



Assignment

Minimum Viable Product

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Question 1

Suppose you want to build a money manager app similar to Walnut, which would track expenses of users and help them manage money. List down the problem statement (in one line) which you are trying to solve for users? (Word limit: 50)

For example, in case of Airbnb it was: Through an online platform, it will be easy for people to find and rent places offered by the hosts

Answer:

A platform to track all of your financial needs.

Question 2

In a session, you learnt how to identify the riskiest assumptions for Airbnb and a dessert subscription service. Now that you have defined the problem statement, list down the assumptions (in first column) which you might have about the viability of the business or about the users. Out of the listed assumptions, identify the riskiest ones (in second column). Provide your reasoning for choosing the riskiest assumptions. Fill your response in the table given on the next slide.

Assumptions	Riskiest (Yes/No)	Reasoning
People Will Share Their Income	Yes	No one is open to sharing his income so it's a risky assumption.
People who have shared their income can be misleading	Yes	Customers may find the possibility of data breach or data sharing with third parties
People will use this app as a their daily/ monthly expense tracker	No	To track their daily/monthly expenses they could use daily expense feature
Possibility to use this app for shopping/ learn money saving tricks	No	If the app wins the customer's trust then they could also sell their merchandise/services on their platform.

Question 3

You listed the assumptions about a money manager app and identified the riskiest ones.

Note down the list of possible product features which would be crucial to include in building the MVP for a money manager app. Also, ensure that you are mapping the features with the relevant assumptions. (Word limit: 150)

Answer:

1. OTP feature while logging into the platform for security purposes
2. Classifying properly the income and expenses so, a bills tab for all the due bills, reminders, graphs, or tables to track the user about his daily spending or investments.
3. Money saving tips via professionals, Different types of investment options, and a tracker to track their investment performance on their figure tips.

Build – Website & App to solve customers' needs regarding a financial tracker.

Measure – Number of the daily website or app uses/engagements.

Learn – Satisfaction form/ Popup of service ratings.

Question 4

Which metrics would be important for you to track in the money manager app MVP?
Please list the same. (Word limit: 50)

Answer:

1. How easy it is for the users to understand the data shared with them via the pie charts, tables, etc. where can customers track each and every financial transaction.
2. Are customers better understand where most of their spending has been happening at the end of the month and learn how they could save up their money.

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