


## ASSIGNMENT FOR THE PRODUCT

## MANAGEMENT INTERNSHIP IN ANCHORS.IN

- So when we will think to create an application to jot down the unstructured market on “Local tea stall” then as a Product management Intern I will think about the certain things in the market.

1. Competitor Analysis
2. Customer retention Techniques
3. User/Customer Experience
4. Marketing Mix(4P's)
5. Market Research

And much more that perhaps not mentioned here.

 Now coming to the actual Problems and Trying to analyze and giving the best possible solution into it.

Since It is the condition that it is a “Minimum viable Product”.

So Now I'll try to give the solution according to the situation.

1. So In the MVP the essential features would be:-

- **Registration & Login** of the user and protect it from the chatbots or any another malwares.
- **Fast Location detection/GPS** Since it's a fast detection accessing based app.
- Focus on **Customer account** (Because we are human and we become happy to see that we are gaining attention and we are being treated beautifully) so Provide coins and Rewards based on performance.
- **User Feedback and Rating** ( For finding the best suitable tea shop according to the ambiance, nearby, privacy or any other factor that consumer is looking for.
- **Push Notification** when any new shop is established or any existing has the more rewards and preference than others.

**2. Wireframe Design** can be added by the following tactics and methodologies.

- First will be the **Login or the Customer** welcome page.
- Then the homepage should be there where the different features like **LOCATION** at the top & instant message corner at the **BOTTOM RIGHT SIDE** with the shop owner. And setting features at TOP LEFT SIDE.
- Since it's a Tea Shop detection application so we will try to put the shop icon as in the form of **SWIPE JUST LIKE IN TINDER** That is the one I like the most about the apps and this swipe thing can retain the customer for a longer time than usual cases, as I have seen this personally too.
- **Profile Section** of the User where the user will be accessed to monitor the likes on his feedback on any shop.
- At the mid bottom Side we will give the feature to **add the new shops or eliminate** ones according to the respective user journey.

3. So Now for the Third time, we'll try to see the reason or factors behind the Success of the MVP.

- As I have already mentioned few of them at the top that it will get affected positively or negatively by.....
- **Customer Retaining Time** on the Platform
- The **Users feedback** on the app by giving them the app rating option in a **timely manner**.
- User **footfall** and “**User activation time**”  
Based on **AGE bracket**.
- The **Number of SEARCH FOR SHOP** in the **history** and **KPI (Metrics )** prepared based on that.
- **Drop off points (Churn rate)** we will take into consideration because if it keep happening then there is some flaws in the service or features. And at what rate.

4. So the last Problem is rolling up the “GO TO MARKET” Strategies...(NEXT PAGE)

These days we can do it in hundreds of ways. But since here have the limited funds so....

- We will still try to make or application being sponsored by any known Youtuber or Influencer on **INSTAGRAM OR FACEBOOK**.
- We can print the banner and small hoardings and paste it on the nearby market places and **nearby the Colleges and Universities**.
- We can promote the business on the “**Google my business**” too to first advertise “Anchors hub” service with the reasonable cost.
- Try to make the people be **proud of their locality and city**, because this originates the sense of positive approach towards our town.
- For that partner with the **local influencers** too but not anyone. Mind it.
- Create **Social Media page** that does not cost anything and invite the regular visiting members but with their permission only to engage them with the latest news and updates.

