Product Management Assignment – Websites.co.in(InstaWeb Labs Private Limited)

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Market Research:

1)AI integration in Website Builders:

Artificial Intelligence Tools are being used to make the process of website building simpler, having features like Automatic content Generation, SEO Optimization , Recommender systems according to User's interests.

2)Anti-Design and Brutalist Principles

The resurgence of anti-design and brutalist aesthetics is redefining the web design landscape. These trends focus on authenticity, imperfection, and raw simplicity, appealing to users seeking differentiation from polished, template-driven designs. Anti-design incorporates asymmetrical layouts and experimental typography, while brutalism emphasizes bold typography and minimalistic layouts

Recommendations:

- My recommendation for Websites.co.in would be for it to integrate AI tools in its toolbox to enhance user experience by customizing it to their needs .
- Adopt Anti-Design Elements by introducing experimental typography and asymmetrical layouts in templates to appeal to users seeking a unique, authentic look for their websites.
- Introduce an **AI Design Assistant** that:

- o Auto-generates tailored content based on business type

- o Suggests layouts and images using business keywords

- o Continuously optimizes site content based on visitor engagement data

Competitor Analysis: WIX

Wix integrates AI-assisted web design through its Artificial Design Intelligence (ADI), allowing users to create websites by answering simple prompts. This feature simplifies the onboarding process for non-technical users while delivering tailored designs

Recommendation for Websites.co.in:

Create an **AI-Prompt Driven Onboarding Tool** that the users can give prompts to in-order to automatically generating personalized website layouts. This feature can reduce friction during the setup phase and improve user satisfaction.

SELF ANALYSIS

UX Friction – Cluttered Interface

Observation:
While Websites.co.in offers a wide range of features, the **interface appears visually cluttered and overwhelming**, especially to first-time users. There's limited visual hierarchy, excessive use of text/buttons, and minimal whitespace — making it hard for users to focus or feel confident navigating.

Why It Matters:
Cognitive overload at the first interaction point is a major cause of **early drop-off**. Users don't want a dashboard that feels like a control panel — they want a clean, guided experience.

Pricing Strategy Optimization – Reduce Friction for Entry

Observation:
Currently, value-added services like Google Ads setup and Meta Ads campaigns are priced at **$240/month**, which may feel steep to freelancers, solopreneurs, or small local businesses — a key segment for Websites.co.in.

Recommendation:

Introduce Tiered Pricing Models: Starter($50per month ; includes basic ad setup templates, automated Google Ads wizard), Pro($99 per month ; manual setup help + analytics dashboard),Premium($240/month; fully managed campaigns)

User Pain Point Analysis –

1)Mobile UX Breakdown

Image Upload Failures: Users are unable to Upload Images

Users are unable to upload images, regardless of format — causing them to abandon onboarding entirely.

Root Cause Hypothesis:

- Mobile app's media API is outdated, lacks proper error handling for file size/format
- Backend fails silently without returning user-friendly error messages

Solutions:

- Conduct error log analysis
- Display **progress feedback** during upload(Uploading…. , Success!)

2)Address Privacy Violation Despite Opt-Out

Users explicitly choose not to display their address, yet it appears publicly on their live site. This leads to privacy violations and a breach of trust.

Root Cause Hypothesis:

- Frontend settings aren't syncing with backend publishing logic
- No confirmation screen before site goes live

Solutions:

- Immediate fix: Patch backend logic to respect privacy checkbox
- Add a "Preview Before Publish" step

Market Insight Tie-In:

These pain points prove that even though Websites.co.in has a feature-rich platform, the **user experience is broken at a foundational level**. Fixing this

should be prioritized **even before adding more AI or design features**, because frustrated users don't stick around for upgrades.

Low-Hanging Fruit Opportunity:

- Address image upload & privacy setting bugs (critical fixes in <30 days)

- Add 1-step trial opt-out and a "Privacy Preview" feature

- Replace auto-replies with context-aware response templates

- **Gamification of Tasks:**
  - Create gamified elements like progress bar and achievement badges when completing the website setup steps. This can encourage users to complete the onboarding process reducing the churn reducing churn by encouraging full onboarding completion. This can be implemented within 30 days.
  - It works as it increases engagement among users, boosts dopamine triggers, and makes setup feel like progress

Communication Plan

To: Username

Subject: Your Website Awaits—Unlock Premium Features Today!

Hi Username!

Your free trial is almost over, but your website journey doesn't have to stop here! Upgrade now to access premium features like:

- AI-powered tools for personalized content creation.
- Exclusive templates designed for your business needs.
- Dedicated support to ensure your success online.

Take the next step in growing your online presence today!

Click Here to Upgrade to premium tier! (Insert Link here)

Let's build something extraordinary together!

Best regards,

The Websites.co.in Team