PM School
Weekend Challenge 17

Submission by

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Problem Statement:

StepSetGo (SSG) has been experiencing drop offs for users after sign ups. Looking at the current product experience, could you come up with solutions on how could these drop offs be reduced?

Assumption: User Acquisition - Sales is done, Users are finding app in the G-Playstore and downloading it!

Target Audience

- **GenZ**

472 million of Total Indian Population

32 percent of the global population

- **Millennials**

426 million, which is approximately 34 per cent of the total Indian population

Main Competitors

1. SweatCoin
2. StepBet
3. Yodo
4. Step Tracker & PedoMeter

Company Level Goals

1. Making people more and more by motivating them to earn while walking
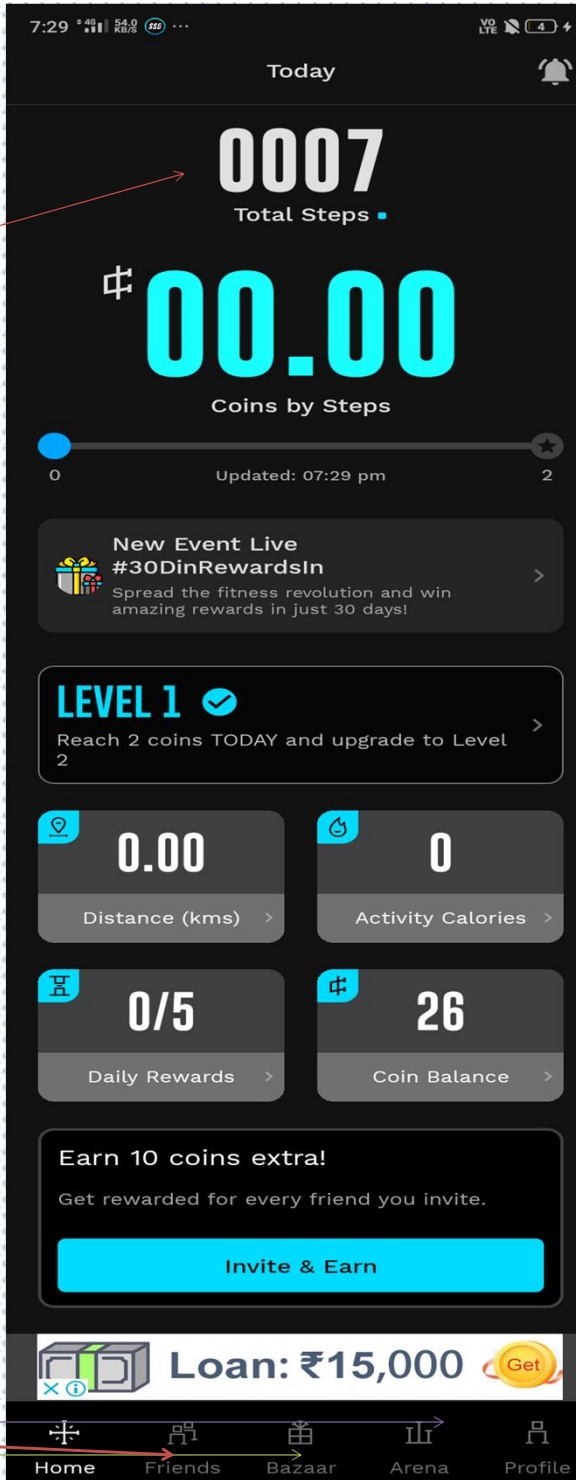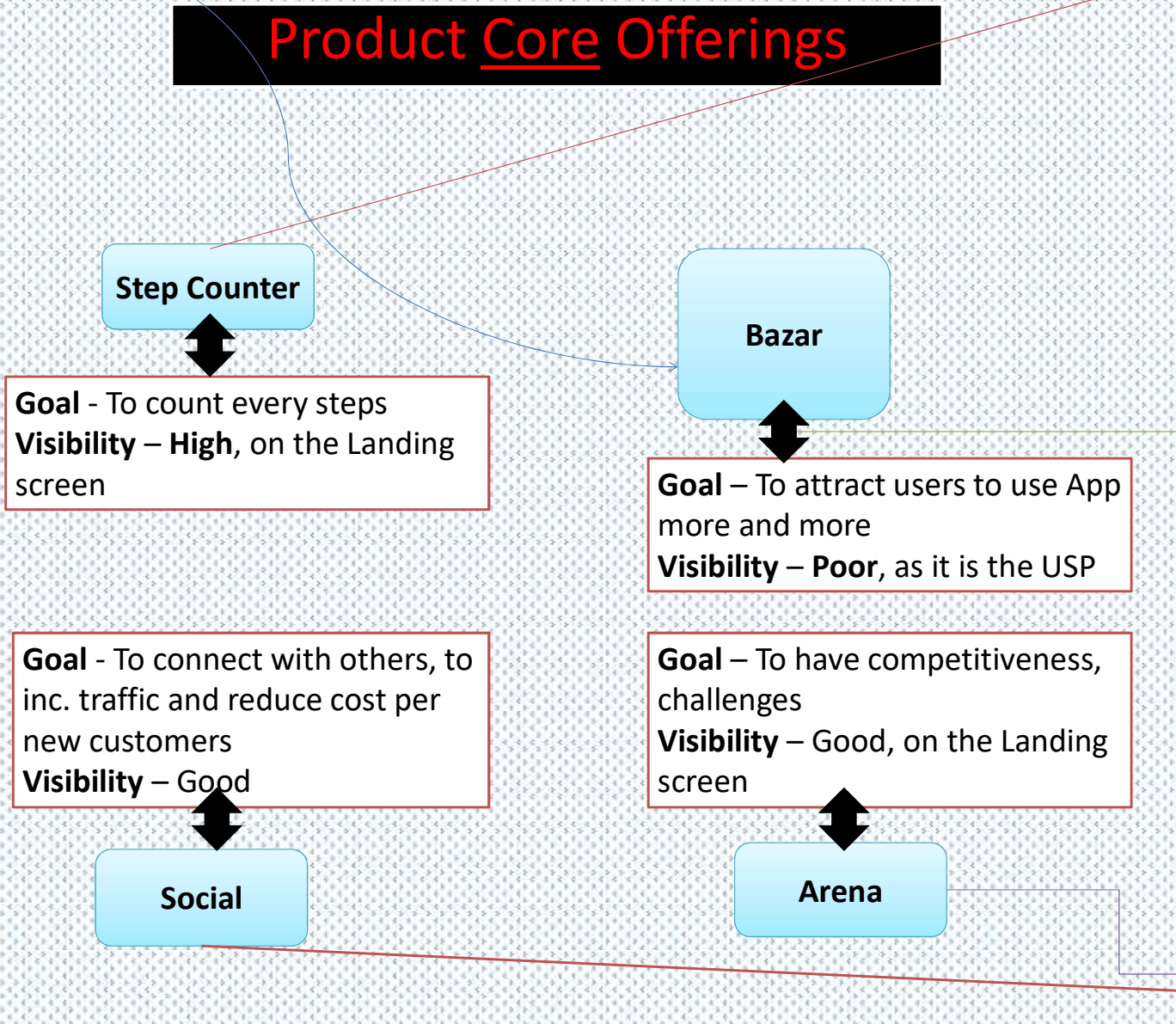
Product Level Goals

- User Satisfaction and Engagement
- Making easy for user to earn and spent within app

Business Level Goals

- Reducing Churn Rate
- More recurring revenue
- Competitive Edge

Current Product Analysis

USP - Getting **Rewards on walking** that can be redeem within app

Product Core Offerings

Step Counter

Goal - To count every steps
Visibility – **High**, on the Landing screen

Bazar

Goal – To attract users to use App more and more
Visibility – **Poor**, as it is the USP

Goal - To connect with others, to inc. traffic and reduce cost per new customers
Visibility – Good

Goal – To have competitiveness, challenges
Visibility – Good, on the Landing screen
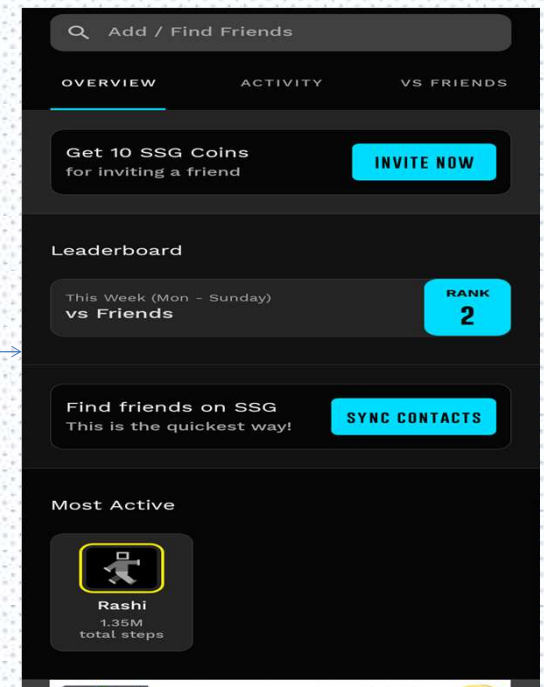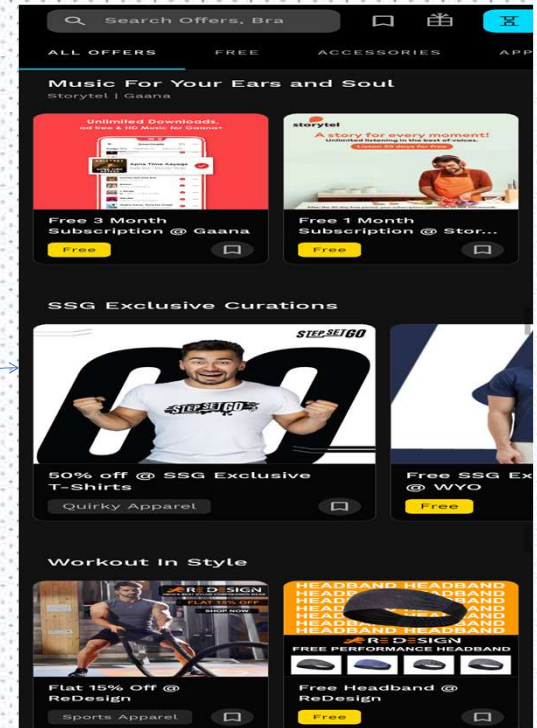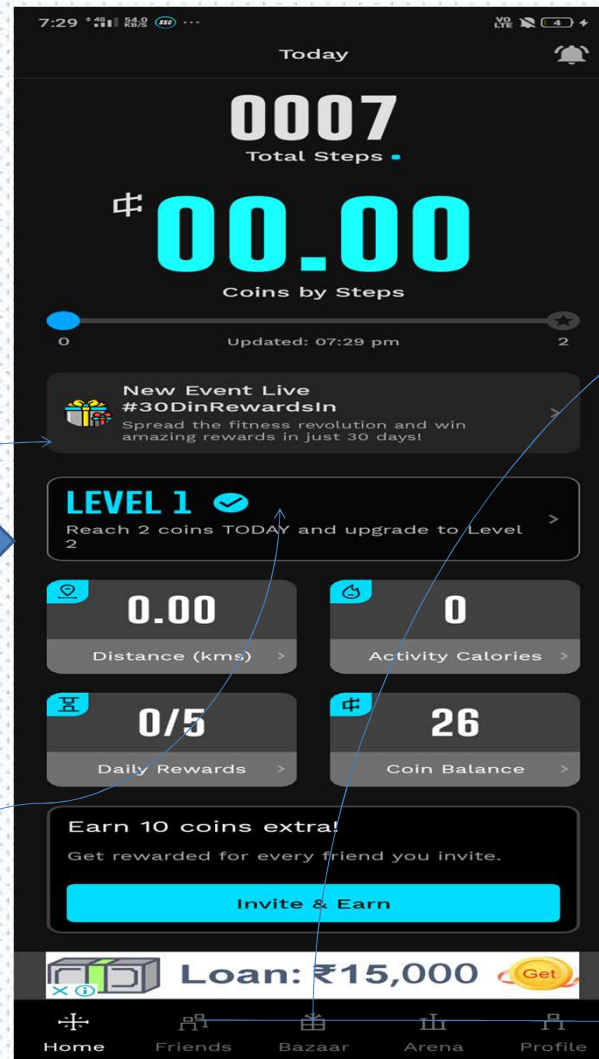
Social

Arena

Current UI Analysis

Search on Playstore and Download

Login/Signup

Gets **onboarded** to this

Didn't find the list of rewards, offers etc. – which was psychological triggered by earlier steps

Level option at first makes user confuse instead, either will explore other or spent time on learning and understanding levels

Poor Onboarding and Complex home screen leads to users divert from core feature i.e Rewards, Incentives on Walking

Current Challenges in Accessing the Core Features that Users NEEDs

A new user **can't easily fin**ds different items which can be bought, and how much coins required to buy it, hence BAD Experience
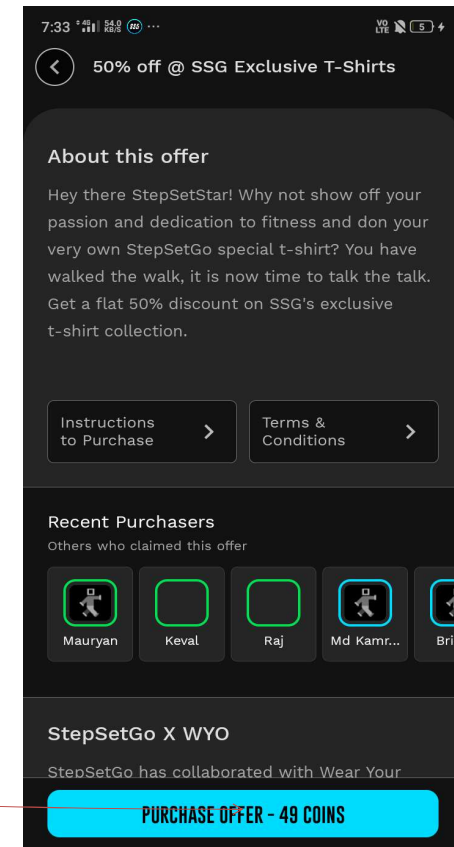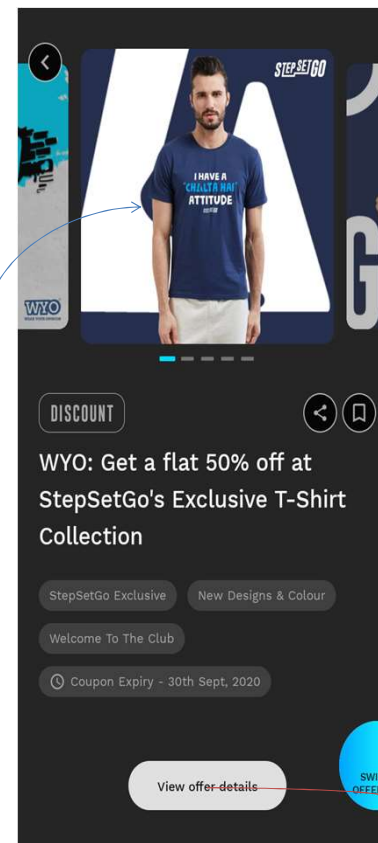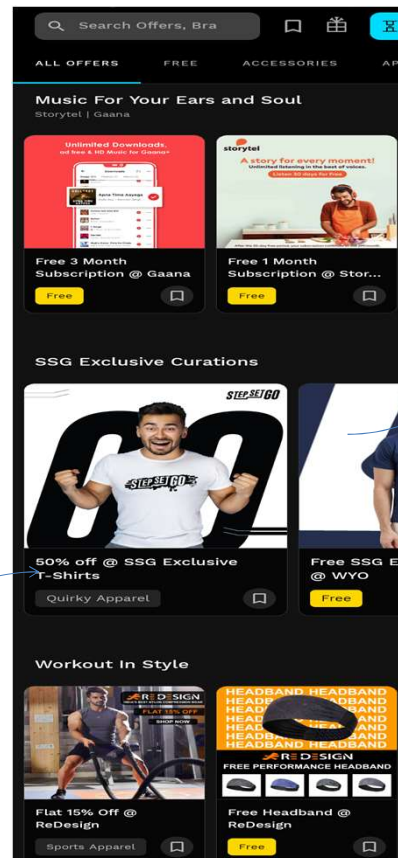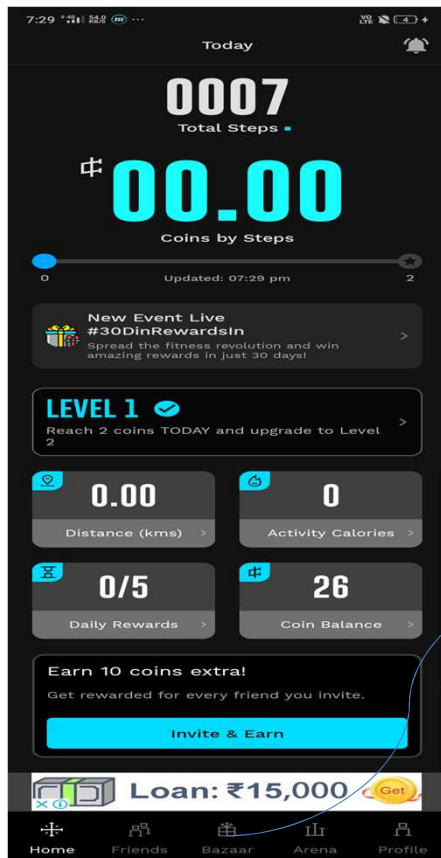
Bad Experience = Increase in Churn Rate,

GenZ prefer simple and quick navigation to what they are looking for!

User Personas of StepSetGo Customers

User 1

1. No earning Source
2. Less Fitness Freak
3. Influence by Friend Network

User 2

1. No earning source
2. But Fitness Freak
3. Don't have much friends

User 3

1. Has some earning Source
2. Fitness Freak
3. Has Good Social Network

User 4

1. Has some earning Source
2. Less Fitness Freak

Their Pain Points and Needs

User 1 : Requires friends and social network **reference** and Good **Initial** rewards for walking

User 2 - Expect some **detailed reports** like BMI, Calories etc along with Good rewards on walking

User 3 - Is motivated and earning but it requires some simple and easy to use UI interference, can't step more time exploring, **Need Daily value addition**

User 4: Need some **extra motivation** to walk rather than just rewards. **Need Daily value addition**
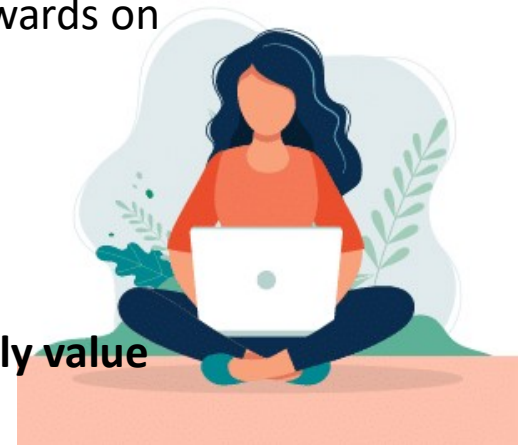
UI Recommendation

Redesigned Home Screen

Objective: Rewards/items on the Home screen with **Clearly mentioned of Coins Required to buy it**!
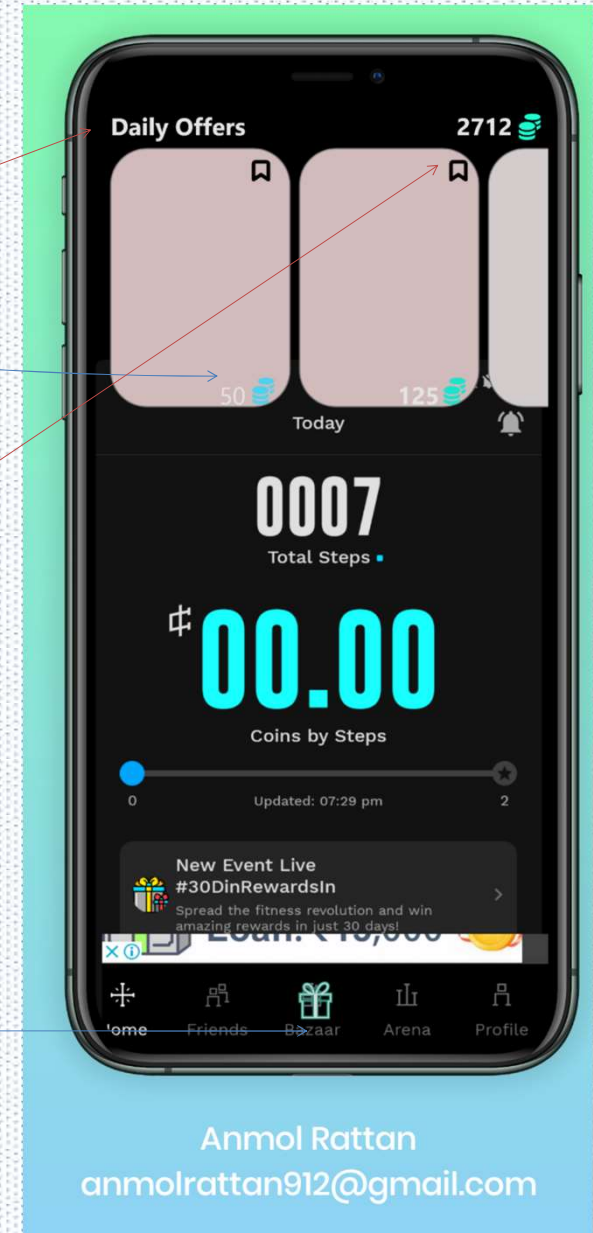
Metrics Affected: Increased visibility to rewards will increase user satisfaction and decreases the user distraction for new user

Value Addition

- Daily Offers will bring user back on the app each day (GenZ loves this)!!

- Notifications can be send daily about how much coins needed to buy bookmarked items – Daily Value addition and Engagement to reduce early churning

- Increased Focused on Bazar Button

Core Offerings are directly visible to new users, thus reduces complexity and user distraction

Solutions

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New Feature Recommendation 1

Walk for a Cause

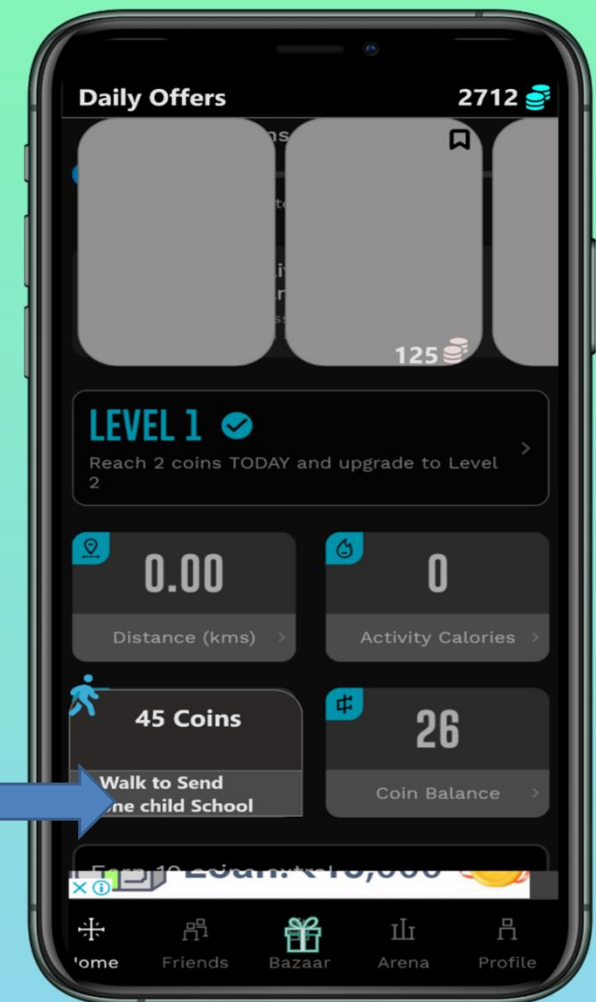**Objective**: Giving earning users another option and motivation to walk and use SSG! **GenZ population cares about society**!

Metrics Affected: Increased visibility to rewards will increase user satisfaction and decreases the user distraction for new user

Shows How much coins needed to support the cause

Served as the Extra **Motivation** to use StepSetGo

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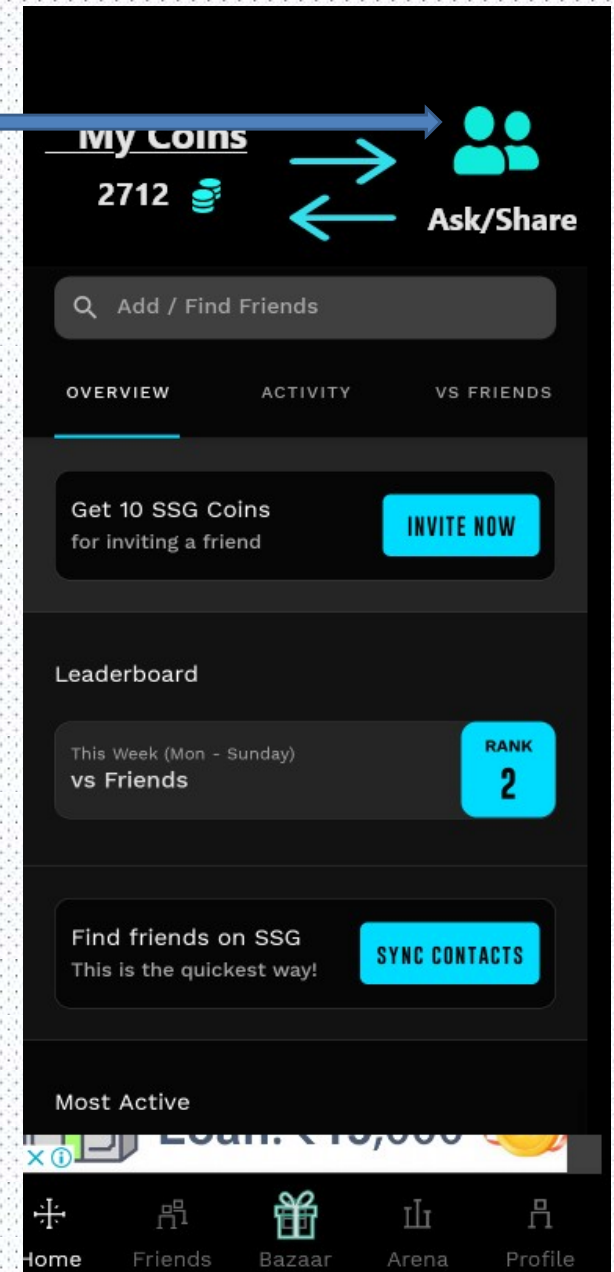anmolrattan912@gmail.com

New Feature Recommendation 2

Share Coin

Click to Ask/Share

Objective: Increasing the social activity between shares by sharing and requesting the coins earned
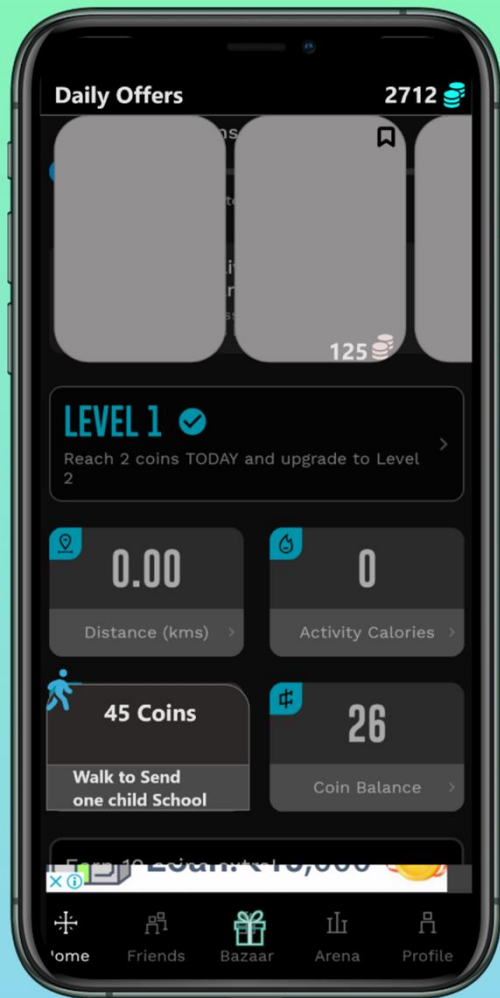
Metrics Affected: **Increased Engagement**

Value Addition
- Less active users can request for coins from active friends to buy Hot Offers
- Active friends can share some coins to bring lazy friends to SSG. Active friends will also get coins on invite
- If some user wants to buy some uhrjent item, they can borrow some coins

My Coins

2712

Ask/Share

Q Add / Find Friends

OVERVIEW   ACTIVITY   VS FRIENDS

Get 10 SSG Coins
for inviting a friend   INVITE NOW

Leaderboard

This Week (Mon - Sunday)
vs Friends   RANK
                                 2

Find friends on SSG
This is the quickest way!   SYNC CONTACTS

Most Active

Home   Friends   Bazaar   Arena   Profile

StepSetGo

Daily Offers 2712

125

LEVEL 1 ✓
Reach 2 coins TODAY and upgrade to Level 2

0.00
Distance (kms) ›

0
Activity Calories ›

45 Coins
Walk to Send one child School

26
Coin Balance ›

'ome Friends Bazaar Arena Profile

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My Coins ⇄ **Ask/Share**
2712

Add / Find Friends   VS FRIE

ACTIVITY

OVERVIEW   INVIT

Get 10 SSG Coins
for inviting a friend

Leaderboard
This Week (Mon - Sunday)
vs Friends

Find friends on s
This is the quicke

Most Active

Anmol Rattan
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Daily Offers 2712

50   125

Today

0007
Total Steps ∎

₵ **00.00**
Coins by Steps

0   Updated: 07:29 pm   2

🎁 **New Event Live**
#30DinRewardsIn
Spread the fitness revolution and win amazing rewards in just 30 days!

'ome Friends Bazaar Arena Profile

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Metrics to Analyze

Hear Metrics

- Happiness
- Adaptation
- No of users chooses to walk for Cause Feature Monthly
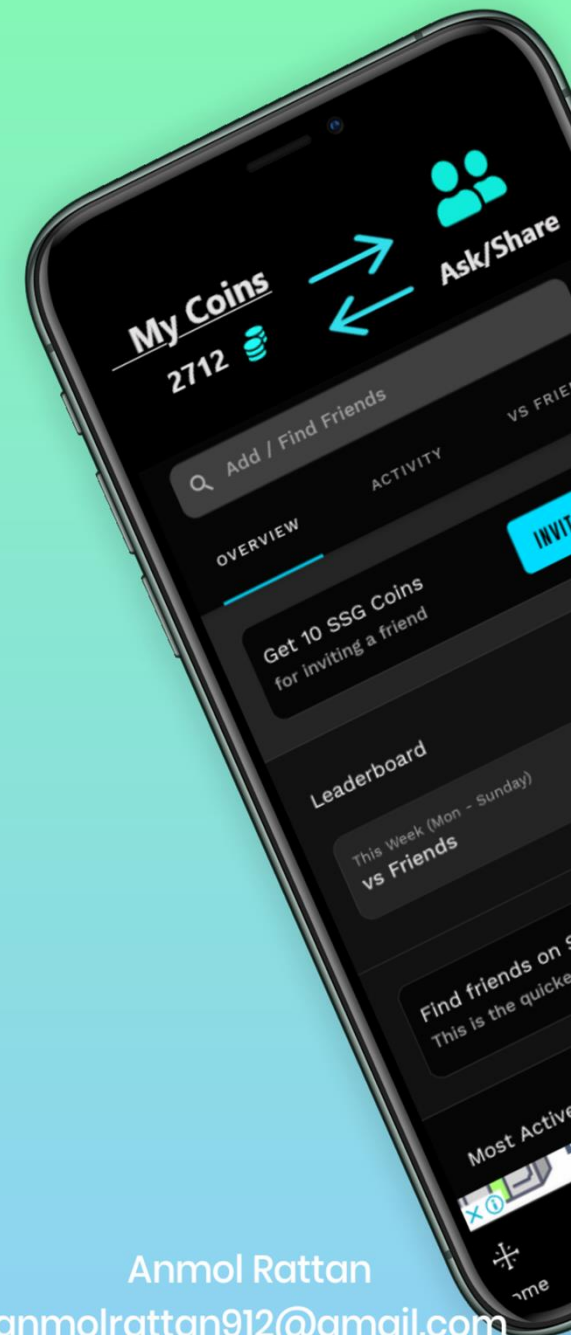
Success Metrics

- Retention
- No. of clicks on Home screen Buy Items per users
- No. of users completing required coins for each bookmarked items

Overall Metrics

- Churn Rate
- Engagement
- No. of total Buy items bookmarked from Home Screen per Day

Thank You!

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