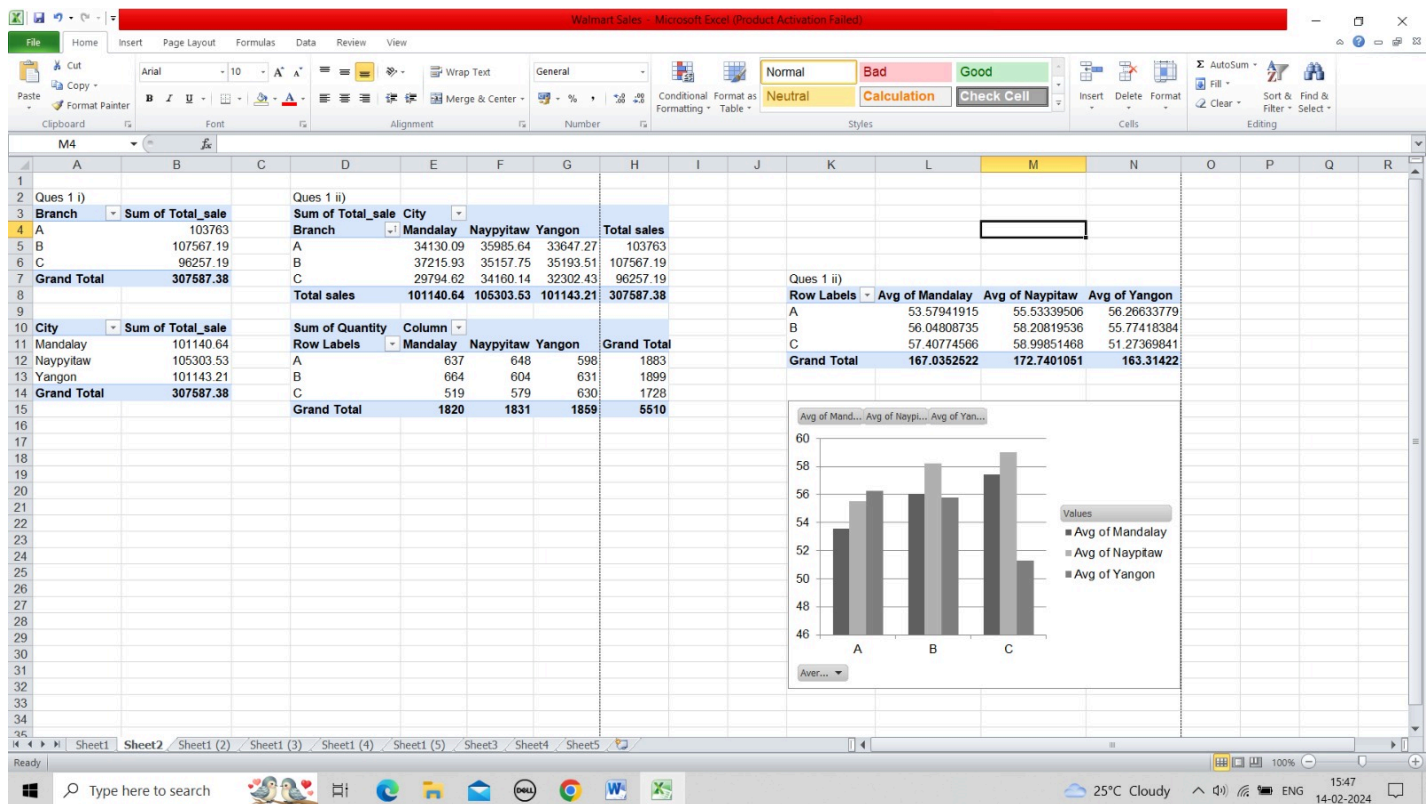
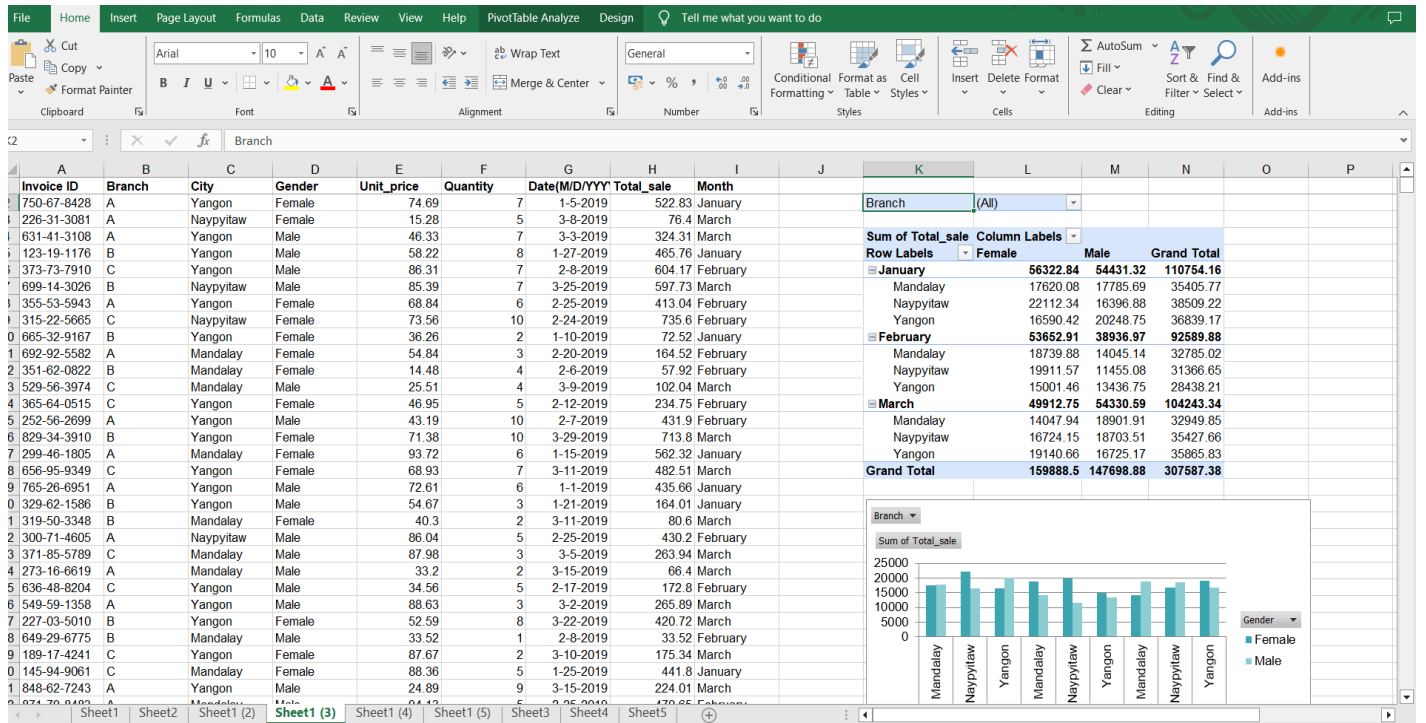
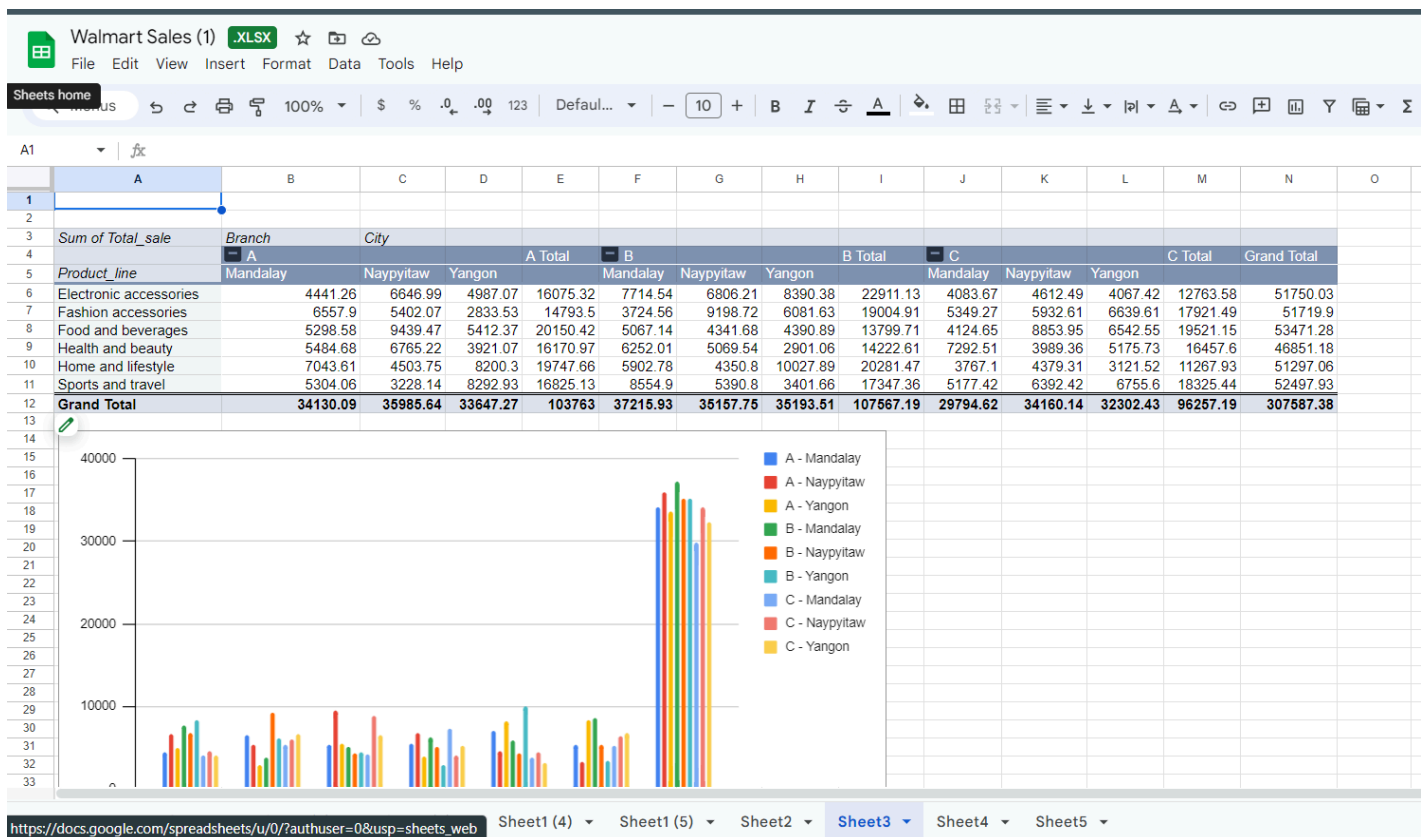
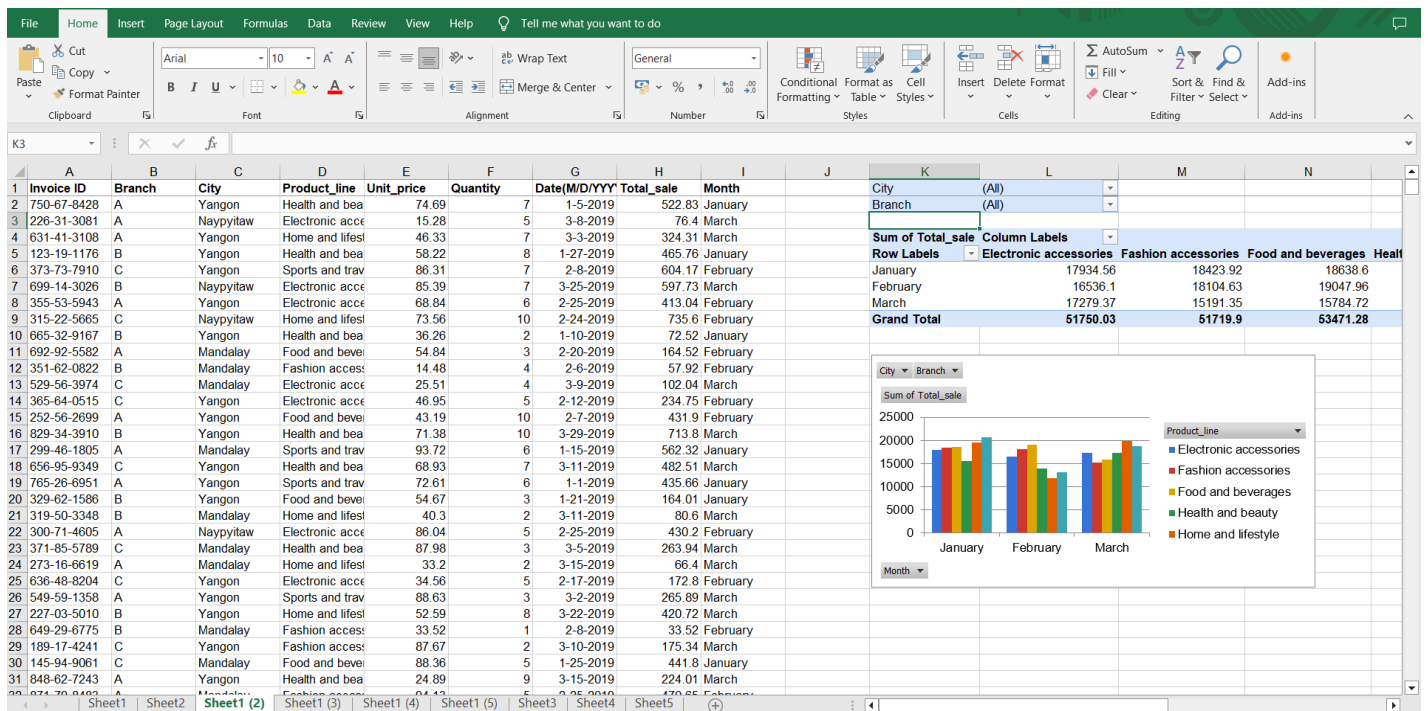


https://docs.google.com/spreadsheets/d/127qzRAhOooArXwALz8Flk4Zbqg_NJ4o7/edit?usp=s_haring&oid=102326124476168723332&rtpof=true&sd=true





- Product line - need to focus on sales of health and beauty in all months as it shows the least sales amongst all other products.
- Gender - Majority in February and January we need to focus on Yangon and in March the sales are less in Mandalay.
- Payment- Payment is almost equal with all the methods of payment so there is no requirement for changes there.

Through this, we get to know the analysis that these areas need to be focused on. The analysis is shown in the above link.

Identify two aspects that you think could be significantly improved. Explain your reasoning behind each suggestion.

Answer: The features and user experience of the Jar app:

I) Less user friction and quick onboarding-

Jar app reduces this friction by eliminating the KYC verification during onboarding. A user can start his investing journey on Jar within seconds with just a single OPT Signup.

II) Building daily saving habits using Automatic deduction-

Jar app is programmed to make two types of auto-investment:

A. It uses SMS to detect your spending and rounds -off to the nearest whole number, investing away the “change” in Digital Gold.

B. Users can also set a fixed amount to be deducted with the auto-pay feature and invest in digital Gold daily.

III) Referrals and free gold tactic-The Jar app has made a smart move by incentivizing referrals with cash that can be easily used to purchase gold on the platform.

- This not only encourages current users to refer their friends and family but also provides new users with an excellent opportunity to experience their first "Aha" moment with little friction.

- By leveraging this strategy, Jar can attract more users to its platform and ensure they have a positive first experience. It's a win-win for everyone involved!

IV) Strategic Partnerships-

Jar has implemented an ingenious collaboration strategy by partnering with like-minded individuals with the same target audience.

- This approach has proven to be highly effective in building communities and achieving common goals.
- Moreover, Jar has also introduced a referral system that rewards both the referrer and referee with coins that can be exchanged for digital gold rewards on the Jar app.
- This incentivizes people to refer others and contributes to the growth of the community.
- This collaborative and incentivized approach demonstrates Jar's commitment to creating a thriving community and supporting its members.

The two aspects that you think could be significantly improved and explain your reasoning behind each suggestion.

I) Enhanced Customer Support:

- As a user, I sometimes encounter issues or have questions that require immediate assistance. I believe that incorporating a robust customer support system, like live chat support or a dedicated helpline, could greatly improve the user experience.
- Having such a system would guarantee that users receive timely assistance with any inquiries or technical issues they encounter while using the app.
- Additionally, providing comprehensive FAQs or tutorials within the app would help users troubleshoot common issues independently, reducing the need for direct support.
- Overall, enhancing the customer support system of the Jar app would significantly improve user satisfaction and loyalty.

II) Expansion of Investment Options:

- The Jar app currently offers investment in digital gold, expanding the range of investment options could attract a broader user base with diverse investment preferences.

Introducing features to invest in other asset classes such as stocks, mutual funds, or cryptocurrencies could cater to users seeking a more diversified investment portfolio. Additionally, providing educational resources or tools within the app to help users understand different investment options and their associated risks could empower users to make informed investment decisions. By offering a wider array of investment

opportunities, the Jar app could cater to the varying needs and preferences of its users, thereby increasing user engagement and retention.