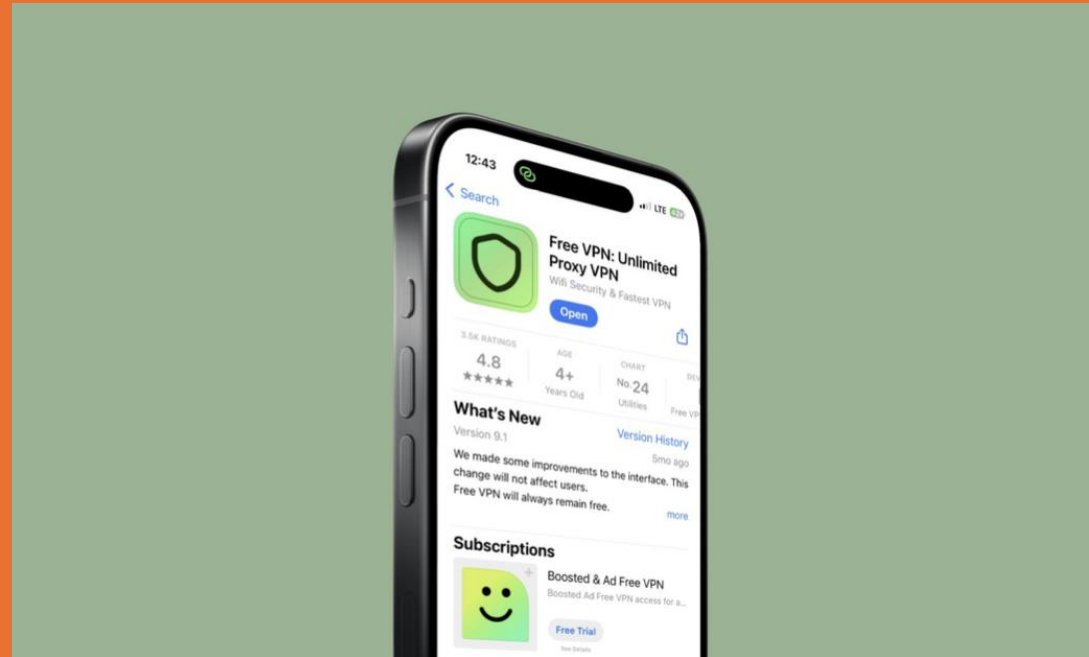# Product Manager Assignment

-Chirag Choudhary

-Vijay Dindayal Verma

PROBLEM STATEMENT

Users of the Free VPN: Unlimited Proxy VPN app have provided feedback indicating areas where the app could be enhanced. As the Product Manager, you are tasked with proposing a new feature that will improve the overall functionality and appeal of the app.

INTRODUCTION

• Free VPN is an accessible and user-friendly VPN service offering free, unlimited, and secure internet access. With features like ad-blocking, multi-device compatibility, and a strong focus on privacy and security, it aims to provide a superior online experience. The service also includes flexible subscription management options for users who choose to upgrade.

App Features:

• **Free Access:** The service is completely free and promises to remain so indefinitely.

• **Multi-Device Compatibility:** Users can access Free VPN on all their Apple devices, including iPhone, iPad, and iPod. It allows the use of a single Apple ID across multiple devices without any limit.

• **Ad-Blocker:** Free VPN blocks 98% of ads, enhancing user experience by minimising interruptions.

• **Security and Privacy:** The VPN service ensures user anonymity by not logging any personal data. Servers are located in fast and secure data centres, guaranteeing user privacy and security.

• **Availability of VPN Plans:** The app provides affordable subscription options on a weekly, monthly and yearly basis for as low as $3.99.

Overall UI:

• I would like to rate the Overall UI of the app, 4 out of 5.

• The app has a minimalist design language which appeals to most users. Also, the

use of a simple colour scheme and appropriately rounded buttons adds to the minimalist look.
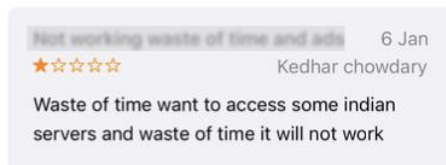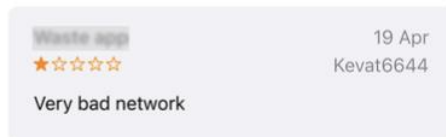
Overall UX:

• I would like to rate the Overall UX of the app, 4.5 out of 5.

• The app is intuitive, with a minimal learning curve. The app applies easy and

• logical navigation, with users able to find what they need quickly.

USER NEEDS

- Free VPN is an accessible and user-friendly VPN service offering free, unlimited, and secure internet access. With features like ad-blocking, multi-device compatibility, and a strong focus on privacy and security, it aims to provide a superior online experience. The service also includes flexible subscription management options for users who choose to upgrade.

- **User Review (Apple Store):**
  The app has a rating of 4.8/5 in the Apple Store with over 3.5K ratings. The app is mostly satisfying to its users but there remain certain users who find it unsatisfactory or has had a bad experience with the app. Some examples are:

Waste app 19 Apr Kevat6644 ★☆☆☆☆ Very bad network	

completely useless   16 Feb
★☆☆☆☆   Freedrive16
this vpn always shows negotiation failed but your time still ticks down, I do what I need to by watching ads but the service that should be provided isn't provided to me

Not working waste of time and ads   6 Jan
★☆☆☆☆   Kedhar chowdary
Waste of time want to access some indian servers and waste of time it will not work

Impact:
As we can see from the reviews, the app faces some form of connectivity issue timely. The same issue arises through different months and has not been fixed yet. This issue impacts the ease of use, speed, and reliability of the app.

Hence, this issue needs to be looked at and fixed as soon as possible, so that users can use the app as smoothly as possible.

Pain Points to focus on:
- Connectivity of the VPN app for seamless usability.
- Repeated complaints on the same connectivity issue.

FEATURE PROPOSAL

- Before jumping into conclusions, let us consider few assumptions that might cause the app to not work for the users:

- 1. **App related:** The issue is technical and requires the development team to look into the issue and make sure the app is updated and working properly. This will require a software update to the app after resolving the issues.

  Issues that can be mitigated by the developer:
    - o Server related issue
    - o Software related issue
    - o ISP Blocking issue
    - o DNS issue

- 2. **User specific issue:** The issue can be that users may not have updated their app into a newer version or there are some restrictions to the app which might not have been disabled by the user in order to use the app seamlessly.

  Issues that can be mitigated by the developer:
    - o Internet connectivity issue
    - o Incorrect configuration issue
    - o While we work with the development team, to bring regular updates to the app, we should also make sure that any difficulty that arises to any specific customer, also gets resolved.
    - o Keeping the above assumptions in mind, I would like to propose an AI chatbot feature, which helps customers with their individual issues and guide them as to how to resolve the issue in their device. As we can see, most of the issues are related to internet connectivty, and it can be resolved at base by the user themselves in their device. The AI chatbot feature becomes crucial in understanding the user problems and providing a step by step guide to fix the user problem.

Feature Proposal

3. AI Chatbot

The AI chatbot will enhance customer support of the app by a huge margin. Some of the use cases of the AI Chatbot for the users are mentioned below:

User Onboarding and Guidance

- Welcome Messages: Chatbots can greet new users, providing a friendly introduction to the app.

- Onboarding Assistance: Guide users through the app's features, helping them understand how to use different functionalities.

- Interactive Tutorials: Offer step-by-step tutorials and answer questions users might have during their initial use.

4. Customer Support

- 24/7 Support: Provide round-the-clock assistance for common queries and issues, ensuring users always have help available.

- FAQ Handling: Answer frequently asked questions, reducing the need for users to search through help sections or contact human support.

- Troubleshooting: Help users troubleshoot common problems by guiding them through diagnostic steps.

5. Feature Implementation

The chatbot icon can be placed at the bottom right part of the home screen. The user can ask any question related to the usability and problems they face in the app through this chatbot. With 24/7 support access, the user is just a tap away from all of their problems being solved.

Feature Proposal

The AI chatbot is also beneficial for the app itself. Some of the use cases of the AI Chatbot for the app are mentioned below:

6. Feedback Collection

● User Feedback: Prompt users to provide feedback on their experience, which can be invaluable for improving the app.

● Surveys and Polls: Conduct quick surveys or polls to gather user opinions on specific features or overall satisfaction.

7. Marketing and Engagement

● Promotions and Offers: Inform users about new promotions, discounts, or special offers within the app.

● Content Recommendations: Suggest relevant content, products, or services based on user behaviour and preferences.

● Event Notifications: Notify users about upcoming events, new features, or important updates.

8. User Retention

● Re-Engagement: Send reminders and notifications to inactive users to encourage them to return to the app.

● Loyalty Programs: Manage and communicate loyalty program details, helping to retain and reward active users.

9. Data Collection and Analytics

● User Interaction Data: Collect data on user interactions with the chatbot to understand common pain points and areas of interest.

● Behavioural Insights: Analyse user behaviour to identify trends and make data-driven decisions for app improvements.

FEATURE JUSTIFICATION

AI chatbot for customer service significantly contributes to business growth by enhancing customer satisfaction and operational efficiency. Here are key statistics from Tidio to support this:

- Customer Experience Improvement: 73% of shoppers believe AI enhances their experience.

- Positive Interactions: 80% of customers report positive experiences with AI customer service.

- Revenue Growth: Companies with excellent customer experiences grow 4-8% faster than their markets.

- Cost Efficiency: 28% of business leaders use AI to cut costs.

- Market Adoption: 63% of retail companies use AI to improve service.

  These factors highlight AI's role in boosting customer loyalty, reducing operational costs, and driving revenue growth.

AI chatbot customer service is increasingly beneficial to customers, enhancing their experience and satisfaction. Key statistics from Dashly Blog illustrate this:

These statistics highlight AI's role in creating a more responsive and satisfying customer service experience.

USER REACTION TO CHATBOT
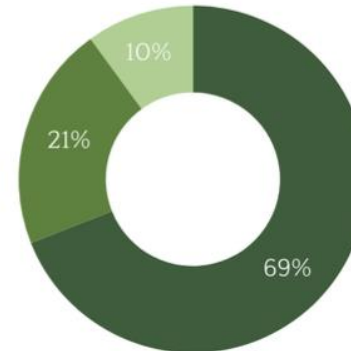
Chatbot customer service statistics.

- Satisfied User
- Neutral User
- Unsatisfied User

10%
21%
69%

REFERENCES

- AI chatbot use case: https://cloud.google.com/use-cases/ai-chatbot

- VPN Not Connecting? Try These Simple Fixes: https://www.forbes.com/advisor/in/business/software/vpn-not-connecting/

- Ratings and Reviews: https://apps.apple.com/us/app/free-vpn-unlimited-proxy-vpn/id1575330471?see- all=reviews

- 10+ Crucial AI CUstomer Service Statistics (2024): https://www.tidio.com/blog/ai-customer-service-statistics/

- The 36 key chatbot statistics: how chatbots help businesses grow in 2024 https://www.dashly.io/blog/chatbot-statistics/#:~:text=%F0%9F%A4%96%2069%2 5%20of%20consumers%20were,Chatbot%20customer%20service%20statistics.