

Mohammed Aamir

is a



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This certificate is proudly awarded to

Mohammed Aamir

for successfully completing

Product Manager Fellowship

1.11.2023

Date



Arindam Mukherjee
Co-founder & CEO, NextLeap

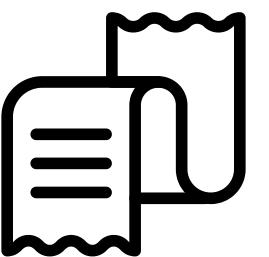


Google Pay, a mobile payment platform, facilitates seamless transactions via smartphones for both individual consumers and business merchants, offering a spectrum of features with ease of transaction and security.

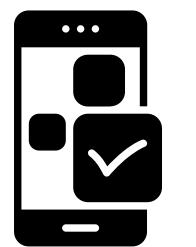
Services Offered



Payments
Via QR Code



Bill
Payments



In-App
Purchases



Bank
Transfer



Mobile
Recharge

Key Statistics

150+ Million
Users Worldwide

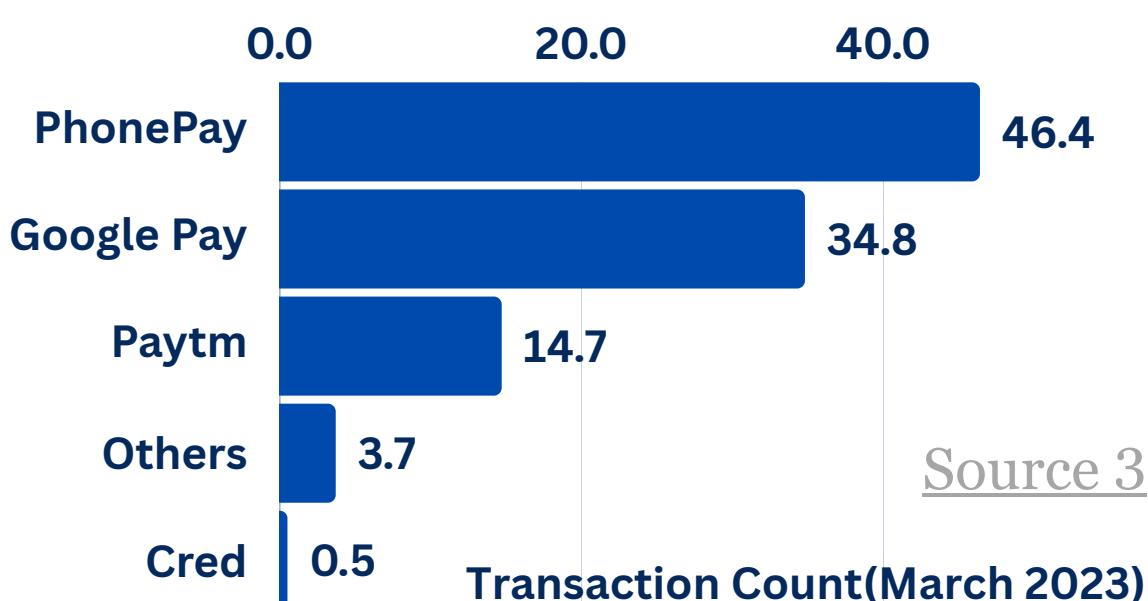
268K+ Websites Worldwide
are using G-Pay for Payments.

67+ Million Active
Users in India.

30% of Active Users
Worldwide are **Millennials**.

Ranked **2nd** in India with
34.8% Market Share.

[Source 1](#) [Source 2](#)



Revenue Model: G-Pay

1) Transaction Commissions:

G-Pay earns commissions from service providers when users make mobile recharges or bill payments through the app.

2) Partnerships with Financial Institutions:

Revenue is generated through partnerships with banks and financial institutions by facilitating digital transactions.

3) Offer Commissions:

Generates revenue through commissions from offers displayed within the app.

SWOT Analysis

Strengths

- Large user base from Android popularity.
- Simple, user-friendly interface.
- Seamless integration with Google services.

Weaknesses

- Internet access is essential to make payments.
- Less diversified monetization model.
- Not invincible to cyber threats, despite multilayer security.

Opportunities

- New features catering to diverse user needs.
- Expanding Internationally.
- Using AI to understand and predict user behavior.

Threats

- Intense competition from digital platforms.
- Regulatory frameworks impact operations.
- Cybersecurity Threats and Privacy Issues.

SLIDE 2: DEFINING THE STAKEHOLDERS AND KPI ALIGNMENT

Problem Space:

To Increase the monetization of Google Pay using the existing user base without incurring high costs.

Assumptions:

Infinite tech bandwidth.

Leading Actors:

1) Users:

Individuals and businesses using Google Pay for various transactional and service access needs.

2) Service Providers:

Banks & financial entities that facilitate transactions, along with third-parties that provide a variety of services.

3) Google Pay:

Facilitating interactions between users and service providers.

4) Regulatory Bodies:

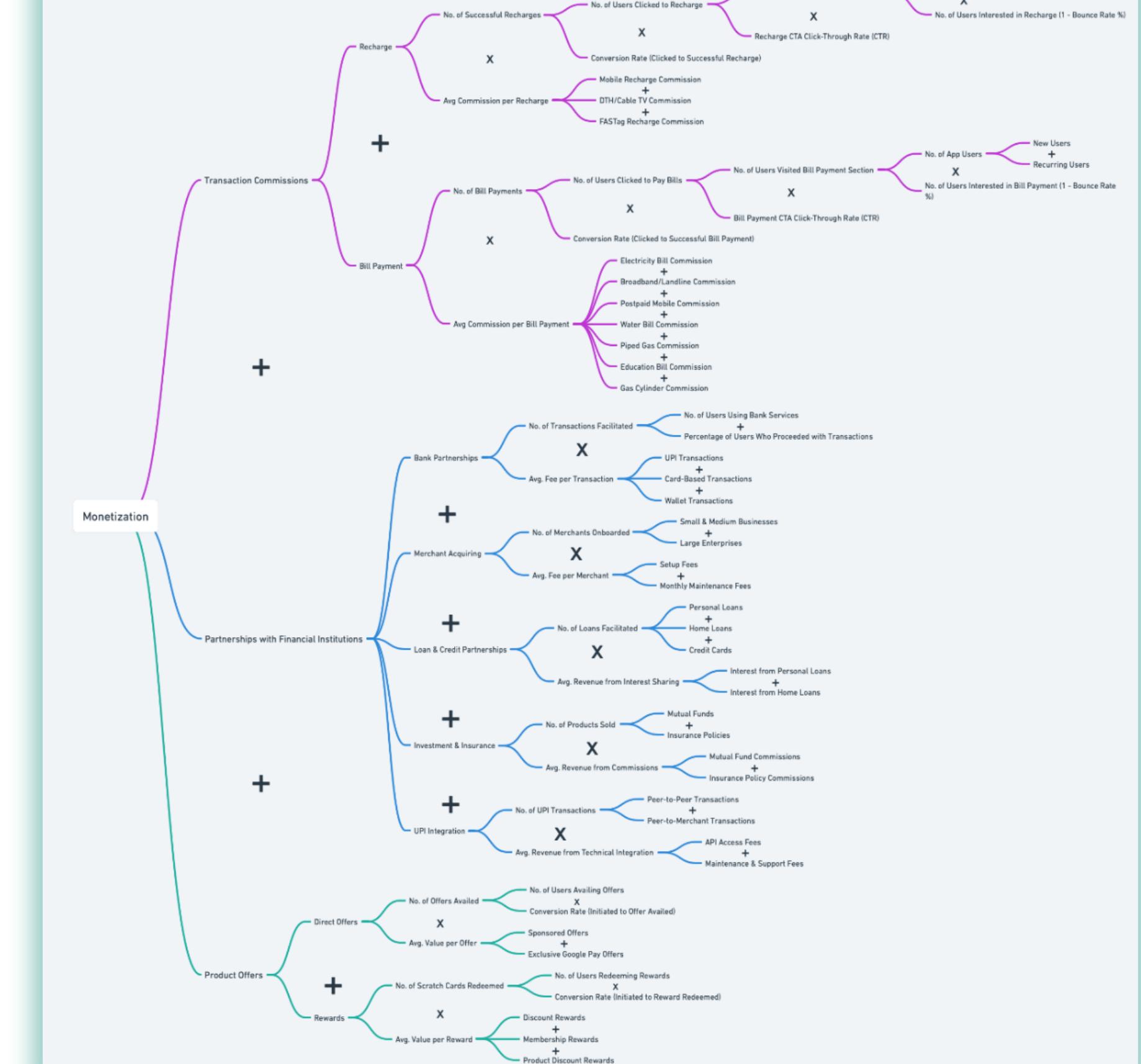
Authorities governing digital payment systems ensuring legal and financial compliance.

5) Competitors:

Other digital payment platforms that compete with Google Pay for user engagement and market share.

Business Outcome to Product Outcomes:

Link To KPI Tree



User Persona:

Name: Irfan Khan

Age: 26

Resides In: New Delhi

Bio: As an electrical engineer, I'm always on the move, balancing work, meetings, and social engagements. **I lean towards digital solutions that seamlessly fit my dynamic urban lifestyle.**



User Needs:

- All-in-one payment solutions for diverse needs.
- Tailored offers and rewards from transaction insights.
- Intuitive, quick-response interface.

Pain Points:

- Need for multiple apps for varied services.
- Absence of individualized experiences and curated offers.
- Frequently-used features buried under multiple clicks.

Jobs To Be Done:

When I need to recharge my metro card,
but I don't want to stand in long queues or use multiple apps,
help me recharge my metro card seamlessly within Google Pay,
so that I can save time and have a hassle-free commute.

When I'm transacting a significant amount through Google Pay,
but feel my loyalty isn't being rewarded with relevant offers or deals,
help me by providing tailored promotions and rewards,
so that I feel valued, save money, and enjoy added benefits from my transactions.

Estimated Target Market Size: [🔗 Detailed Estimation](#)

Total Target Users: 10.62 million

Target Users Exclusively for Metro Recharge Feature: 1.804 million

Revenue from Metro Recharge Feature

Average Revenue per day = 1.804 million × (Average commission per person per day) ₹3 = ₹5.412 M

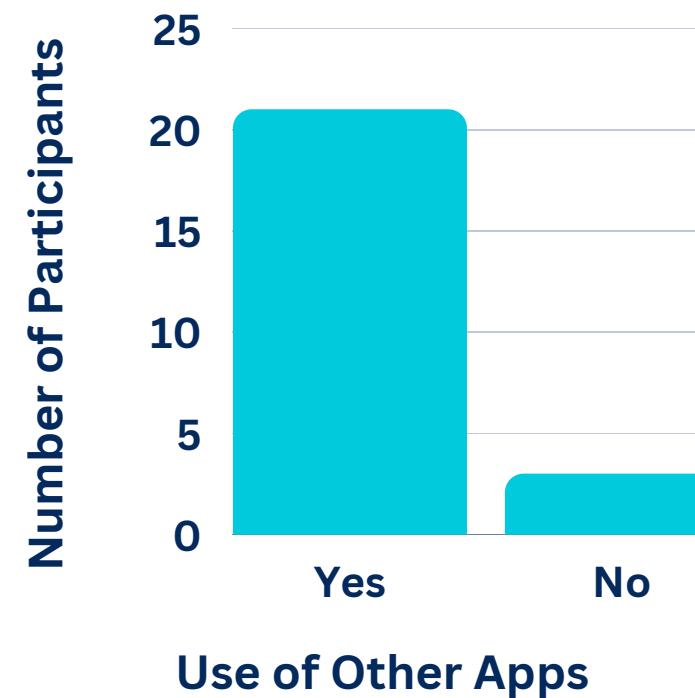
Revenue from Ads/Offers

Daily Revenue from Ads = DAU(4.248 M) × Ad Click Rate(5%) × Conversion Rate(5%) × Average Sale Value(₹400) × Commission Rate(5%) = ₹212400

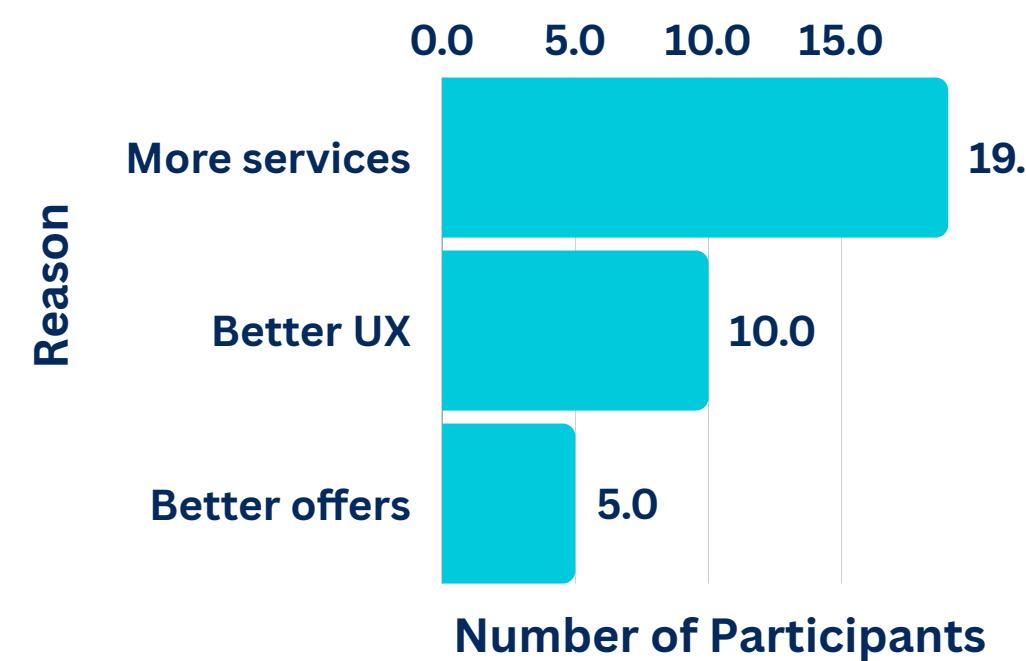
This estimate serves as a preliminary evaluation to gauge the potential impact and relevance of addressing the identified user needs. It sets a foundation for a user-centric problem exploration, ensuring that the subsequent user research is grounded in a realistic and meaningful context.

SLIDE 4: USER INSIGHTS - 54% LIKELY TO EXCLUSIVELY USE G-PAY IF ISSUES RESOLVED

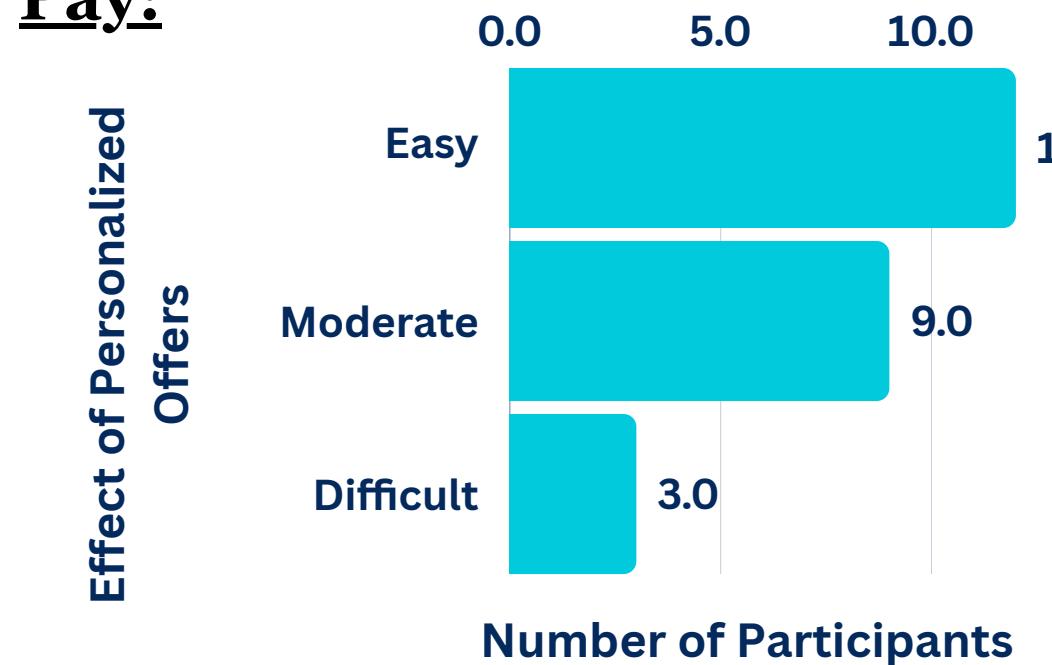
Diversification of Payment Apps:



Reasons for Preferring Apps Other Than Google Pay:



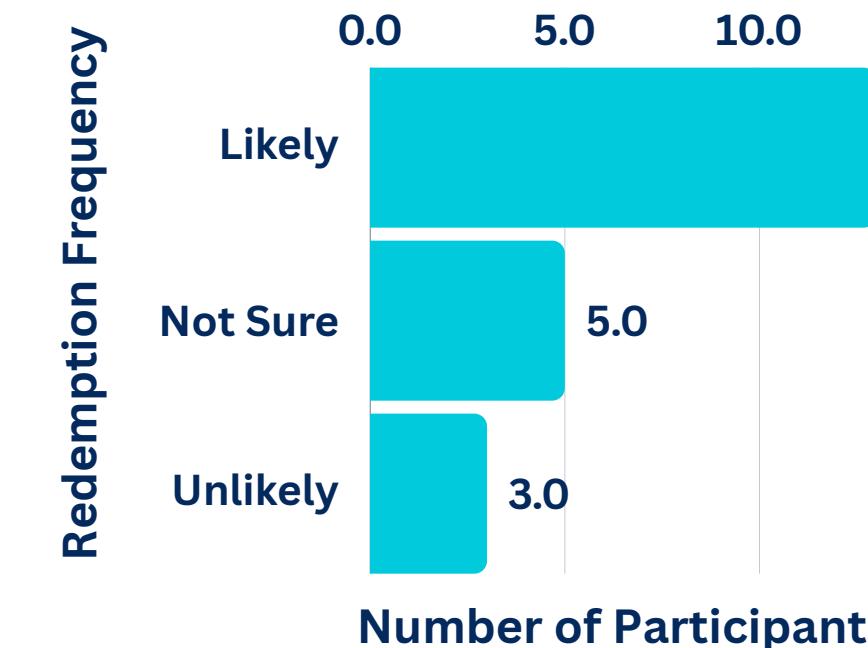
Ease of Accessing Features in Google Pay:



Redemption of Google Pay Rewards:



Likelihood to Exclusively Use G-Pay if Issues Resolved:



User Interview Insights:

- 1) Conducted 24 interviews in New Delhi with participants aged 18-35; 14 males and 10 females.
- 2) Initial 3 interviews highlighted a consistent problem pattern.
- 3) To delve deeper into the identified problem, subsequent interviews were conducted at three different metro stations in New Delhi, where potential users likely faced this issue frequently. These locations did not lead to biases or result in non-responses for our subsequent questions.

SLIDE 5: DEFINING THE PROBLEM - MULTIPLE SERVICE GAPS DIMINISHING USER AND PARTNER ENGAGEMENT

1.What is the true Problem?

From User's Perspective:

Primarily, Google Pay's fragmented offerings necessitate juggling multiple apps for various needs. This, coupled with more rewarding coupons, better reward systems, or higher cashbacks in other apps, makes Google Pay less appealing. Additionally, Google Pay's static interface, not highlighting frequently used features, adds friction to transactions, further driving users towards competitors with more intuitive, rewarding platforms.

From Service Providers' Perspective:

Limited integration with diverse services results in missed opportunities for partnerships and collaborations that could benefit both G-Pay and the service providers.

From Advertiser's Perspective:

G-Pay's platform doesn't offer dedicated spaces for advertisements, limiting opportunities for brands to reach a vast and engaged audience.

2.Who are the customers facing the problem?

Digital Payment Users:

Both regular and tech-savvy, who rely on digital payment apps for daily needs, convenience, and a blend of diverse services.

Advertisers:

Brands seeking platforms with extensive user bases for effective and greater visibility.

Service Providers:

Financial organizations, 3rd-party businesses , and others interested in partnering with or being prominently featured on Google Pay.

4.What is the value generated by solving the problem?

For Users:

A holistic platform with diverse services, fewer apps, and more relevant rewards.

Advertisers:

A prime platform for vast reach, increasing brand visibility and revenue.

For Google Pay:

Boosted engagement, more transactions, new user acquisition, and fresh revenue avenues.

3.How do we know it is a real problem?

1) 87.5% of users utilize other payment apps along with Google Pay & 76% seek broader services, and 41.6% desire a better user experience from other platforms.

2) 75% infrequently or never redeem Google Pay rewards, indicating misaligned incentives.

3) 12.5% find accessing certain Google Pay features difficult, signaling interface concerns.

5.Why should we solve the problem now?

Government Push:

With the introduction of E-rupee & incentives for digital platforms, the government's digital drive is clear.

Source 

Market Projections:

UPI transactions could soar to INR 600.7 trillion by 2030-31, signaling a vast growth potential.

User Retention:

To prevent further migration to rival platforms

Tech Evolution: With advancements in AI & Data Analytics it's the opportune moment for Google Pay to bolster personalization and service quality.

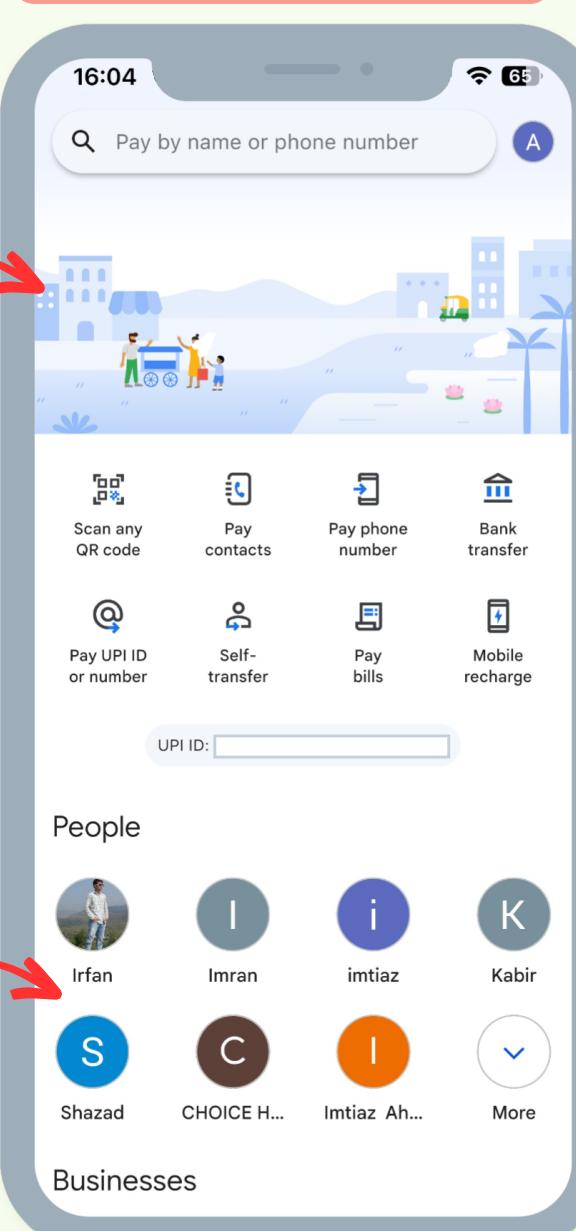
SLIDE 6: SOLUTION SET - EXPANDING SERVICES TO ENHANCE USER ENGAGEMENT AND REVENUE

Solution	Features	Working	Score = (A*I*C)/E
Diversified Service Offerings	 <ul style="list-style-type: none"> 1) Metro card recharge facility across all metro-operated states. 	<p>1) Provides a seamless metro card recharge facility, simplifying daily commute arrangements for users.</p>	Adoption = High(8/10) Impact = High(8/10) Confidence = Medium(6/10) Effort = Low(3/10) Score = 128
Effective On-Screen Utilization	 <ul style="list-style-type: none"> 1) Dedicated screen space for data-driven Ads backed by ML. 	<p>1) Provides users with relevant ads, enhancing their experience while also generating additional revenue.</p>	Adoption = Medium(6/10) Impact = High(9/10) Confidence = Medium(7/10) Effort = Medium(4/10) Score = 94.5
Personalized Interface & Rewards	  <ul style="list-style-type: none"> 1) Revamped Rewards/Offers based on Buying Patterns 2) Utilizes ML to prioritize Frequently Used Features on Top. 	<p>1) Rewards system recognizes user buying patterns, offering personalized rewards and offers that are more appealing to individual users. 2) Prioritizes frequently used features, making the app more user-friendly and intuitive to use.</p>	Adoption = High(8/10) Impact = High(8/10) Confidence = High(8/10) Effort = Medium(5/10) Score = 102.4

[LINK TO SCORE TABLE](#)

Solution Implementation: Implementing the three proposed solutions, encompassing four distinct features, is a pragmatic approach. They are straightforward to execute, and have the potential to significantly enhance revenue as users quickly adapt to these improvements.

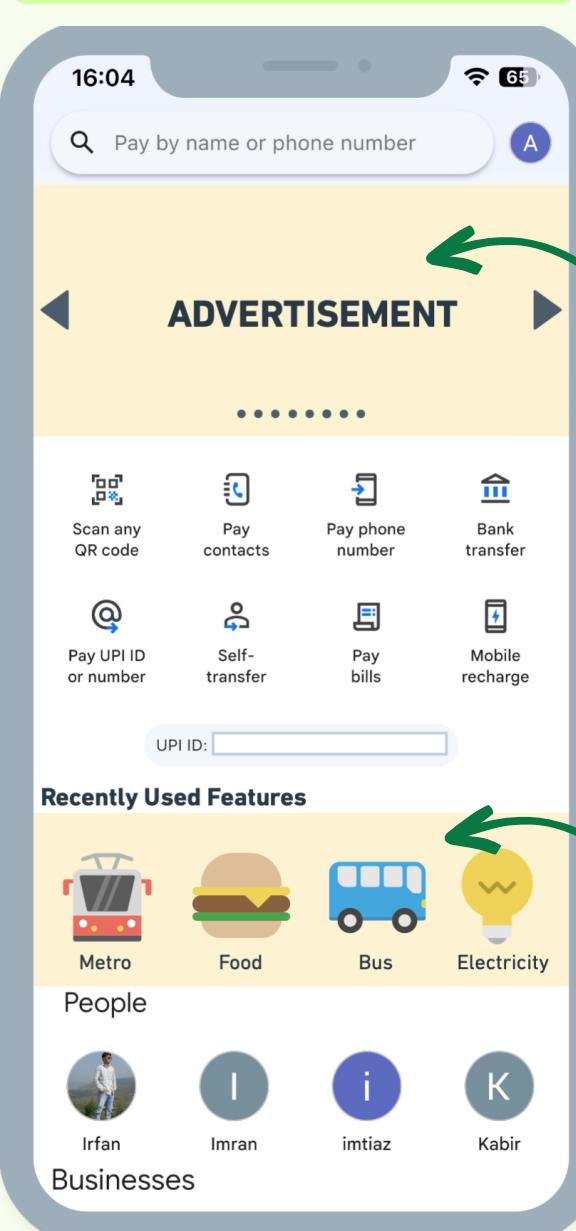
Wireframes:



Current window

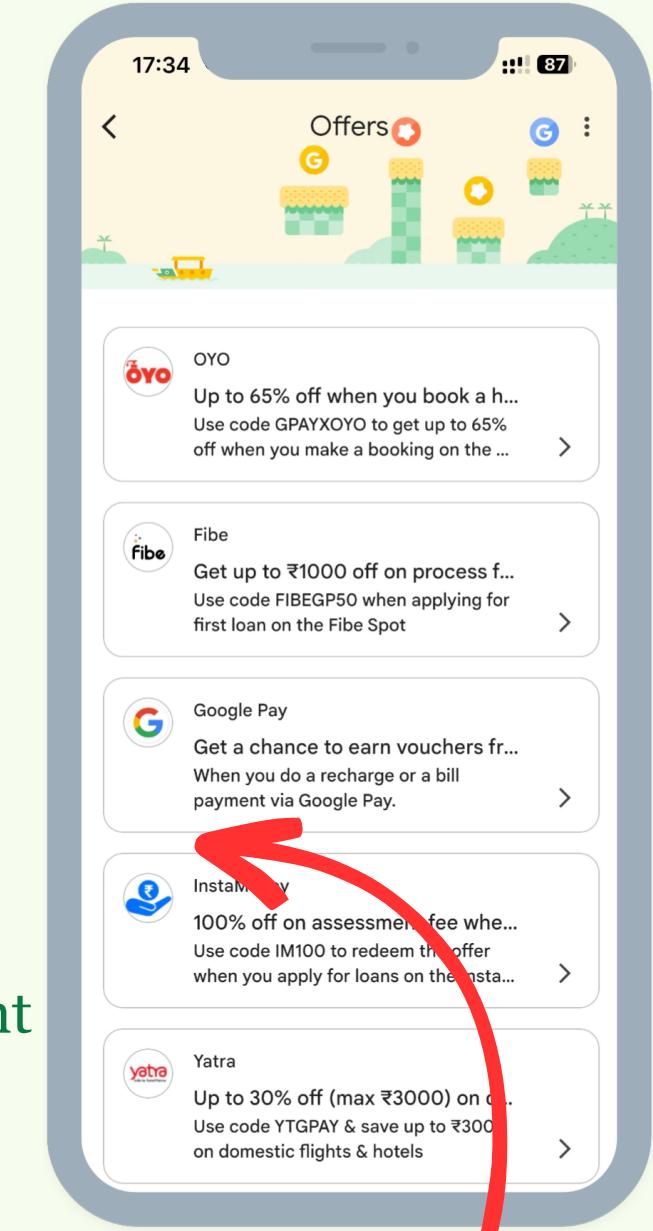
Underutilized screen space

Two rows dedicated to past transactions.



Modified window

Optimized screen space with relevant advertisements.



Current window

Non-tailored offers leading to no engagement, hence no conversions.



Modified window

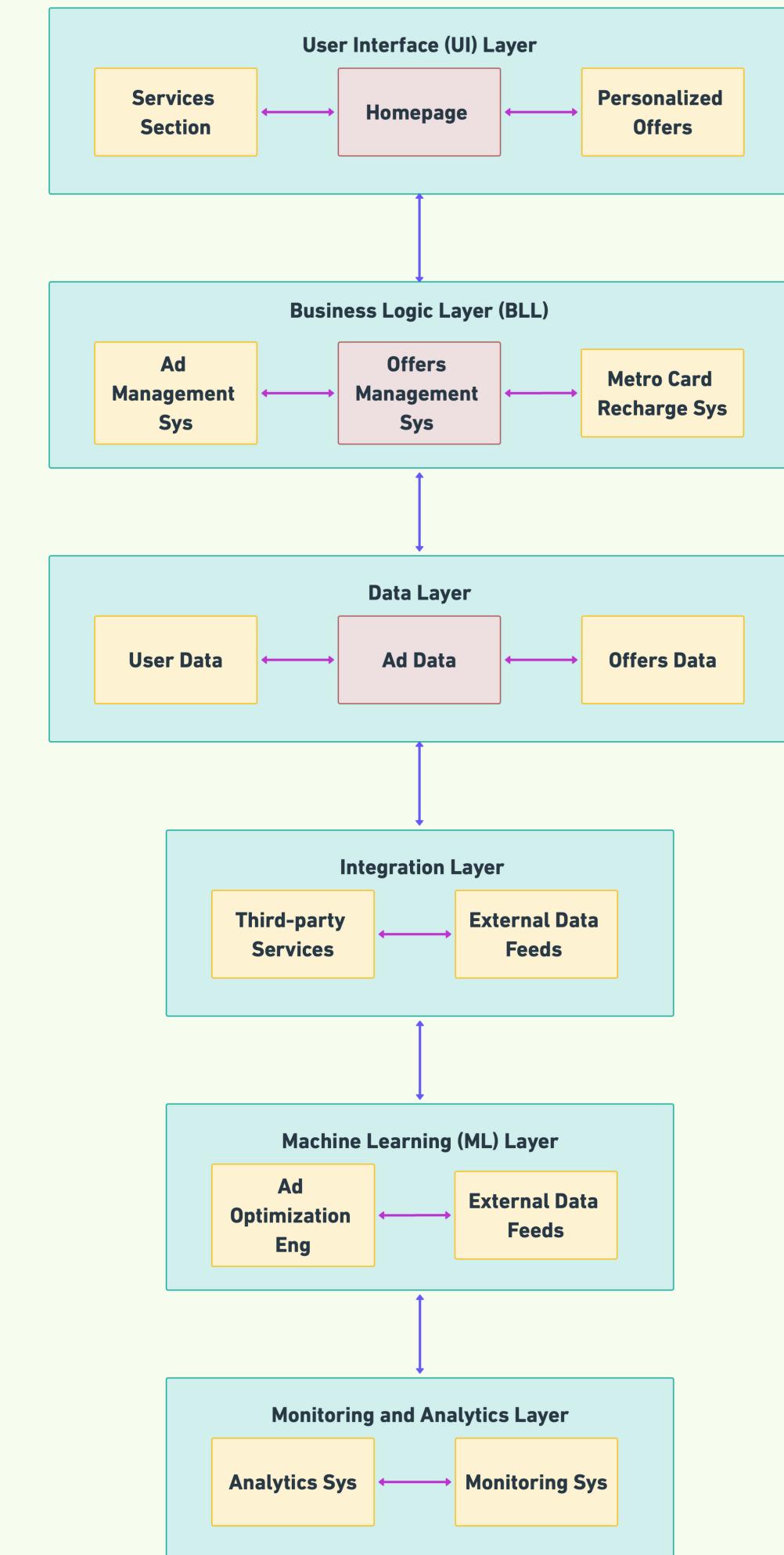
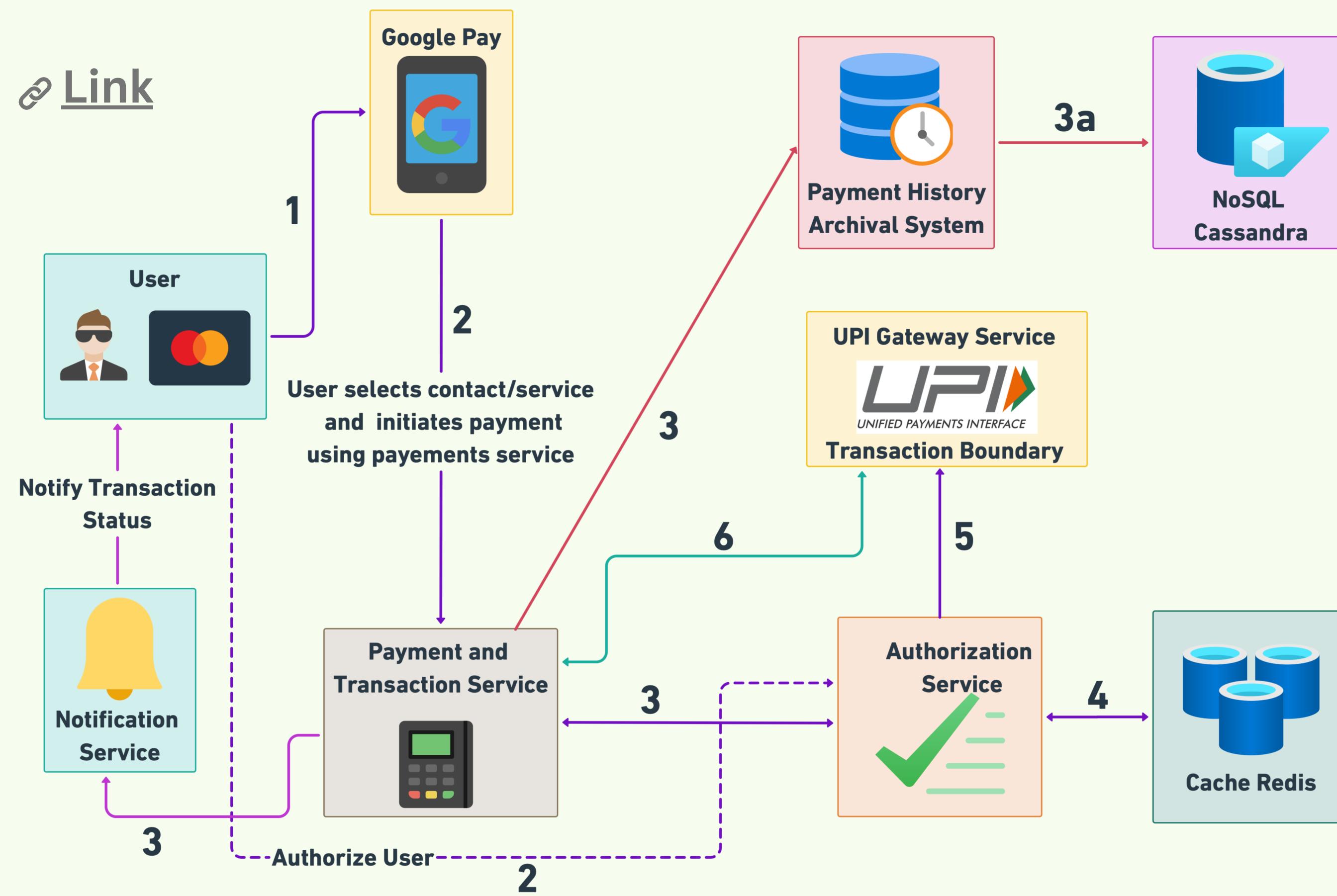
Personalized offers based on buying patterns, enhancing user engagement and conversions.

Optimized screen space with relevant advertisements.

One row for recent transactions, another for frequently used features, also emphasizing the new metro card recharge feature.

SLIDE 8: SYSTEM DESIGN - DIVERSE SYSTEM ARCHITECTURES: FROM TRANSACTION FLOWS TO LAYERED DESIGNS

[Link](#)



NSM: Monthly Recurring Revenue (MRR)

1. Metro Card Recharge

Feature:

a) User Experience:

- Number of users adopting the metro card recharge feature.
- Ease of use (measured through user surveys and feedback).

b) Operational Efficiency:

- Time taken to complete a metro card recharge transaction.

c) Growth and Retention:

- Frequency of metro card recharges.
- Retention rate of users utilizing the metro card recharge feature.

2. On-Screen Ads:

a) User Experience:

- Click-Through Rate (CTR) on advertisements.
- User feedback on ad relevance (measured through user surveys and feedback).

b) Operational Efficiency:

- Load time of advertisements.
- Ad error rate.

c) Growth and Retention:

- Revenue generated from advertisements.
- Repeat advertisers rate.

3. Personalized Offer:

a) User Experience:

- Click-Through Rate (CTR) on personalized offers.
- User feedback on offer relevance (measured through user surveys and feedback).

b) Operational Efficiency:

- Efficiency of the algorithm in generating relevant offers.

c) Growth and Retention:

- Revenue generated from redeemed offers.
- Retention rate of users engaging with personalized offers.

4. Dynamic UI:

a) User Experience:

- Ease of finding frequently used features (measured through user surveys and feedback).
- User satisfaction rate with the UI (App Store Ratings, Reviews).

b) Operational Efficiency:

- Time saved in performing transactions due to optimized UI.

c) Growth and Retention:

- Frequency of use of the dynamic UI features.
- Retention rate post UI enhancements.

Risks involved and their Mitigations:

1) Risk: Users might be slow to adopt metro recharge feature if they are accustomed to other recharge methods.

Mitigation: Launch with an educational campaign to inform users of the new feature and its benefits

2) Risk: Users might find ads/offers intrusive, which could lead to a negative user experience.

Mitigation: Regularly update and improve the algorithms to ensure ad and offer relevance and minimize user annoyance.

3) Risk: Changes in the UI could confuse or frustrate users, particularly those less tech-savvy.

Mitigation: Provide clear onboarding and help resources to educate users on the dynamic aspects of the UI.