


MONETIZATION FEATURES FOR GOOGLE CALENDER



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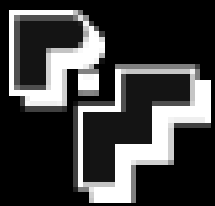
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An illustration at the top of the slide shows four people interacting with a large, wireframe globe. One person is standing on the left, another is touching the globe, a third is leaning over it, and a fourth is on the right. Above them are icons: a question mark, a lightbulb, and a paper airplane. The background is a light blue circle with a white border.

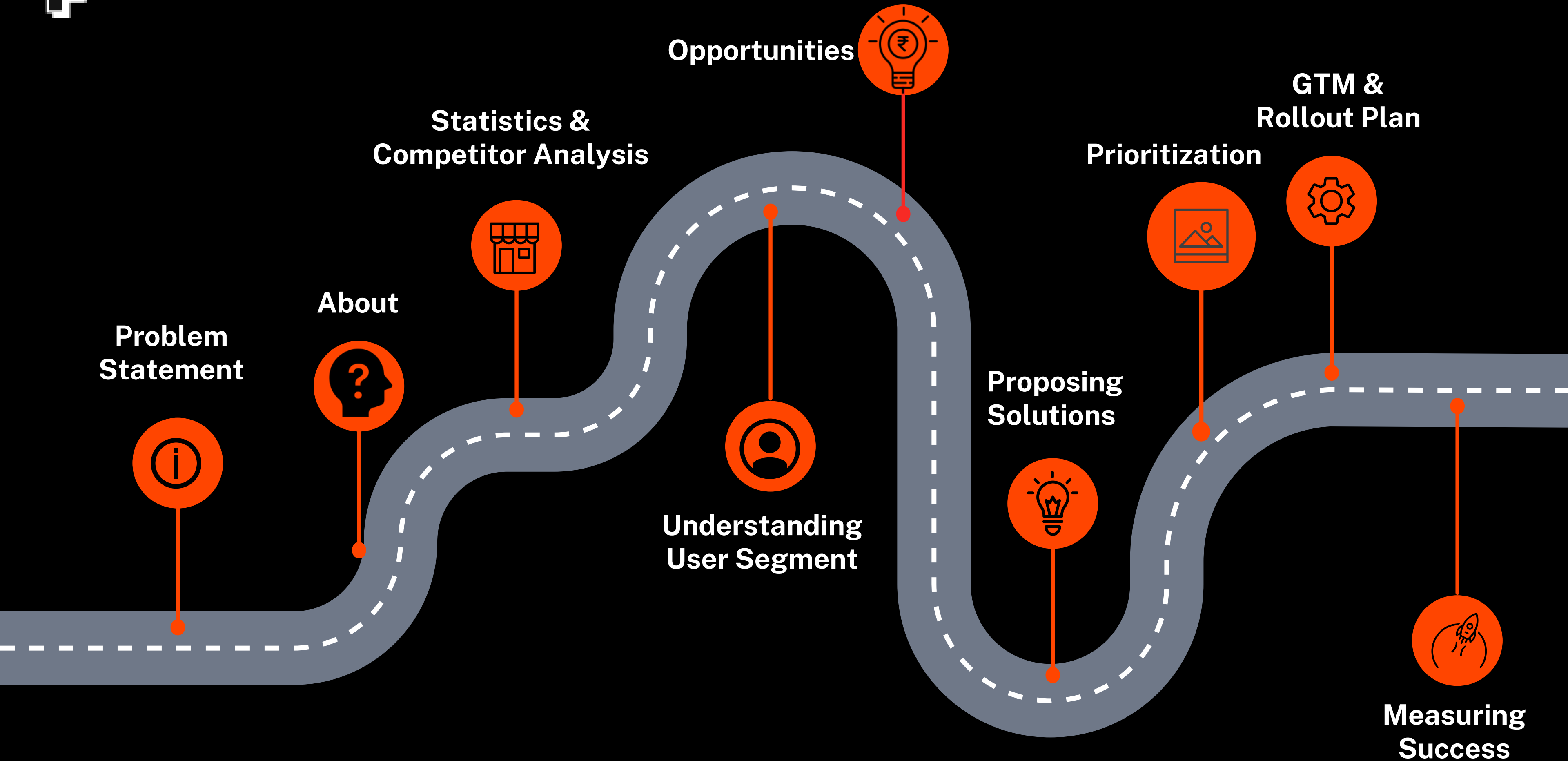
PROBLEM STATEMENT

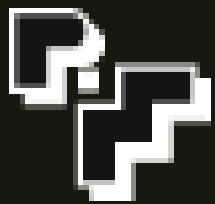
You've joined Google as Head of Product.

Google Calendar generates revenue through organizations who have opted for the Google suite for making their work easier. You, as a Head of Product, feel you can monetize Google Calendar further via personal accounts, with features that can easily generate revenue and should not be limited to corporate accounts.



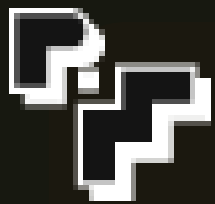
DECK SUMMARY





About Google Calendar

Google Calendar allow us to quickly schedule meetings and events and get reminders about upcoming activities, so we always know what's next. Calendar is designed for teams, so it's easy to share your schedule with others and create multiple calendars that we and our team can use together.



COMPETITORS

Outlook
Calender



Apple
Calender

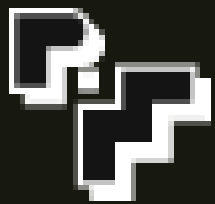


ZOHO
Calender



Calendly





KEY STATISTICS

Google Calender key statistics

- Google Calendar is used by more than 500 million people and is available in 41 different languages.
- Google Workspace has more than 6 million Business paying and this includes Google Calender for Business.
- About 96.5% of the Traffic comes from search .



User Personas

Rahul



College student and entrepreneur

Believes in passion economy with studies

Valued Features

College management, Client meetings, User surveys, Time track

Motivations

- Generate a passive source of income.
- Be proficient in a specific niche with studies

Pain points

- Finds difficulty in managing online classes along with the client meetings.
- Doesn't get time to pursue his hobbies and maintain worklife balance.
- Finds it difficult to monetize his workshops and add its description.
- Wants to know about a client before joining the meet but does not get enough time for this.

Neha



Working ,mother and Tech enthusiast

Adores her work and loves her famiy

Valued Features

Manage team ,Schedule events with ease, Spend time with family

Motivations

- Have healthy relations with team members.
- Spend more time with family and get daily/weekly items delivered .

Pain points

- Have difficulty in managing schedule between different calenders like Google , Iphone and Outlook Calender.
- Finds it difficult and frustrating in viewing and managing team calender.
- Finds it difficult in scheduling group meet with issues of time availability.
- Wants groceries and food delivered to home at a scheduled time.

PAIN POINTS

The common pain points we found while studying the app's reviews and use case

- Finds difficulty in managing meetings and worklife balance.
- Finds it difficult to monetize his workshops and add enough description.
- Have difficulty in managing schedule between different calenders
- Finds it difficult in scheduling group meet with issues of time availability.

SOLUTIONS

Based on the pain points the relevant solution would be as follows

- Option to track time spent in meetings
- Providing an effortless Creator Mode to integrate payments method and event description.
- Allowing mix and match from different calender like outlook and Iphone calender.
- Feature to book meets in the available time slot .



Prioritization

Persona Score = No of personas catered
Score = Persona score * Impact * Confidence / Effort

Scoring Scale
ranges from 0-2

Solution	Persona Catered	Persona Score	Impact	Confidence	Effort	Score
Slot Book	Rahul , Neha	2	2	1.75	1	7
Mix Calender	Neha	1	1.5	1.25	1.5	1.25
Creator Mode	Rahul	1	1.5	2	1	3
Track Time	Rahul , Neha	2	1	1	1	2



Slot Book Feature

Redesigned the events page with a sharable meet link and slot time selection

Features

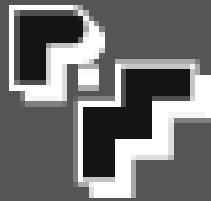
- Option to select event duration with available **time slots**.
- Have feature to put **status** of Event as ON/OFF for joining.
- Feature to add time zone , **date range** for event and Working hours.

Outcome

Motivating the user to use Slot feature of google calender to select his timings and organise events/meetings

Limitation

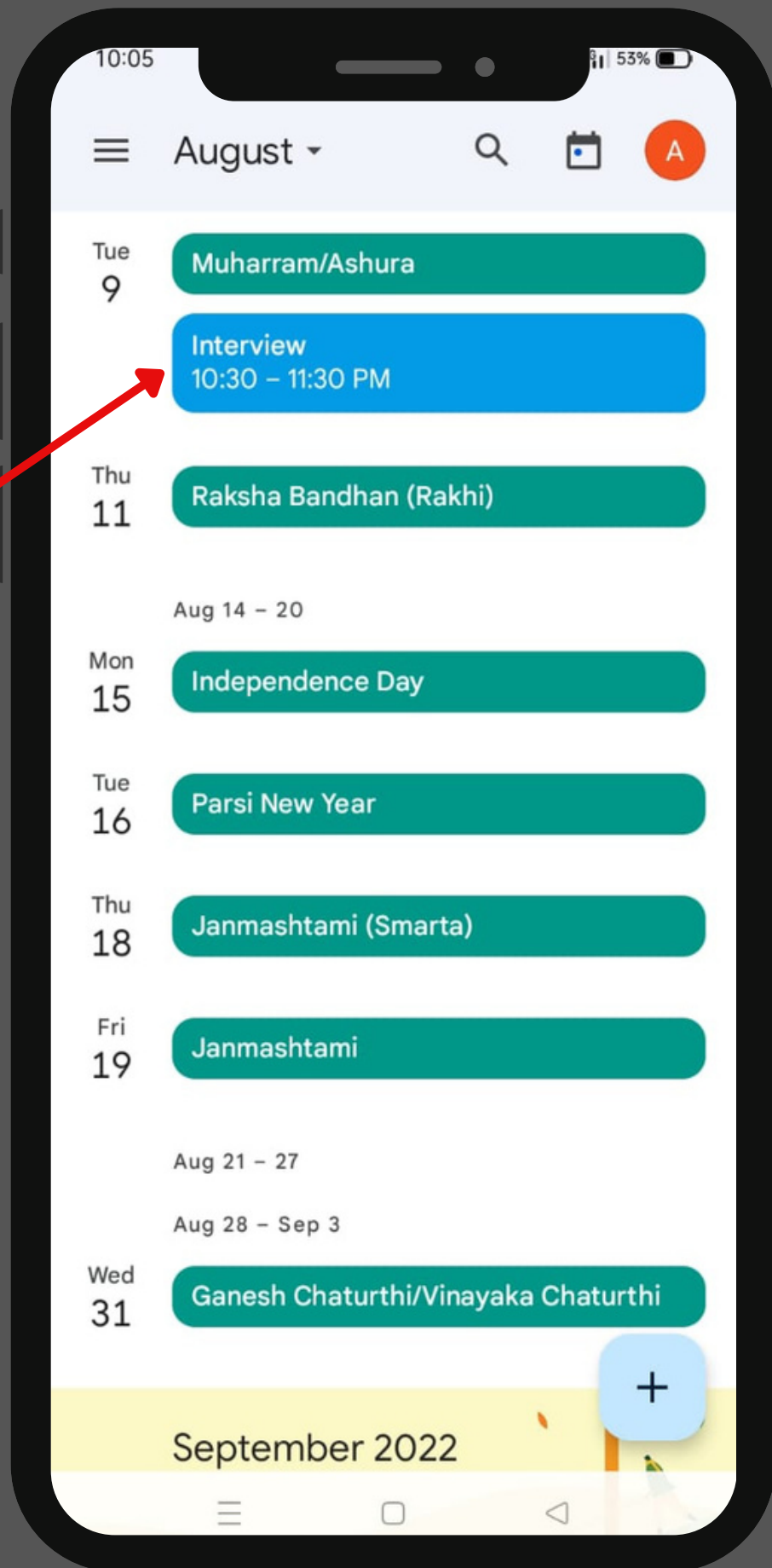
Users might need tutorials for getting through all the new features and changes in UI.



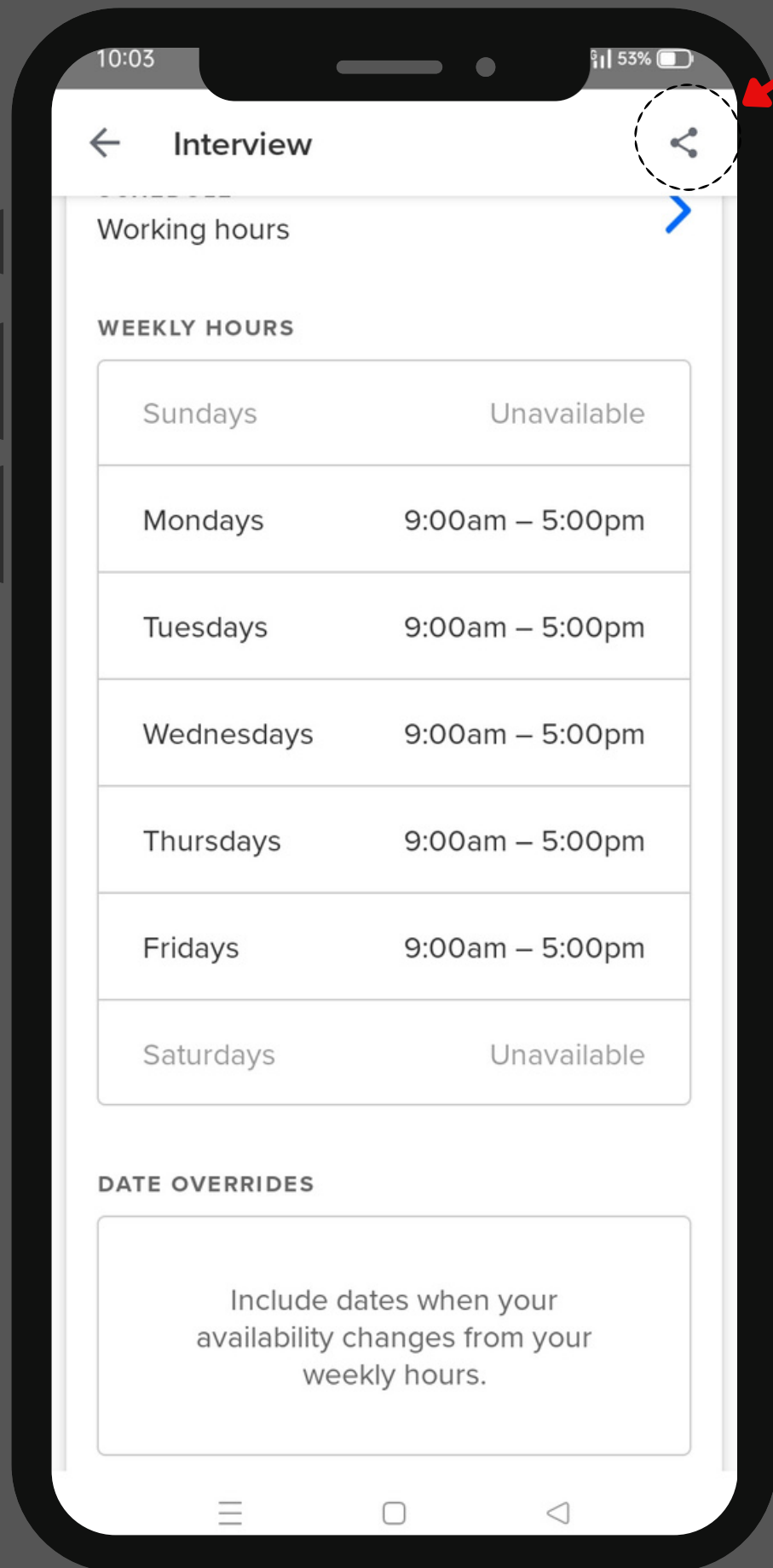
Wireframing

Sharable Link

Click Interview to fill the Event details



Select the available timings



Creator Mode

Redesigned the events page with internal notes and other relevant information for organising paid events.

Features

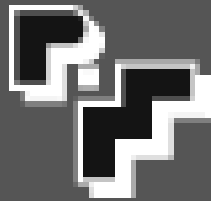
- Option to select **event description** , Questions and offer surveys to the invitees.
- Have feature to add **internal notes** which is not visible to invitees.
- Feature to add **Payment method** for workshops and courses.

Outcome

Motivating the user to pay for the premium features which would ease his life and flourish his business.

Limitation

Users might need tutorials and customer support for getting through all the new features and changes in UI.



Wireframing

10:02

53%

Creator Mode

Interview

DURATION

30 min

Status

This event type is: ON

Internal note

Invitees will not see this.

NOTE

No internal note

Days and times

TIME ZONE

Invitee sees their local time

Your event type is in India Standard Time

10:03

53%

Interview

Description

LOCATION

Add a location

DETAILS / AGENDA

No details

Edit all event type details

Questions

INVITEE INFORMATION

Full name *

Email address *

1 Please share anything that will help prepare for our meeting.

Confirmations and reminders

NOTIFICATION TYPE

Calendar invitations

10:03

53%

Interview

Questions

INVITEE INFORMATION

Full name *

Email address *

1 Please share anything that will help prepare for our meeting.

Confirmations and reminders

NOTIFICATION TYPE

Calendar invitations

ON CONFIRMATION

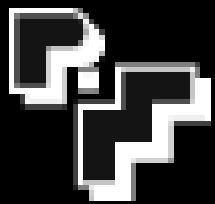
Collect payments

PAYMENT METHOD

Not accepting payments

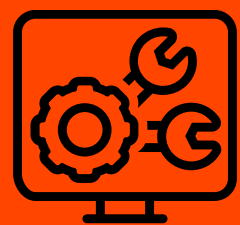
Metrics

Features	KPI	Metric
Slot Book Feature	<ul style="list-style-type: none">No of Events with slot Book/Total no of EventsNo of Succcesful Slots/Total no of slots	<p>1.Percentage of Slot events</p> <p>2.Success rate of the Slots</p>
Creator mode	<ul style="list-style-type: none">No of Users using Creator mode/Total no of usersNo of Paid event/Total no of events	<p>1.Percentage of user activating Creator Mode</p> <p>2.Percentage of paid Events</p>
North Star Metric	<ul style="list-style-type: none">No of Users using Creator mode and using Slot Book/Total no of users	<p>1.Percentage of the Monetizable users</p>



GO-TO-MARKET

The rollout of the new features will be in systematic manner one by one prioritizing them based on the RICE model



Design and Development

- Market Research and understanding customer segments
- Design and feature development



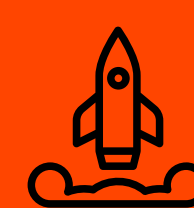
Beta Launch

- Launching features one by one by priority order
- Initially starting with the Launch of **Slot Book Feature**



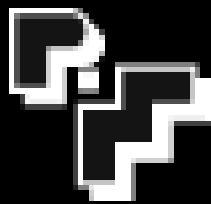
Feedback and Success metrics

- Analyzing the user feedback of the new features
- Improving them based on feedback and stats



Release

- Rolling out final version of product with Creator Mode.
- The all new Google Calender with multiple monetization channels



THANK YOU

SUBMITTED BY

ADITYA GUPTA

