



Case Study Founder Office

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Geoinformatics

IIT KANPUR



WHAT IS ZUPEE ?

We are the biggest online gaming company with 95% market share in the Indian gaming sector's largest segment — casual & boardgame segment.

We make skill-based games that spark joy in the everyday lives of people by engaging, entertaining and enabling earning while they play.

PROBLEM STATEMENT

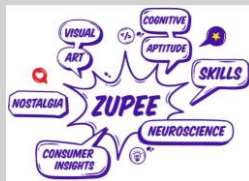
Zupee as an organization stands for maximum impact to maximum people.

We believe that a nuanced understanding of the human condition is the fulcrum that can enhance life as we know it by moving the mountains of human limitations.

With this in mind, attempt the below problem statement:

You are given unlimited resources and tasked with creating a product that helps people achieve enlightenment.

- Describe your product.
- What makes you confident your product will be able to help people achieve enlightenment?
- What fundamental insights led you to build your product this way?
- How do you expect your users to use the product?
- What do you anticipate could lead to the failure of your product?



FACTS

- **1 in 5 Indians** suffers from depression in their lifetime.
- **42%** of private-sector employees have general anxiety disorder or depression.
- **150 million** people across India are in need of mental healthcare interventions, both short and long-term.
- **46%** of private-sector employees report extreme stress as a result of their work

SOME OF THE MAJOR COMPETITORS OF ZUPEE



Play Simple Games, Wargaming, Social Point and Peak Games



BACKGROUND & INTRODUCTION

USER
PERSONA

PRODUCT
REQUIREMENTS


SOLUTIONS

SUCCESS
METRICS



NAMAN MODI

Naman is a 23 years old boy working as a Software Engineer in Gamezon. He is an introvert and has very few friends. He is tech-savvy and loves to explore new things.

 **Goal :** Looking for a solution to overcome Major depressive disorder.


Pain Points:

- Want to discuss it with someone but feels people will make fun of him if they get to know about it.
- Not able to find effective and credible sources to understand the nuances of this issue.



AASHNA JAIN

Aashna is 25 years old woman working as a Product Manager at Toggle. She is an extrovert but sometimes feels people are not able to understand her therefore feels depressed and demotivated.

 **Goal :** Looking for like-minded people who are facing a similar disorder to discuss and get the solution for the same.


Pain Points:

- She doesn't want to go to a psychologist as she feels they do it for money and doesn't feel comfortable sharing this issue with them.
- Not able to find a platform where she could discuss with people who are facing similar issues anonymously.



MARK WOOD

Mark is a 44 years old man working as a Senior Project Manager at Zwitter. He is an inquisitive person who trusts a few and tries to find solutions for his problem by himself.

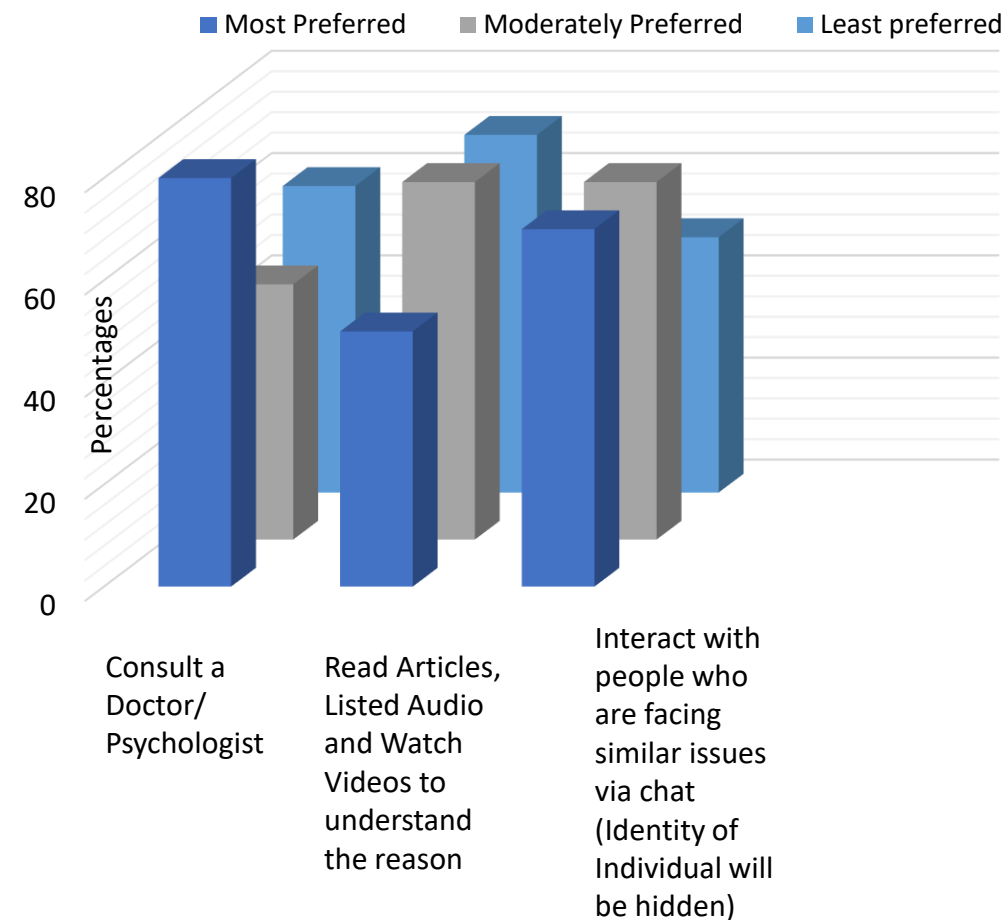
 **Goal :** To understand why in the recent past he has started feeling like no one understands him and as a result, he feels depressed and demotivated at work.

Pain Points:

- He doesn't want to share it with anyone because he feels people make fun of him.
- Not able to get proper readable material to understand it. .

Results of the Survey Conducted

Sometimes an Individual feels No One can Understand him/her. In that scenario what should be priority order to resolve the same ?



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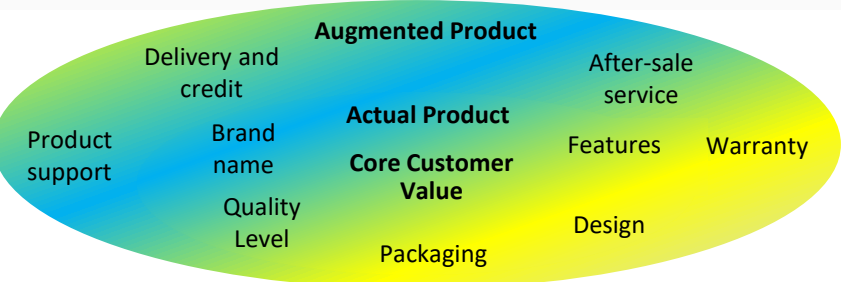
PRODUCT REQUIREMENTS

- 1) Introduction of a feature that will allow an individual to interact with a person facing a similar kind of challenge.
- 2) The identity of both individuals will be hidden. Once both parties agree, the identity could be revealed.
- 3) A quiz to understand the psychological mindset of the individual followed by reading material, audio content, video suggestion, and an option to consult with a psychologist directly.
- 4) All the suggestions, whether reading, audio, or video or consulting a psychologist, will be personalized based on the response to the quiz.
- 5) Leveraging the power of 5 Why's to understand the problem from its root as a feature.
- 6) Based upon the answer to the 5 Why's suggestions will be made for audio, video, and reading content.

PRIORTIZATION USING RICE MATRIX

PRODUCT FEATURE	REACH	IMPACT	CONFIDENCE	EFFORTS	RICE SCORE =(R*I*C) / E
1. Chat Feature	X People	3	100%	0.67 (2/3)	$(X*3*1)/0.67 = 4.47X$
2. 5 Why's followed y Audio/Videos etc.	X People	2	80%	1	$(X*2*0.8)/1= 1.6X$
3. Quiz followed by Audio/Videos etc.	X People	2	80%	0.46 (14/30)	$(X*2*0.8)/0.46 = 3.47X$

NOTE: Based on the survey conducted and the Prioritization framework first, we will introduce the Chat Feature, Followed by Quiz Feature and 5Why's feature. Also, consulting the psychologist feature will be integrated with both the quiz and the 5 Whys section.



PROTOTYPE



REASONS TO CHOOSE CHAT FEATURE

1. While there are multiple reasons why, one is the fact that people avoid or forego mental health treatment, due to judgment, doubt, pride, fear, misinformation. ([Source](#))
2. To avoid the above-stated reason individuals can interact with people without revealing their identity and hence they might feel more secure and can easily share and take suggestions from people who have already suffered.
3. Also from the perspective of the Flipkart product, it might create a hooks model loop that might increase the Engagement and retention of the individuals.

REASONS TO CHOOSE QUIZ FEATURE

1. According to American Psychological Association, A recent report indicates that psychological assessments are just as predictive of specific, measurable outcomes-- sometimes even more predictive--as many medical tests. ([Source](#))
2. They can guide you towards seeking help from a trusted source, like a therapist, doctor, or counselor. ([Source](#))
3. They can make you feel less alone, awkward, or judged for experiencing difficulties with your mental health. ([Source](#))
4. They can connect a name to the experiences you have been having so that you can conduct further research. ([Source](#))

REASONS TO CHOOSE 5 WHY'S FEATURE

1. According to an article, 5 Why's technique can be used to deal with this kind of issue. ([Source](#))
2. Recurring or stubborn problems may indicate a deeper problem. Even though "quick fixes" may seem convenient, they often address only the surface issues and waste resources that could have been used for solving the real issue. ([Source](#))
3. It's a simple but powerful method for identifying the underlying causes of a problem to be able to treat it permanently once you see what's wrong ([Source](#)).

BACKGROUND & INTRODUCTION

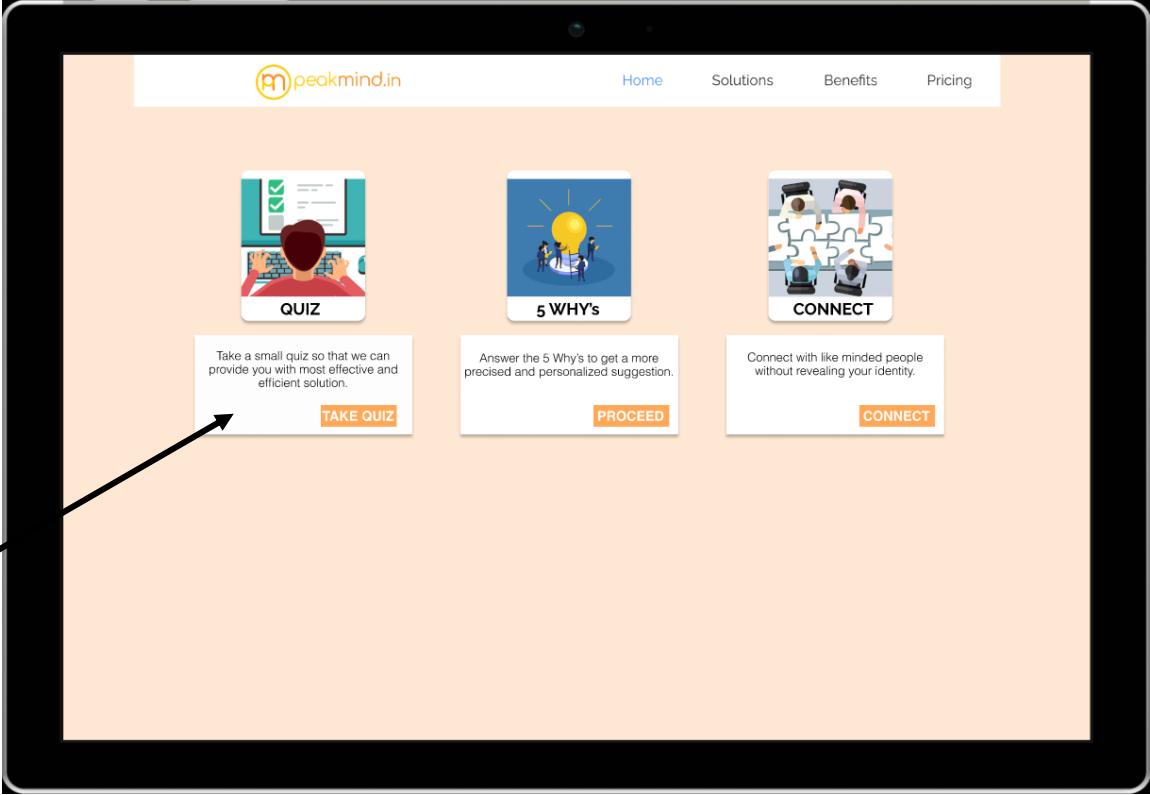
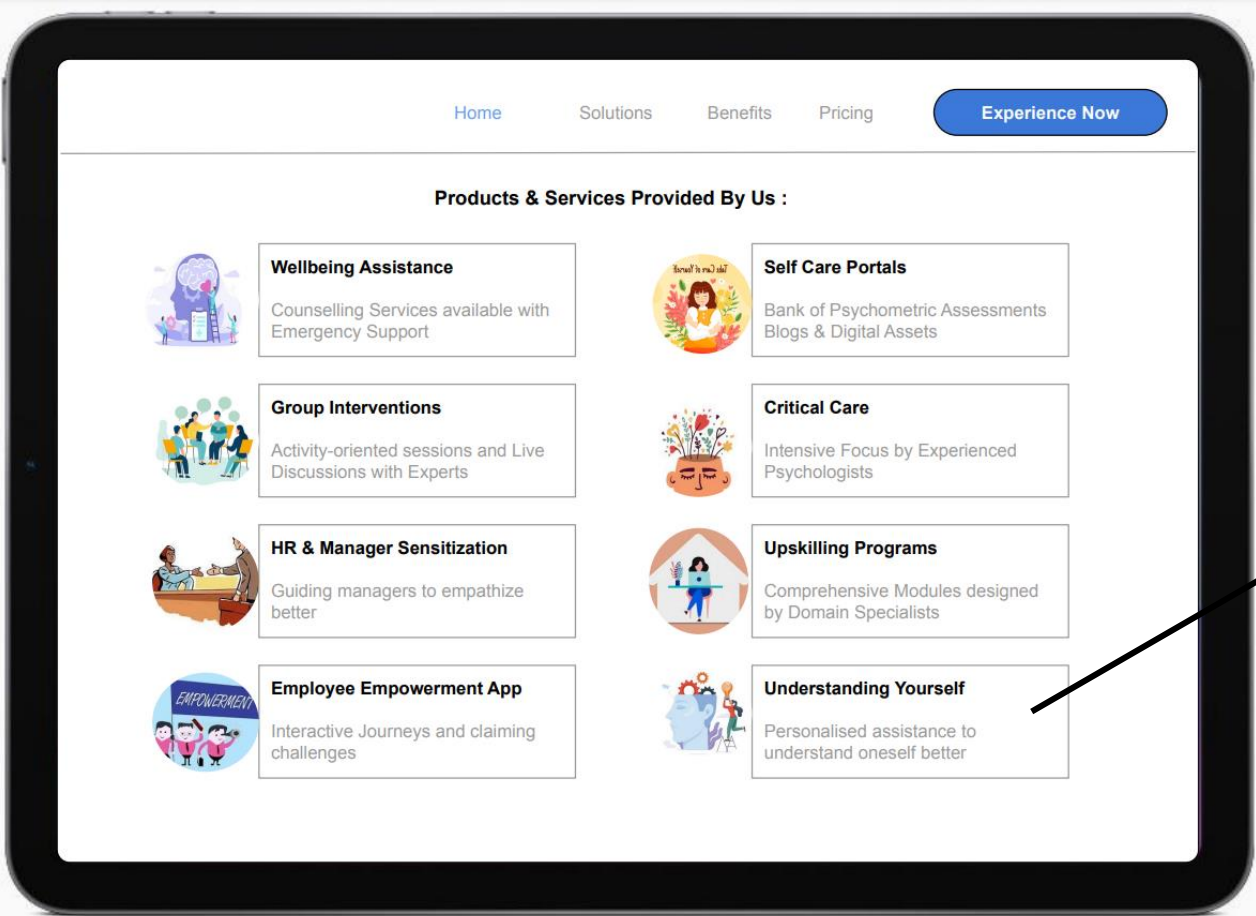
USER PERSONA

PRODUCT REQUIREMENTS

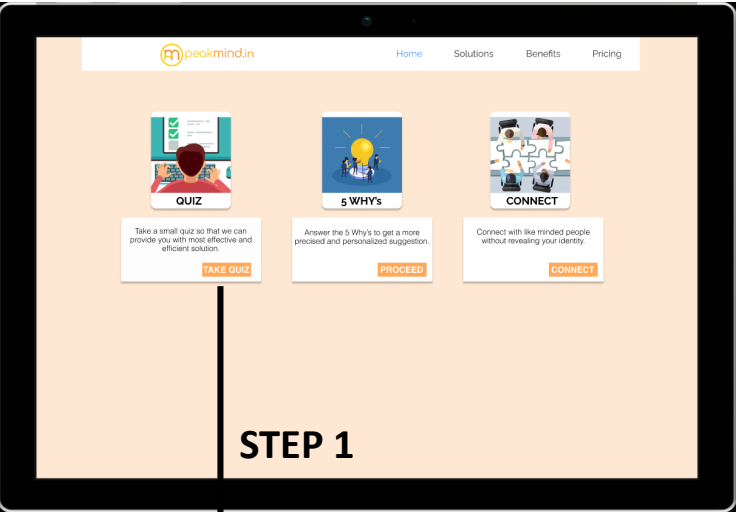
SOLUTIONS

SUCCESS METRICS

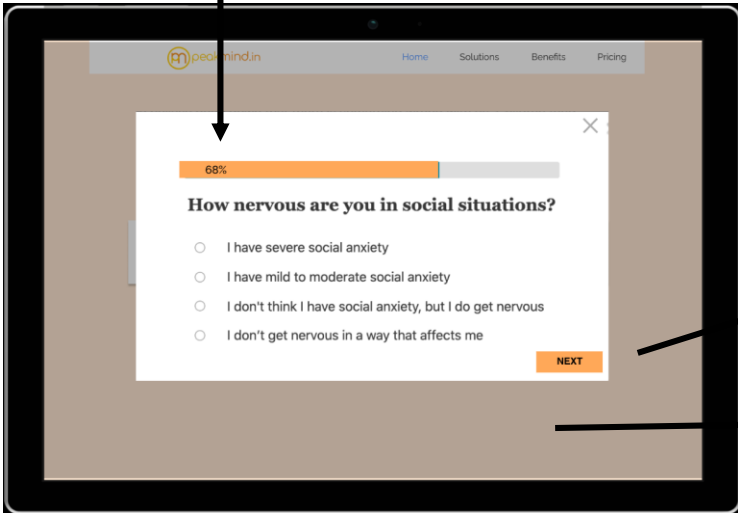
All the three feature will be under the Understanding Yourself section of the main screen.



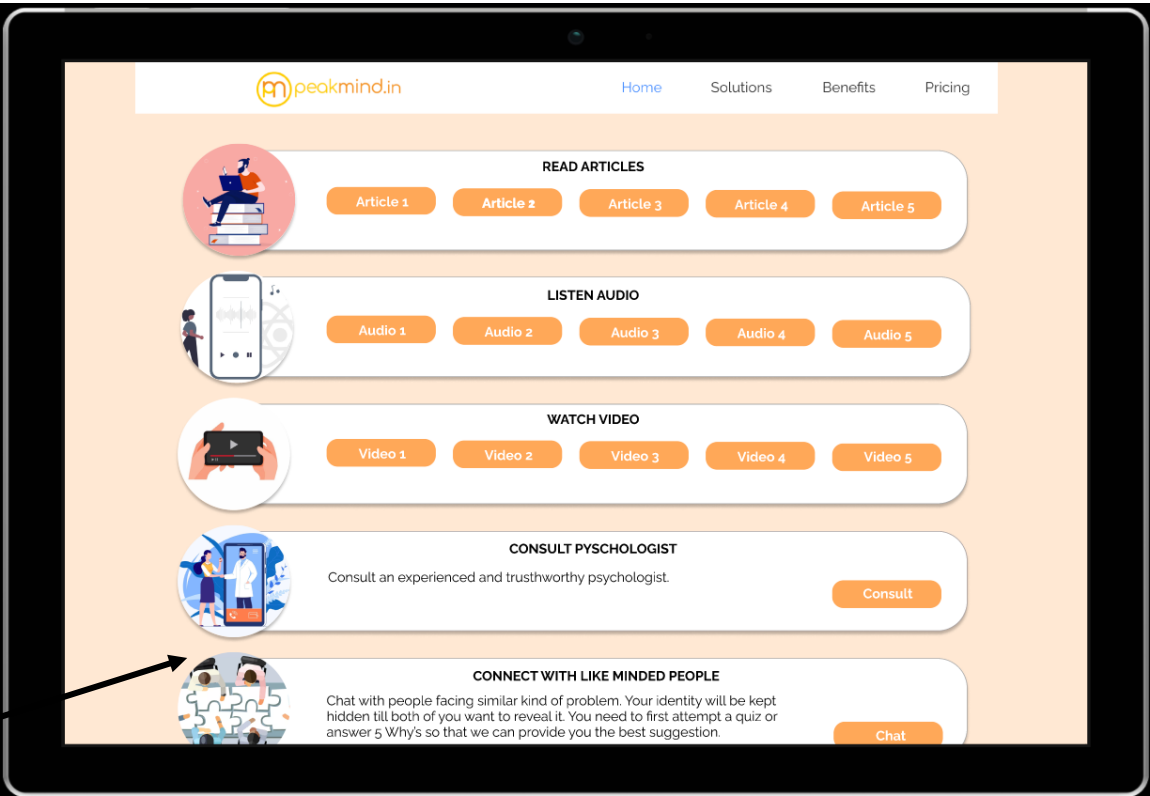
- When a user clicks on Understanding Yourself section he will be redirected to this screen.
- This screen will provide 3 option (Quiz , 5 Why's, Connect with People) for the user to choose from.



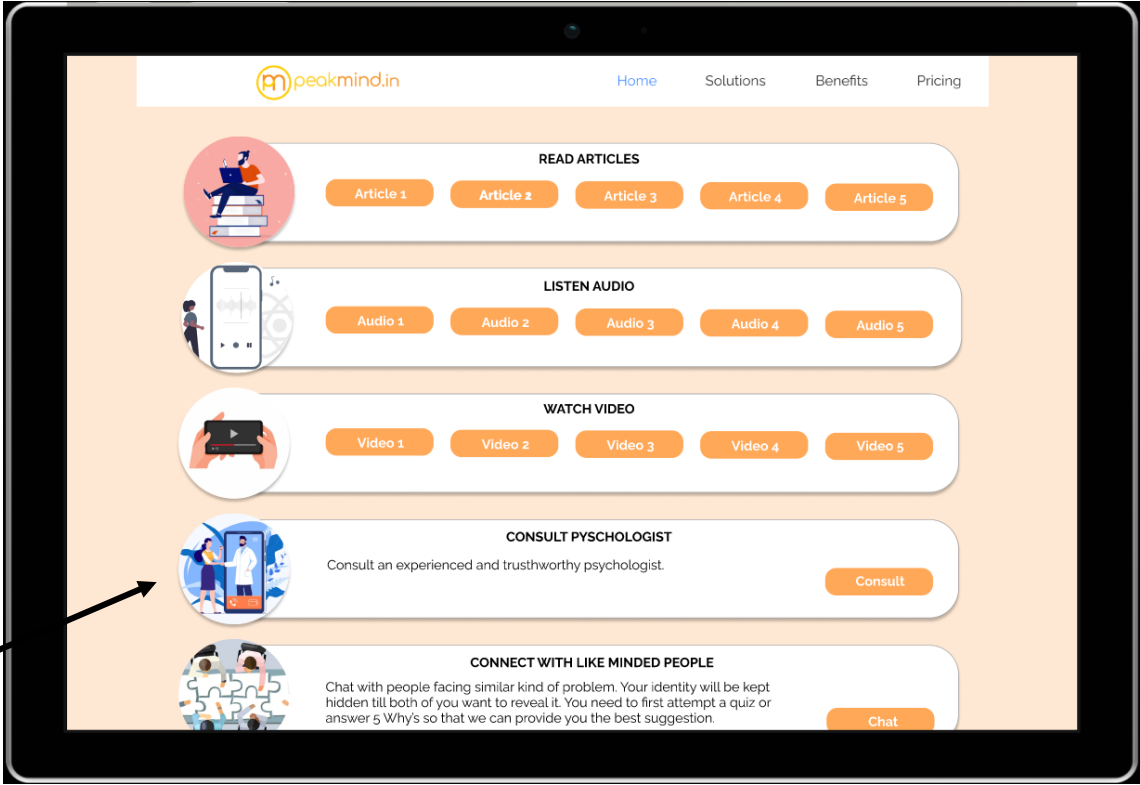
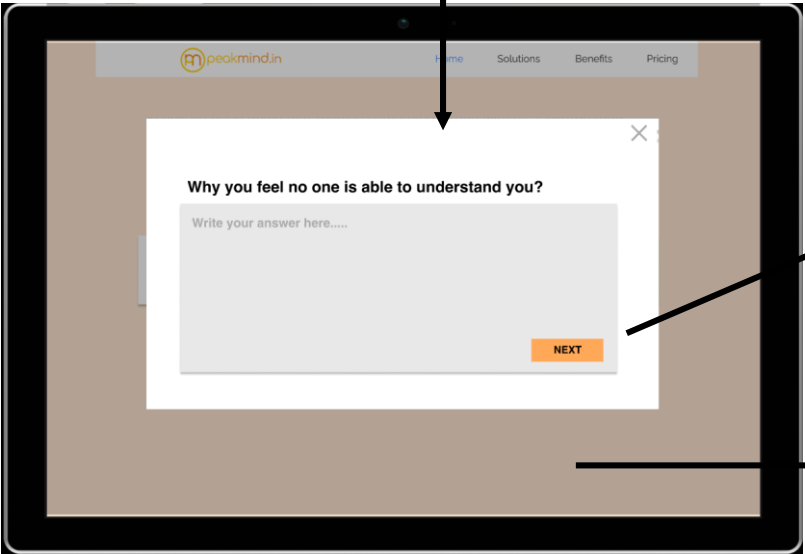
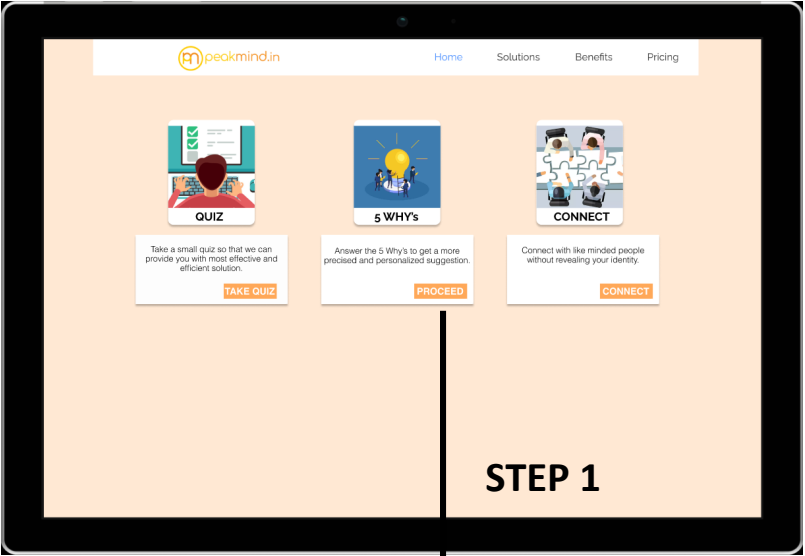
STEP 1



STEP 2

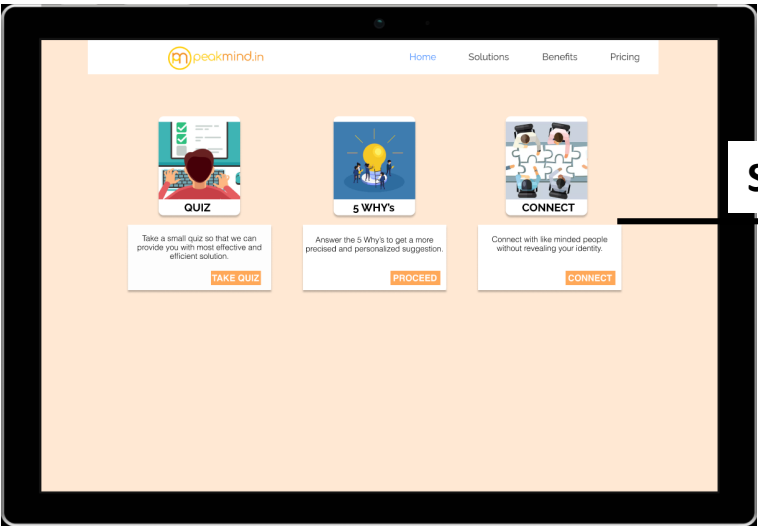


- After the completion of the quiz the user will be directed to this screen.
- This screen will provide an option to read article, listen audio, watch video, consult a psychologist or connect with like minded people.
- **NOTE:** Every option here will be a customized one which will depend upon how one has responded to the quiz.

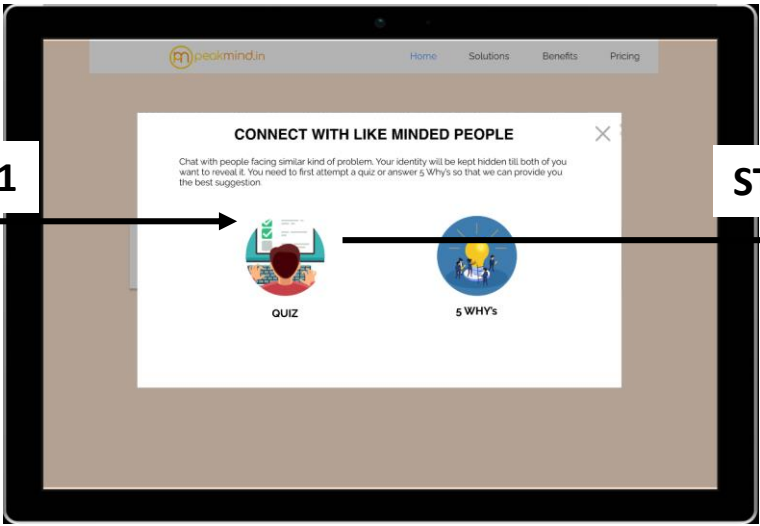


- STEP 2
- When a user click on 5 Why's this screen will prompt up where a user need to answer to 5 Why's to move ahead.

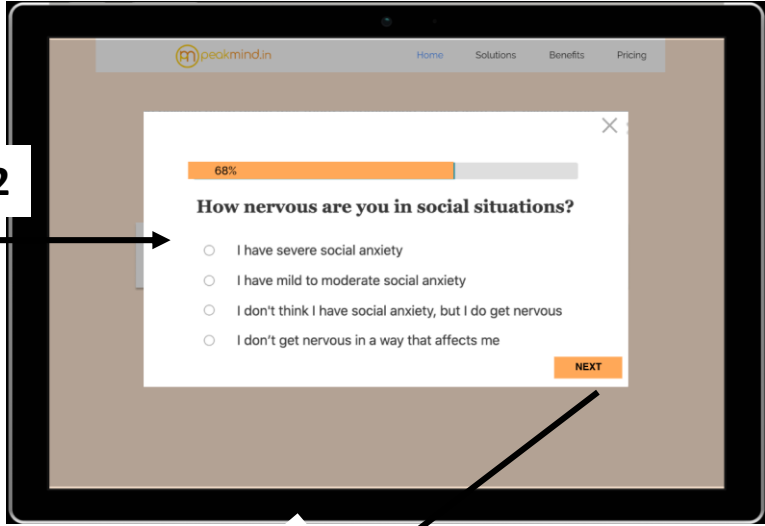
- Based upon the answers provided to the 5 Why's the user will be shown a customized screen from where he/she can read articles, listen audio, watch video or even consult with a psychologist or interact with people facing similar challenge.
- The identity of the individual will be kept hidden as mostly people don't shared these things because they might be judged.



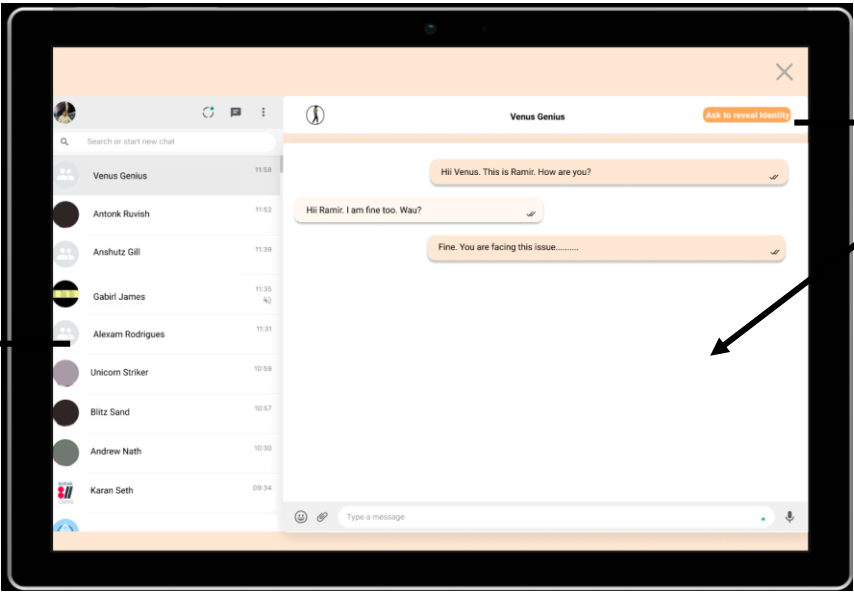
STEP 1



STEP 2



STEP 3



- This screen could be reached either by choosing the chat option in the quiz or 5 Why's section or the user can directly click on connect option followed by a quiz or a 5Why questionnaire.
- Under this feature the user can interact with a person anonymously until they both want to know their real identities.
- Based upon the success of this feature we can introduce something where a user can post his story and if someone feels connected to it can converse with the individual.

- By clicking on this option the user might ask the other person to reveal his/her identity.
- Once both of the members agree then only the identity will be revealed.

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METRIC	INDICATOR
No. of people who clicked on the "Understanding Yourself Feature"/ No. of people who click on other features on the home screen (Over a Month).	A higher ratio will indicate that the people like this feature. It can be considered as post-launch validation.
No. of people who click on Quiz Feature/ No. of people who click on any of the 3 features under the Understanding Yourself Section. (Similarly we can have it for other two features).	A greater ratio will indicate the success of that particular feature.
Average time spend by user on the platform after feature update/ Average time spend by user before feature update.	A higher number will indicate that people are able to engage with the platform more.
No. of people who reveal the identity in the Chat Feature/ No. of people who stays anonymous.	This will indicate that whether we should continue with the reveal the identity option or look out for some other option.
No. of people who completed the Quiz/ No. of people who left mid-way. (Similarly, we can have it for the other two features).	A lower ratio will indicate that although people are liking this feature but may be the content is not up to the mark or people are not able to relate to the questions asked.
No. of clicks on the Reading option under the 5Why's or Quiz feature / No. of clicks on other options (Audio Video/Consult etc.) (Similarly we can have it for other options.)	Success rate of each of the option can be evaluated precisely with this metric.

THANK YOU

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