

# Case Study- CollegeDunia

1.

More information is needed to prioritize what to work on:

For 1st feature:

1. Of all the users, what percentage of them wield Lenovo devices to use the Instagram app in the last month/last quarter?
2. Of all those users, what percentage of them go to “Settings-> about->Terms of use” daily/weekly/monthly, and how often do they access the “Terms of use” in that time frame?
3. Prioritize on the basis of significance of the number in ‘point 1 and 2’.

For 2nd feature:

1. What is the average Profile page load time for users residing in developed countries and how does it compare to the “1.2 seconds” load time of developing countries?
2. If the load time for developing is greater than that of developed, find out:
  - a. The percentage of users residing in developing countries
  - b. The percentage of revenue and profits we generate from the developing countries
  - c. How is slow load time affecting big bucket metrics like user engagement, average time spent on the app, user happiness, global brand image/value, retention and revenue.
3. If either ‘a, b’ are not significant or metrics in ‘c’ are not being affected, it’s best to keep “reducing profile page load time for users in developing countries” at a low priority.
4. In case these metrics are being affected significantly, probe to find out the reasons for greater load times.
5. Are those reasons within or beyond our control? (for eg- low internet bandwidth availability for most users in developing countries is beyond our control)
6. If the reason for low load-time is within our control, then what is it exactly?
7. Since in this case it is established that this particular issue is causing significant negative impact, this should be rectified at the highest priority.

For 3rd feature:

1. What percentage of users finish watching all the stories, on average, on a daily basis?
2. What percentage of the users fetched in ‘point 1’ are dropping off the app, or engaging less with the app after they’ve finished watching all the stories?

3. What percentage of total app time does an average user spend watching reels on a daily basis? Has the reels feature led to the most/significant increase in user engagement and average daily time spent on the app?
4. What percentage of the total revenue/profits come from the reels feature?
5. If the numbers fetched in 'points 1, 2, 3 and 4' are significant enough, then working on this feature should be a high priority.

2.

As the Product Owner of an Expense Management app like Splitwise, the KPIs that I'll track to ensure that the company is doing well in every vertical are-

1. **Monthly active users (MAU)**- This will help me keep a track of the number of users using the app at least once in a month to track and record their expenses
2. **Retention**- To keep a track of users returning/not returning (churn) to the app for maintaining their expenses. If they are not returning, reasons should be probed by customer interviews, etc.
3. **Monthly recurring revenue (MRR)**- To give a sense of predictability to the revenue of the company. This will also give a sense of the no of users
4. **No of customer complaints per month**- To keep a track of technical errors incurred with the application
5. **MOM user growth and MOM paid user growth**- This is critical to track to make sure the user base is growing with time and to vet it against the change in paid user growth

3 user segments that I'll be marketing this product to:

1. **Teenagers**- With the onset of products like FamPay which has encouraged streamlined spending of the population aged 13-18, it is timely and critical to offer them a service that helps them track and manage their expenses.
2. **College students**- Undergrads and grads aged 18-28
3. **Working professionals**- Educated white collar professionals aged anywhere from 21-58

## 5 product operations hurdles that I might encounter in this business:

1. **Early adoption**- Getting initial user base by competing our MVP with already established players in the market
2. **Business model**- Creating a compelling premium (paid) offering
3. **Marketing**- Bootstrapping marketing without a big budget and optimizing the right channels for the same
4. **Tech team**- Finding skilled tech team with expertise in not just software development but in analytics and AI as well, to create AI powered premium features
5. **Customer support**- Integrating/creating an AI support chat bot and then later building our own/partnering with a trusted human customer support team

## Product metrics to track on a daily/monthly basis:

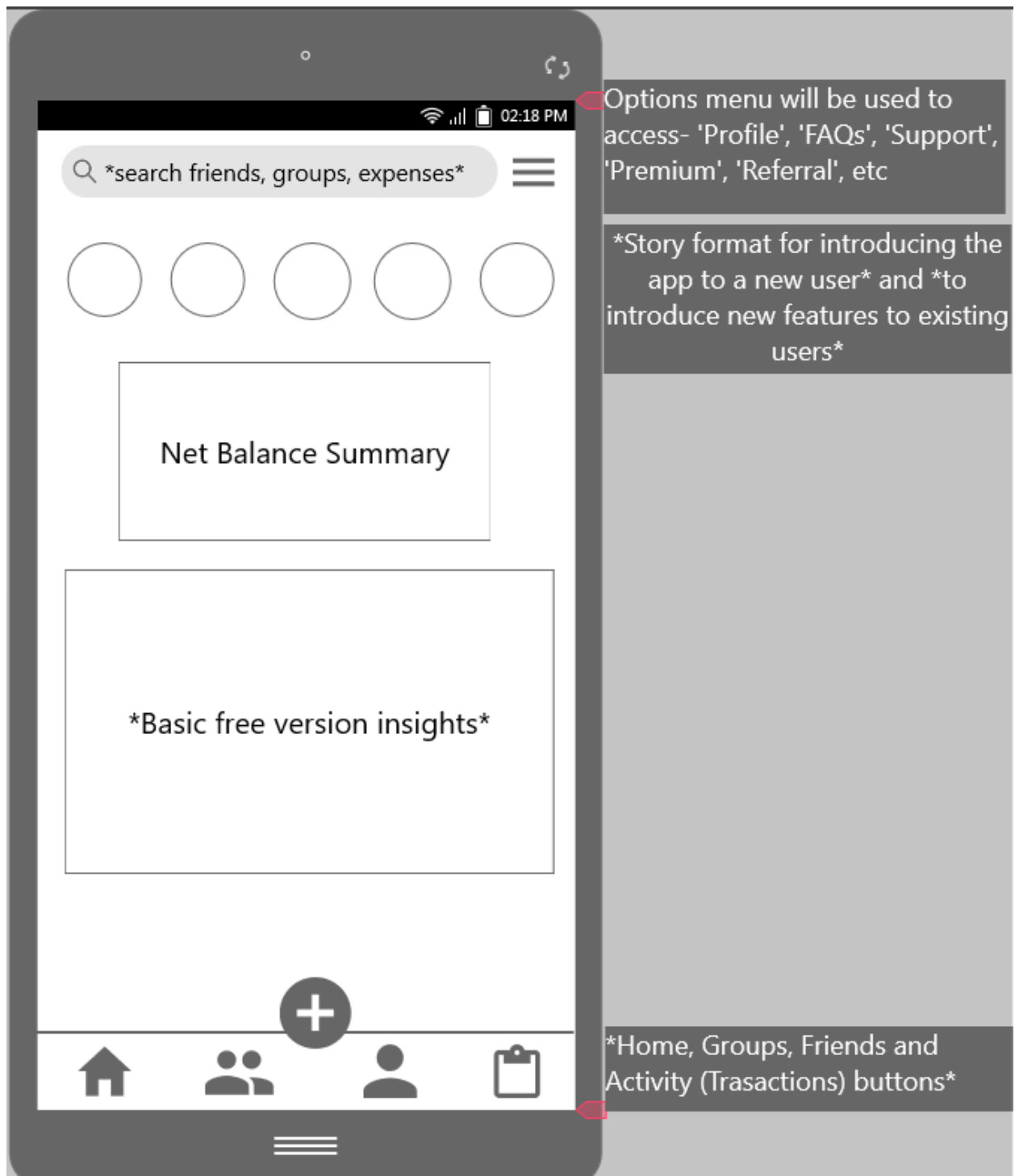
1. Monthly active users (MAU)
2. MRR and ARR
3. No of customer complaints/day (and /month)
4. Change in app ratings/month
5. User median age (to create compelling messaging and marketing)
6. No of expenses recorded/user on a daily and monthly basis
7. No of users acquired via referrals and other sources
8. Month-on-month user growth
9. Month-on-month paid user growth
10. No of in-app payments made (via integrations with payment services like PayTM, GPay etc.)

## Wireframes:

### 1. Sign-up screen

A wireframe of a mobile application sign-up screen. The screen is framed by a dark grey border. At the top, a black status bar displays a Wi-Fi icon, cellular signal bars, a battery icon, and the time "02:18 PM". Below the status bar, the main content area is white. It features a square placeholder for a product logo labeled "\*Product logo here\*", followed by a rectangular placeholder for a short product description labeled "\*Short product description here\*". Below these is the text "Sign-up using". There are two rectangular buttons for "Google" and "Facebook". Below these is the text "Or" followed by "Enter Mobile Number" and a rectangular input field. At the bottom of the main content area is the text "By signing up, you agree to our terms of service." Below this is a virtual keyboard with four rows of keys: the first row has Q, W, E, R, T, Y, U, I, O, P; the second row has A, S, D, F, G, H, J, K, L; the third row has a left arrow, Z, X, C, V, B, N, M, and a right arrow; the fourth row has "123", a globe icon, "space", and "return". At the very bottom of the screen is a dark grey bar with a hamburger menu icon (three horizontal lines).

## 2. Home screen



### 3. Referral Program Screen

The image shows a mobile application interface for a referral program. At the top, there is a status bar with a Wi-Fi icon, signal strength bars, a battery icon, and the time 02:18 PM. Below the status bar, the main heading is "Refer & Win Up To \_\_\_\_". Underneath this heading is a rectangular box containing the text "\*\*Enter description and relevant information\*\*". Below this box, the text "Available Credits" is displayed, followed by a large "\$ 0". The lower section of the screen features a 2x2 grid of four empty square boxes. The top-left box contains the text "\*Scratch cards for certain rewards\*". At the bottom of the screen, there is a white bar with a plus icon and two stylized human figures, followed by the text "INVITE NOW". A hamburger menu icon (three horizontal lines) is located at the very bottom center of the screen.

Refer & Win Up To \_\_\_\_

\*\*Enter description and relevant information\*\*

Available Credits

\$ 0

\*Scratch cards for certain rewards\*

+ INVITE NOW

## User Flow Diagram:

Find User Flow Diagram in the PDF file attached to the mail.