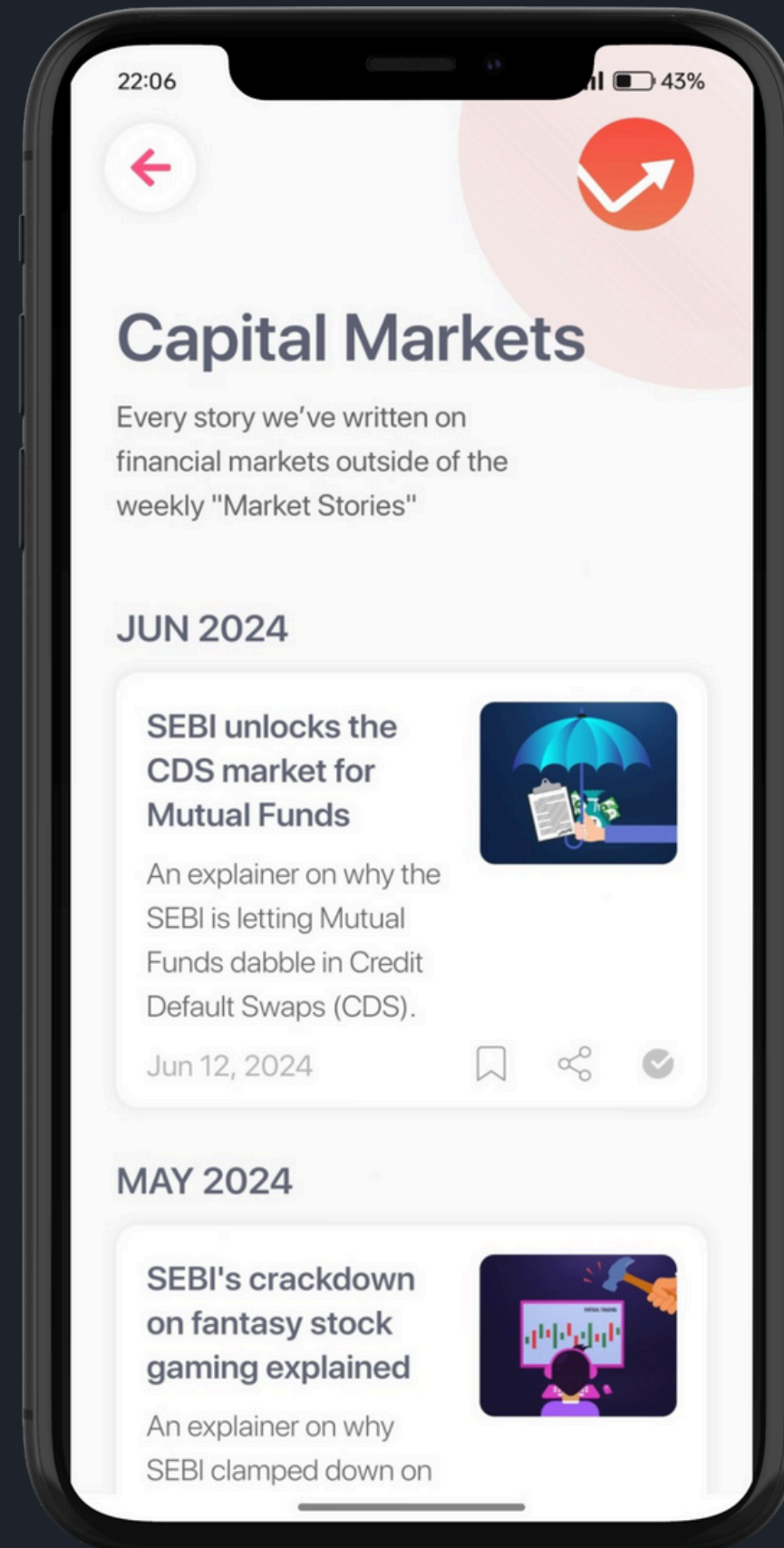
- **Category Switching Icons:** User can use the category icon (top-right) to switch between categories without returning to the homepage.
- **Dropdown Menu:** Clicking on this icon will reveal a dropdown menu with icons or links for all other categories.

Value to User:

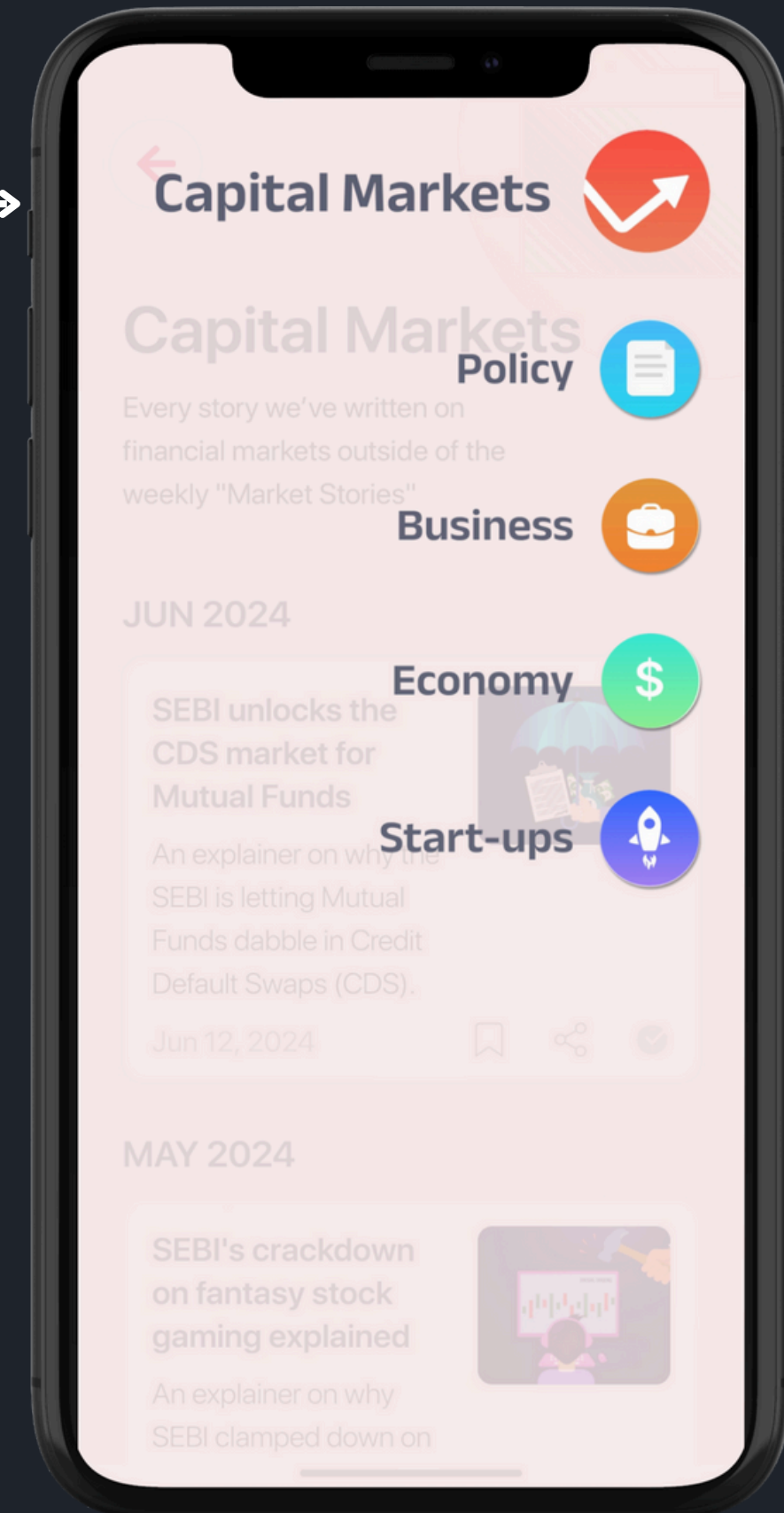
- **Streamlined navigation** makes it easier for the user to explore diverse content without increased steps.
- Users will be encouraged to explore more categories, potentially **discovering content** they wouldn't have otherwise sought out

Value to Finshots:

- Increased engagement, longer session duration and higher retention rates of the user.



Category icon clicked



SUCCESS METRICS

Success Metrics	Tracking
Session Duration	Average of the total time spent on the app by users per session over a specific period
Pages per Session	$(\text{Total number of page views}) / (\text{\# sessions})$, over a given period
Click Through Rates (CTR)	$(\text{\# clicks on category tags}) / (\text{\# times the tags are viewed})$
Bounce Rate	$(\text{\# single-page sessions}) / (\text{\# total number of sessions})$
Audio Play Rate	$(\text{\# audio plays}) / (\text{\# article views})$
Audio Completion Rate	$(\text{\# completed audio plays}) / (\text{\# total audio plays})$
Retention Rate & Churn Rate	$(\text{\# returning user}) / (\text{\# total number of users})$, usually tracked over monthly cohorts, $1 - \text{Retention Rate}$

GTM STRATEGY

Feature Development

We can conduct surveys and market research with existing users to gather insights on their content consumption habits and preferences to tailor the features to meet user needs

Beta Launch

We will launch the new features to a select group of beta testers and gather feedback on usability, functionality, and any bugs or issues.

Feedback and Improvement

We will use the feedback to refine and improve the features and ensure that the audio player is seamlessly integrated and the category navigation is intuitive.

Release

After making the changes as per feedback, we will roll out the final version of the features by the next month

THANK YOU