

PMX: A PRODUCT MANAGEMENT EXPEDITION WITH



- TEAM NAME: EXPELLIARMUS
- TEAM MEMBERS: NAYANIKA GHOSH
SWATI JHAWAR
GEETANJALI KARMA
MONIDIPA DAS
- PROBLEM STATEMENT : LINK(http://bit.ly/PMx2021_Round1)

GROUND WORK:

- After reading the problem statement ,we understood that khatobook application targets mainly the small scale retail shopkeepers and customers who buy or sell goods on credit.
- We realized that people found it more convenient to write their transactions traditionally in a "bahi khata" over typing in the application.
- Firstly ,we tried using khatobook app ourselves and understood it's key features . Furthermore ,we asked the local shopkeepers (across different regions of the country)to use the app on trial basis for 2 days and give us their valuable feedback.
- In this feedback we asked them to not only point out the issues they faced but also the features they found helpful. (so that these features don't get removed on any update in the app)
- Not only this , we went across as many advertisements of khatobook as we could and also their webpage.
- After all this, the following slides present to you the solutions that we have come up with !

USER ISSUES:



- One of the most common issue with the users was that they feel more comfortable using the pen and paper. This issue was most common in middle aged and old users.
- Another reason for not using the app ,as shared with us was that when these people searched for an app to save their transactions, they came across multiple such apps (search results on google , verified by us)before khatabook and they found their comfort in them.
- Some of the shopkeepers also shared that they had not known about khatabook before and that they like it now and will continue using it in the future.
- Some other shopkeepers said that they never felt the need to switch from the conventional way of maintaining record registers.
- Another complain was that the app had a very small target crowd and that there was great scope of expansion .
- A few also complained that they found the language of the app a bit confusing . " you gave" and " you got" implies that the transaction is already completed , which became clear only when they understood the objective of the app(transactions on credit).

POSITIVE ASPECTS:



- Some of the shopkeepers found khatabook very fascinating , and they shared with us the key features that impressed them.
- They found the sms / WhatsApp feature particularly interesting.
- They also appreciated that the app could be accessed in so many languages.
- The report making feature of the application could be used to generate bills and hence was useful.
- A few people appreciated the fact that the app was super user friendly and at the same time it had so many amusing features.
- Shopkeepers loved the business card and cashbook features.
- Shopkeepers said that the app was much safer (due to applock and towards fraud) than the books.
- *Sadly a lot of good features like auto-backup and other apps by khatabook like pagarghar and mystore went unnoticed and the above mentioned features were also noticed by a very few shopkeepers.*
- *In conclusion , a lot of issues that the shopkeepers had could be resolved by using all the features of the app ,but due to less knowledge of the app the people started complaining.*

INDEX OF SOLUTIONS:



- 1.** Voice input option
- 2.** Search engine optimization(optimizing the search results in favor of the app)
- 3.** Important features of the app to be listed as soon as the app is opened
- 4.** Advertisement campaigns and social media pages(the advertisements of khatobook are really interesting but there should a catchy slogan which viewers don't forget and the app needs to hire you tubers and social media influencers for promotion of the app rather than having MSD do a few ads which do not air that much)
- 5.** Better design of webpages and lingo of the app(referring to the confusion in "you gave" and "you got" phrases {3rd slide ,last point})
- 6.** Expansion of target crowd(for example advertisements of khatobook target only businessmen but they can also target housewives so that they can analyze their spending and keep track of their credits.)

{the first three solutions are explained in detail in the following slides , the other solutions that we thought were worth mentioning are listed in this slide itself?}

PMx



VOICE INPUT OPTION:



DESCRIPTION:

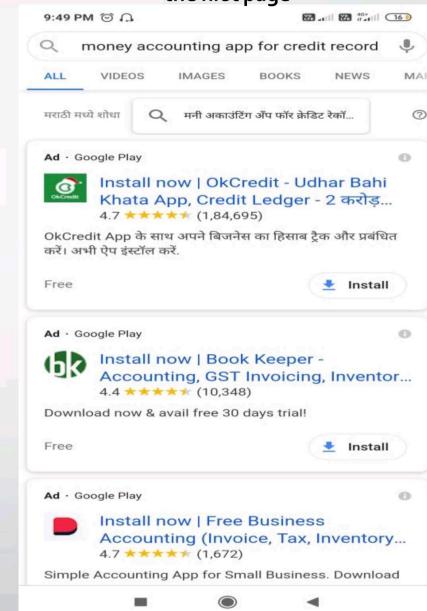
- Middle aged and old shopkeepers find discomfort in typing and hence usually discontinue using the app.
- If khatabook introduces a feature where in the shopkeeper can put entries by simply saying them their comfort with the app will surely increase . As technology has advanced so much , this is very much possible .
- This feature will give khatabook an edge over other such apps.
- It will reduce time consumption of both ,users and customers .
- In a sense it will increase user satisfaction and will make them choose the app above the traditional record books.
- Voice technologies can provide multilingual abilities.
- Voice technology can provide facility of elaborating the details of customer during payment time.
- Voice records can be saved and used as signatures to confirm a transaction and avoid fraud at both ends

SEARCH ENGINE OPTIMISATION:

DESCRIPTION:

- We have found that when we search for a money accounting app on google a lot of different apps are suggested before khatabook. Hence we need SEO as it is a fact that two thirds of the people often go with the 1st or 2nd search result itself.
- SEO(search engine optimization) fine tunes the website to increase its ranking in searches for relevant keywords in the unpaid section of a search engine.
- Maximum traffic goes after the 1st search result ,only 2 to 3 percent of the searches go beyond that . And we found that khatabook was not on the 1st page of the search results even though it has a high rating of 4.5, hence this point is very very important!
- Now, what can be done? The answer is: SEO(search engine optimization)

Screenshot showing the search results on google in which khatabook is not on the first page



SEO{continued}...

- Factors that search engines take into account for ranking are:
 - 1}acquirement of links(of khatabook) from any other authoritative website.
 - 2}content of webpage (or app)
 - 3)page structure
- SEO TECHNIQUES:
 - 1)focus on the pattern of keywords which are often searched .
 - 2)building high quality links(for khatabook) on external websites.
 - 3)testing the performance of website in search(how many people accessed the website or app.
- Softwares to optimize websites:-
 - a)google ads keyword planner ;
 - b)google search console;
 - c)link analysis tools(eg. Majestic);
 - d)platforms like brightedge ,moz and searchmeterics contain tools to track keyword rankings ,identify on page and off page SEO opportunities ,help with keyword research , etc.

IMPORTANT FEATURES OF THE APP TO BE LISTED AS SOON AS APP IS OPENED:

DESCRIPTION:

- A lot of people whom we gave the app to try for 2 days couldn't figure a lot of interesting features of the app until we told them about them .In fact they complained about things which were there in the app but they couldn't discover and very quickly quit the app .Hence we figured that if they come to know about these features most of their complains and dissatisfactions will be resolved .
- As a solution, we have thought that a lot of apps when installed show a few slides of interesting features of that app before using it as a guide for the user.
- This enables the user to use the app to its fullest and appreciate it and eventually make it a habit.

Screenshot of paytm where its main features are listed right after you open the app:



IMPORTANT FEATURES {continued}....

We present to you a list of the features that we feel are important and yet are ignored:

1. **AUTOMATIC BACKUP:** In case your phone gets lost or broken all your information remains safe and you can access it from another phone.
2. **PLAY QUIZ:** Khatabook holds a quiz everyday ,by wining which a person can earn 100rs
3. **LEARN BUSINESS:** Several videos accessible from the app help the user in learning about business strategies .
4. **SORT AND FILTER OPTION:** we can sort by most recent ,highest /least amount ,by name ,oldest , etc.
5. **APPLOCK:** users can put a lock on the app using which only they can access the app . because of this feature they can assure safety of their data.
6. **BUISNESS CARD:** Users can create custom cards for their shops by using the templates on the app.
7. **HELP AND SUPPORT:** users can directly contact through WhatsApp or call for any help.

{ SOME OTHER FEATURES LIKE MULTIPLE LANGUAGES,SMS AND WHATSAPP FACILITIES ETC CANT BE IGNORED AS THEY POP UP DURING THE BASIC USE OF THE APP;SOME OTHER FACILITIES LIKE CASHBOOK,PAGARGHAR APP ETC ARE ALSO IGNORED }

CREDITS:



1)Ground work : all the team members in their respective local areas.

2)solutions : discussed unanimously by all by their respective searches:-

{voice input[Swati Jhawar]; SEO[Nayanika Ghosh];Important features' list[Swati Jhawar];
Play and earn[Geetanjali Karma];others[Monidipa Das]}

3)Description of solutions : respectively by Monidipa Das ,Nayanika Ghosh
and Geetanjali Karma.

4)slides : By Swati Jhawar



THANK YOU!

PMx 

