



MERLIN AI

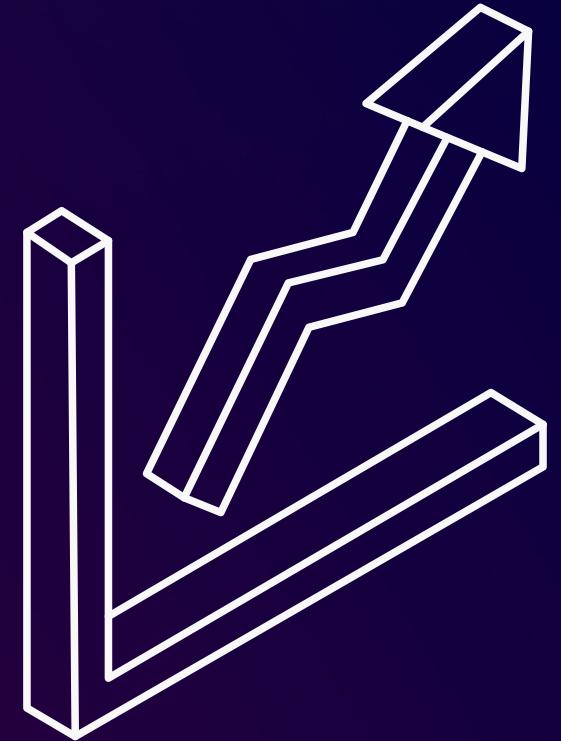
# PROD-A-THON

Challenge 1 User Retention



Information available in audio.

**PRESENTED BY**  
LAKSHIT SHARMA  
VARSHA KHANDELWAL

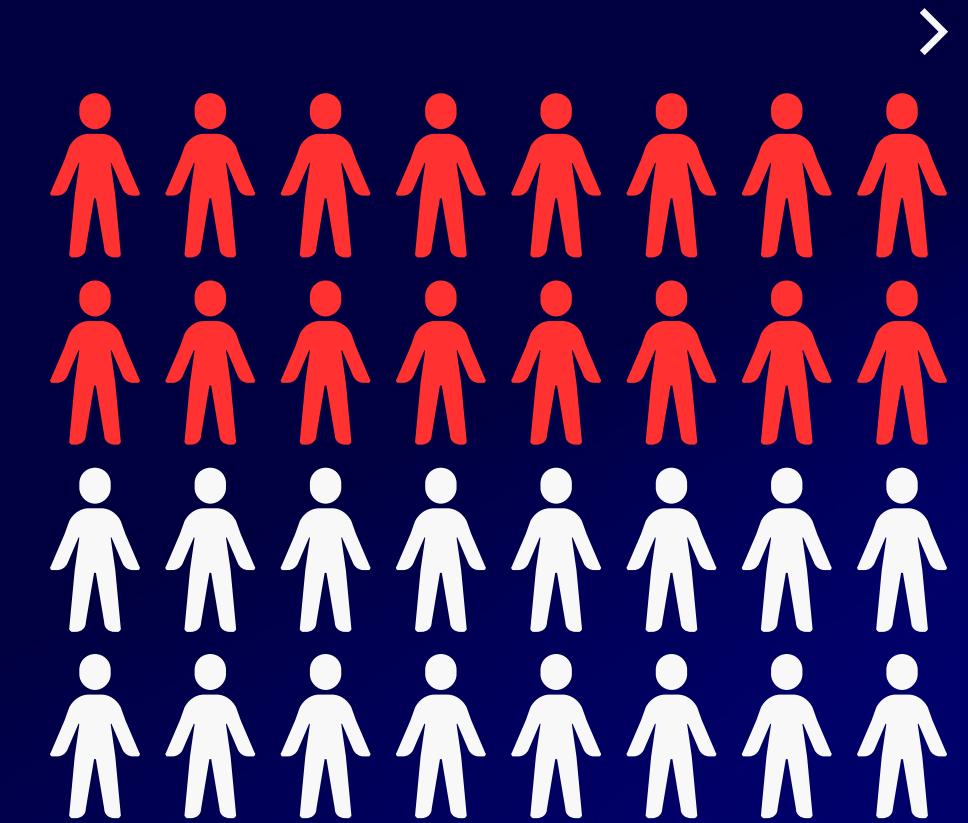


**On average, in the industry, about 40% of all extensions installed get uninstalled.**



## UNINSTALLATION RATES BY DAY FOR CHROME EXTENSIONS

Industry Standards show that over 60% of Uninstallations happen during the first 2 days.

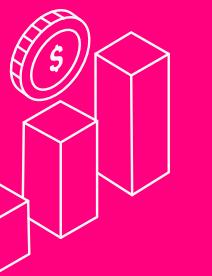


**MERLIN'S UNINSTALL RATES FROM T+2 TO T+7**  
Merlin on the other hand survives the initial gauntlet but is getting shredded in the “Onboarding time”.



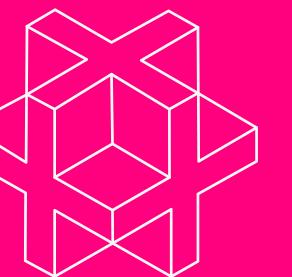
# PROBLEMS to SOLVE

Briefly elaborate on what you want to discuss.



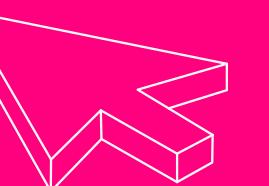
## INCREASE USER RETENTION

Simplify User Onboarding



## PROPOSE FEATURE IMPROVEMENTS

A business that doesn't evolve can't survive the maelstrom of the changing market.



## TO ACTIVATE MERLIN ACROSS INTERNET

Create a brand identity that aligns with our target users and a marketing strategy for the same

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# Proposed Solutions

## Solution # 1

A bridge between paid and unpaid.

## Solution # 2

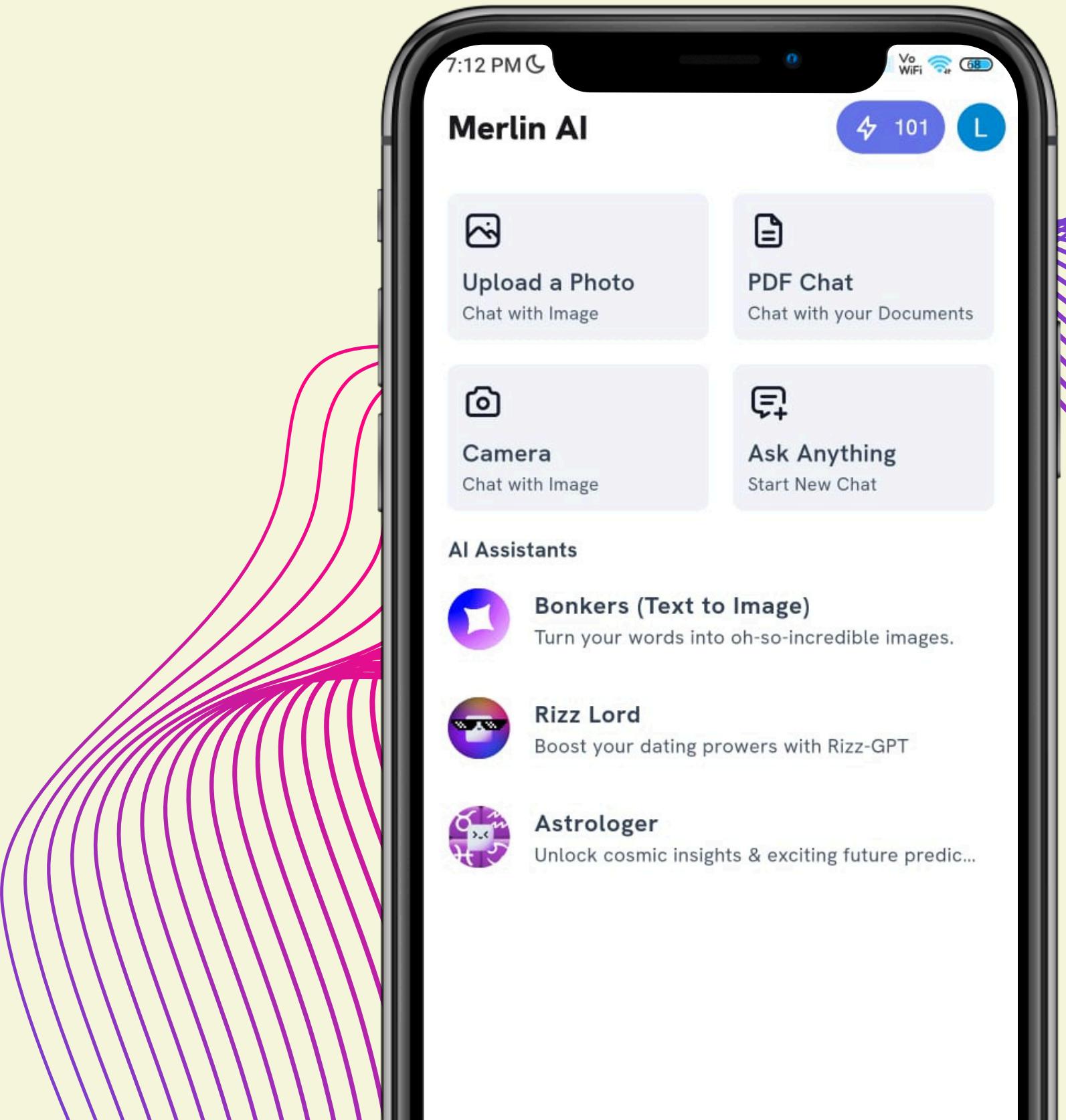
Astrology, Stock tradings, Fact reel, search reel One feature unlimited.

## Solution # 3

We deal in Time instead of Queries.

## Solution # 4

A marketing campaign aimed at students and brand identity.





## #1. Bridging the leap between paid and unpaid.

Let's see how it worked out for spotify and others



- Who are we Onboarding?
- Students, young adult working professionals, around 30 and below.
- 14.25\$ == almost my pocket money.
- Options other than paid=
- Freefire. Optional advertisements, watch one get some queries.
- We can also use this as an excuse to increase the user's interaction with the application and highlight the features they may have missed or ignored.
- Just give them tasks like configuring a bot, or using the astrologer once for more queries.
- Unless it feels necessary, it's not sold.
- Don't make a designated window. Poster adverts after a query.



## #2. One feature unlimited..

let's add a fun touch



- I could give you a lot of new feature suggestions.
- Stock market bot, fact reels, Multi Languages.
- When do you uninstall an app?
- When it becomes useless.
- Let's create a loss leader. One fairly well-used feature is unlimited so there is always something to do in there.
- Especially effective if you allow a specialized bot to be limitless., choose your adventure, and we'll make it limitless for you.
- **MOST COMMON SEARCHES BAR.** Random facts are presented but let's be honest Quora runs on that, I think it can do an ample support job for us here.
- **Quiz BOX.**



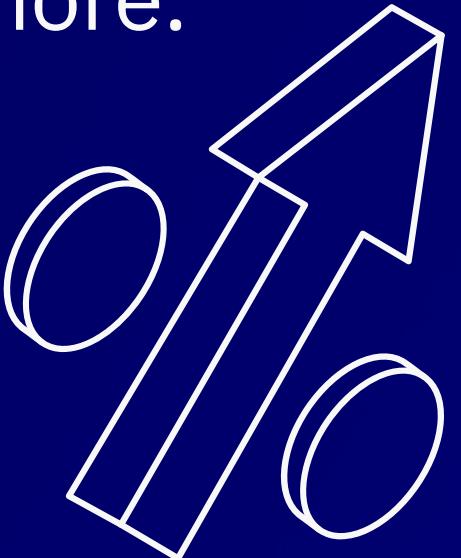


## #3. We deal in Time instead of Queries.

Let's borrow a page out of the book of giants like JIO



- 100 queries is not enough especially with bots like astrologer.
- Just like phones ran on talktime.
- Let's play like JIO. Let's sell time.
- Initial free time of 1-2 days as budgeted.
- Watch one advertisement, have half more hour.
- Refer, get half an hour more. Make a bot, Get half more.
- Slowly we keep constricting the freedom that they feel like we should buy it.
- So that the feeling of easy completion does not go away.





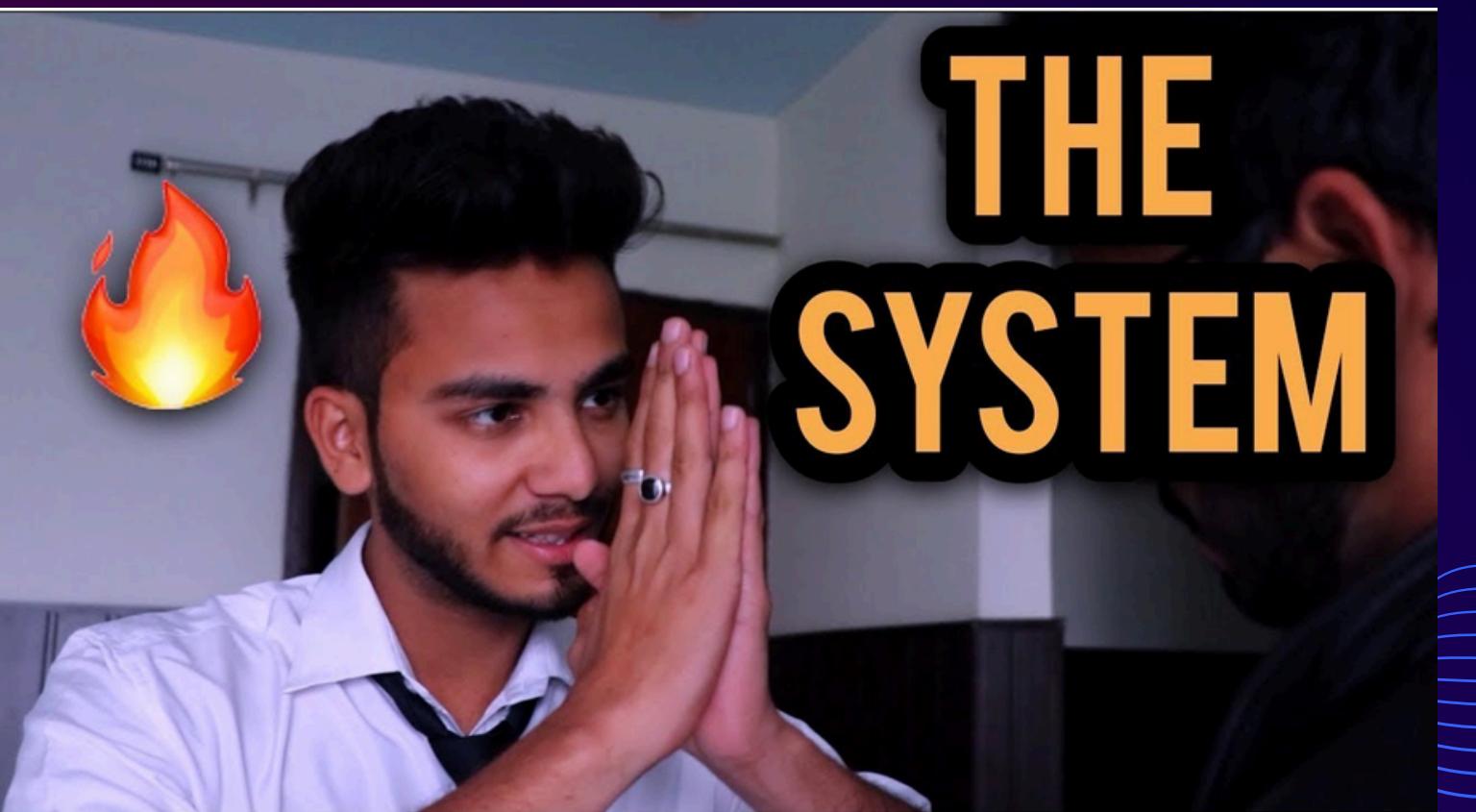
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## #4. Personalised Marketing strategies aiming for different groups.

Brace yourselves for a marketing revolution!

Our primary user demographic comprises students and working professionals in startup environments. To align with our user base-

- Student Discounts
- Adds through social media and websites.(Reels/posts etc)
- We need a themed campaign System and community.



- Think Ai Think Merlin
- Platforms like Coursera partners.
- Partner up with Influencers, coaches, and Tech gurus like Love Babbar
- Subscription offers for startups and educational institutions looking to collaborate with us.





# Proposed Timeline

We think that a 4-month plan to implement all this will be the most optimum to ease the old users into the changes and get a comfortable amount of data and review along with development timeline

February

March

April

May

Brainstorming and basic designing. Along with customer surveys.

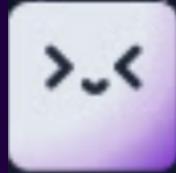
Feature development and implementation

Beta testing rollout

Feedback and improvements

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# THANK YOU

**EMAIL**

[lakshits22@iitk.ac.in](mailto:lakshits22@iitk.ac.in)  
[varshak22@iitk.ac.in](mailto:varshak22@iitk.ac.in)

**CALL US**

9717128417  
6377733251

