Remitly Brainstorming Ideas

OKRs	Customer		Business		Technology	
	Category	Ideas	Category	Ideas	Category	Ideas
#1:Expand to new markets	Rewards and Offers	Introducing rewards for customers for frequent money transfers	Horizontal expansion	Trading plans partnered with institutions for foreign exchange.	Functionality	Integrate with GooglePay/UPI experience for instant and faster money transfer reducing the number of days for a successful transaction
		Gamified version of rewards like GooglePay for users	Partnership banking	Partnerships with more and wide variety of banks within the same country		
		Providing compensations for late money transfers	Budget Control	Outsource lower budget technology requirements instead of building internally	Feature	QR code scanning feature integration in the mobile app to get all the details auto-filled reducing time and making it hassle-free
		Offering extremely low trial period transaction rates in the first 10 days or 1st-month usage	Marketing	Displaying speed vs security vs number of users charts to differentiate Remitly		
#2:Users are able to send money with complete trust on the system	Transparency	Making stats of last few years' breached/failed transactions available for users	Incentives	Having incentives for mobile app transactions	Security	Integrating feature on the app for users to check comparison of money transfer rates
	Assurance	Money back guarantee for failed transactions				AI/ML models for fraud detection in the money exchange charges
	Marketing	Providing successful transaction trends to customers monthly or yearly	Corporate Partnership	Collaboration with multiple secured financial institutions for enhanced customer trust on Remitly	Customer support	In-house AI solutions to solve customer problems instantly
	Customer services	Providing secured services for the cash delivery at home			Money tracking	Provide live updates for tracking money transfers
#3:Create an engaging and smooth experience for app customers	Experience	Increasing customer support using emails, over mobile or chats	Support Resources	Hiring more customer support staff and teams	Success trend analysis	Using analytics to know success rates of transactions
			Platform evaluation	Check how much customer efforts have been put for successful money transfers		
			Marketing	Increasing innovative marketing strategies for more visibility in the market		

Analysis of Brainstorming

My learnings about sharing a current state analysis and product north star :-
- Having complete product knowledge is essential
- Assuming that attendees know the product well is not a good practice, they might not even know if the product ever existed
- Focussing on product growth in customer, business and technology buckets in the coming years

What are you learning about brainstorming :-
- Facilitating a brainstorming session should not have self ideas imposed
- Each idea can give links or connections to new ideas or follow up ideas
- Innovative and wild thinking for product growth ideas

What best practices do you want to remember
- Allow members in the session to have some individual time for brainstorming after which all can present their ideas to others
- Follow a brainstorming technique like round-robin allowing members to think and present their ideas freely

What pitfalls do you want to avoid
- Not having a timed brainstorming session
- Not giving people sufficient time to think
- Dominating the session instead of facilitating
- Finding faults in others' ideas

Tell me which brainstorms you participated in (product/leader, you cannot attend brainstorms for your own team or the same product)
- Product - Duolingo
  Facilitated by - Shirsha Datta
- Product - Airbnb
  Facilitated by - Mahak Tulsani