**2. App Exploration: (5 marks)**

Explore the features and user experience of the Jar app. Identify two aspects that you think could be significantly improved and explain your reasoning behind each suggestion.

Answer-

The app's concept is impressive. I particularly appreciate the introduction and sign-up pages, which are well-designed. The homepage is neatly organized, and the live gold pricing at the top of the page is easily accessible. The use of a purple colour palette throughout the app makes it stand out to me, and most of the icons are easily recognizable. In terms of functionality, the app runs smoothly, and the integration with UPI is done very well. However, there are two areas where the company could make improvements. Firstly, the "Spin and Win" feature often leaves users dissatisfied with the results. This could potentially have negative consequences for the company as users may find it irritating and decide to delete the app. Secondly, there is no option to delete the account, and the Jewellery section has bugs, such as not displaying any data on the screen. Additionally, adding a bright mode would be beneficial for users who are using the app in direct sunlight, as it may be difficult for them to see the icons.

**3. Product Optimisation: (5 marks)**

The Jar app has an engagement feature called 'Spin to Win'. Right now, if 100 people come to the app each day, only 23 of them try out this pinning game. But we know that people who spin are more likely to retain on the app and do transactions. Now, we want to get more people to play the game. So, the question is, how can we make sure that at least 50 people out of every 100 who visit the app each day will play 'Spin to Win'? What can we do to get more people interested in spinning the wheel?

Answer-

The Jar app's "Spin to Win" feature has potential to boost user engagement, but currently only attracts a small portion of daily users. To reach the target of 50 daily spins, several improvements can be made. Firstly, by placing the game prominently and making it easily accessible with a single tap (currently user need to scroll down on homepage to find Spin and Win option), users will be more likely to notice and participate. Highlighting the benefits of playing, like showcasing recent winners and offering personalized rewards, can further incentivize users. Additionally, leveraging social influence through features like leaderboards can create a sense of competition and FOMO (fear of missing out). Finally, focusing on a visually appealing design with engaging animations and sound effects can make the spinning experience itself more enjoyable. By implementing these strategies and monitoring user engagement metrics, the Jar app can optimize the "Spin to Win" feature and achieve its goal of attracting more daily participants.