



Product Intern - JD

We are a seed-stage startup actively hiring a **Product intern** whose core responsibility would be to contribute to evolving & scaling our product

If we like your performance in the internship, there's no one stopping you from getting that **APM role at Troopod** :)

You will get a chance to work with experienced engineers and senior leaders who have previously worked in Spinny, Urban Company, Lenskart, JPMorgan, etc. from BITS & NIT

About Us

[Troopod](#) empowers D2C Brands to Personalize & Enhance their Online Shopping Experience via its suite of products [Troopod Feed, Troopod Cart, Troopod Direct Landing] directly boosting website conversion rate & sales

Our Core Beliefs and Thesis:

1. D2C is the fastest growing market, with a total market size of more than \$400B worldwide: *15%+ CAGR*
2. Although brands are scaling their D2C arm, their website experience is sub-standard leading to very low conversion rates & stickiness: *Less than 2% website conversion rate against 8%+ for Swiggy & Amazon*
3. Data ownership still lies in the hands of social media platforms: *Generic On-platform experience*

We aim to transform the way billions of people shop online 😊

You can check out our live product [here](#); We are currently working with 15+ Top D2C Brands of India: Bombay Shaving Company, Good Health Company, Pilgrim, Eatfit, etc.. helping them improve their on-platform shopping experience leading to an increase in conversion rate by up to 100%

We are a small team of 2nd-time founders from BITS whose Vision is to revolutionize the online shopping experience by empowering D2C Brands to

provide a Mobile-first, Video-based, Personalized Shopping Experience that truly connects with their customers.

Our Backers

We are backed by some of the top Investors in India like Razorpay [Corporate investment], Kunal Shah [Cred], Sumit Gupta [CoinDCX], Ankit Nagori [Eatfit], Akshay Chaturvedi [LeverageEdu], and senior leaders of Fampay, Rebel Foods, OfBusiness, Haptik, WeWork, Social Samosa, etc.

Assignment

A few Pointers before solving the questions:

- If you're reading this, it means 3 things
 - We liked your LinkedIn profile and found you were relevant for the role
 - You are lucky - The job post was only live for 24 hours.
 - The competition is tough - We got exactly 528 applications in 24 hours for the role. Out of which only, 50 of you are being shortlisted for the assignment round.
- There are no wrong answers. Be as creative as you can. Think out of the box.
- Your approach is the key

Kindly find the Assignment questions below:

- **On a scale of 1-5, how would you rate yourself in using the following tools:**
 - Jira
 - Mixpanel
 - Figma
- We at Troopod have a Product called Troopod Cart. The Version 1.0 of Troopod Cart has the following features:
 - Price [dynamic to variant changes]
 - Discounted Pricing
 - Delivery information
 - Add to Cart CTA [If clicked, it adds the product at selected price in the Brand's Cart]
 - Or, Buy Now CTA [If Clicked, it directly send the user to payment page]

Note: The Cart is stuck at the bottom of the page

Refer the image below to get an idea of the same:



The main objective of TP Cart product is to target the bottom of the funnel of the user journey and optimize for the following metrics:

- Product Page Visits to Add to Cart CTR
- Average order value [AOV]
- Overall Conversion Rate [Page Visits to Purchase]

The first version is always used to test the waters. The first version was highly successful where the Add to Cart CTR was up by 150%.

What features would you recommend for Version 2.0 of the Troopod Cart? And Why? Explain in detail. (You can always share designs to showcase what's in your mind) (Screen size - Mobile)

- **Research and list down companies that have**

- **Similar functionalities to Troopod Cart**
- **Similar functionalities plus additional features that Troopod Cart does not have**

(Bonus points for structuring the research properly like a list of clients, features, etc]

Next Steps

- Kindly share your answers in a neat format at sanket.sonawane@pushstart.in in the next 3 Days [i.e. by 4th September, Monday]
- If you don't receive a reply from us, please assume you have not passed the assignment round
- For any doubts, WA @ +91 7666242340