

P M I G X M E R L I N

PROD-A-THON

Challenge 1

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Problem Statement

As a Product Manager at Merlin, your objective is to research and establish the industry standard for uninstallation rates of Chrome extensions.

The focus will be on reducing the uninstallation rate while concurrently ensuring the integrity of our revenue initiatives remains intact. Emphasizing user retention and satisfaction, the goal is to achieve a superior installation-to-uninstallation ratio by T+7 days post-installation for each cohort. Strategies employed will be designed to mitigate uninstalls without compromising the effectiveness of revenue-generating calls to action (CTAs). This comprehensive approach aims to enhance Merlin's Chrome extension user experience and contribute positively to the company's overall growth.

Strengths

- 1-click access to selection of powerful AI features.
- Free GPT-4 and Faster speed of responses.
- Works on any website across any Chromium-based browser

Weaknesses

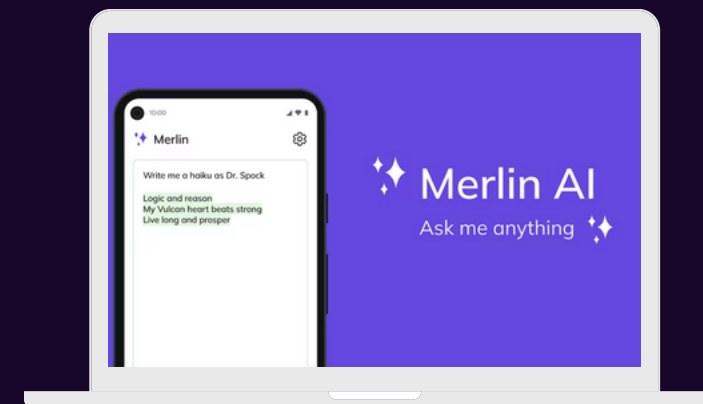
- Limited number of free queries.
- Unique features are monetized.
- Constant pops-up distract users.

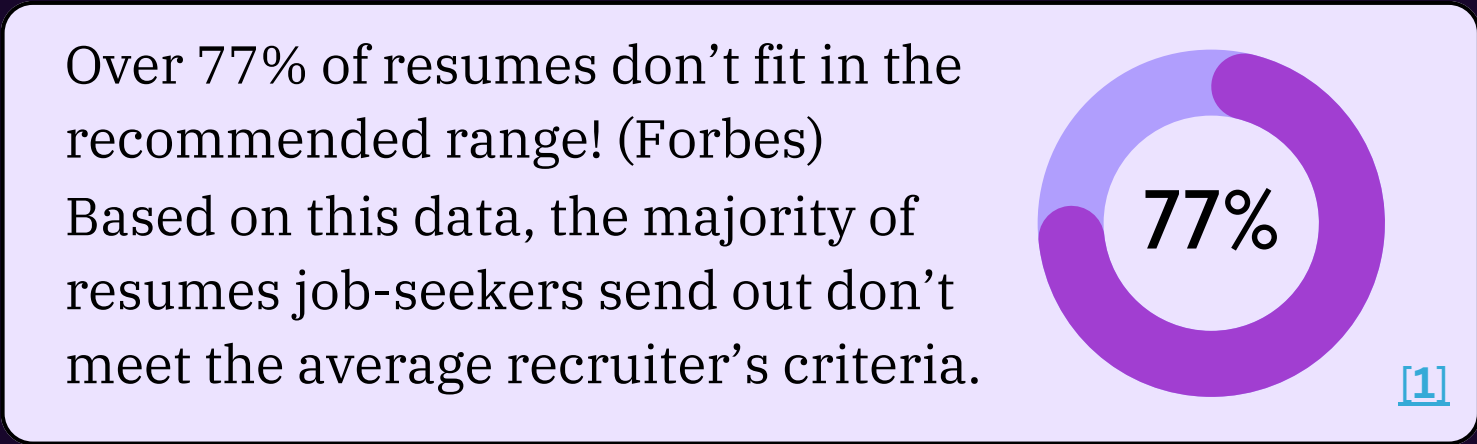
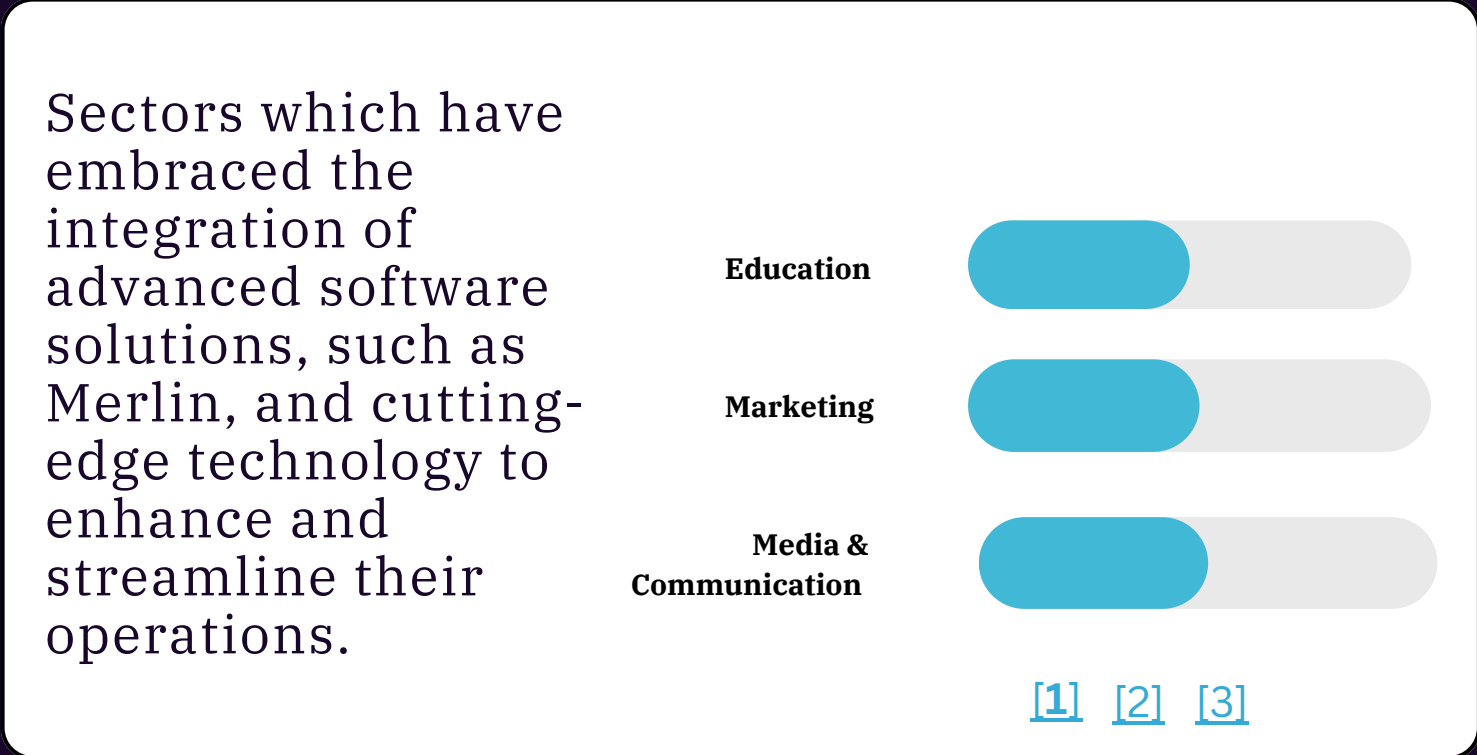
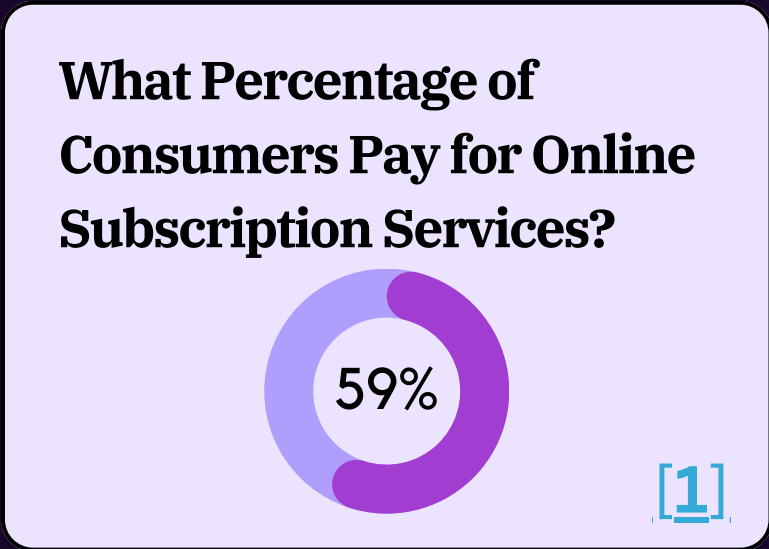
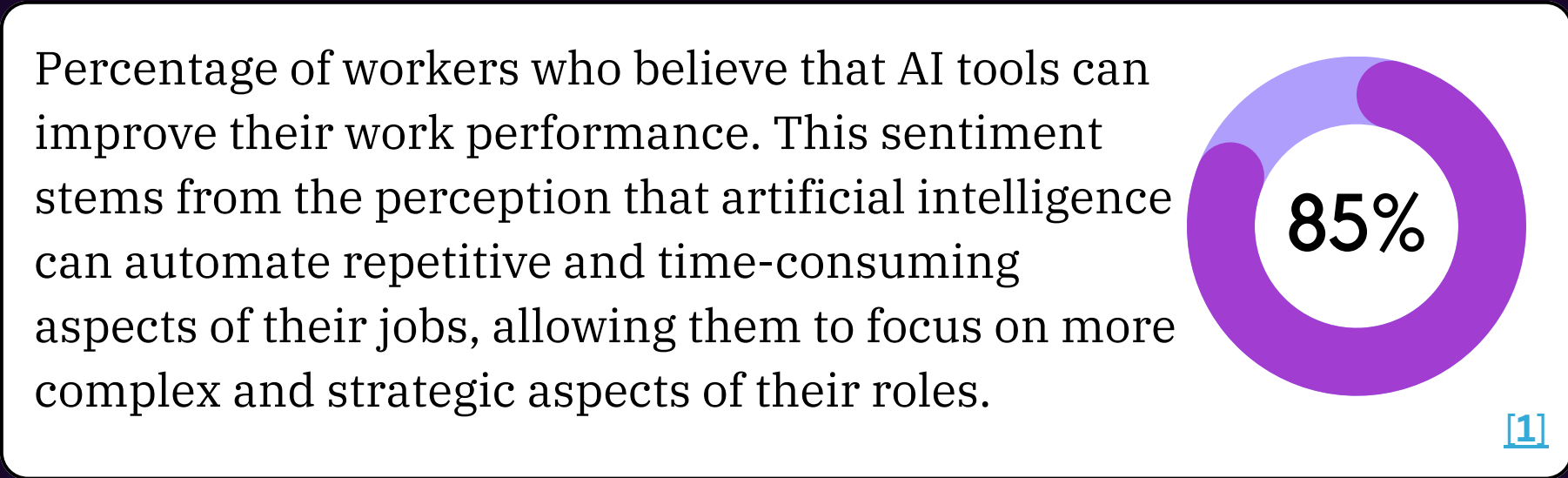
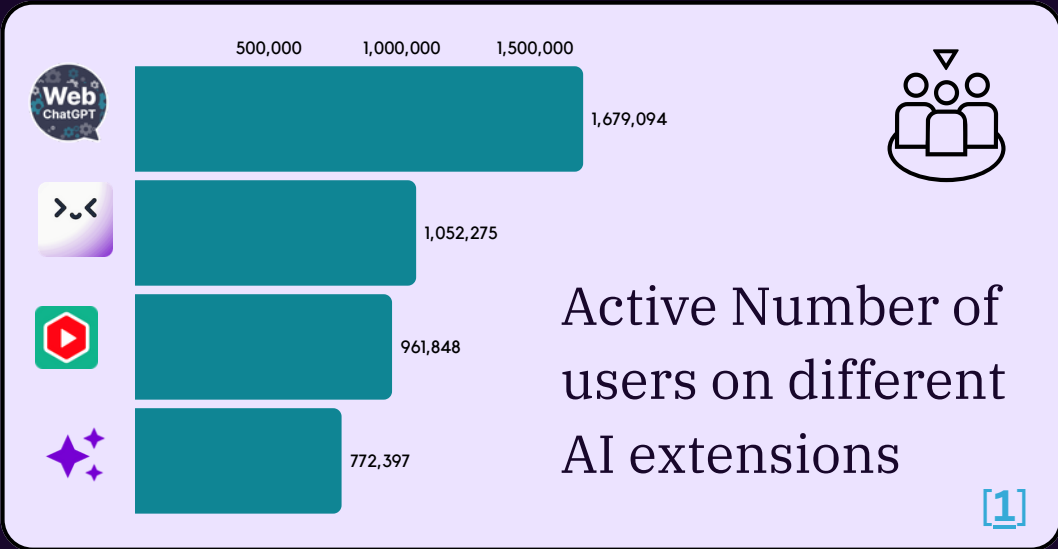
Opportunities

- Need to acquire users.
- Find ways to keep users engaged and satisfied
- Build strong relationship with users

Threats

- Various other platforms providing the same features for free.
- High uninstallation rate





Parameters	MaxAI.in	WebChatGPT	Bing Copilot	YouTube Summary with ChatGPT & Claude	Merlin
Rating	4.79	4.25	4.1 (Play Store)	4.13	4.84
AI models	ChatGPT, Gemini, Claude	ChatGPT, Bard, Llama, Bing	DALL-E3, BingAI, GPT4	ChatGPT, Claude	GPT4,Claude, Claude 100k, Llama 2, OpenAI key
USP	Summarization , grammar check	Extract webpage text from any url	Image and table generator	Summarizes YouTube videos	Summarizes YouTube videos, articles. Chat with documents

**Rahul**

AGE: 21
EDUCATION: B.Tech
HOMETOWN: Mumbai
MARITAL STATUS: Single
OCCUPATION: Student

“Enjoys AI supported and distraction free surfing through the internet.”

Rahul is a 21 year old B.Tech student at IITK. He spends most of his time in front of his laptop, but he has problem in understanding british accent leading to less content to refer to.

And to understand he has to pause several times hence it's so time consuming and irritating sometimes.

Goals:

- Wants a software that can summerize the topic so that it Consumes less time
- Also, easily understandable content available.

Frustrations:

- Have to face problem in understanding.
- Have less content to study from.
- Too much time it takes to understand a single topic

**Priya**

AGE: 28
EDUCATION: B.Tech
HOMETOWN: Delhi
MARITAL STATUS: Married
OCCUPATION: UX designer

“Fascinated about how AI helps designers in generating graphics”

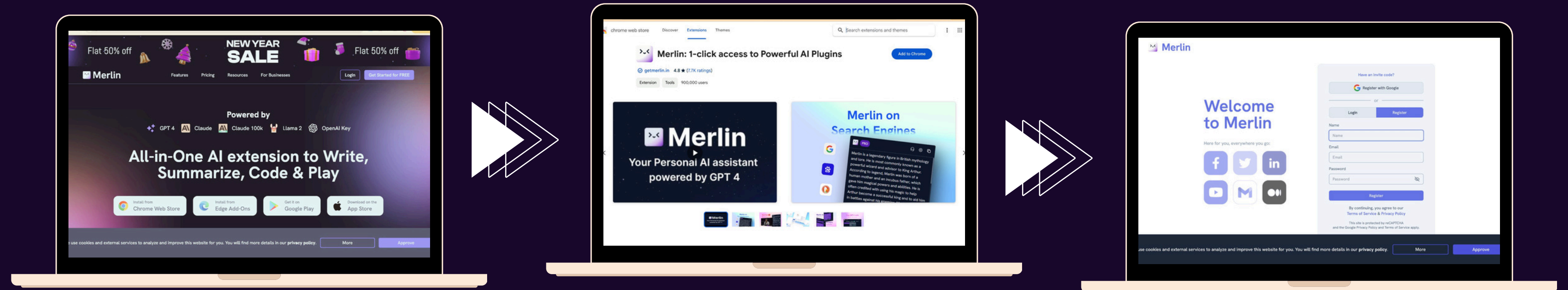
Priya is a working professional in a Tech company as a UX designer who lives with her husband and two children. She is passionate about designing websites and mobile applications. For this purpose, she usually use AI image generators for images for her design for which she needs image generators with decent accuracy.

Goals:

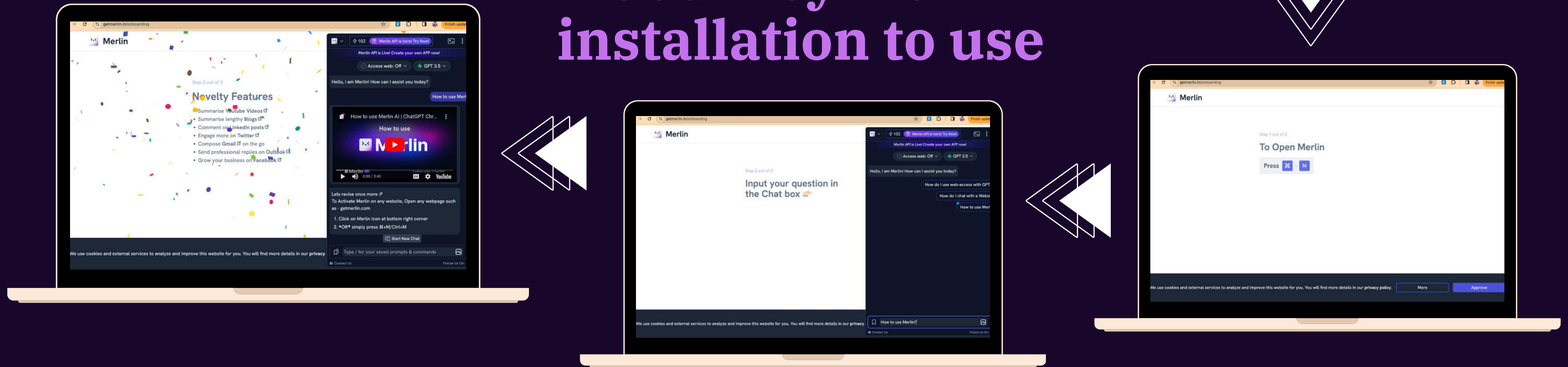
- Wants personalized images to use in her designed web apps.
- Save time from searching desired images or designing by herself

Frustrations:

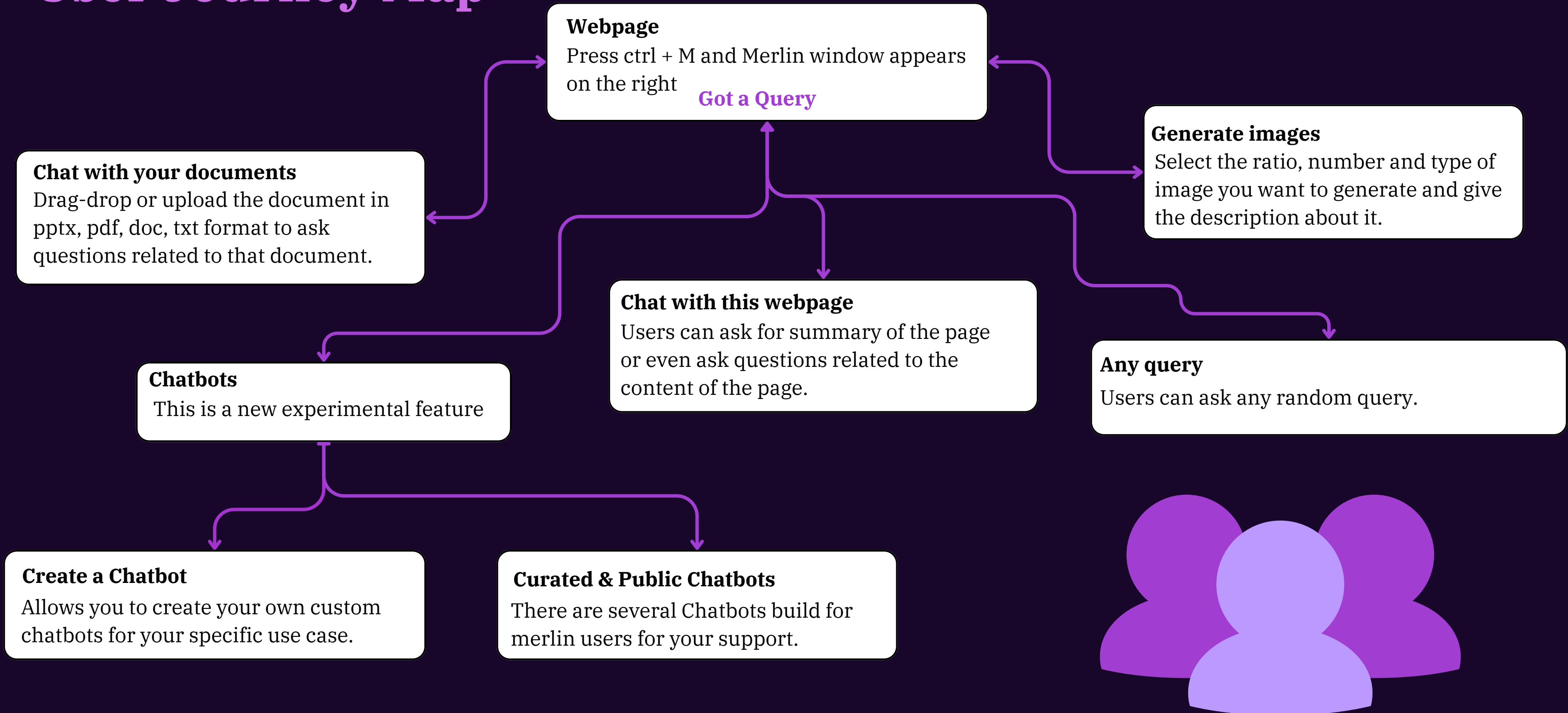
- Accuracy of images is low.
- Confused in various types of image generating models.



Journey from installation to use



User Journey Map



Objective and Strategies: Establishing Industry Standard for Merlin Chrome Extension Uninstallation Rates

Objectives

- 1. Reduce Uninstallation Rates:** The core focus is on devising strategies to decrease the uninstallation rate of Merlin's Chrome extensions.
- 2. Maintain Revenue Integrity:** Ensure that efforts to reduce uninstallations do not compromise the effectiveness of revenue-generating calls to action (CTAs).
- 3. Improve Installation-to-Uninstallation Ratio:** Strive for a superior installation-to-uninstallation ratio by T+7 days post-installation for each cohort.

➤ Merlin's lack of visibility on search engine results could potentially impact how customers perceive the brand. Boosting its online presence through SEO measures can not only enhance visibility, but also improve brand credibility and reliability. It's crucial to ensure that Merlin is easily discoverable and associated with positive customer feedback.

Crafting effective strategies

➤ Partnering with education or consulting firms can transform the way you work. By automating repetitive tasks, professionals can devote more time to strategic thinking and innovation. This synergy maximizes intellect and productivity, creating a dynamic that transforms learning and work and when the firms will include merlin in their day-to-day work, uninstallation rate will also decrease

➤ Minimizing uninstallation rates can be achieved through the strategic integration of **daily horoscope or affirmative notifications in astrologer feature**. These engaging prompts not only enhance user experience but also contribute to a more positive and lasting connection with the application, fostering user retention.

➤ Introduce periodic "Wizarding Challenges" where users can compete or collaborate with others in real-time quizzes, puzzles, or problem-solving tasks. Triumph brings virtual rewards and badges, elevating your daily query limit. Some badges may even unveil discounts for premium upgrades, adding a magical incentive to explore and enhance your Merlin experience.

Campaigning Strategy



Emotional positioning of Merlin in Ad campaign

By focusing on the emotional connection users can establish with this intelligent extension, we aim to convey not just the functionality but the genuine need for Merlin in making everyday tasks more manageable.

Making Your Product Come to Life with Storytelling

One of the most effective ways to connect with people is through storytelling. Use this technique to breathe life into your product or service. You can use customer testimonials, case studies, or even fictional stories to bring out the benefits of your AI.

Marketing Tactics

- **All at one place :** Make people aware that this is the place for everything that can make their life easy
- **Influencer Collaborations :** Partner with AI and tech influencers or thought leaders to create authentic content about Merlin through reviews, demonstrations, and endorsements.
- **User Feedback :** User feedback will help in understanding the user needs and helps provide them better solutions. This can be done by adding options to like or dislike the answers generated by Merlin.  

Impact

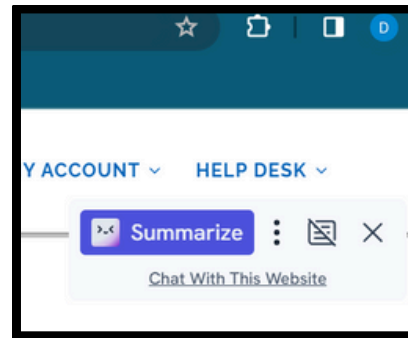
- **Increased Engagement & Brand Loyalty :**
Storytelling increases engagement & brand loyalty.
- **Word-of-Mouth and Sharing:**
Emotional connection drives word-of-mouth. When people connect, they share, boosting brand awareness and attracting customers.
- **Differentiate Market:**
Emotional campaigns can set a product apart from competitors, it can differentiate the product and brand.

Feature Improvement

Summary pop-up

Pain point:

User finds it disturbing when every time a pop-up appears to summarize the page.



Solution:

As users already know the shortcut to go to merlin chat (ctrl+M), this pop-up can appear just once at the start and not on every website which user visits.

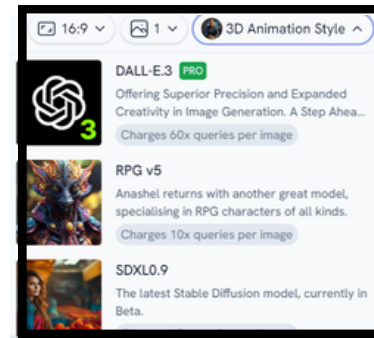
Impact:

Distraction-free surfing for users over the internet.

AI model selection

Pain point:

When a user asks merlin to generate an image, most of the times it gives inappropriate image due to wrong AI model selected.



Solution:

Merlin can suggest appropriate model to the user to create images with accuracy depending upon the choice of image he or she wants to generate.

Impact:

Improved accuracy of images will satisfy users.

Number of questions

Pain point:

Most of the users don't know the meaning of query and they misunderstand it by number of questions that can be asked.



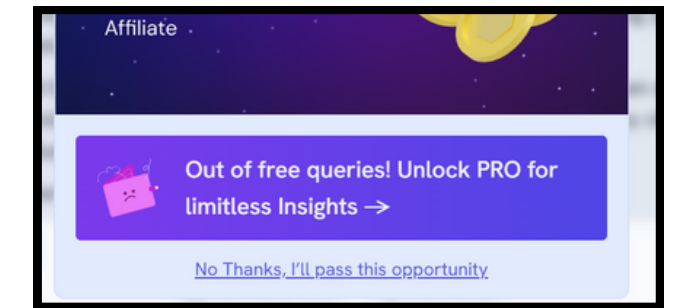
Solution:

Queries in the extension can be replaced by number of questions which can be asked by the user.

Impact:

Less confusion among users related to how much they can ask.

Confirmshaming



Pain point:

"No Thanks. I'll pass this opportunity" is an example of confirmshaming, where users are made to feel guilty when they opt out of something.

Solution:

Using phrases like "No Thanks, I will do it later" instead of deceptive phrases.

Impact:

Strengthen users' trust in brand and product.

Feature to be rolled out

Resume feedback and LinkedIn optimization:

The demand for AI-based resume feedback and LinkedIn optimization has increased as it can provide personalized profile enhancements, suggest skills and experiences, identify potential connections and groups, and recommend suitable content to share.

Impact: Increased chances of job seekers getting hired

AI presentation:

The demand for AI presentation makers has increased in recent years as they have become more powerful and user-friendly. Many businesses and organizations and even students use AI presentation makers to streamline the presentation-making process and improve the quality of their presentations.

Impact: This feature can bring the business and student audience onto the platform.

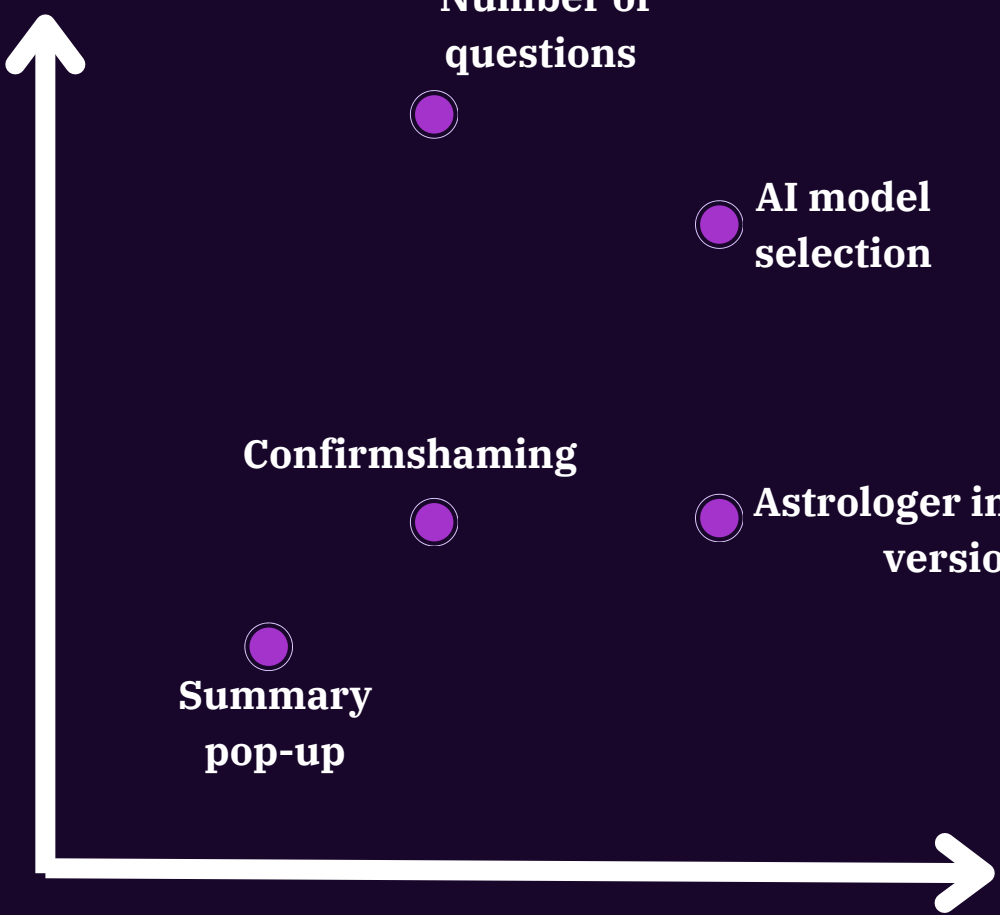
AI photo editor:

Edit your daily photos easily without too much time consumption. With this tool, we can enhance our photos and make them look more professional.

Impact: Increase in user engagement

Feature	Effort (1-5)	Impact (1-5)	Priority (1-5)
Summary pop-up	2	2	5
AI model selection	4	4	2
Number of questions	3	5	1
Astrologer improved version	4	3	4
Confirmshaming	3	3	3

IMPACT



EFFORT



GTM Strategy

Research and planning

Planning Implimentation of solution according to Prioritisation.

Feature development and UX Improvement

Developing feature and improving the user experience with the team

User Acceptance Testing

Test that new and improved feature are working fine as per requirement and planning.

Marketing & Promotion

Markete the feature and product acc to Stategy planned

CUG Launch

Launch to certain set of power users

Feedback and improvement

Incoperate the feedback gathered and improve the features

Final Launch

Release and measure the metrics

KPI's (monthly) to track

- User Interaction Metrics
- Active Users
- Error Rates
- User Satisfaction Surveys/Feedback
- Integration Success Rate

Measuring success

IMPACT

- Installs per day
conversion rate
- Retention rate

NORTH STAR

- Daily Active User
and Monthly Active User

KEY

- Customer churn
rate
- Break-even point

SUCCESS

- Increase/decrease
in users of each
feature.
- Engagement

THANK
YOU

