This assignment focuses on developing a new feature for Pathao, the leading digital platform in Bangladesh, aimed at enhancing user experience by introducing Multi-Service Bundling. The task involves identifying user journey pain points, proposing a solution, creating a Product Requirements Document (PRD) with wireframes, prioritizing features, and devising a Go-to-Market strategy. Additionally, the assignment covers creating JIRA tickets and a roadmap for the feature's development. Through these steps, the objective is to address user needs efficiently while aligning with Pathao's business goals.

Launching of a New Feature

Target Release	2024-08-10
Epic	[JIRA Link](#)
Document Status	DRAFT
Author	Ruhama Tabassum
Design Link	[Wireframe Link](#)
Developer	Ms. X
QA	Mr. Y

Background/Problem Statement

New Feature: Multi-Service Bundling for Seamless Convenience

Problem Statement: Pathao users often find themselves juggling between multiple service-options/clicks to fulfill their various needs, such as purchasing medicine, food delivery, and parcel delivery. This fragmented experience leads to inconvenience and inefficiency, hindering overall user satisfaction and loyalty.

The Multi-Service Bundling Feature offers a unique value proposition by allowing users to combine multiple Pathao services into a single, customizable package. While Pathao already provides individual services such as ride-sharing, food delivery, parcel delivery, courier services, and online shopping, the Multi-Service Bundling Feature enhances the user experience by enabling seamless integration and coordination across these diverse offerings.

Here's how the Multi-Service Bundling Feature differs and adds value:

1. *Convenience and Efficiency*: Users can conveniently access and manage multiple Pathao services within a single transaction. Instead of separately ordering a ride, food, and parcel delivery, users can bundle these services together, saving time and effort.
2. *Cost Savings*: The bundling feature may offer cost savings or discounts for users who opt for multiple services simultaneously. By bundling services, users can potentially access exclusive deals and promotions, maximizing their value proposition.
3. *Streamlined Experience*: With the Multi-Service Bundling Feature, users can enjoy a streamlined and cohesive experience across different Pathao services.
4. *Customization Options*: Users have the flexibility to customize their bundled services based on their specific needs and preferences. Whether it's combining a ride with a food order or pairing parcel delivery with courier services, users can tailor their bundles to suit their individual requirements.
5. *Enhanced Integration*: The Multi-Service Bundling Feature enhances integration and coordination between different Pathao services, optimizing logistics and delivery processes. By bundling services, Pathao can efficiently allocate resources and minimize delivery times, resulting in an improved overall experience for users.

Overall, the Multi-Service Bundling Feature offers a comprehensive solution for users seeking convenience, cost savings, and a seamless experience across various Pathao services. By consolidating multiple offerings into one cohesive package, Pathao can differentiate itself in the market and provide added value to its users.

Proposed Solution/High Level Approach

Proposed Solution: Multi-Service Bundling Feature

Description: Introduce a multi-service bundling feature within the Pathao app, allowing users to seamlessly bundle multiple services into a single order or transaction. This feature will enhance convenience, streamline the user experience, and encourage users to leverage Pathao for all their needs, leading to increased engagement and retention.

Functionality:

1. Service Selection: Users can select multiple services, such as ride-sharing, food delivery, and parcel delivery, within a single order or transaction.
2. Customizable Bundles: Users have the flexibility to customize their bundles based on their specific needs, selecting different services and quantities as desired.
3. Unified Checkout: All selected services are consolidated into a single checkout process, simplifying the payment and order confirmation steps for users.
4. Discounts and Promotions: Offer special discounts or promotions for users who opt for multi-service bundles, incentivizing them to consolidate their orders and enhance their savings.

Narrative/User Stories/Pain Point

Users frequently require multiple services from the Pathao app simultaneously. For instance, they might need to purchase both food and medicine at the same time. However, the current process entails navigating to the "Food" section, placing an order, exiting, and then accessing the "Pharma" section to place another order. This disjointed process can be time-consuming and frustrating for users, leading to a potential decrease in user satisfaction and engagement.

With the introduction of the multi-service bundling feature, users will have the ability to consolidate their orders and transactions within the Pathao app in one convenient transaction, saving time and effort while enjoying a seamless experience.

Goals & Objectives

1. Increase User Engagement:
   ● Measurable: Increase Daily Active Users (DAU) by 20% within 3 months.
   ● Immeasurable: Enhance user satisfaction and brand loyalty through improved user experience.

2. Boost Revenue Generation:
    - Measurable: Achieve a 30% increase in monthly subscription revenue within 6 months.
    - Immeasurable: Foster a sense of value and trust among users leading to increased willingness to pay for premium features.
3. Enhance Customer Satisfaction:
    - Measurable: Achieve a minimum Net Promoter Score (NPS) of 8 (out of 10) within 3 months.
    - Immeasurable: Cultivate positive user sentiments and brand advocacy through exceptional customer service and product experience.

These goals prioritize key performance indicators (KPIs) while also considering the emotional impact on users.

Solution Alignment

Implementing a Multi-Service Bundling Feature to streamline user access and management of multiple services within the Pathao app.

Requirements/Key Features

#	NF-01
Title	**Multi-Service Bundling Feature**
Description	Implement a feature within the Pathao app that enables users to bundle multiple services, including ride-sharing, food delivery, and parcel delivery, into a single transaction. This feature will streamline the user experience by allowing them to access and manage various services seamlessly.
Priority	HIGH
Notes	This feature aims to address the pain point of users having to navigate multiple clicks and exits to access different services within the app. By offering a unified solution for bundling services, we aim to enhance user convenience and satisfaction.

Key Flows

1. Current User Journey:
   - Users navigate to the Pathao app and select the "Food" section to place an order.
   - After completing the food order, they exit the "Food" section and re-enter the app to access the "Pharma" section.
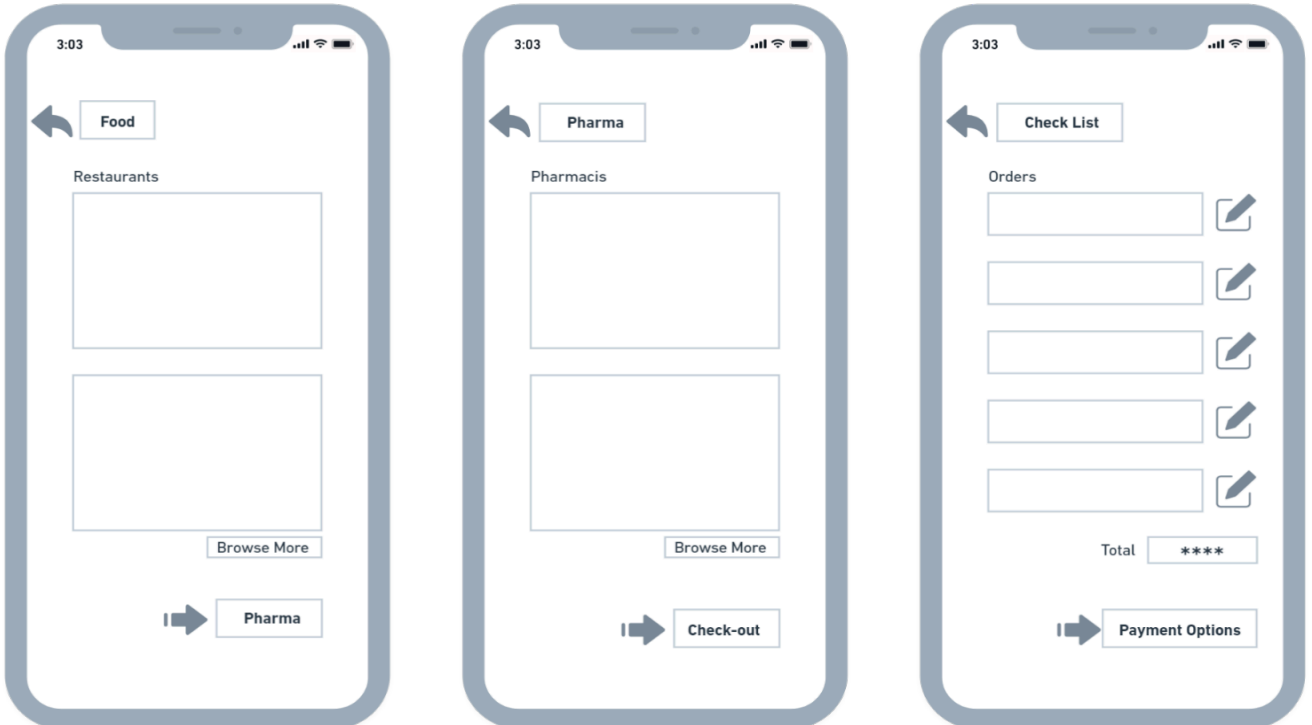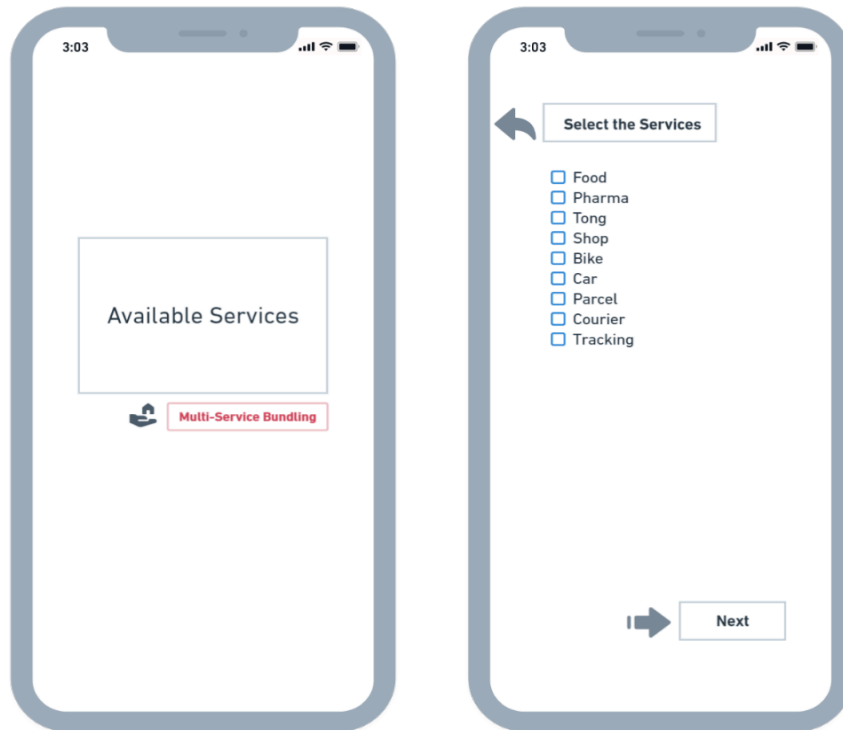   - In the "Pharma" section, they place another order for medicine or other pharmaceutical items.
2. Proposed Solution:
   - Introduce a new feature called "Multi-Service Bundling" within the Pathao app.
   - Users will have the option to bundle multiple services, such as food and medicine, in a single transaction.
   - Upon selecting the "Multi-Service Bundling" option, users can add items from both the "Food" and "Pharma" sections to their cart simultaneously.
   - They can then proceed to checkout once all desired items have been added, streamlining the process and reducing the need for multiple app interactions.
3. Improved User Experience:
   - With the introduction of Multi-Service Bundling, users will experience a more seamless and efficient shopping experience.
   - They can complete their transactions for multiple services in a single step, eliminating the need for repetitive navigation and interactions.
   - This enhancement aims to improve user satisfaction, increase engagement, and ultimately drive customer retention within the Pathao app.

Wireframe: Whimsical

Available Services

Multi-Service Bundling

Select the Services

- ☐ Food
- ☐ Pharma
- ☐ Tong
- ☐ Shop
- ☐ Bike
- ☐ Car
- ☐ Parcel
- ☐ Courier
- ☐ Tracking

Next

Food

Restaurants

Browse More

Pharma

Pharma

Pharmacis

Browse More

Check-out

Check List

Orders

Total ****

Payment Options

Made with ◆◆ Whimsical

Assumptions

1. Mobile-First Preference: I assume that users prefer a mobile-first experience and are comfortable using mobile devices for the majority of their interactions with the Pathao app. This assumption guides our design and development decisions to prioritize mobile optimization and usability.
2. Target Market Demographics: I assume that the target market for the Pathao app primarily consists of tech-savvy individuals aged 18-35 who are early adopters of new technologies. This assumption informs our understanding of user preferences, behaviors, and expectations, shaping our product features and marketing strategies accordingly.
3. Reliable Internet Connection: I assume that users have access to a reliable internet connection with sufficient bandwidth to support seamless data transfer while using the Pathao app. This assumption is essential for ensuring a smooth user experience, especially during real-time interactions such as ride-sharing and food delivery.
4. Preference for Digital Transactions: I assume that users prefer digital transactions over traditional methods and are comfortable with online payments and digital wallets. This assumption influences our payment processing systems and security measures to prioritize convenience, speed, and trustworthiness in financial transactions within the app.
5. High Adoption of Mobile Apps: I assume that users have a high adoption rate of mobile applications for various services and activities, including transportation, food delivery, and shopping. This assumption drives our focus on developing a feature-rich and user-friendly mobile app experience to cater to the preferences and habits of our target audience.
6. Need for Seamless Integration: I assume that users expect seamless integration between different services offered within the Pathao app, such as ride-sharing, food delivery, and parcel delivery. This assumption guides our approach to designing the Multi-Service Bundling feature to ensure smooth navigation, unified checkout processes, and consistent user experience across all integrated services

Success Metrics

1. Revenue:
   - Metric: Monthly Gross Revenue
   - Objective: Increase monthly gross revenue generated through the Multi-Service Bundling feature.
   - Measurement: Total revenue generated from bundled services compared to the previous period.
   - Target: Achieve a 15% increase in monthly gross revenue from bundled services within the first six months of feature launch.
2. Daily Active Users (DAU):
   - Metric: Daily Active Users (DAU)
   - Objective: Increase user engagement and adoption of the Multi-Service Bundling feature.
   - Measurement: Number of unique users who engage with the Multi-Service Bundling feature on a daily basis.
   - Target: Achieve a 20% increase in DAU for the Multi-Service Bundling feature within the first three months of launch.
3. Customer Satisfaction:
   - Metric: Net Promoter Score (NPS)
   - Objective: Improve overall customer satisfaction with the Pathao app by offering a seamless multi-service experience.
   - Measurement: NPS survey responses rating satisfaction with the Multi-Service Bundling feature.
   - Target: Attain a minimum NPS score of 8 (out of 10) for the Multi-Service Bundling feature within the first quarter of launch.
4. Conversion Rate:
   - Metric: Bundle Conversion Rate
   - Objective: Increase the percentage of users who convert from browsing to purchasing bundled services.
   - Measurement: Percentage of users who complete a transaction for bundled services out of total users who view bundle options.
   - Target: Achieve a 10% increase in bundle conversion rate within the first two months of feature launch.
5. Retention Rate:
   - Metric: User Retention Rate
   - Objective: Enhance user loyalty and retention by providing value-added bundled services.
   - Measurement: Percentage of users who continue to engage with the Pathao app and utilize bundled services over time.
   - Target: Maintain a user retention rate of at least 70% for users who engage with the Multi-Service Bundling feature after three months of launch.

Changelog

Date	Description
2024-05-01	Initial Draft
2024-05-05	Added Wireframe Ideas
2024-05-10	Updated Success Metrics
2024-05-15	Finalized Out of Scope Section
2024-05-20	Included End-to-End Experience
2024-05-25	Integrated Assumptions
2024-05-30	Updated Success Metrics
2024-06-05	Final Review and Approval

Prioritization Framework

Let's prioritize the features using the MoSCoW prioritization framework:

MoSCoW Prioritization:

Must Have:

1. User-friendly Interface for Service Selection
2. Seamless Navigation between Services
3. Multi-Service Bundling Feature

Should Have:

5. Enhanced Search Functionality for Services
6. Integration of Payment Methods
7. Real-Time Order Tracking

Could Have:

8. Personalized Recommendations based on User History
9. Integration with Third-Party Apps
10. Gamification Elements for User Engagement

This prioritization framework ensures that essential features are delivered first, followed by those that are important but not critical. It allows for flexibility in accommodating additional features based on available resources and time constraints.

Roadmap

Feature	Deadline	Developer
Define Multi-Service Bundling Feature	2024-05-01	Ms. X
Create Wireframe for Multi-Service Bundling Feature	2024-05-05	Ms. X
Design Technical Architecture for Multi-Service Bundling Feature	2024-05-10	Mr. Y
Develop Multi-Service Bundling Feature	2024-05-15	Ms. X
Conduct User Acceptance Testing for Multi-Service Bundling Feature	2024-05-20	Mr. Y
Document Multi-Service Bundling Feature	2024-05-25	Mr. Y
Deploy Multi-Service Bundling Feature to Production	2024-05-30	Mr. Y
Monitor Performance of Multi-Service Bundling Feature	2024-06-05	Ms. X

Go-to-Market Strategy

1. Market Research:
   - Conduct thorough market research to understand user preferences and pain points.
   - Analyze competitors' strategies and identify gaps in the market.
2. Target Audience Identification:
   - Define the target audience based on demographics, behavior, and preferences.
   - Segment the audience into groups based on their needs and expectations.
3. Messaging and Positioning:
   - Develop compelling messaging that highlights the benefits of the Multi-Service Bundling Feature.
   - Position Pathao as the go-to platform for convenient and efficient multi-service access.
4. Marketing Channels:
   - Utilize a mix of digital marketing channels such as social media, email marketing, and influencer partnerships.
   - Leverage Pathao's existing user base and app notifications to promote the new feature.
5. Launch Campaign:
   - Plan a phased launch campaign starting with teasers and sneak peeks to generate anticipation.
   - Organize a launch event or webinar to showcase the feature to key stakeholders and media outlets.
6. User Education:
   - Create user guides, tutorials, and FAQs to help users understand how to use the Multi-Service Bundling Feature.
   - Offer incentives such as discounts or rewards for early adopters to encourage usage.
7. Feedback Collection:
   - Implement mechanisms for collecting user feedback and suggestions.
   - Monitor user engagement and satisfaction levels post-launch to identify areas for improvement.
8. Continuous Improvement:
   - Iterate on the feature based on user feedback and market trends.
   - Stay agile and responsive to evolving user needs and preferences.
9. Partnerships and Collaborations:
   - Explore partnerships with other service providers to enhance the value proposition of the Multi-Service Bundling Feature.
   - Collaborate with local businesses to offer exclusive deals and promotions to Pathao users.

10. Performance Measurement:
- ● Define key performance indicators (KPIs) such as user acquisition, retention, and engagement.
- ● Monitor and analyze the performance of the Go-to-Market Strategy to make data-driven decisions for optimization.

By following this comprehensive Go-to-Market Strategy, Pathao can effectively launch the Multi-Service Bundling Feature and maximize its adoption and success in the market.

Conclusion

In conclusion, this assignment aimed to address the user pain points within the Pathao app by introducing a Multi-Service Bundling Feature. By streamlining the user experience and allowing seamless access to multiple services within a single interface, the feature is expected to significantly improve user satisfaction and retention. Through the Product Requirements Document (PRD), I outlined the problem, proposed solution, goals, and success metrics, providing a clear roadmap for the development and implementation of the feature. With careful planning and execution, I believe that the Multi-Service Bundling Feature will enhance the overall user experience of the Pathao app, solidifying its position as a leading digital platform in Bangladesh.