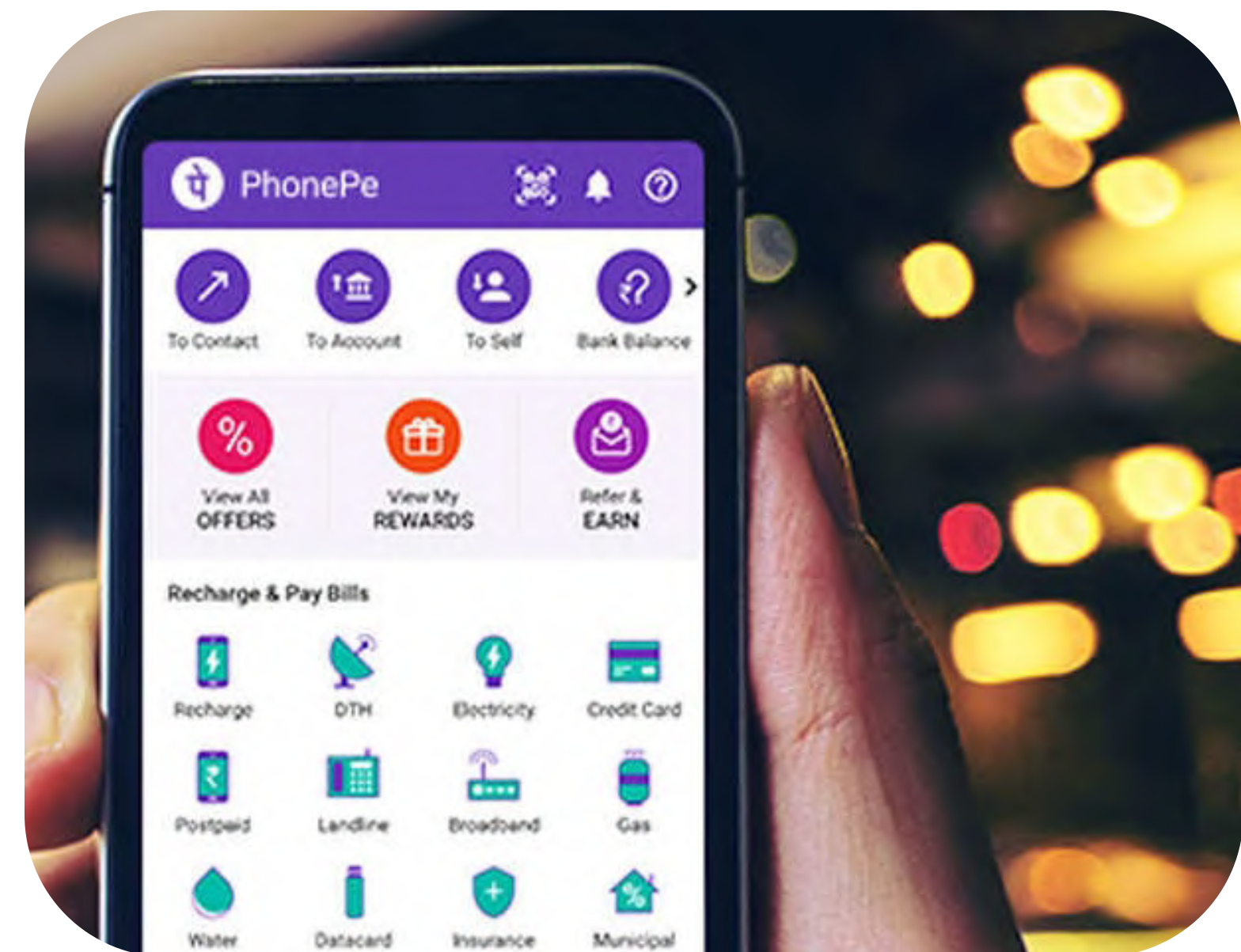
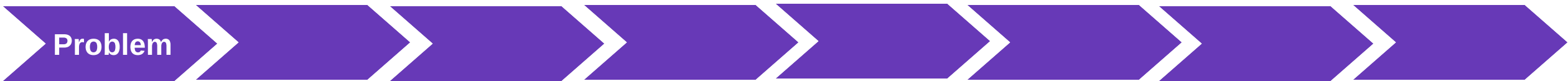




TRACK AND SAVE MONEY



The Problem 🔍

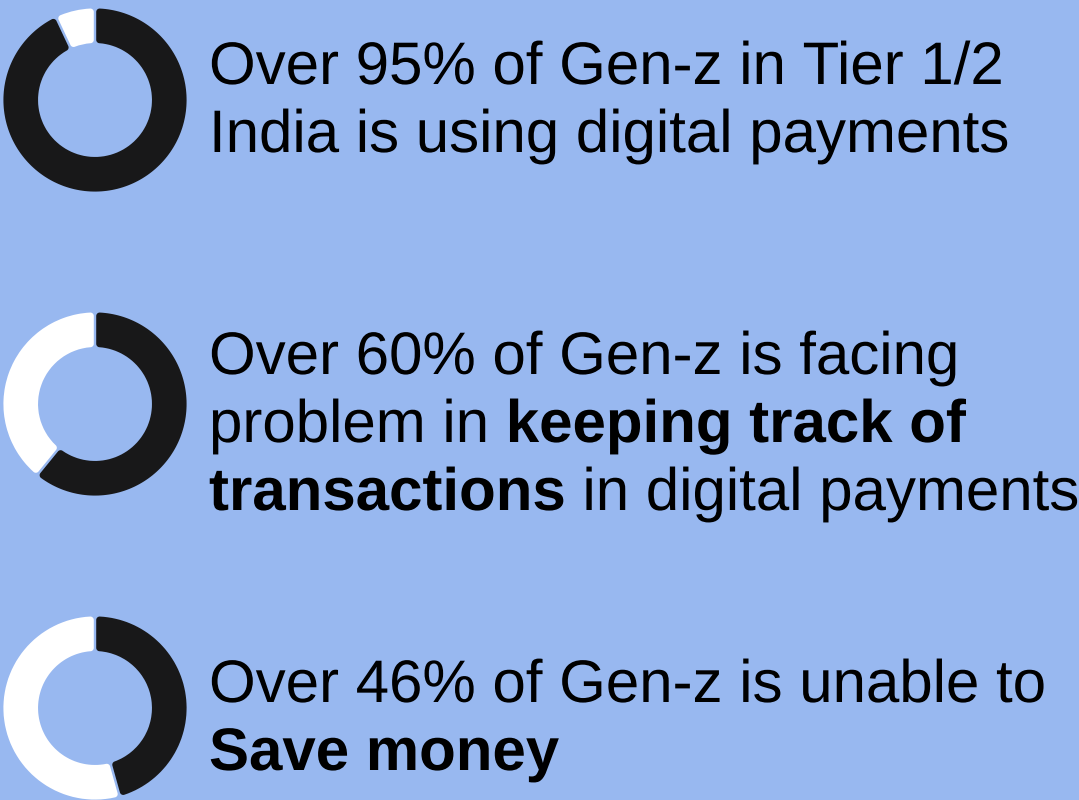
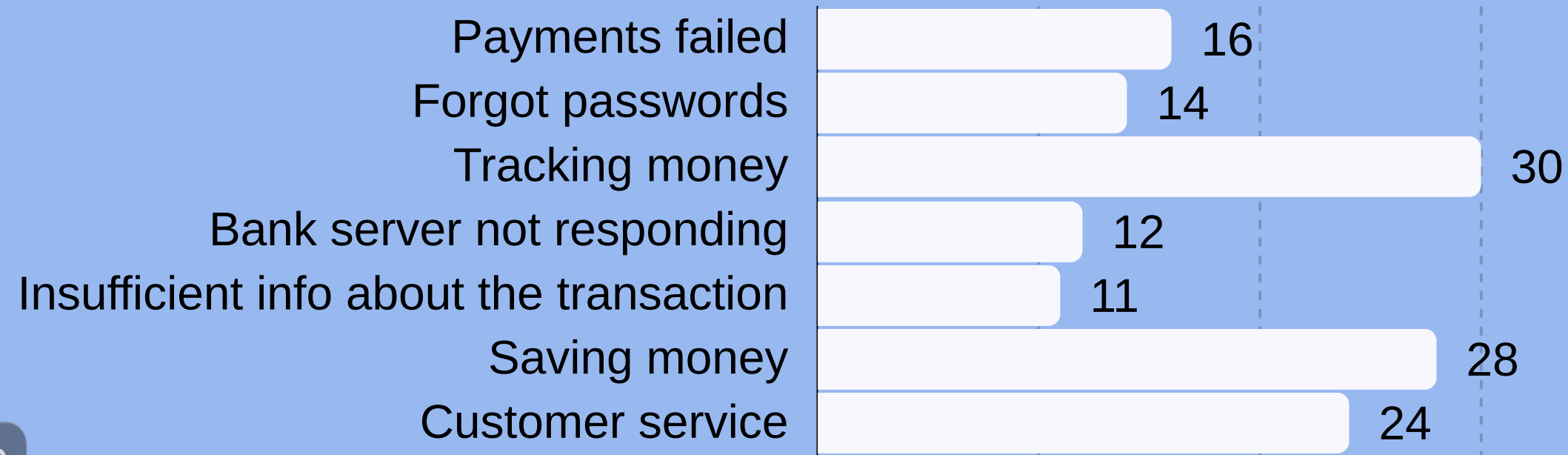


Problem

Problem	Customers want to track and save money on digital payments
But	They are confused due to the large no. of transactions and not having control over the money spent.
Because	They find it very difficult to manage with busy work life

Validation - Survey with 46 GenZ users

The user problems observed are as follows :



" In my daily life, I use digital payments very extensively in many different places like restaurants ,hotels, malls, etc .So there are a lot of transactions. It is very difficult to where I am spending how much"

-Junior software developer, Citrix

User and Value

Users &
Value

Target Users - Gen-Z users in Tier 1 and Tier 2 cities



Working Employees with large
number of small value
transactions



Students in the
age group of 18-24

WHY NOW - 1 in every 4 people from Gen-Z are facing problems in money management.
Also, since we are the first in our segment it will give us an edge over the competition.

Business Value - Noticeable change in 3 key metrics

- Increase in DAU and MAU
 - Increase in retention rate
 - Increase in NPS
- Increases in daily transactions → Revenue ↑

Solutions



Solutions
Overview

Solution 1 : Alerting: Sending notification to customers to track their transactions if they exceed a large number of transactions in a month

Solution 2 : Audit: Users can add their payments to the respective category right after every successful transaction.

Solution 3 : Pots: Users can add money to a pot in order to save the amount for a future purpose.

Prioritization -

	Reach	Impact	Confidence	Effort	Total score
	(1 - 5)	(1 - 5)	100 - High 80 - Medium 50 - Low	(1 - 5)	<u>Reach*Impact*Confidence</u> Effort
Alerting	2	3	80%	1	4.8
Audit	4	4	100%	3	5.33
Pots	3	3	50%	2	2.25

Chosen Solution

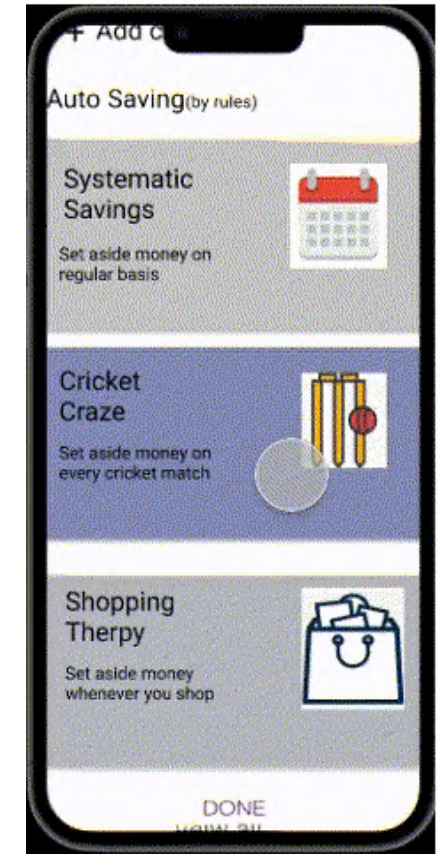
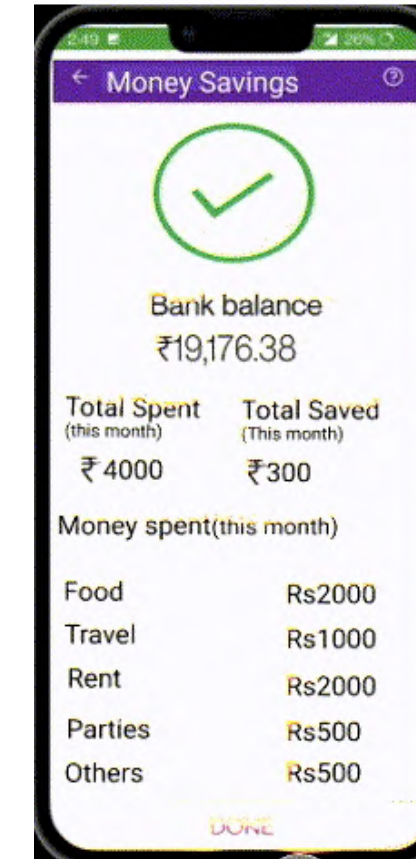
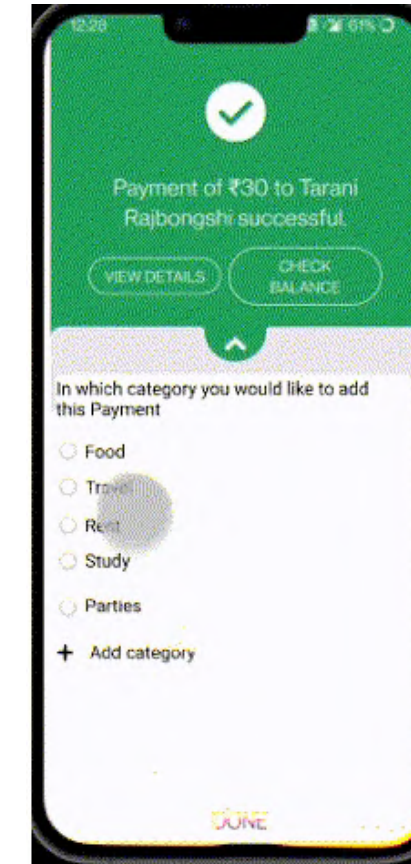
Chosen
Solution

Chosen solution - Audit

After transaction add that transaction the category that you paid for

check the Audit section to see more details about your transactions

See some best and fun ways to save money



Desirability

With a heavy increase in the number of small value transactions on daily basis, the ability to categorise the transactions will attract the GenZ users to use the app instead of the competition.

Feasibility

Building the ability to categorise requires low engineering bandwidth and can be easily adopted by the GenZ

Pitch

URL - [Phonepe-audit-wireframe](#)

Landing page



Page
views

92

Bounce
Rate

60.4%

Users

57

Avg. Session Duration

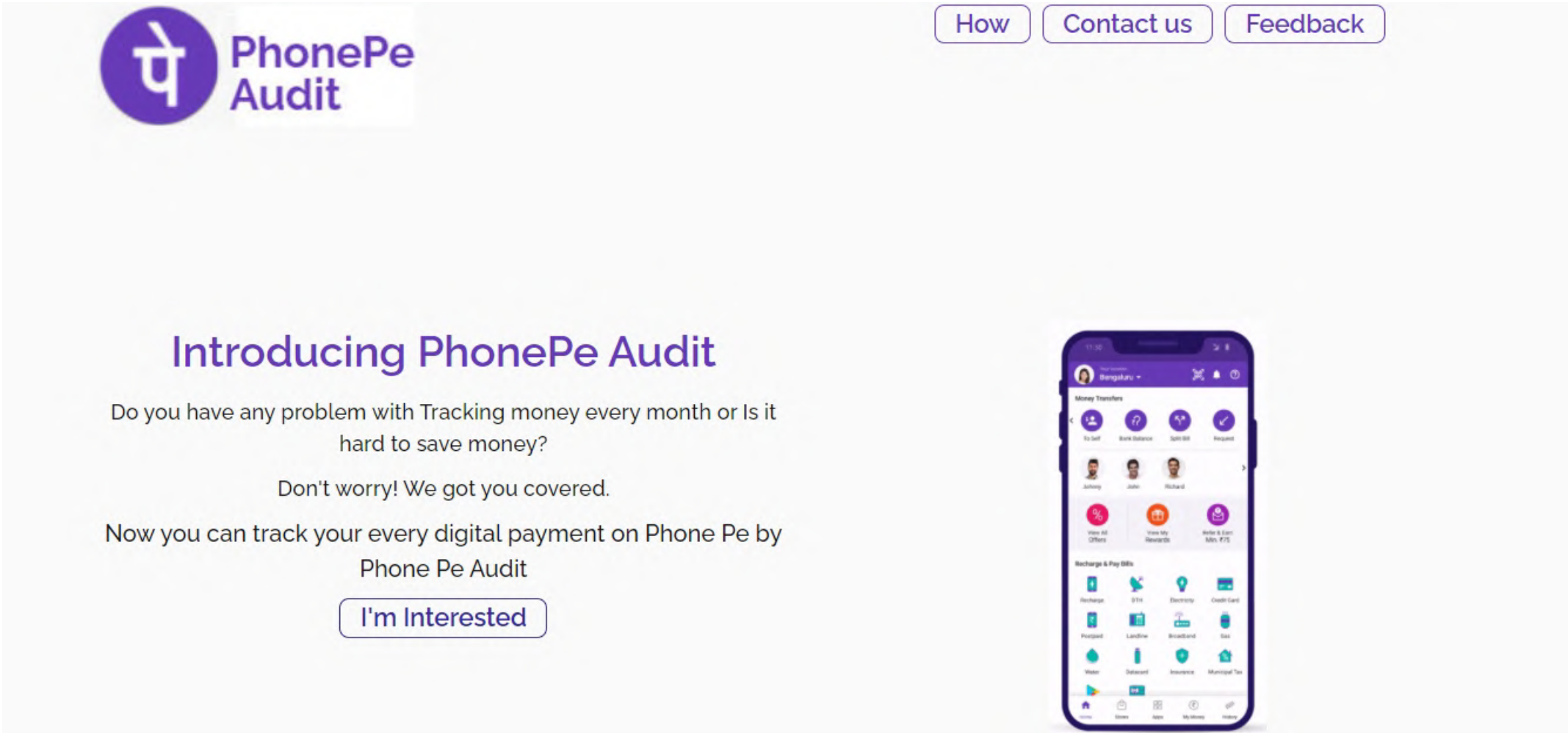
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Interested responses

21

No. of Clicks on
Interested

43



Success Metrics -

	Adoption	Engagement	Retention	Satisfaction
L1 Metrics	# of new users who are successfully using the feature per month.	# of Daily active users that used the feature in the past 7 days.	Average # of payment additions to category per user per month.	Customer Satisfaction Score
L2 Metrics	# of new users who successfully using the feature at least once per month.	Ratio of DAU to MAU	# of users who uses the feature 2nd time within 7 days of the 1st time usage.	Net Promoter Score

In the times of the digital world, fidelity means the most to customers. More the choices, the more they love it.

Customer management is one of the major problems with digital payment apps. Those who don't focus on maintaining their customer base is certain to face the consequences bitterly.

#1

Presence of pre-existing budgeting apps

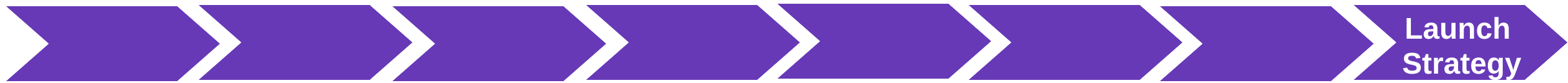
Solution: Promoting the benefits of budgeting in the same app as that of transactions

#2

Inability of GenZ to stick to habits consistently

Solution: Reward system to retain users

Launch Strategy



Test

Rollout

Future

Launch feature in one of the Tier 1 cities.

Gradually expand to Tier 2 cities.

Phase I

Phase II

Phase III

Phase IV

Deploy to all of the Tier 1 cities.

Build a Freemium model by integrating with investing verticals of Phonepe like 24KGold