

Coinzy - by Trackzio

(AI-BASED COIN COLLECTION & IDENTIFICATION)

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COINZY

An **AI based Coin Identification & Collection App**, it allows instant coin identification and collection management using AI, enabling confident decisions without expert support.

What does it do?

Coinzy helps coin collectors and enthusiasts **identify** unknown coins, **understand** their attributes, and **manage** or trade collections without requiring expert knowledge.

User Persona

(The Accidental Archivist)



Aavya Malhotra

Work: Talent Acquisition

Age: 27

Location: Kolkata

Family: Married with 1 child

Bio:

Aavya recently discovered a box filled with old coins that belonged to her grandfather while unpacking boxes in her new home. She is juggling a demanding job and family, she wants to quickly sort through the coins to see if there's any valuable item to sell, to help pay for her family needs.

Wants & Needs

- A fast way to identify the coins and to separate valuable and common ones.
- Create a digital list for her family.
- Realistic price estimates to ensure she gets a fair deal if she decides to sell them.

Frustrations

- She is terrified of accidentally selling a rare heirloom for the price of a common coin.
- Finds manually searching through internet exhausting.
- Gets easily annoyed when theres too many steps to follow.

Optimized Flow

1. Discover Coinzy

User discovers Coinzy through the Play Store and installs the app



3. Coin capture

User accesses the camera and captures an image of the coin.



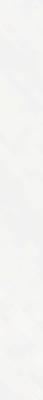
5. Continuation

User saves the coin, shares it, or explores marketplace listings.



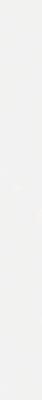
2. Access & Onboarding

User enters the app as a guest or user and navigates initial prompts.



4. Identification and understanding

App processes the image and presents AI based results.



What works well

Smooth entry

Fast and easy Guest login, which lowers initial commitment.

Capture experience

Clean camera UI with zoom, edit options, and helpful capture tips.

Ecosystem

Identification, collection, marketplace, and community feed all available in one application.

Where Coinzy struggles

Onboarding

- Excessive prompts (profile, membership, notifications) appear.
- Guest vs premium access rules are unclear during entry.
- Early elements (username) appear editable but are not functional.

UX

- Confusing path to register and update/upgrade account details as a guest.
- No clear retry or correction flow when results are inaccurate.
- Head/tail auto-labeling is inconsistent and reduces trust in outputs.

Engagement

- Marketplace pricing is random, which questions genuineness.
- Coin value changes unexpectedly after listing confirmation.
- Lack of transparency in pricing reduces willingness to transact.

Major Frictions point in User Journey

(Delayed first value due to excessive steps and account restrictions)

What is happening?

- Users are encouraged to try the app as a guest.
- Guest users face hidden or unclear restrictions.
- Premium prompts appear before value is demonstrated.
- First coin identification requires unnecessary clicks and decisions.

Why it matters?

- Coin identification is a high intent and low patience task.
- Each extra step before the first result increases drop off.
- Inconsistent access rules reduces trust and reliability.

Problem

- Users fail to reach Coinzy's core value to quickly and accurately identify coins.
- As a result, users drop off before completing their first identification, lose trust in AI results, and are less likely to engage further or convert to premium.

Goal

To Deliver immediate value and establish trust before asking users to commit or pay.

Why it matters to users

- Faster access to the core use case
- Higher confidence in identification results
- Reduced confusion and frustration during first use

Alignment with Trackzio's business goals

- Higher activation leads to stronger retention
- Increased trust improves premium conversion
- Sustained trust strengthens long term engagement and credibility

Success Metrics

Activation

- % of users completing first successful identification
- Avg time taken to first identification

Trust

- Retry/correction interaction rate
- Save to collection rate after identification

Monetization

- Premium conversion after first identification
- Guest → registered user conversion

Retention

- % of users returning within 7 or 30 days after first identification.
- Average number of coins saved per returning user over time

30 Days Initiative

(Fixing onboarding and user journey)

Week 1	Week 2	Week 3	Week 4
<ul style="list-style-type: none">• Analyze first time user behavior.• Identify major drop off points before first coin identification.• Review qualitative signals (reviews, support issues, in-app behavior).	<ul style="list-style-type: none">• Redesign onboarding user journey to enable immediate action.• Minimize profile setup, membership prompts and notifications.• Clearly define guest vs premium access rules.	<ul style="list-style-type: none">• Introduce AI confidence indicators on results.• Proper labelings for output.• Add retry and correction for inaccurate or low-outcomes.	<ul style="list-style-type: none">• Measure acquisition, first task completion and retention.• Track premium conversions after first identification• Identify remaining drop off points and iterate based on data.

Conclusion

Coinzy's core challenge is not feature depth, but how quickly and confidently users complete their journey.

By prioritizing activation and trust in user experience. Coinzy can unlock a compounding improvements across retention, monetization, and long term growth without adding new features.

Success is defined by a user identifying their first coin confidently within seconds of opening the app and understanding why the result can be trusted. Fixing this early experience establishes the foundation for sustainable product growth