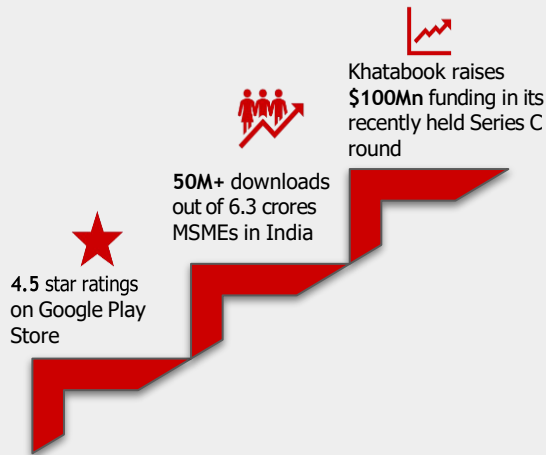


# Product Case Study On Khatabook

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# Improvement Features for Khatabook



- Khatabook is a **digital ledger keeping** app that allows its main users i.e the **shopkeepers and merchants** to keep track of their money without investing in very high end tech loaded accounting softwares like Tally, etc. Its a SaaS product that aims to solve a long lasting problem of continuously writing entries in a manual ledger for one of the largest user base it has tapped on which is around **6.5 crore user base MSME sector**.
- The points that make this my favourite product is the amount of value it adds to the lives of its users whether it be Clean, **User friendly UI/UX**, **tutorials for a new user** and a feature that the app can operate in around **20 different regional languages** which focuses more on digitizing India not just in the Tier 1 cities but taking these technologies to Tier 2 and Tier 3 cities as well.

Khatabook has been gaining its popularity among its potential user base through the **word of mouth marketing** but me being a regular user of the app have been facing some **pain points** while using the app, which if tackled can prove be fruitful for both the users and the product. Let's proceed with a **step-by-step plan** to cater to the problem by firstly looking at the various **potential users** of the app and their **pain points** and using the most suitable persona and **find solution** for their pain points.



**Raghav Bhatia, 22, Owner of Multiple Stores in Delhi**

*"I want to keep a track of daily transactions but can not afford hefty softwares for account keeping"*

**Goals:**

- ☐ To handle many accounts and ease the process of calculations of that.
- ☐ Wants to manage accountkeeping for all of his stores through a single Khatabook account.

**Frustrations:**

- ☐ Can't keep track of his multiple stores using a single account.
- ☐ Not willing to trust his employees with all the details of the other stores, including A/C No. and other relevant details.



**Smriti Agarwal, 35, Owner of Grocery Store in Allahabad**

*"Managing around 150-200 customers is a very tough job do manually hence I need an app to keep a track of my customers"*

**Goals:**

- ☐ Add the entries such that it is time saving and money saving.
- ☐ If i can do it in my mobile, that'll be easier for me and will be able to use it.

**Frustrations:**

- ☐ Finds it difficult to do entries manually.
- ☐ Customers fuss over credibility of entries made and want proofs for the same.



**Rakesh Gupta, 48, Owner of a General Store in Gaya**

*"I have certain fix customers who buys fix items on daily and weekly basis."*

**Goals:**

- ☐ To ease the process of daily fixed items of customers.
- ☐ Hassle free simple process for khata entries.

**Frustrations:**

- ☐ Tedious to register entries for a lot customers which are fixed on a regular interval.
- ☐ Consumes so much of time when there is too much rush.

Taking User 1 at the first priority as it is the most suitable persona because of the larger user base and easy adaptation to technical solutions.

## Feature #1: Introduction of Admin and Sub-Admin access in a single Khatabook account

### Feature Strategy:

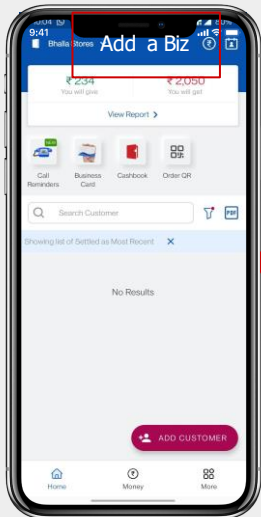
Introduction of **Admin and Sub-Admin** Access where the admin of an account can add various other businesses using the same account and can add sub-admins for those businesses.

### Insights:

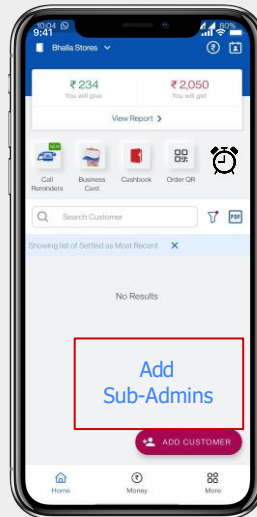
According to [SuperOffice](#), a customer stops using a product when he/she starts to think that the Company is not thinking about his/her pain points while using the product.

### Value Added to the User:

- Introducing this feature would motivate various **potential users** to **use Khatabook** to keep accounts of their multiple stores very handy instead of using various hefty softwares which are tough to comprehend.
- This will not only help to **increase the retention** of the users but will also **increase the acquired customers** as well.



A Call-To-Action(CTA) button which provides the user to **add his/her other businesses** on the same account with other relevant details of the business.



Adding a new feature where the user can send a **weekly reminder** to the credit holders for all of the added stores all at once in order to **keep track** of all the credits.

A Call-To-Action(CTA) button which provides the user to add a sub-admin for other businesses through a dropdown menu where he/she can add the sub-admin from the contact list and **assign them roles** like making entries and sending out daily reminders to the customers.

## Feature #2: Rolling out a Home Screen Widget

### Feature Strategy:

Introducing a **Home Screen Widget** for Khatabook app to manage daily transactions and other important interactions with the app. Adding a **section for pinned customers** where user can enter the cash flow for regular customers hassle free.

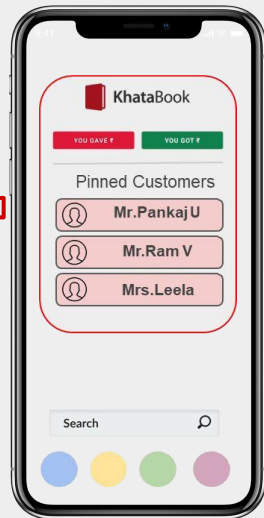
### Insights:

Based on a primary survey conducted for about 20 shopkeepers and merchants it was observed that around **85% of the users** are not able to maintain the records during their rush hours due to high **Average time spent per transaction** entry on the app.

### Value Added to the User:

- Adding a Home Screen Widget would reduce the **Average Time spent per Transaction** by approximately **3 seconds**.
- This will make the **onboarding funnel** easy for the users so that they do not bounce out of the product by getting frustrated with the **no. of steps** involved for making a transaction entry.

**Section for pinned customers** with their daily common entries such as milk, bread, groceries which are frequently bought by these customers which further reduces the Average time spent on the app per entry by approximately **10 seconds**.



A **quick access button** on home screen widget to record daily transactions during rush hours which solves the user's pain point of visiting the app every time the user needs to make an entry for the transaction hence **reducing the steps** of making each entry.

**Search button** along with the dropdown of all added customers where the user can make Customer wise entry **without opening the app** again and again.

## Feature Prioritization

### Impact Estimation:

No. of business added per account= 2

No. of transactions for each account= 17

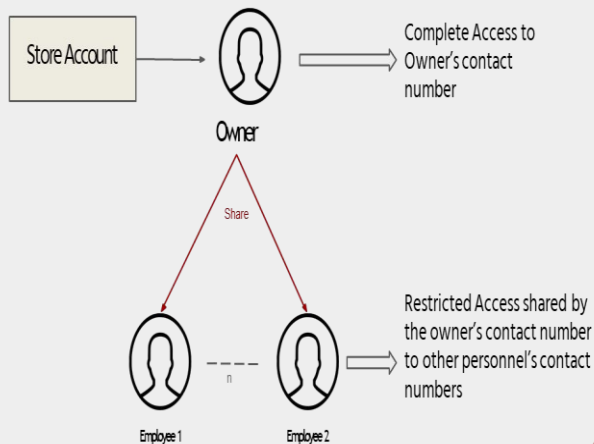
**No. of new transactions added per day=** (No. of Businesses added per account -1)\*No. Of transactions for each business= **17**

RICE Matrix	Reach (out of 5)	Impact (out of 5)	Confidence (out of 5)	Effort (out of 5)	RICE Score
Feature #1 (Admin and Sub-Admins)	4	4	5	3	26.66
Feature #2 (Homescreen Widget)	5	4	4	5	16

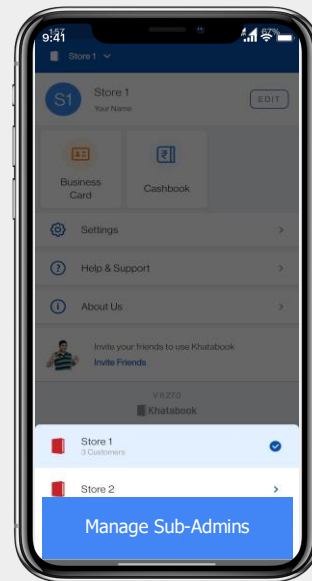
### Assumptions:

- Feature 1 has a smaller reach due to the **niche user base** it caters to, but adding a multi-user system requires **less effort** than developing a widget as a MVP.
- Although **Feature 2** has a larger user base but launching a widget for a MVP with minimal added features would not prove to fruitful and hence would not solve users' **pain-point of visiting the app** again and again completely.

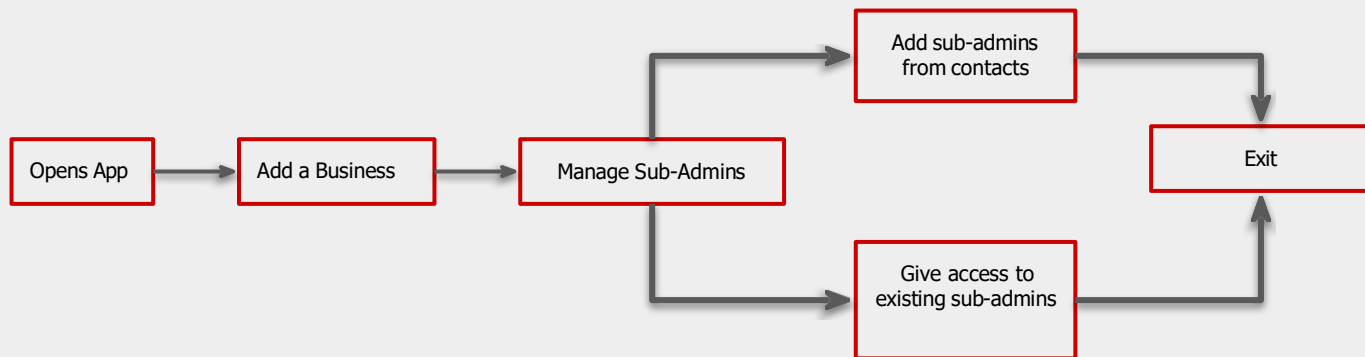
## Store Khata Access



- Security concerns addressed by **Restricted** access sharing only.
- Security can be further elevated by **time duration limited** access sharing .



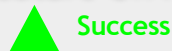
A section to manage all the **sub-admins** added along with their **details and roles**(data entry, accountant or any other role) to **give them access accordingly** such that the admin also has a **database** of all the roles given to the sub-admins

Revised user flow for  
Admin, Sub-Admin feature

## Success metrics to evaluate the MVP

### Activation

- CTR(Click-through-Rate of feature CTA button.



Success

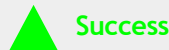
- # new businesses added per each Khatabook Account.



Success

### Retention

- DAU/MAU ratio:  
Daily Active Users of the feature / Monthly Active Users



Success

- Churn Rate: # customers churned/ total # customers



Success

### Satisfaction

- Net Promoter Score
- # referrals sent in a month per each Khatabook Account.
- Customer Satisfaction(CSAT):  
# positive responses/ # total responses



Success