

Section 1: Product Thinking

1. Describe one core feature for the MVP that would provide immediate value to users.

A valuable MVP feature for SpendSmart would be an "Overspend Notification Alert" that proactively warns users when they are approaching their daily or weekly spending limit. This feature could include customizable budget thresholds based on user preferences or spending categories, such as groceries or entertainment.

2. Explain the main user pain point this feature solves.

This feature addresses a key pain point: the difficulty of tracking and controlling spending in real time. Many users struggle with unintended overspending, often realizing they've exceeded their budget too late. By receiving notifications as they approach their set limits, users have the chance to reconsider or adjust their spending decisions, empowering them to stay within budget and avoid financial strain.

3. List two metrics to measure the feature's success and why they matter.

- **Percentage of Users Staying Within Set Spending Limits:** This metric directly indicates whether users are gaining control over their spending habits, showing the effectiveness of the alert feature in encouraging more mindful spending.
- **User Engagement Rate (Frequency of Alert Interaction):** Tracking how frequently users interact with the overspend alerts can reveal how helpful users find this feature. Increased engagement would suggest that users find these alerts useful in managing their finances.

Section 2: Data Interpretation

1. Share two insights about the feature's performance.

- **Low Engagement Beyond Notifications:** Although 1,800 users clicked on the initial notification, only 800 users checked their spending consistently each day. This suggests a drop-off in engagement, likely due to a lack of perceived value or an overly complex user interface.
- **Positive User Satisfaction Despite Low Engagement:** With an average satisfaction rating of 4.0 out of 5, users seem to appreciate the overall functionality, but limited use indicates they may feel the feature is too complex to navigate daily.

2. Suggest one improvement to boost engagement or satisfaction and explain why.

To enhance engagement, SpendSmart could simplify the interface and provide a more streamlined user journey within the app. For instance, reducing the steps needed to view spending summaries or offering a clear, single-page overview of daily expenses could make the feature more accessible. Simplifying the design can make it easier for users to engage with the app consistently, improving both user experience and the likelihood of daily use.

Making the app's design more intuitive and seamless would likely increase engagement, as users tend to spend more time with tools they find simple and efficient. This, in turn, could lead to higher engagement rates and more consistent usage of the core features.