PROBLEM STATEMENT

Tata Group had reportedly injected another $2 Bn into its struggling super app Tata Neu in an attempt to bolster its digital business in April 2023. You as the Chief Product Officer want to boost the product and digital strategy of the app, with the first phase focussing on acquiring new users and increasing adoption among current Tata offline users. You want to introduce new features on the app that make the first phase successful.

OBJECTIVES

Strategise and prioritise product features to be rolled out on current super app

Deduce the success metrics

Develop go-to-market plan/strategy to acquire new users

About Tata Neu

Tata Neu is a multi-purpose super-app, developed in India by the Tata Group. It is the country's first super-app. The app was launched to coincide with the start of a 2022 Indian Premier League match

What is a SuperApp ?

A super-app is a application that can provide multiple services including payment, effectively becoming an all-encompassing self-contained commerce and communication online platform.

OVERVIEW
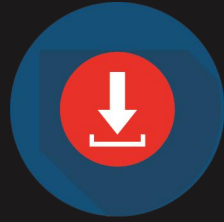
Was downloaded
over 11 million times during April & May, and 2.2 million times within a week of lauch.

Clocked around
$120-150 millionrevenue in its firts month, below the target to over $200 million.

Company expects
at least 50% of people who use a Tata app to move to Neu.

Rewards buyers
with Neu coins which are reedemable for services provided through the app.

Yet to onboard
Vistara, Air India, Titan, Tanishq, Tata Binge Play & Tata Motors.

Over 229 million
people watched the IPL, which Tata Neu sponsored.

USER PERSONAS

Swappan Duttaa
34 | Male | Kolkata
Frequent Big Basket user

"I would prefer to use individual apps over the Tata Neu super app. It looks like bunch of webpages are stiched together. Proper integration of BigBasket with Tata Neu is missing bigtime."

PAIN POINTS

- Not user friendly
- Laggy and slow
- No edit opption in address

Keerti Sharma
22 | Female | Pune
Loves Cashback & Rewards

"Searching is very bad, you won't search items 9 out of 10 times. Search feature will never give you intended results and you will have navigate manually via categories. There is also no common customer service support."

PAIN POINTS

- Bad search results
- Long loading times
- Poor & non centralised customer service

Shriram Rajasekaran
26 | Male | Kozhikode
Always prefer Online Shoping

"There is no easy way to track one's order or look what you have ordered in the past. There is no icon for track your order. There is no unified cart or orders page. The super app feels like an app in an app experience"

PAIN POINTS

- No icon to track your order
- No common cart
- No unified orders page

# RECOMMENDATION #1 : A Native App with Uniform UI

What are the issues ?

- The App looks like a bunch of webpages stiched together.
- The app feels like an app inside an app rather than a super-app that provides multiple services.

What can be done ?

- Native App Development: Transition from the current webview/app-in-app structure to a fully native app environment. This shift ensures a smoother and more responsive user interface.
- Consistent Iconography: Implement a standardized set of icons belonging to the same family across all services and brands within the super app.
- Common UI Design: Enforce a common user interface (UI) design across all services and brands integrated into the super app. This includes standardized navigation patterns, color schemes, and layout structures.

What can be achieved ?

- Enhanced user experience
- Improved user retention
- Efficient task completion
- Increased user engagement and conversion rate

Variations in iconography

Variations in UI
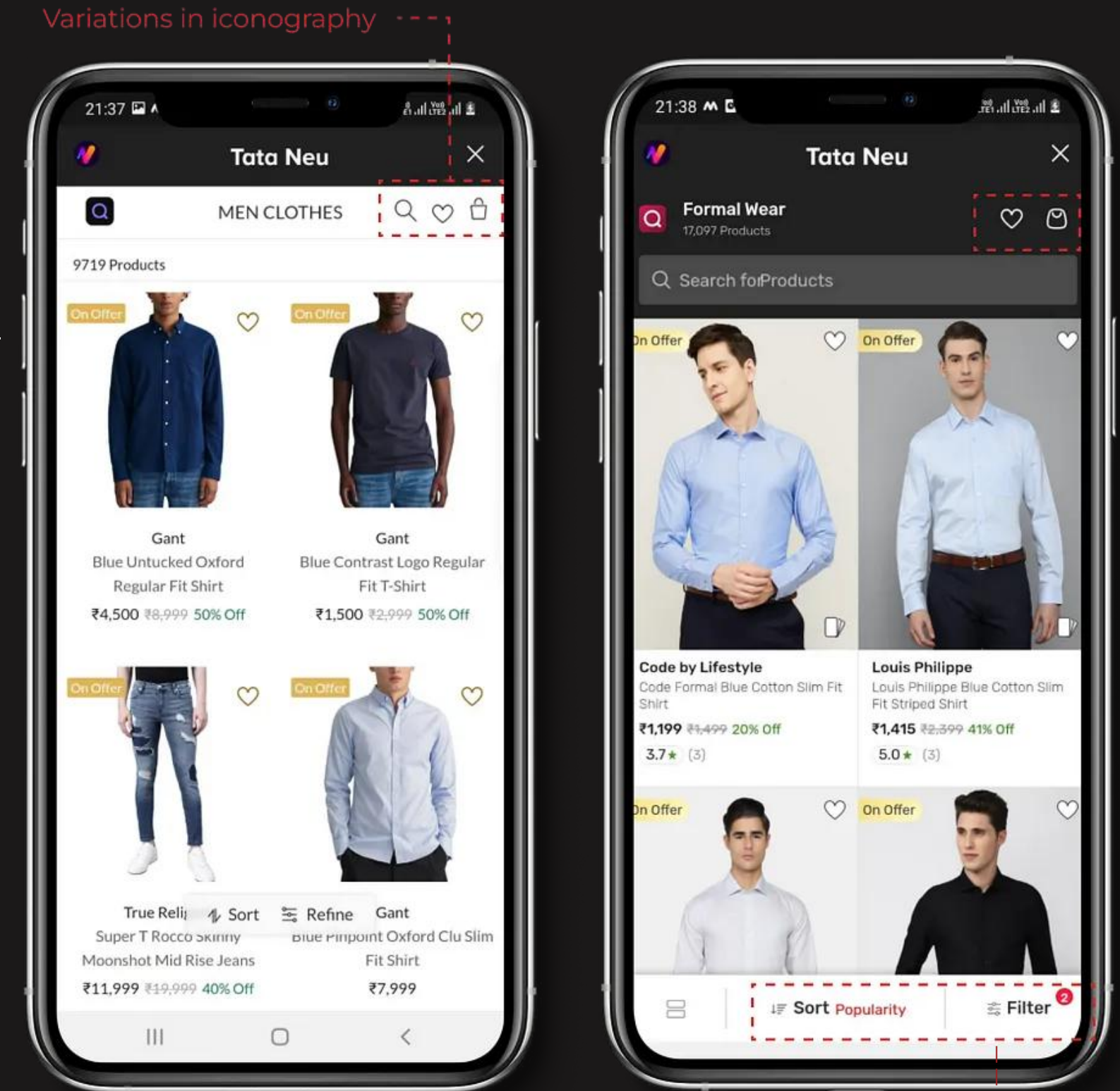
RECOMMENDATION #2: Common Cart & Unified Orders Page

What are the issues ?

- Lack of common shopping cart.
- Absence of unified orders page.

What can be done ?

- Common Cart: Introduce a centralized shopping cart that allows users to add items from various categories and brands within the super app. This would enable users to conveniently purchase items from different brands and categories in a single transaction, streamlining the checkout process, reducing friction and enhancing user convenience.

- Unified Orders Page: Create a dedicated section within the main super app that consolidates all user orders from different categories and brands of TATA . This would provides users with a centralized location to track and manage all their orders. enabling efficient order management, including tracking, returns, and order history review.

What can be achieved ?

- Streamlined order tracking & return process
- Increased cross-selling opportunities
- Seamless shopping experience
- Improved user satisfaction

Clicking on this will take the users to the unified orders page, that sould contain orders from all the brands/stores of TATA, making it easier for users in tracking and returning of orders

Users can click here to go to the centralized shopping cart that would contain items from different categories and sub-brands of TATA.

RECOMMENDATION #3: Referral Scheme

What are the issues ?
- Despite being under the TATA umbrella with various brands like bigbasket, 1mg, cliq, chroma, etc., the anticipated migration of 50% of users from these individual brand apps to TATA Neu did not materialize. The core issue lies in user onboarding and retention.

What can be done ?
- Referral Program Implementation: Introduce a robust referral program within the TATA Neu app. This would motivate users to refer their connections, driving new user acquisition.

- Neu Points as Incentives: The promise of Neu points acts as a tangible reward, encouraging both referrers and new users to actively engage with the app. Users can earn Neu points for every successful referral which can be redeemed for discounts, offers, or other tangible benefits within the app. Neu points act as a reward, incentivizing users to stay and actively purchase from TATA brands through the app.

What can be achieved ?
- Increased user acquisition
- Improved user retention
- Positive Word-of-Mouth marketing
- Increased monetization oportunities

Users can click on this to know about the perks of a successful referal and the select the medium to share the referral link.

This is the main referral scheme segment from which user can select the medium and share the referral link.

RECOMMENDATION #4: All in One Membership Program

Feature Overview :

1. Description:
Users can subscribe to a single All-in-One Membership, gaining access to exclusive benefits across various TATA brands and apps within the super app without subscribing for individual app pro-membership.

2. Membership Benefits:

Free & Priority Delivery:
Enjoy complimentary and expedited delivery services across all brands and services within the super app, eliminating additional charges.

2x Neu Points Accumulation:
Earn Neu points at an accelerated rate for every purchase made through the super app, doubling the rewards for loyal All-in-One members.

Exclusive Discounts and Promotions:
Access members-only discounts and promotions, ensuring All-in-One members receive the best deals and savings across brands.

Early Access to Sales and Product Launches:
Enjoy exclusive early access to sales events and new product launches, providing a competitive advantage for All-in-One members.

Complimentary Services and Add-ons:
Access complimentary services or add-ons, such as extended retur period, free trials, or bonus features like free gift wrap option in certain product category.

3. Membership Tiers:

Introduce tiered membership levels with escalating benefits based on the duration or level of engagement as an All-in-One member (e.g., Silver, Gold).

RECOMMENDATION #4: All in One Membership Program

Users can click on this to go to the pro membership screen.
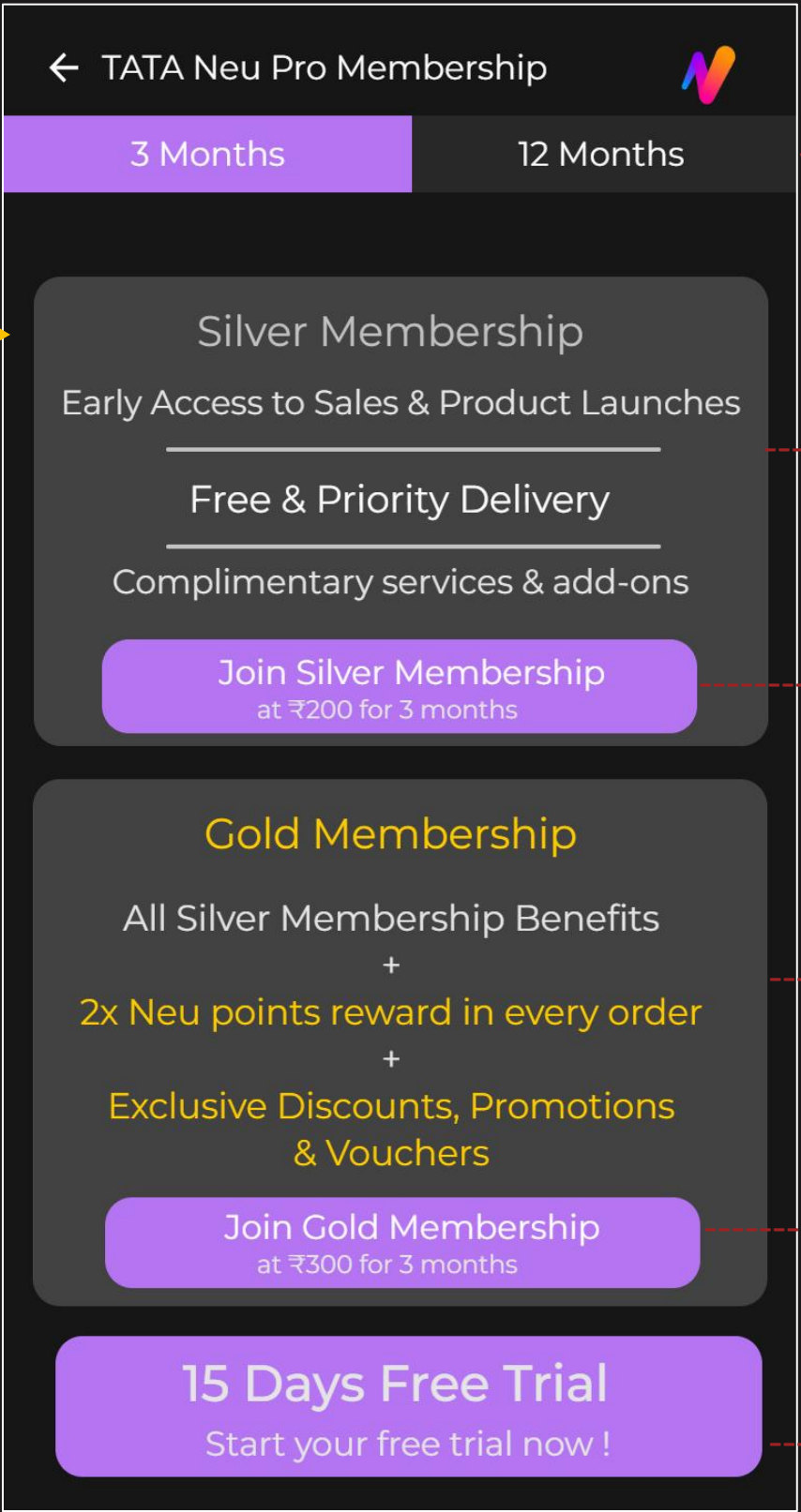
This toggle allows user to chose the duration of pro membership (3 months or 12 monts).

This segment displays the benefits of the Silver Membership

Users can click on this button to proceed to payment for the Silver Membership

This segment displays the benefits of the Gold Membership

Users can click on this button to proceed to payment for the Gold Membership

Direct Call-To-Action (CTA) to get onboarded for the 15 days free trial

RECOMMENDATION #5: One stop Travel/Itinerary Planner

Feature Overview:

1. User Input:
- Destination
- Duration of Stay

2. AI Itinerary Generation:
- Utilize Chat GPT API to analyze user inputs and generate a personalized itinerary.
- Include suggestions for activities, attractions, and experiences based on user preferences and the destination.
- Optimize the itinerary for the specified duration, ensuring a well-balanced and enjoyable travel plan.

3. Seamless Integration with TATA Brands:

Hotel Booking (IHCL):
- Integrate IHCL's hotel booking system to suggest and enable seamless hotel reservations.
- Provide details about available TATA hotels, amenities, and pricing.
- Include booking options directly within the app, ensuring a streamlined user experience.

Restaurant Booking (Qmin):
- Integrate Qmin's restaurant booking system to suggest and enable restaurant reservations.
- Showcase a variety of dining options based on user preferences and location.
- Enable users to make restaurant reservations directly through the app.

Flight Booking (Air India & Vistara):
- Integrate Air India Express, Air India and Vistara's flight booking systems to suggest and enable flight reservations.
- Provide information on available flights, schedules, and pricing.
- Facilitate secure flight bookings within the app, creating a unified travel planning solution.

4. Booking and Payment Integration:
- Implement a secure payment gateway to facilitate seamless and secure transactions enabling users to make bookings and payments for hotels, restaurants, and flights within the app.

What can be achieved ?
Cross-selling across multiple & diverse TATA brands.

RECOMMENDATION #5: One stop Travel/Itinerary Planner

Welcome to Tata Travel !
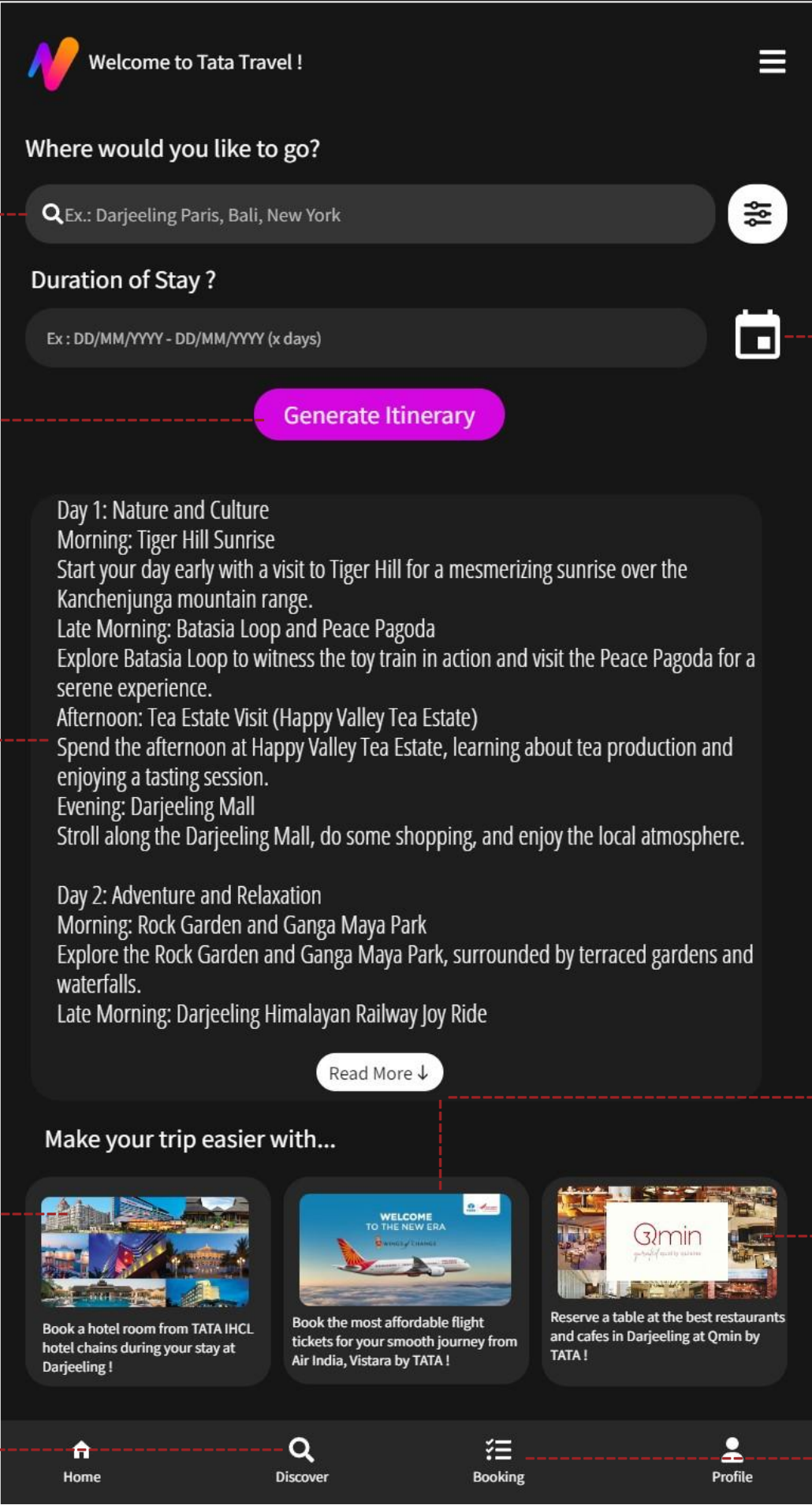
Where would you like to go?

This is where users can input their desired destination. Users can type the name of a city or landmark, and the app will provide suggestions as they type.

Q Ex.: Darjeeling Paris, Bali, New York

Duration of Stay ?

Users can select the duration of their stay by interacting with the calendar option. This allows them to pick the check-in and check-out dates for their trip.

Ex : DD/MM/YYYY - DD/MM/YYYY (x days)

Users can trigger the AI to generate an itinerary by clicking this button.

Generate Itinerary

This is where the AI-generated itinerary by ChatGPT (using ChatGPT API) is displayed. After users have selected their preferences, the app compiles a personalized itinerary for their trip.

Day 1: Nature and Culture
Morning: Tiger Hill Sunrise
Start your day early with a visit to Tiger Hill for a mesmerizing sunrise over the Kanchenjunga mountain range.
Late Morning: Batasia Loop and Peace Pagoda
Explore Batasia Loop to witness the toy train in action and visit the Peace Pagoda for a serene experience.
Afternoon: Tea Estate Visit (Happy Valley Tea Estate)
Spend the afternoon at Happy Valley Tea Estate, learning about tea production and enjoying a tasting session.
Evening: Darjeeling Mall
Stroll along the Darjeeling Mall, do some shopping, and enjoy the local atmosphere.

Day 2: Adventure and Relaxation
Morning: Rock Garden and Ganga Maya Park
Explore the Rock Garden and Ganga Maya Park, surrounded by terraced gardens and waterfalls.
Late Morning: Darjeeling Himalayan Railway Joy Ride

The app provides flight (Air India, Air India Express & Vistara) suggestions based on the selected destination and travel dates. Users can view details like flight times, prices, and airlines.

Read More ↓

Make your trip easier with...

Once a destination is selected, the app suggests hotels (IHCL) based on user preferences. Users can view recommendations with details like ratings, prices, and amenities.

Users can explore restaurant (Qmin) options in the selected destination. Recommendations include details such as cuisine, reviews, and proximity to the user's location.

Book a hotel room from TATA IHCL hotel chains during your stay at Darjeeling !

WELCOME TO THE NEW ERA
Book the most affordable flight tickets for your smooth journey from Air India, Vistara by TATA !

Qmin
Reserve a table at the best restaurants and cafes in Darjeeling at Qmin by TATA !

Discover pre-generated itineraries of top and famous destinations

Proceed with the itinerary & booking, and make payments.

Home   Discover   Booking   Profile

FEATURE PRIORITISATION
RICE FRAMEWORK

FEATURE	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
Native App with Uniform UI	4	5	100%	5	4
Common Cart & Unified Orders Page	3.5	4.5	90%	4	3.54
Referral Scheme	4	3	65%	2.5	3.12
Membership Program	3	3.5	70%	2.5	2.94
Travel/Itinerary Planner	3	3	60%	3	1.8

Scoring :

Reach (R), Impact (I), Effort (E) : 1-5

5 = High
3 = Moderate
1 = Low

Confidence: 0-100%

100% = High Confidence
75% = Moderate Confidence
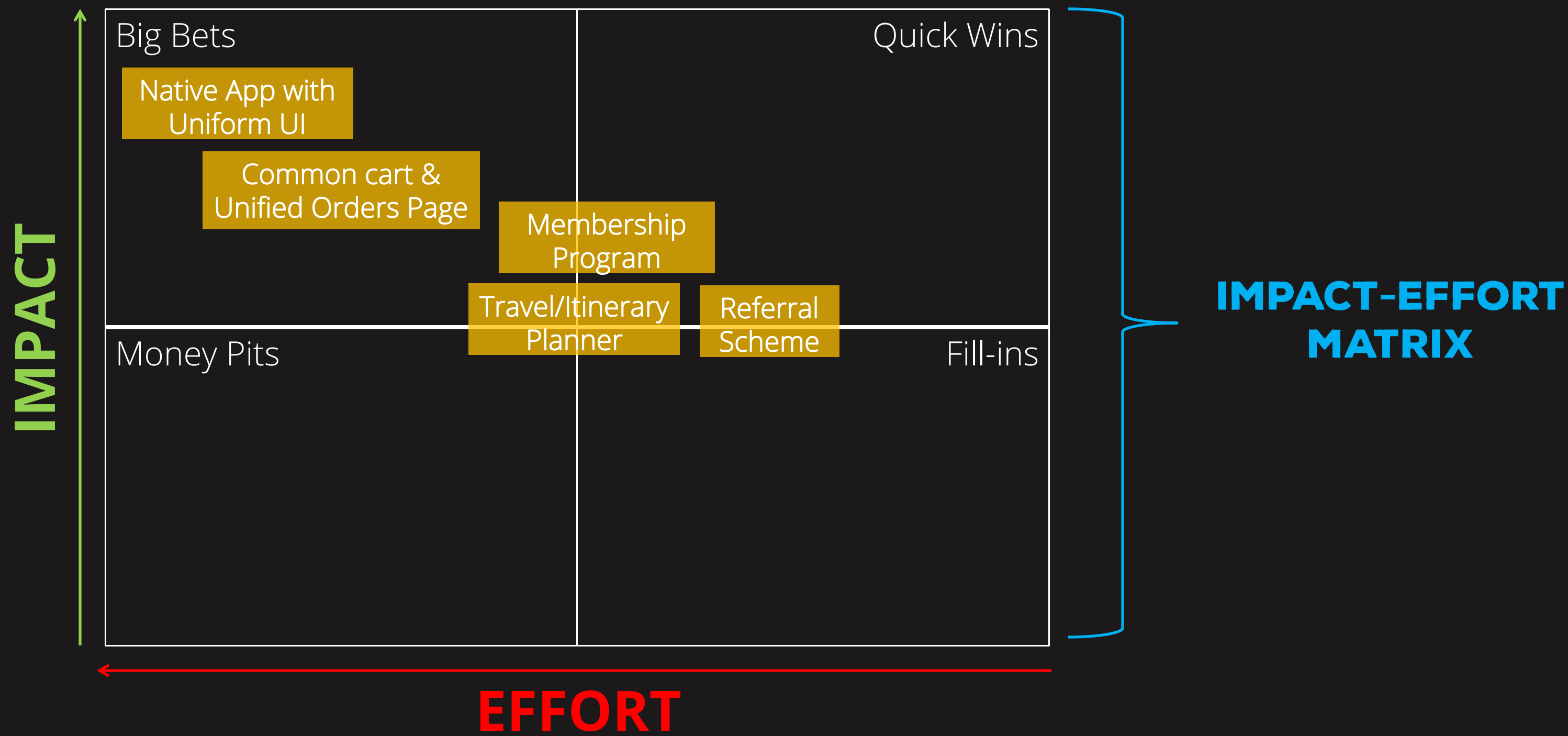50% = Low Confidence
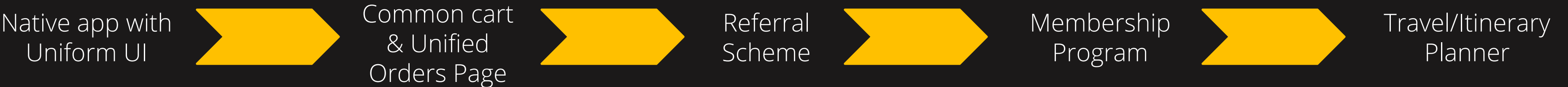<50% = Avoid Implementing Feature

Final Score:

$$\frac{Reach \times Impact \times Confidence}{Effort}$$

FEATURE PRIORITISATION

Big Bets

Native App with Uniform UI

Common cart & Unified Orders Page

Membership Program

Travel/Itinerary Planner

Referral Scheme

Quick Wins

Money Pits

Fill-ins

IMPACT

EFFORT

IMPACT-EFFORT MATRIX

Based on our RICE scores the Priority order of Implementing Features are:

Native app with Uniform UI ▸ Common cart & Unified Orders Page ▸ Referral Scheme ▸ Membership Program ▸ Travel/Itinerary Planner

SUCCESS METRICS

FEATURE	KEY PERFORMANCE INDICATORS (KPIs)
Native App with Uniform UI	• User Adoption (increase in number of downloads/installations) • User Enagagement (average time spent, number of sessions per user, retention rate of users) • Technical Performance (app performance metrics like load times, responsiveness, stability & crashes)
Common Cart & Unified Orders Page	• Operational Efficiency (efficiency of the common cart and unified orders page based on the time users take to complete transactions and the reduction in abandoned carts) • Revenue Growth (impact on revenue through increased order values and a streamlined checkout process)
Referral Scheme	• Referral Conversion Rate (percentage of referred users who successfully convert into active users or make purchases) • User Acquisition (increase in the number of new users attributed to the referral program)
Membership Program	• Membership Sign-ups (number of users subscribing to the membership program) • Revenue Growth (mpact on revenue through membership fees and increased user spending) • Retention and Loyalty (impact on user retention and loyalty through exclusive benefits and incentives for members)
Travel/Itinerary Planner	• User Engagement (usage of the itinerary/travel planner, including the number of users utilizing the feature and the frequency of use) • Cross-Selling Conversion Rates (how well the cross-selling suggestions from multiple TATA brands within the itinerary planner convert into actual purchases)

GO-TO-MARKET (GTM) STRATEGY

1. TARGET GROUP IDENTIFICATION

Luxury Concious TG

Value Concious TG

Price Concious TG

Travel   Hospitality   Fashion   F&B   E-Commerce   Retail

*TG = Target Group

GO-TO-MARKET (GTM) STRATEGY

2. LAUNCH OF REVAMP CAMPAIGN THROUGH REFERRAL SCHEME

Objective:
Generate buzz and excitement around the revamped super app by leveraging user networks through a referral program.

Actions:
- Utilize the referral scheme to encourage existing users to refer friends and family to the app.
- Offer incentives for both referrers and new users to drive participation.
- Leverage social media, email, and other channels to promote the referral program and highlight the key improvements in the app.

3. INCENTIVIZED PRO-MEMBERSHIP LAUNCH

Objective:
Encourage early adoption of the Pro Membership program by offering exclusive benefits and a limited-time discount.

Actions:
- Launch the Pro Membership with a special early bird offer, providing a discounted subscription rate for the initial period.
- Clearly communicate the enhanced features and advantages of the Pro Membership.
- Highlight the urgency of the limited-time offer to drive immediate sign-ups.

GO-TO-MARKET (GTM) STRATEGY

4. LAUNCH OF MARKETING CAMPAIGN

Objective:
Create a comprehensive marketing campaign to introduce the revamped super app to the target audience.

Actions:
- Develop engaging and visually appealing marketing materials (videos, graphics, etc.) to showcase the app's new features.
- Deploy a multi-channel marketing approach, including social media, email, press releases, and possibly traditional advertising.
- Emphasize the key value propositions and benefits of the revamped app to attract new users.

5. DATA DRIVEN MONETIZATION & DECISION MAKING

Objective:
Utilize data to inform monetization strategies and make informed decisions based on user behavior and preferences.

Actions:
- Implement tools and analytics to track user interactions, preferences, and purchasing behavior within the app.
- Analyze data to identify trends, popular features, and areas for improvement.
- Adjust monetization strategies based on data-driven insights to maximize revenue and user satisfaction.

GO-TO-MARKET (GTM) STRATEGY

6. CUSTOMER FEEDBACK LOOP & RETENTION STRATEGY

Objective:
Establish a continuous feedback loop and implement strategies to retain users post-launch.

Actions:
- Encourage users to provide feedback on the revamped app through surveys, in-app prompts, App Store/ Play Store reviews and other channels.
- Use feedback to make iterative improvements and address any issues or concerns.
- Implement a retention strategy, including loyalty programs, exclusive offers, and ongoing communication to keep users engaged and satisfied.

OVERALL APP SUCCESS METRICS

- Customer Satisfaction Scores (CSAT): User feedback specifically related to the implemented features to assess overall satisfaction.
- Conversion Rates from Marketing Campaigns: How effectively marketing campaigns promoting the new features contribute to user engagement and conversions.
- Technical Performance Metrics: Monitoring technical aspects to ensure the ongoing stability and performance of the app.
- Data-Driven Monetization & Decision Making: Success of data-driven monetization strategies by tracking revenue growth and adjusting strategies based on user behavior and preferences.
- Overall User Adoption and Engagement: Cumulative impact on overall user adoption, engagement, and satisfaction resulting from the combination of implemented features

THANK YOU