1. What is the problem definition? What are the research objectives?

Alok: The problem definition is whether DNPL will be accepted by consumers whilst they have other means in place e.g. credit card, cash or BNPL tools like SIMPL, Amazon Pay, MobiKwik etc as offered by Dineout, Eazydiner etc.

The research objective is to anticipate market response on the product, competitive analysis and any pain or improvement areas.

In general, what will be:

1. Acceptance level
2. Age group of appeal
3. Demography of usage
4. Retention factors
5. Repayment behaviour
6. Default tendency

1. What are the specific questions that you need answered from the research?

Alok: As above

1. What is the scope of the research – who is the target audience?

Alok: The target audience are several fold:

* 1. **New starter professionals**: Individuals who have recently started corporate or business life and have the excitement and energy to celebrate key events of their life e.g. new job, new car/bike, travel, dating etc.
  2. **Non-Credit card customers**: There are a fair portion of the restaurant preferring crowd, who do not hold a credit card. However on days when they are short of cash and would not mind a short term credit service instead of a long term commitment as credit card.
  3. **Middle Class families**: For family oriented individuals who foresee a reason to celebrate with their friend & family e.g. birthday, anniversary, job change etc. and expect a fair size bill for the event which they are not comfortable to pay in cash immediately (or waiting for salary to arrive).
  4. **Potential college students**: Students who are far from home and are often in need to dine out, even if for low ticket value and are otherwise supported by their parents.

The scope of research will generally cover the transactional visibility the platform should receive based on the target audience, how well the concept can be accepted in market or if there could be any impediments in the way to be fixed first, market & competitive challenges and understanding of the key customer segment(s) of execution driving traffic.

Also what repayment terms may be favourable to customers, which will help us drive the wallet rotation for consumers to reuse the same wallet value after repaying the previous balances. The idea is the encourage consumers to repeatedly use the identified wallet amount applicable to them based on the credit checks.

1. Any other info that you can share

Alok: I believe above notions cover the research spectrum broadly although we understand it would need to be broken down into bite sized elements to nail down independently to arrive at the consolidated picture. For not though, the focus needs to understand acceptance of credit service at restaurant as the first prize. A good reference could be Payo (Australia) which is world’s first eat now pay later service provider.