Product
Space

PR👁DUSCOPE

THROUGH THE LENS OF A PM

Building a Smarter Financial Tool for College Students

Context:

It's the middle of the month, and a college student is already watching their wallet nervously; balancing rent contributions, canteen bills, weekend outings, and a surprise birthday gift for a friend. Peer pressure spending creeps in, part-time gig money comes in irregularly, and the bank app feels too complex to navigate.

This is the reality for many students across India, who juggle budgeting, saving, and financial decision-making with little guidance. While generic apps like Splitwise or Jupiter help track expenses, they don't address the student-specific challenges, from splitting hostel costs to understanding how UPI, credit, and savings tools fit into their lives.

You are a product manager at a fintech startup with a mission: to design a student-first financial product that simplifies money management, blends effortlessly into a student's digital routine, and builds lasting financial confidence from the very first semester.

Task:

As a Product Manager, your mission is to design and present a Minimum Viable Product (MVP) that solves real financial problems for Indian college students.

You'll need to:

• Identify key student segments and understand their pain points
• Prioritize features using frameworks
• Define your product strategy and roadmap for the next 3-6 months
• Craft a go-to-market plan for launching in at least 3 colleges
• Recommend success metrics and decision levers based on user behaviour

Deliverables:

Each team must submit a short product presentation (max 15 slides) covering:
  1. Target Persona(s) and problem definition
  2. Key Challenges Faced
  3. MVP Feature Set with prioritization logic
  4. User Journey or sample wireframes from the prototype
  5. Go-to-Market Strategy for the first rollout
  6. Core Metrics and expected impact
  7. Use of dataset to support assumptions and insights

Working prototype using AI tools like Lovable (Backend not required)
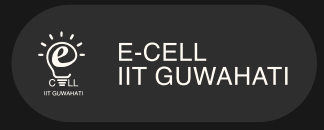
Dataset:

To ground your decisions in real-world patterns, use the dataset below - a mock survey of 1,000 Indian college students across age, city, college tier, allowance levels, and financial challenges.

Dataset link

Submission:

The submission has to be done through unstop.

Format for Submission: <TeamName.pdf>.

Deadline: 19 August 2025.

Online presentation for top 10 teams from this round: 24 August 2025 (tentatively) .