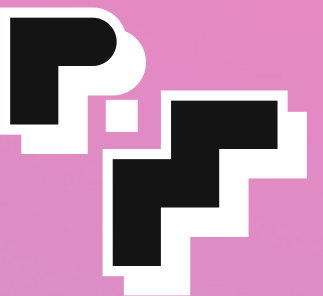
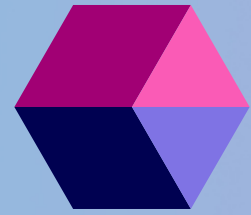


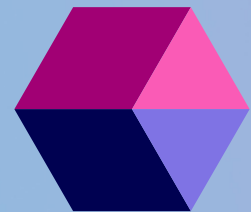
Monetization Features on Paytm Insider





About Paytm Insider

Paytm Insider is an online platform based in India that offers event ticketing and event discovery services. It aims to provide a one-stop solution for users to discover, book, and attend a wide range of events, including concerts, music festivals, stand-up comedy shows, workshops, and more.



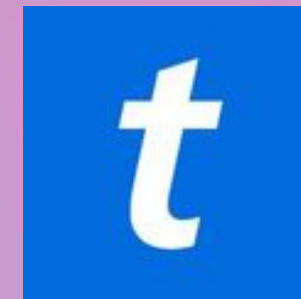
Competitors



Book My Show



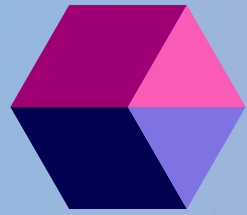
Eventbrite



Ticket Master

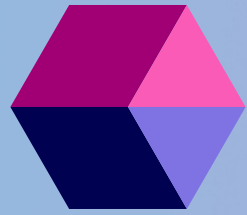


AllEvents



User Journey

Action	Event Discovery	Event Evaluation and Selection	Ticket Booking	Payment and Confirmation	Ticket Delivery and Preparation	Event Attendance
Goals	Discover a diverse range of events and explore options for entertainment.	to assess the event's appeal and determine whether it's worth attending.	to secure tickets for the chosen event, ensuring a successful booking process.	to make a successful payment and receive confirmation of the booking.	to have the necessary tickets and information ready for a smooth event experience.	to have a fulfilling and enjoyable event experience.



User Persona

Samir Pant



- Age: 30
- Gender: Male
- Occupation: Digital Marketer
- Location: Urban area in India

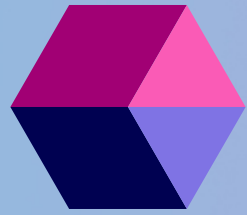
Samir is a young professional who enjoys exploring and experiencing various social and cultural events. As a digital marketer, he appreciates creativity and unique experiences.

Goals and Needs:

- Samir wants to stay up-to-date with the latest events happening in his city and nearby areas.
- Samir values a smooth and convenient ticket booking process.
- Samir wants detailed event information, including artist lineups, venue details, timings, and descriptions.
- Samir is attracted to exclusive offers, early access to tickets, and special discounts for popular events.

Pain Points:

- Samir may feel frustrated if desired events are sold out or unavailable on the platform, particularly for high-demand or niche events.
- Samir expects a smooth and glitch-free user experience.
- If Samir encounters issues such as fraudulent tickets or poor customer support, it could erode his trust in the platform and discourage future usage.



User Persona

Music Lover Maya



- Age: 25
- Gender: Female
- Occupation: Content Creator
- Location: Urban area in India

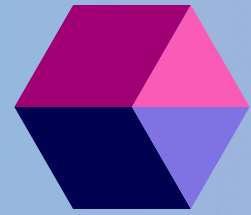
Maya is an active and socially engaged individual who enjoys attending a variety of events.

Goals and Needs:

- Her goal is to discover concerts, music festivals, and live performances of his favorite artists and genres.
- She wants a user-friendly platform that allows him to quickly find and purchase tickets for music events he wants to attend.
- maya appreciates personalized music event recommendations based on his favorite artists, past attendance, and music preferences.

Pain Points:

- Limited availability can hinder her ability to attend concerts of her favorite artists.
- Maya is concerned about incomplete or inaccurate event details, such as missing artist lineups, venue information, or event timings.
- Maya prioritizes safety and reliability in adventure activities. He wants to ensure that adventure organizers and event providers are reputable and adhere to safety standards.



The Problem Statement

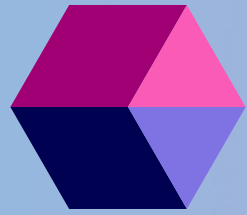
You have joined Paytm Insider as Chief Product Officer.

Looking at your revenue numbers, you feel there is no month-on-month growth you have been able to witness since the last few months. You wish to launch new features on the platform which gel up with the consistent offerings and generate new revenue streams as well for the company.



Goal

1. Product feature to be rolled out on current platform.
2. focusing on features which will generate revenue.
3. Understanding user pain points and solving them through new feature.



Solution

Understanding Users pain points we plan to implement following features .

Paytm insider can implement following potential Monetization features for users that provide additional value and benefits to its users while generating revenue for the platform:

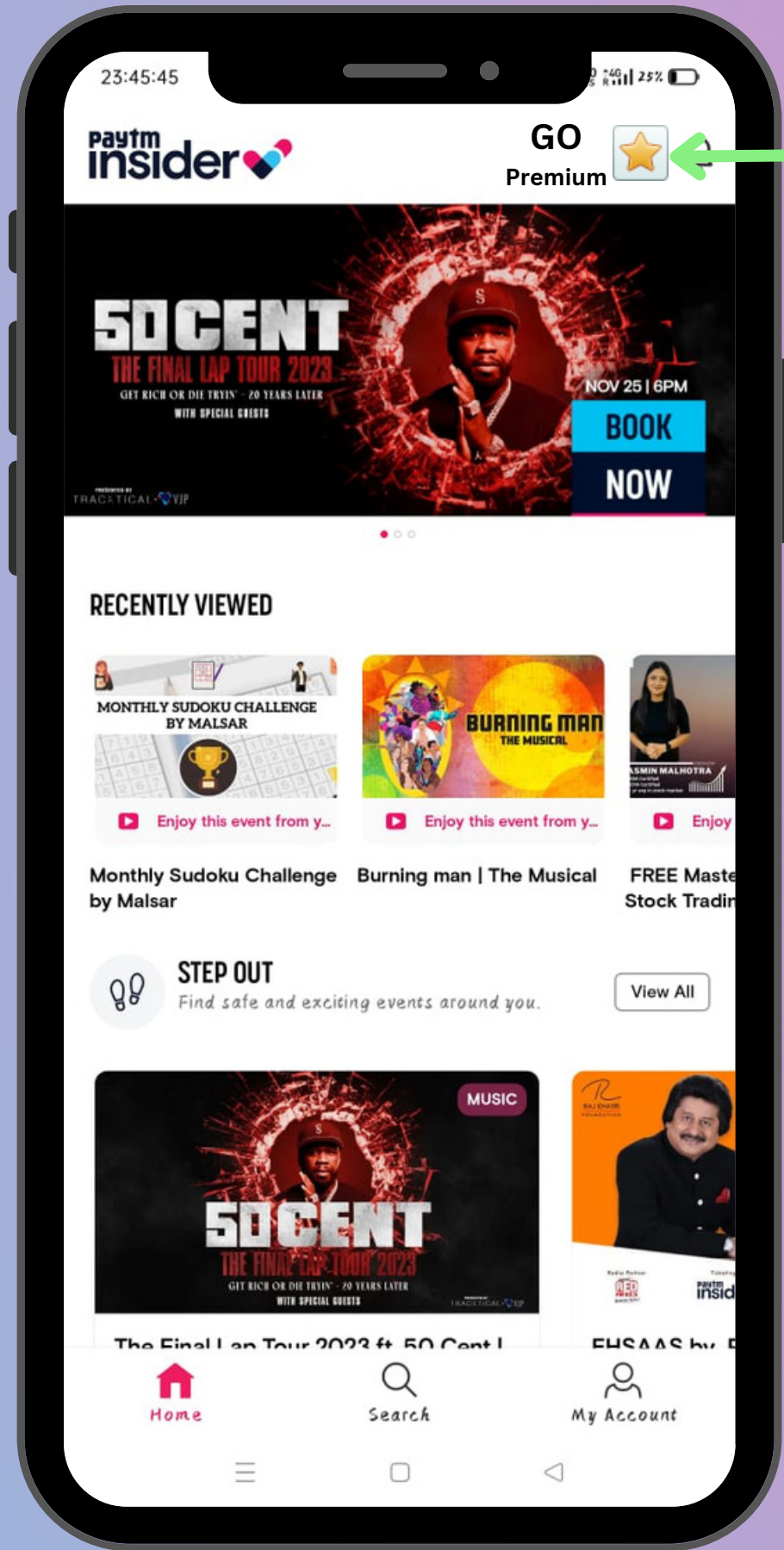
1. Paytm Premium-Membership and Subscription Plans
2. Paytm Rewards-Discount, Gift Cards and Vouchers
3. Event Listings
4. Instant Booking

#Feature 1

Paytm Premium

- An additional service and benefit will be provided to users who choose to subscribe to premium.
- Users willing to take premium plan will have to pay additional fees and it will be based on their chosen validity plan.
- Premium users will get access to following features:
 - Priority Access: Premium users will get benefit of pre-booking of event.
 - Early Access to Offers: Premium users may get early access to exclusive offers, discounts, or cashback deals on their purchase.
 - Exclusive Deals and Event: Premium users will get early notification of upcoming events along with exclusive deals.
 - VIP Seating and Upgrades: It will offer VIP seating options or ticket upgrades for certain events.
 - No cancellation fee: no extra fee will be deducted on cancellation of tickets.
 - Better Security and Privacy: It include additional security features or privacy settings, providing a safer and more protected user experience.
- This feature will aim to improve users pain related to limited availability of ticket and security problems. hence insuring overall improvement of user experience and also generate revenue for the app.

Paytm Premium



Premium Button

Click and choose your plan



#Feature 2

Paytm Rewards

- Insider Points: a loyalty points system where users can earn "Insider Points" for various activities, such as attending events, booking tickets, referring friends, or engaging with the platform. Accumulated Insider Points can be redeemed for discounts on future event bookings or other benefits.
- Users may earn discounts or cashback on their purchases or transactions within the app. This encourages repeat purchases and fosters loyalty among users.
- Reward feature users may receive exclusive offers, access to limited-time promotions, or early access to new features or products.
- Users who refer others to the app may receive rewards or benefits for successful referrals, encouraging them to spread the word about the app.
- This feature will aim to create a positive user experience, foster user loyalty, and incentivize continued engagement with the app's features and offerings.

#Feature 3

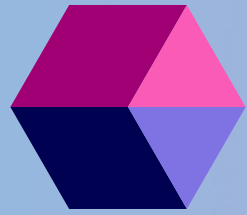
Event Listing

- At many points user faces problems finding proper details of event, or the event of their choices.
- It will play a crucial role for both organizers and attendees. It enables organizers to create and publish event details, while users can discover and explore upcoming events in one convenient location.
- Also, there will be a separate section featuring events based on users choice.
- Collaboration with more artists.

#Feature 4

Instant Booking

- Some times user forget to book ticket on time. This feature is basically for these users.
- Instant booking allows users to book event tickets on the go. It saves time and effort, making the ticket booking process more convenient for users.
- Also,Instant booking enables users to plan their schedules and attend events without last-minute rushes for ticket purchases.



Monetization Strategy

Paytm Premium

- Paytm will charge users to avail benefits of paytm premium.
- Users can choose premium plan of their choice.

Paytm Rewards

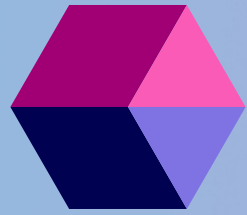
- Users will get better rewards on continuous purchases.
- cashback reward on referral.
- it will give premium benefits to subscribers.

Event Listing

- Generating revenue by charging event organizers or promoters for listing their events on the platform.
- It will attract a diverse range of users improving better user experience.

Instant Booking

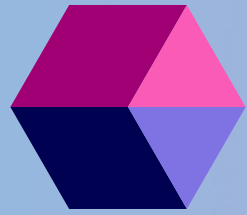
- Users will be charged extra for providing convenience to users for the ability to book products, services instantly through the platform.



Rice Prioritization

Features	Reach	Impact	Confidence	Effort	Score
Paytm Premium	9	4	90%	4	8.1
Paytm Rewards	9	3	80%	3.5	6.1
Event Listing	7	3	80%	3	5.6
Instant Booking	8	4	80%	3.5	7.3

*As per rice prioritization we will consider Paytm Premium Feature



GTM Strategy

Designing

Designing the mentioned features and implementing them within the existing application

Testing

Applying and running it to the existing application.

Beta
Launch

Limited invite-only rollout to selected user or existing customers.

Pre-Final
Launch

Considering Customer feedback and making changes accordingly.

Final
Launch

Promotion of product and Launching the app to market with updated features.

Thank You

Ankita Kumari



ankitap23568@gmail.com



www.linkedin.com/in/ankita-kumari-06a7b2256