

## **EXECUTION AND ROLLOUT STRATEGY DOCUMENT**

### **Experimentation & A/B Testing Strategy**

To validate our proposed solutions, we will run a series of controlled A/B tests targeting key user segments and behaviors.

<b>Experiment</b>	<b>What will be Tested</b>	<b>Success Metric</b>
Explore Before Commit	Show a Version where users can skip OTP/Bank Linking during Onboarding vs Standard Flow	↑ Completion of onboarding, ↓ 1st hour uninstalls
Reduced Notification Frequency	2x/week notifications vs. daily notifications	↑ Day-7 retention, ↓ exit survey complaints
Getting Started Checklist	Users with guided checklist vs. without	↑ Feature engagement beyond dashboard
Improved OTP UX	Old OTP screen vs. redesigned screen	↑ OTP completion rate
Permission Explanation Popup	Show “Why we ask this” explanation vs. no explanation	↑ Trust signals, ↑ permission acceptance

Target Segment:

- Only new users in Tier-1 cities
- Split users 50/50 for each A/B test
- Tests to run for 2 weeks per variant, measuring:
- Completion rates
- Retention (Day-1, Day-3, Day-7)
- Exit survey responses

### **Rollout Plan & Implementation Phases**

We will roll out the tested and successful changes gradually to minimize risk.

Rollout Phases:

<b>Phase</b>	<b>Timeline</b>	<b>What Gets Rolled Out</b>
Phase 1	Week 1–2	A/B test “Explore before Commit” + reduced notifications
Phase 2	Week 3–4	Rollout improved OTP UX + permission popups

Phase 3	Week 5–6	Launch “Getting Started” checklist + dashboard layout tweaks
Phase 4	Week 7+	Monitor post-rollout metrics and iterate based on feedback

### **Team Involvement**

- Design: For OTP screen, checklist, dashboard simplification
- Engineering: For permission logic, bank linking skip, analytics setup
- Data: To analyze test results and app behavior
- Product: To coordinate timelines and quality checks

### **Iteration Plan**

After each phase:

- Collect retention data, NPS, and usage metrics
- Revisit hypotheses and adjust features
- Prioritize successful changes for full rollout