



Improving User Engagement on Finshots

Redesigning the UI to cultivate a habit-forming experience, encouraging users to perceive your app as a regular news platform they engage with routinely.



linkedin.com/in/deysubham/



PM School Challenge



May 23, 2024

Who dominates the UPI market in India?

A look at the market share of various UPI players in India.

About FINSHOTS

Finshots is a three-minute daily newsletter which uses storytelling as their secret sauce. This is especially helpful for a layman who does not want to get involved in the nitty-gritties of the finance and the jargons. Finshots is your daily dose of the latest and most important financial developments delivered in plain English. In less than 3 minutes.

“Financial News Made Simple.” That’s it. Just four words and it sums it up for you.

They Did forward Integration to expand and built Ditto, an online insurance advisory platform.

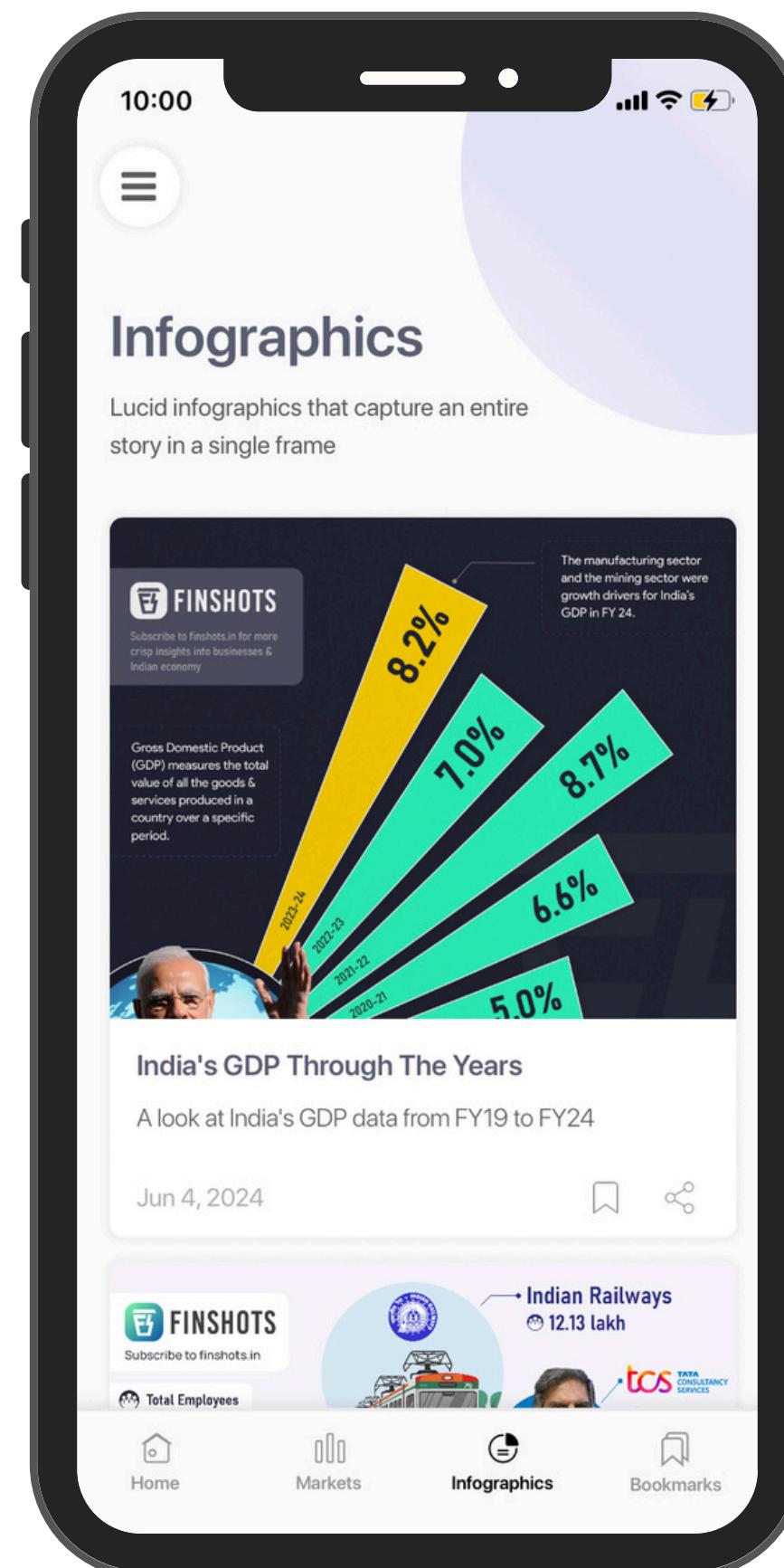
Business Model

Finshots primarily generates revenue through its insurance advisory and commerce platform. They built a large community of readers through their content business first and eventually built this platform on top of it. However, the financial newsletter that Finshots provides is completely free, and they don’t intend to make any revenue off of it

Major Competitors



19K
Reviews



Value Proposition

- Breaks down complex financial concepts, market trends, and news into easy-to-understand content.
- Provides the newsletter for free, democratizing access to financial information.
- Avoids spamming and does not push sub-optimal products for commissions.
- Builds a large community of readers, forming the basis for their insurance advisory and commerce platform.

327K

Instagram
Followers

170K

Twitter(X)
Followers

100K+

Downloads

73.5K

Youtube
Subscribers

Problem Statement

Who you are?

Chief Product Officer, Finshots

Co-founded in 2018 by three IIM Ahmedabad graduates - Bhanu Harish Gurram, Shrehith Karkera, Pawan Kumar Rai, and one IIT Delhi graduate, Lokesh Gurram, Finshots is a news platform and a newsletter that aims to make financial news more accessible to the layperson. The platform uses storytelling as a key feature to simplify the content featured on their platform.

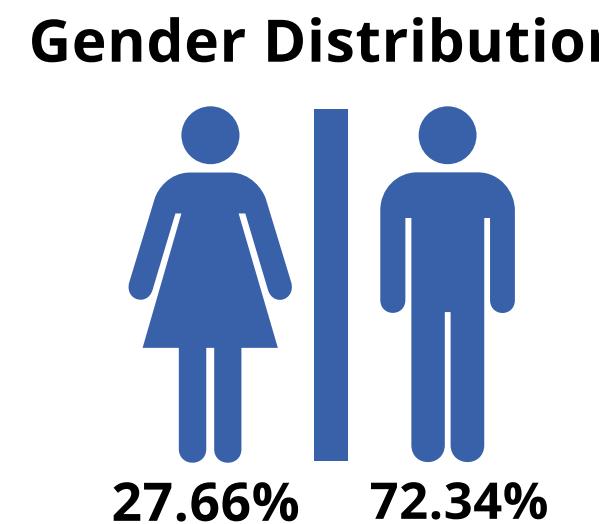
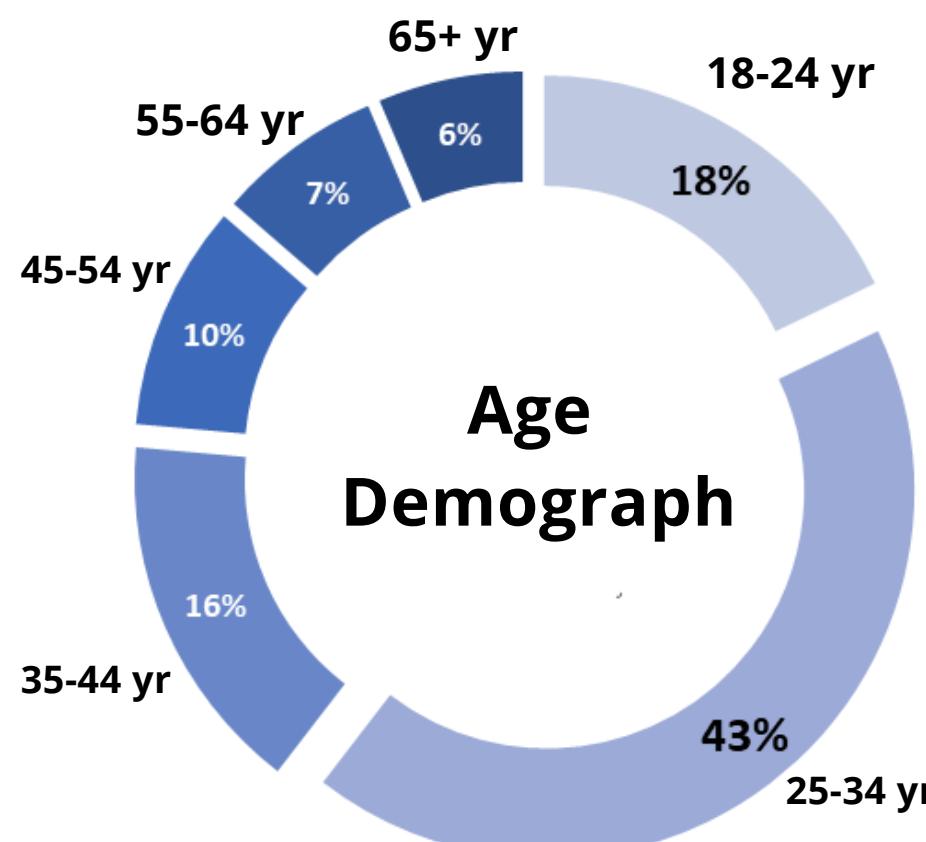
You've been hired as the Chief Product Officer at Finshots.

Your notifications and emails are achieving a commendable 15% conversion rate for users engaging with your daily news articles. However, the app's traction through organic channels, where users access it without external prompts, is notably low. Furthermore, analysis of user journeys reveals a lack of enthusiasm in exploring the app themselves; typically, users tend to exit after reading a single article. Your aim is to alter this online behavior by redesigning the UI to cultivate a habit-forming experience, encouraging users to perceive your app as a regular news platform they engage with routinely.

Finshots Daily

[View All](#)

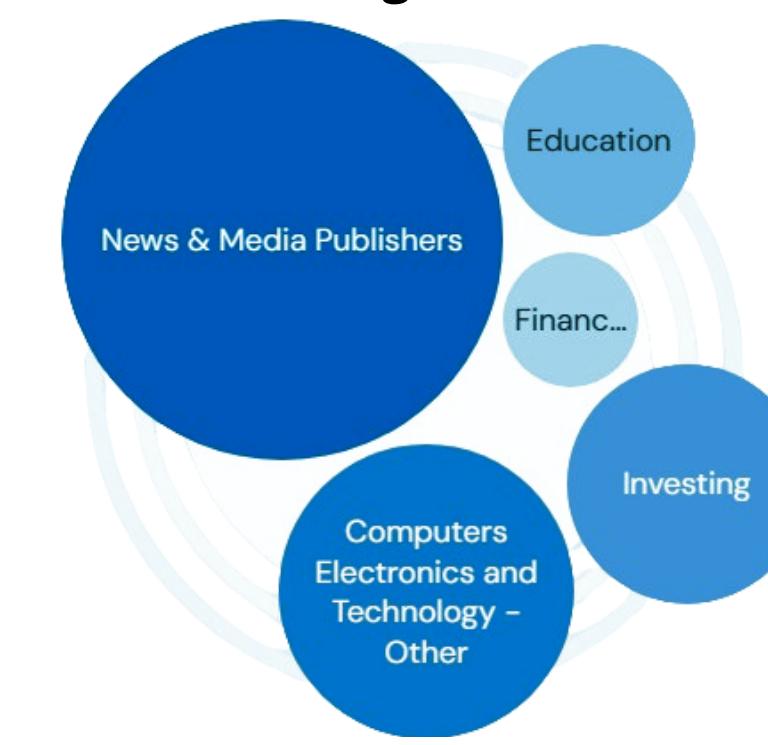


[Overview](#)[Problem](#)[MARKET ANALYSIS](#)[User Persona](#)[Solution](#)[Prioritization](#)[GTM](#)

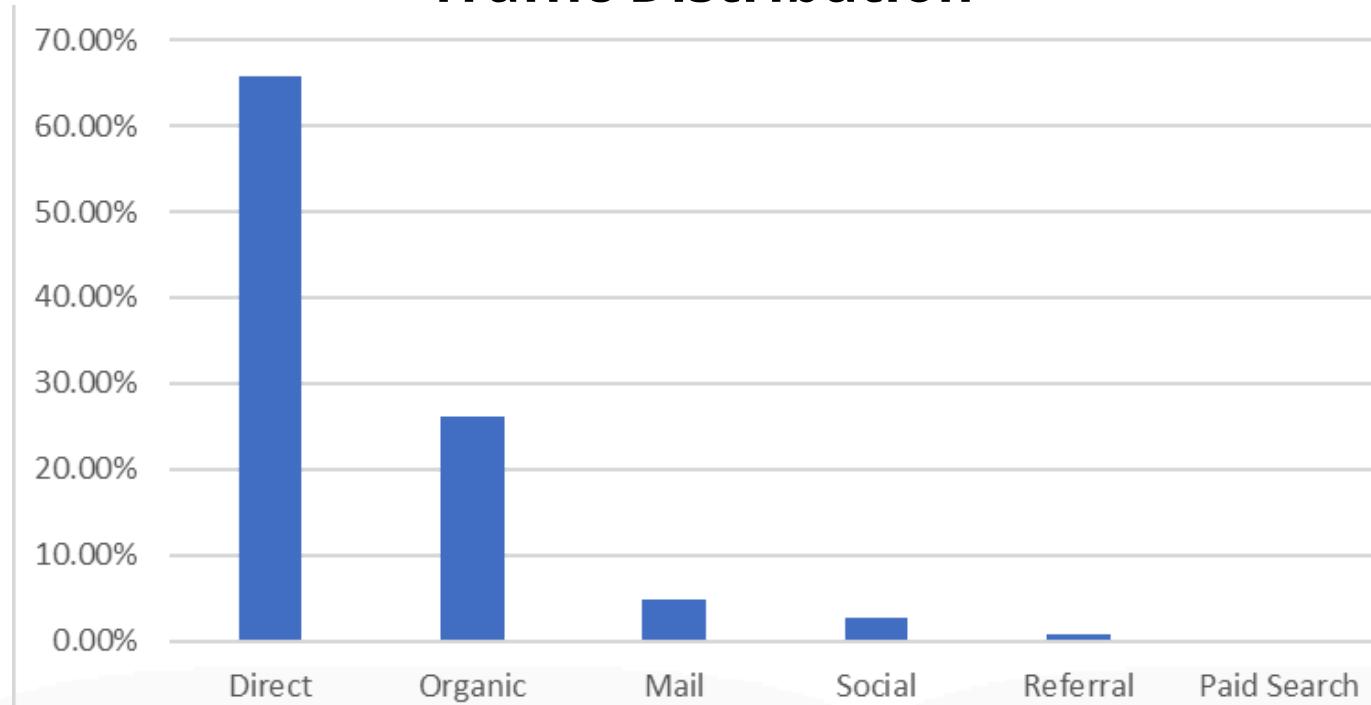
Category Distribution

Finance - Other	35.02%
Programming and Developer Software	25.62%
News & Media Publishers	18.95%
Investing	10.71%
Streaming & Online TV	2.63%
Other	7.08%

Targeted Audience Categories



Traffic Distribution

**100K+**

Downloads

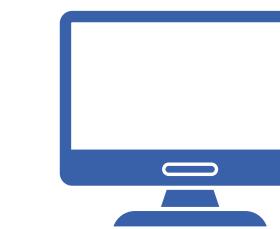
19K

Reviews

4.8

App Rating

Device Distribution



26.29%



73.71%

Average session time 2 min 02 sec**Monthly Visits** 6,80,756**Monthly Unique Visits** 2,87,471**Bounce Rate** 61.56%**Pages per visit** 2.55

**Name (Gender)****Swati Sikdar (Female)****Mayank Srivastava (Male)****Shaik Khader (Male)****Occupation**

Finance Student

Software Engineer in a Tech startup and part time Trader

Corporate Employee

Age

24

55

40

Behavioral Characteristics

Actively seeks out financial news and enjoys learning about economic trends and policies.

Has a busy schedule and prefers to consume news in a quick and efficient manner so that he can invest accordingly. Often he reads Finshots during the commute or between meetings

Casual reader who likes to stay informed about the world. Does not necessarily seek out financial news but reads it as part of their routine.

Goals and Needs

Wants to deepen her understanding of financial concepts and keep track of important financial updates.

A platform like Finshots that provides quick, engaging financial stories tailored to his interests.

Wants to understand financial news without getting overwhelmed by complex jargon. The goal is to become financially literate at his own pace.

Feedback

Loves the insightful infographics and the regular updates about government plans and policies. Needs more in-depth analysis or discussions on certain topics.

Likes the platform for offering concise financial stories personalized to user preferences, Wants a community feature for discussions on market trends.

Overall, he loves the application and he uses it for the learning purpose. Sometimes he feels that it is time consuming to google for every jargon that he comes across in a single article.

1. Infinite Scrolling

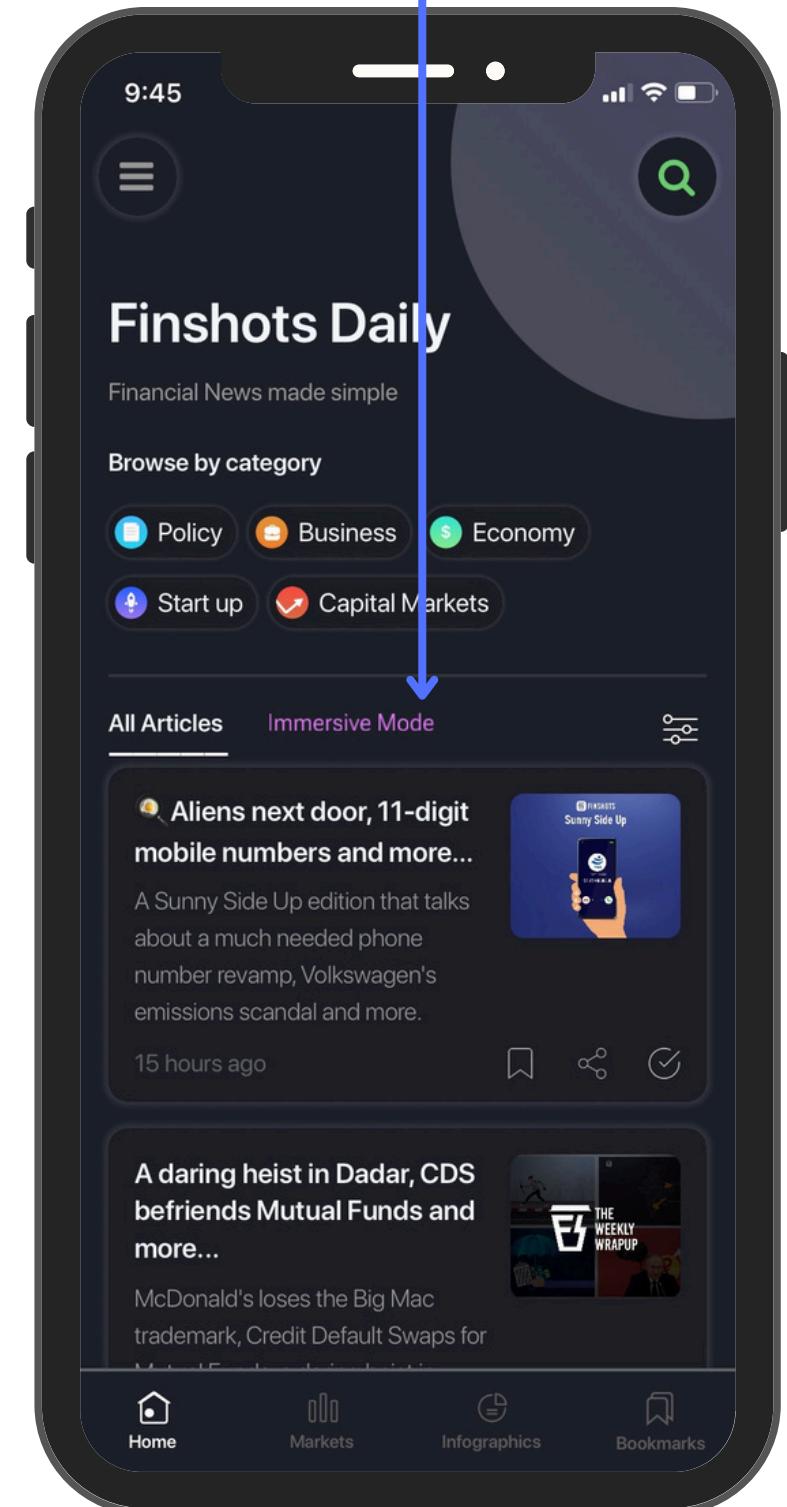
Infinite scrolling is a technique used in web design in which the web page continuously loads new data as the viewer scrolls down. Infinite scrolling encourages people to engage with the content, rather than having to bother too much with navigation or the “Next” button. It also removes the need for pages to preload – which means less waiting and more engagement for users.

Imagine reading a book and never needing to turn the page. Instead, the more you read the page, the longer it gets.

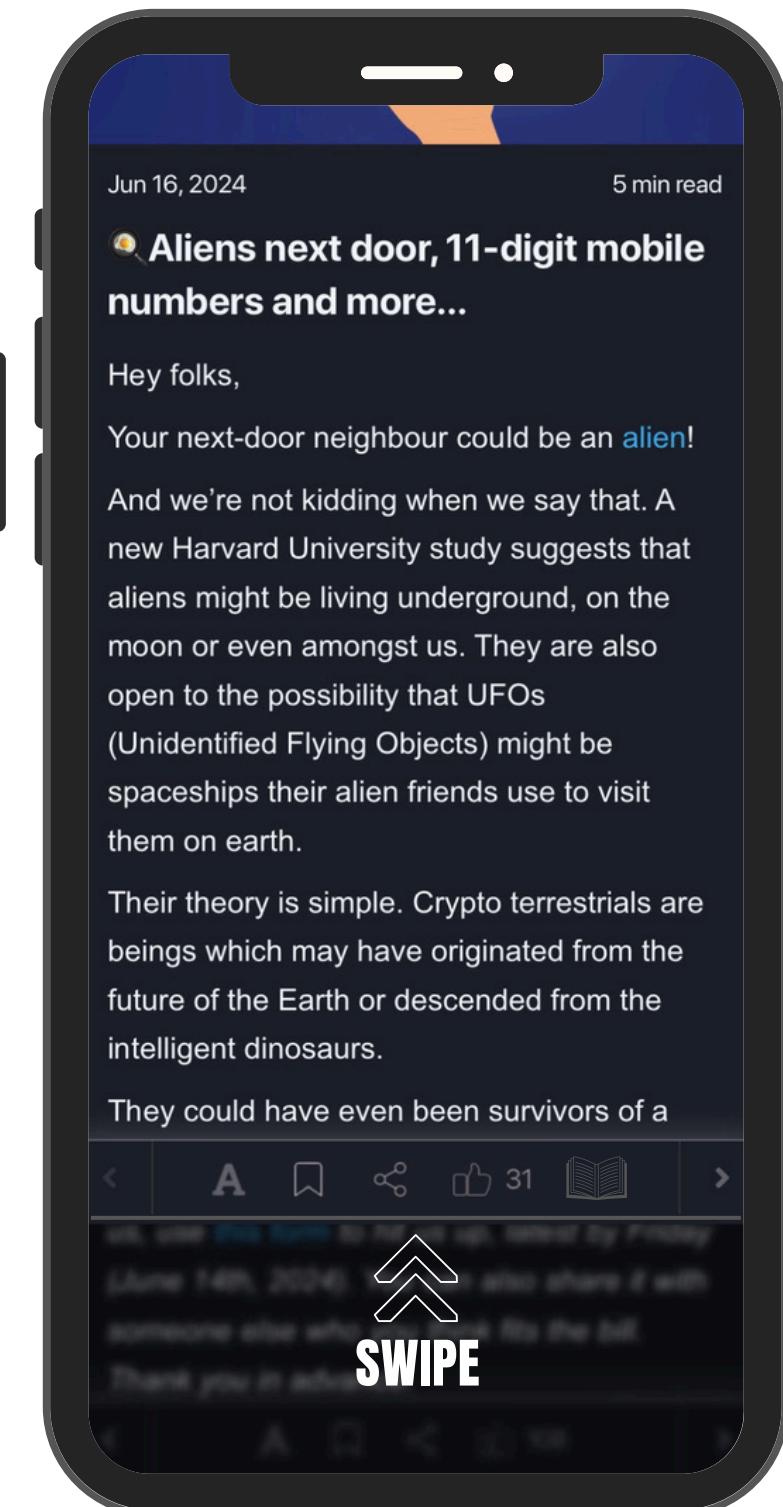
Benefits

- Efficient use of screen space. No more clumsy pagination links or buttons.
- More intuitive for touch devices. Swiping upwards to scroll down is a well-established convention in the touch environment and requires less precision than tapping on links or buttons.
- Users are potentially more likely to explore our content if it's easier for them to do so which will increase the engagement and session timings
- Users can explore the detailed story and analysis if they want to by simply swiping left

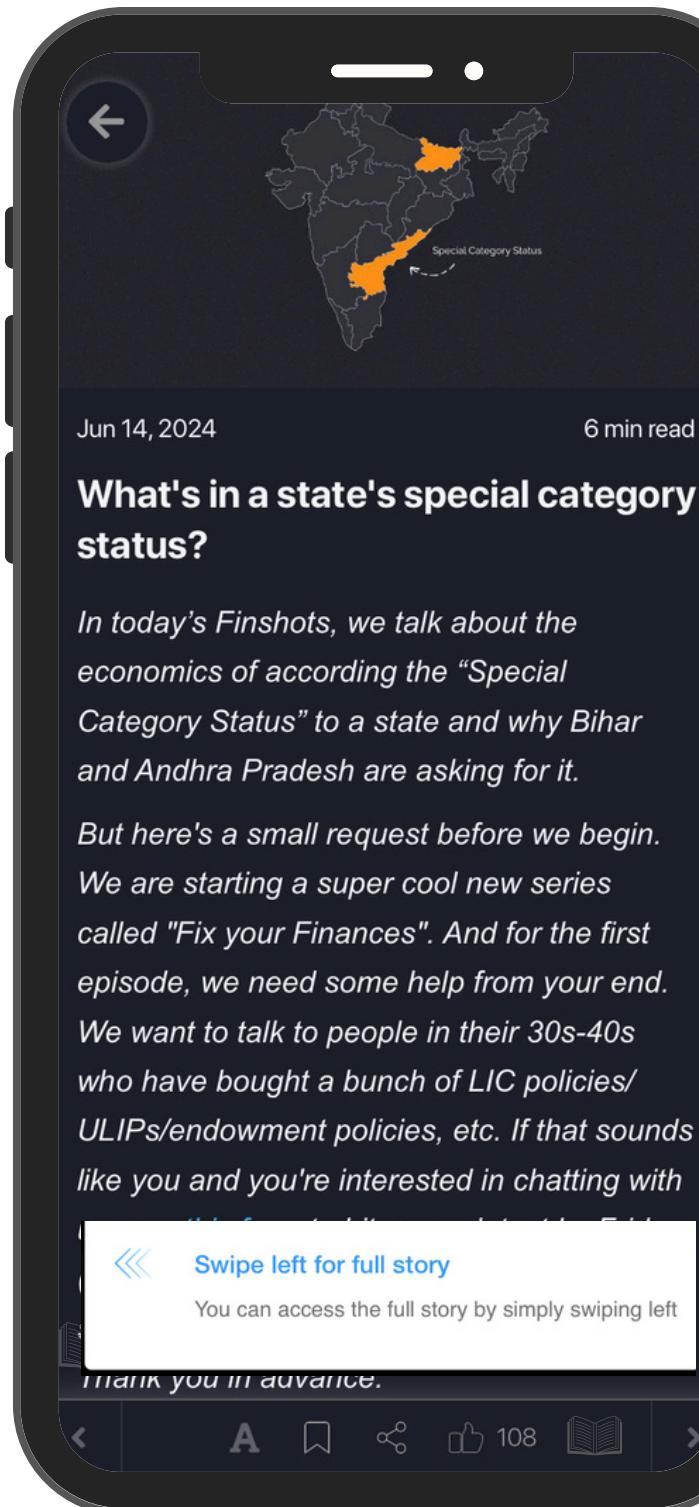
Immersive mode to move into infinite scrolling experience



Swipe up prompt will appear initially to notify user about scrolling feature to seamlessly go to next content



Users can swipe left to read about the detailed story if they want to



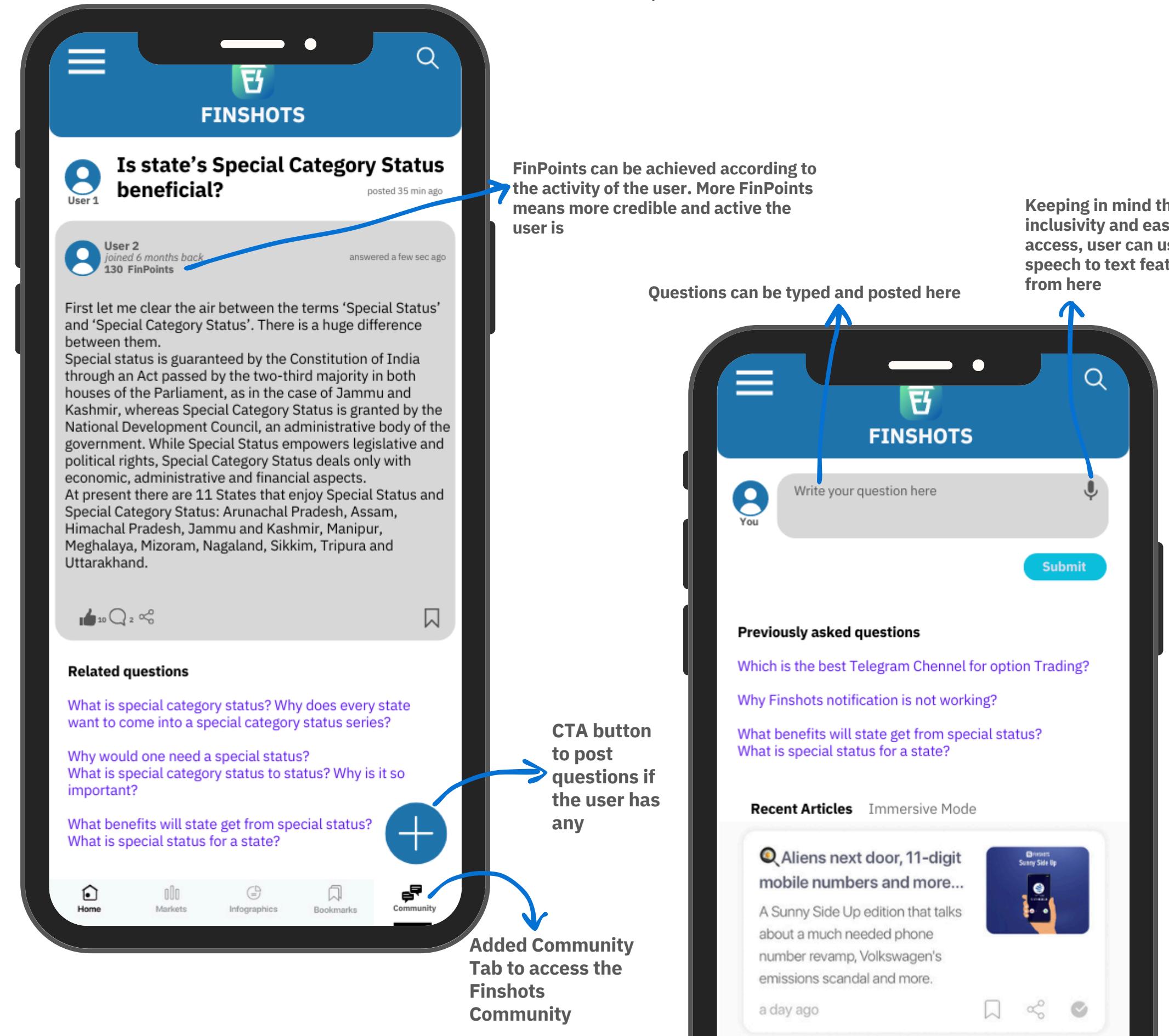
2. Finshots Community

The Finshots Community is an interactive platform within the Finshots app, designed to foster a vibrant ecosystem where users can engage in financial discussions, seek advice, and share insights.

Users can post questions, browse through various topics, follow threads of interest, like helpful responses, and even share their favorite discussions on social media. Additionally, users can earn **FinPoints** for their contributions, which can unlock special privileges within the community, such as access to exclusive content or the ability to host Q&A sessions with financial experts

Benefits

- The community serves as a knowledge hub where users can learn from each other's experiences and insights.
- Users are exposed to a wider range of topics and perspectives, which can lead to increased content consumption which will lead to higher engagement
- By providing a space for continuous learning and interaction, it helps keep users returning to the app regularly.



3. Article Dictionary

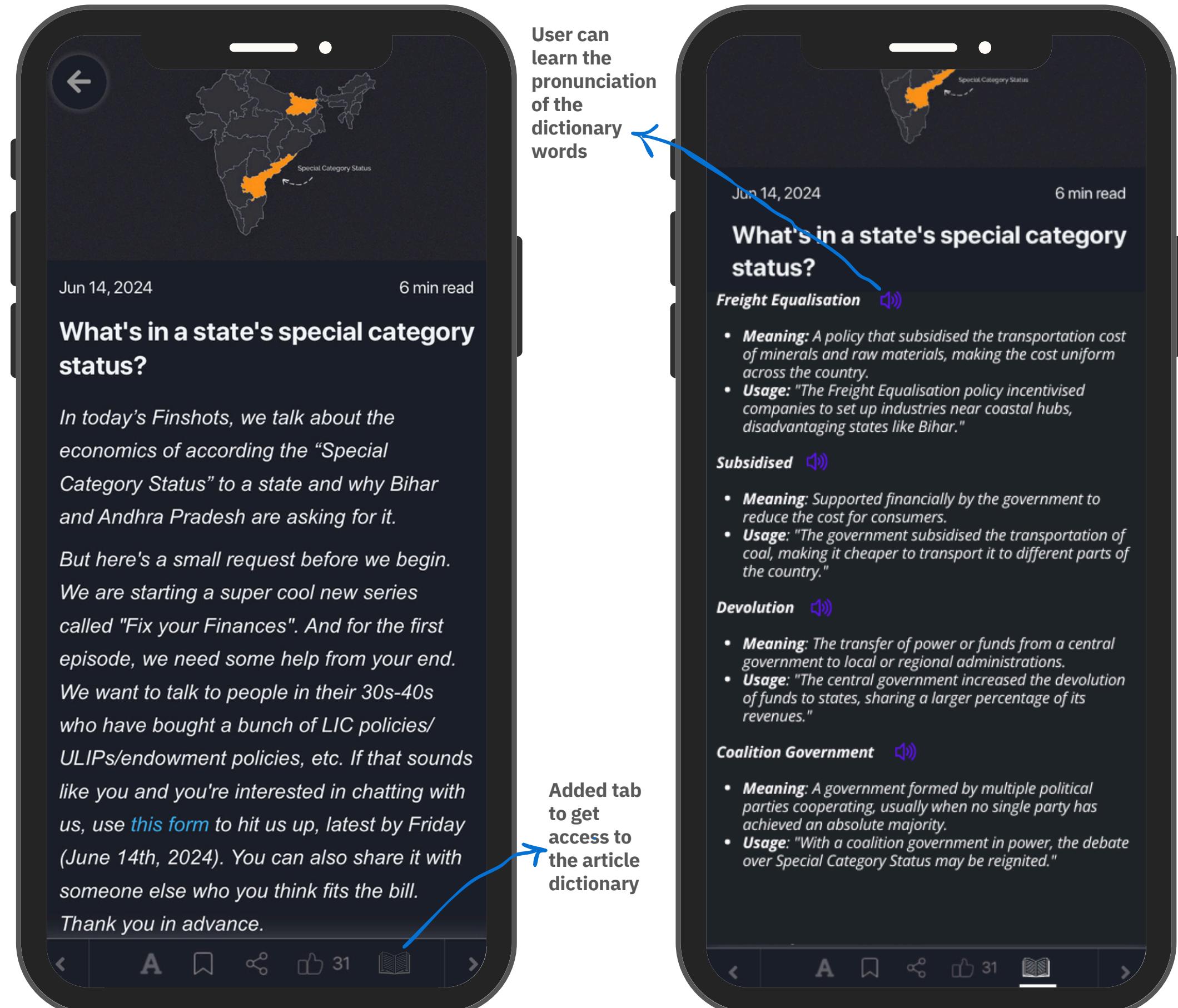
The Dictionary feature in the Finshots app is a dedicated tool designed to demystify complex financial terminology for users. Integrated within each article, this feature provides clear definitions and usage examples for challenging words and jargons encountered in the text. By tapping on the dictionary tab, users can find the difficult words and financial jargons used in the text and can view their meaning without navigating away from the app.

To cater to auditory learners and those looking to improve their financial vocabulary pronunciation, each term is accompanied by a speaker icon. Clicking on this icon plays an audio clip of the correct pronunciation, aiding users in confidently using these terms in their conversations.

The Dictionary is intuitively designed to be non-intrusive, ensuring that users who are already familiar with the terminology can enjoy uninterrupted reading.

Benefits

- Enhanced Comprehension: Users can better understand articles by having immediate access to definitions of complex terms.
- Convenience: The in-article integration eliminates the need for external searches, providing a seamless reading experience.
- Interactive elements like audio clips can increase user engagement with the content.



*All the scores are taken on a scale of 1-10

Feature	Reach	Impact	Confidence	Effort	Score
Infinite Scrolling	9	8	9	8	81 
Finshots Community	7	8.5	7.5	4	111.5 
Article Dictionary	8	7	8	5	89.6 

$$\text{RICE Score} = (\text{Reach} * \text{Impact} * \text{Confidence}) / \text{Effort}$$

The feature with the highest RICE score, “Finshots Community” should be prioritized first, followed by “Article Dictionary” and “infinite Scrolling”

GTM Goal

To Increase user engagement and content interaction within the Finshots

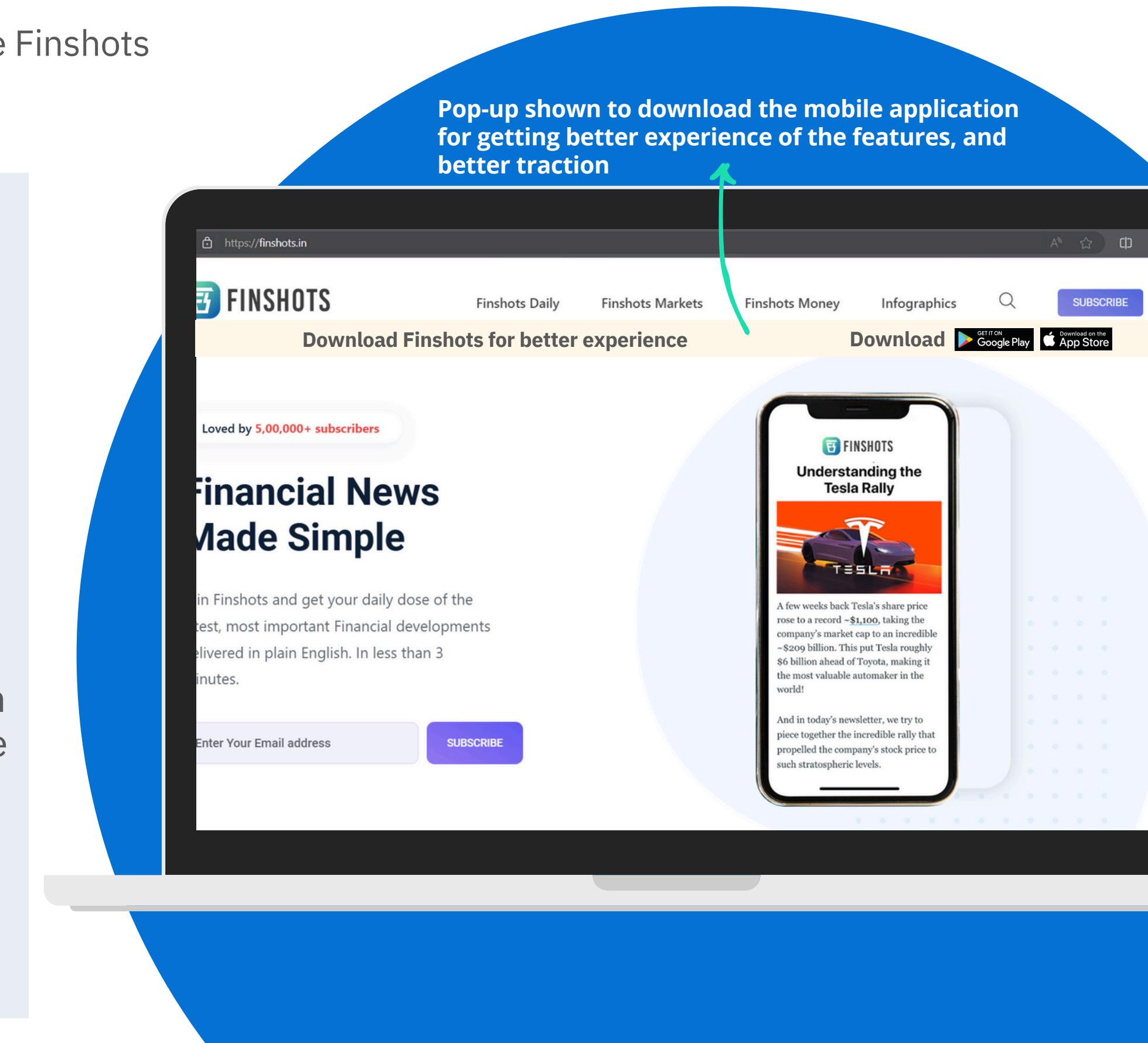
GTM Strategy

Features Finalization and Initial Testing

- Conduct extensive Beta testing with a small, diverse group of the target demographic to gather initial feedback and identify any issues.
- Finalize UI design and features based on beta testing feedback.
- Ensure the product meets all legal compliance standards

Promotion of the new features

- Launch a teaser campaign to build curiosity and interest around the product.
- To increase traffic to the Mobile App and to give the good feature experience, **“Switch to mobile app for better experience”** pop-up can be shown on the website
- Start a pre-launch campaign with existing users to gauge initial interest and build a user base





GTM Strategy

Update User Facing Contents

- Create blogposts and explainer videos of the new features on Finshots website and blogposts
- Update FAQs on website and app
- Update help centre articles on potential user queries about the features

Website and App Updates (Launch Phase)

- Deploy the new feature on application and website
- Ensure a seamless navigation and Intuitive Interface. Give pop-up “**What's new?**” after the application gets updated to latest version by the user to educate the user about the new features
- Address any last-minute bug or technical glitch before launching website to public

Post-Launch Phase and Growth

- Actively collect customer feedback through surveys, social media, and direct communication
- Use feedback to make iterative improvements to features and fix bugs
- Implement a referral program to leverage word-of-mouth marketing by rewarding special access
- Strengthen the Finshots community by creating online forums and organizing local events for users to share experiences

Expansion and Scaling

- Use collected data to analyze market trends, user engagement, and feature popularity
- Roll out new features and updates to keep the product fresh and engaging
- Expand to new markets based on demand and user demographics.



Target Audience

Finshots app users who are Financial enthusiasts, Casual readers looking to improve their financial literacy, Professionals seeking to stay updated on financial news.

Timeline

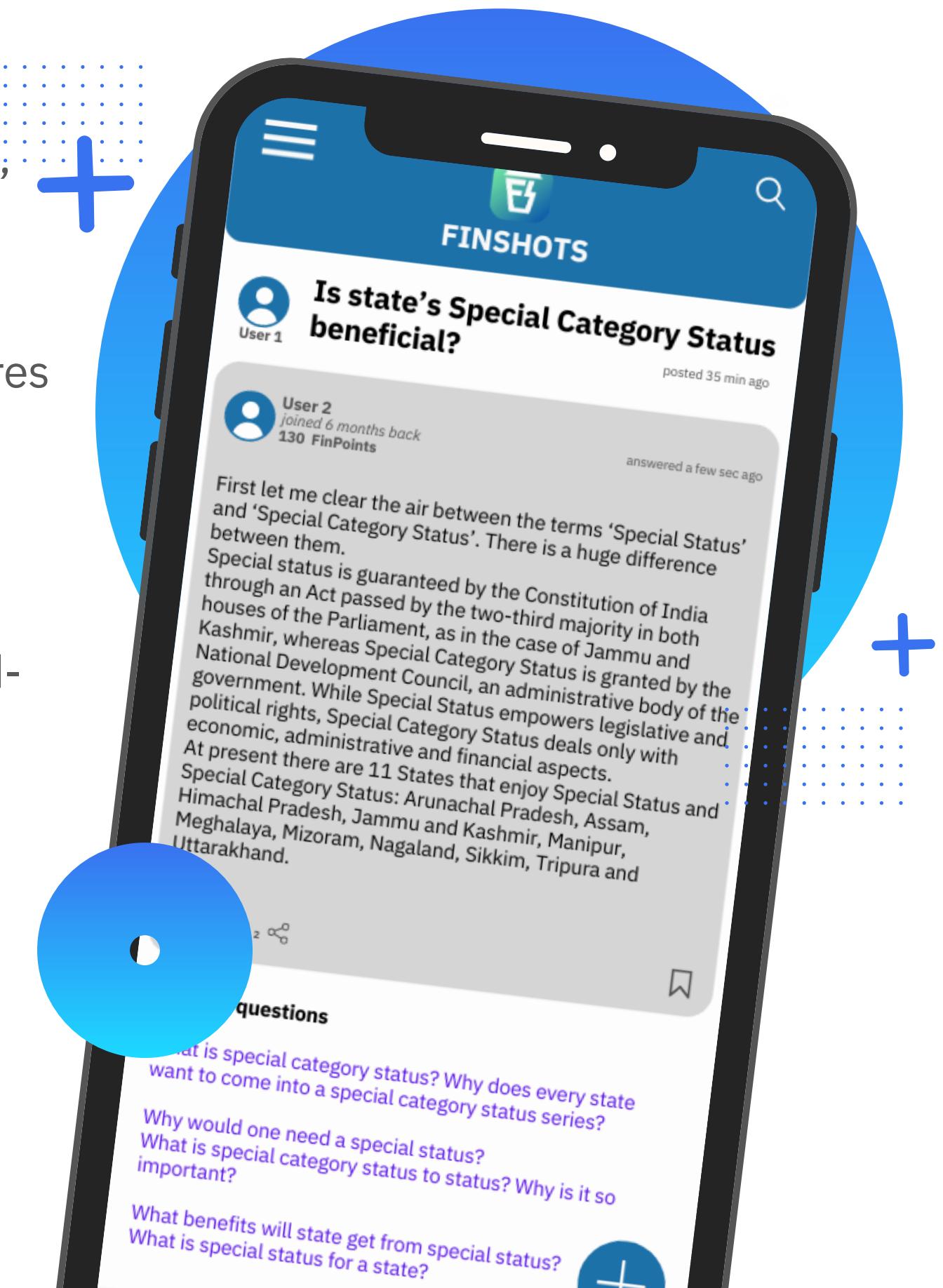
Q1: Finalize feature development and begin internal testing **Q2:** Roll out features incrementally to select user groups. **Q3:** Full launch with marketing push. **Q4:** Optimize based on feedback and Reviews.

GTM Out of Scope

Features that require significant changes to the app's core architecture or third-party integrations not already in use.

Success Metrics

- User engagement metrics such as average session duration, bounce rate and interaction rates with new features.
- Community growth metrics including number of posts, comments, and active users.
- User feedback scores and sentiment analysis results.
- Retention rate changes post-feature launch.



THANK YOU



SUBHAM DEY

Stay Connected



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