Simpl

A Product Case Study

By

Vineeth Ramesh

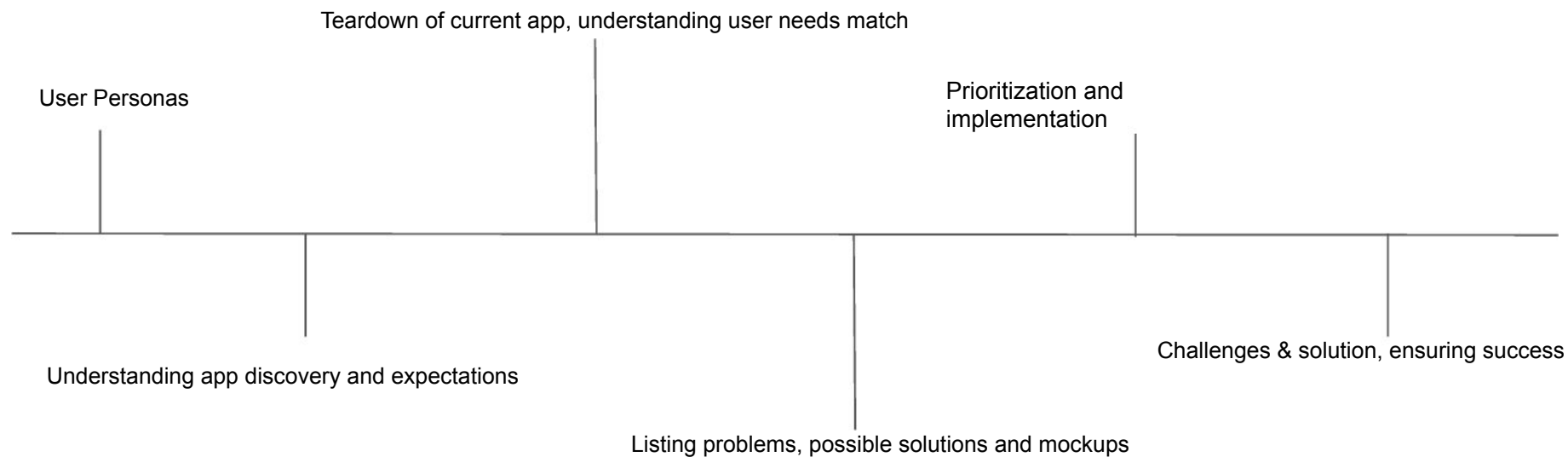# Problem Statement and Assumptions

1. Improve the Day 30 conversion for the product metric "successful app onboarding to first transaction".

2. Conceptualise a product strategy to 3x the rate (20% to 60%) at which users who get access to Simpl credit limit start transacting using Simpl across the merchant network..

Assumptions:

1. There are no budget constraints.
2. The user will make at least one transaction within 30 days of onboarding with one of the partner brands.
3. The number user has used to create Simpl account is same as the number used on partner brand.
4. The absence of Billbox section for the first time users is not deliberate.
   The goal has to be achieved as soon as possible.

Android app has been used for journey mapping.

Roadmap

Teardown of current app, understanding user needs match

User Personas

Prioritization and implementation

Understanding app discovery and expectations

Challenges & solution, ensuring success

Listing problems, possible solutions and mockups

User Personas

Sukirti, 28

Software Development Engineer

Goals and Behaviours:
1. Shops almost everything online
Deeply cares about family.
2 Looks for convenience and saving time
Wants to keep track of all her expenses.

Pain Points:

1.Waiting for OTP and entering CVV is frustrating
Forgets about bill payments.

2.Not many easy and widely accepted payment
method available

Yatharth, 22

Marketing Intern
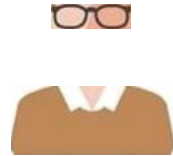
Goals and behaviours:
1.A big time foodie
2,Fashion freak
3.Deeply cares for discounts
3.Does not have a credit card

Pain Points:

1.Most discount are not lucrative.
2.Wants short term credit for 15-30 days.
3.Finds difficult to pay for costly items

Discovering Simpl

Stage	Scrolling social feed (Discovery through ad, social feed)	Talking to a friend	Searching for a BNPL solution	From a partner brand (No Transaction)
Thinking	How does this work? What is the difference between simpl and other payment options? Are there good discount offers?	It's great to have one click payment. Discounts and credit would be nice.	Hopefully it gives good checkout experience, good repayment period and higher limit.	What is this app about? How does the model work?The discount is good.
Feeling	Curious about the features Hopeful about the **discounts**	Happy to know about simpl. Excited to explore benefits.	Wanting to know about the partner brands.	Unsure about the credit terms, Wants to know if it's worth transacting with Simpl
Likelihood of a transaction	Medium	Very high	Medium	Medium

Clearly, the most crucial factor in giving the users desired satisfaction is effectively communicating about:
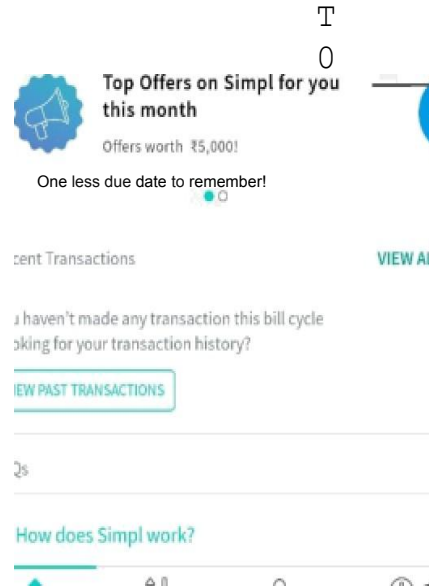
1. Discounts   2. Features and Benefits   3. Partner Brands   4. Terms of use (FAQs)

Exploring The Current App: Homepage

Given user has no transactions, the pay now CTA looks irrelevant.

Good to have the key information clearly highlighted.

User are unlikely to activate autopay before transacting. Adds unnecessary CTA.

No lucrative offers or impactful images used on the homepage, reducing the impact.

Area can be better used instead of showing no transaction history.

No mention of billbox feature like in the case of transacted user. It can increase transaction likelihood.

Top Offers on Simpl for you this month

Offers worth ₹5,000!

One less due date to remember!

cent Transactions

VIEW ALL

u haven't made any transaction this bill cycle oking for your transaction history?

IEW PAST TRANSACTIONS

How does Simpl work?

Digging Deep Into Homepage: Discounts, Benefits, Brands, FAQs
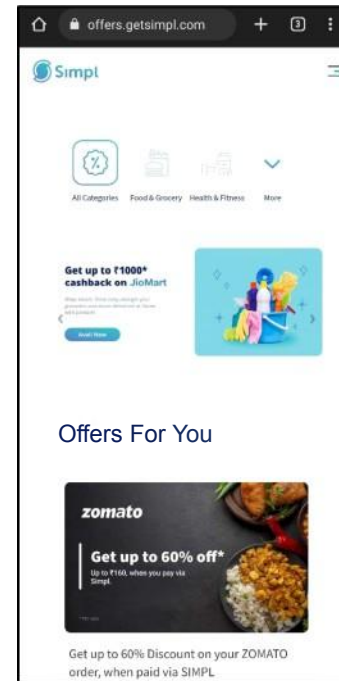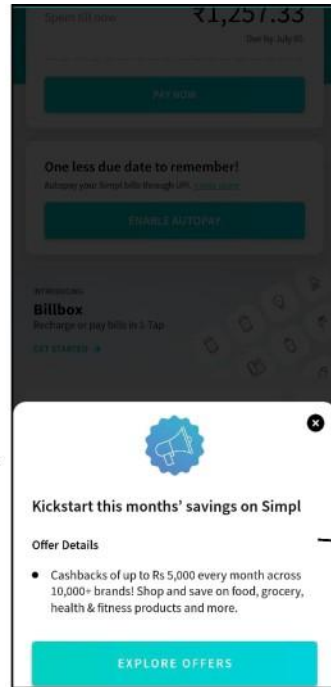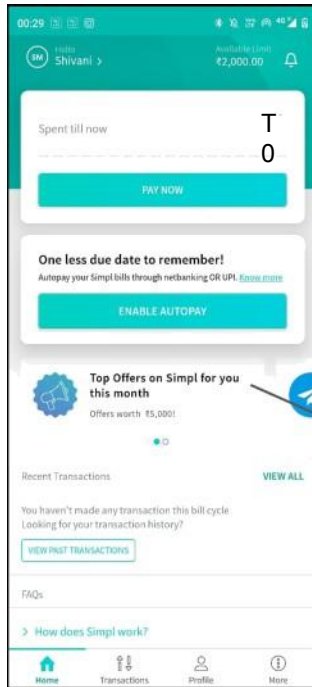
**Benefits: Not enough information available.**

Partner Brands: Merchants with which Simpl can be used has not been highlighted.
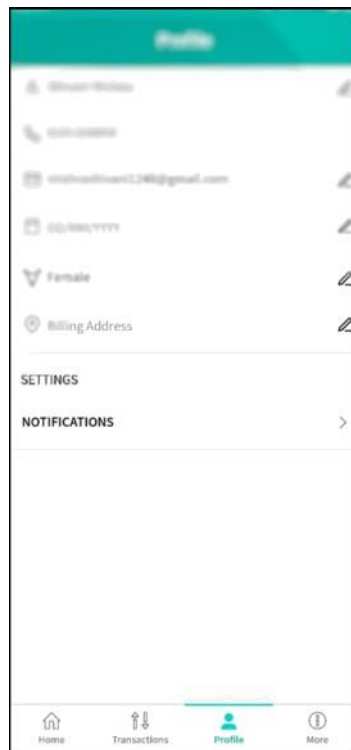
FAQs: Given. Could be improved.

Click on banner opens a popup increasing the friction

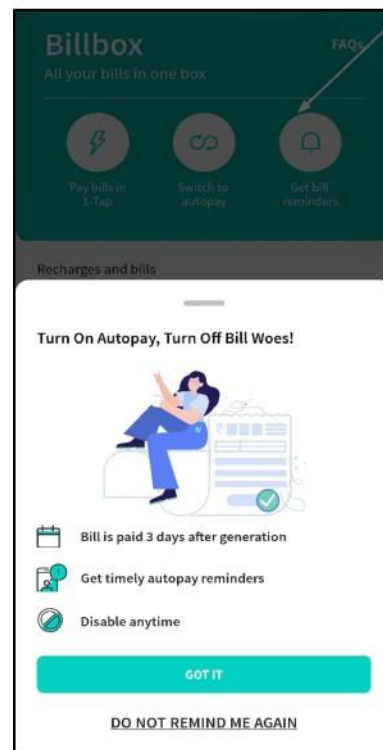User is then taken to a URL which impacts the user experience

Transactions and Billbox Tab

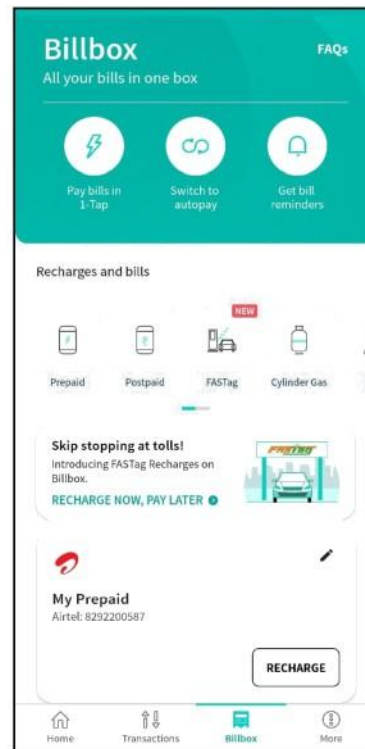**Even before user has explored the feature, autopay popup appears**
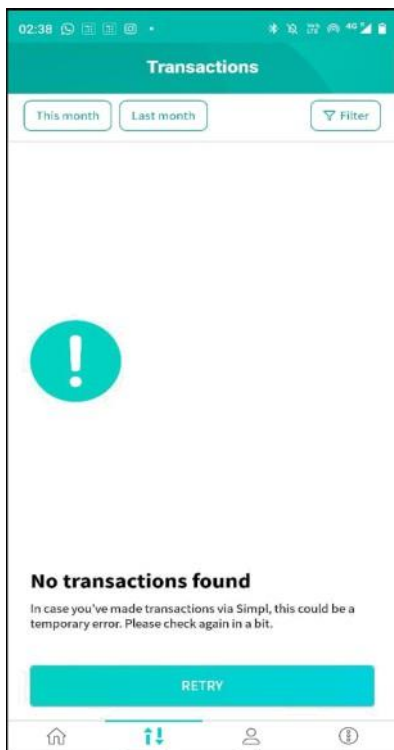
Copy can be improved. Rest good.

Looks fine.

Untransacted user don't have Billbox tab currently.

More section of the app:

Like billbox, users should know about this as well
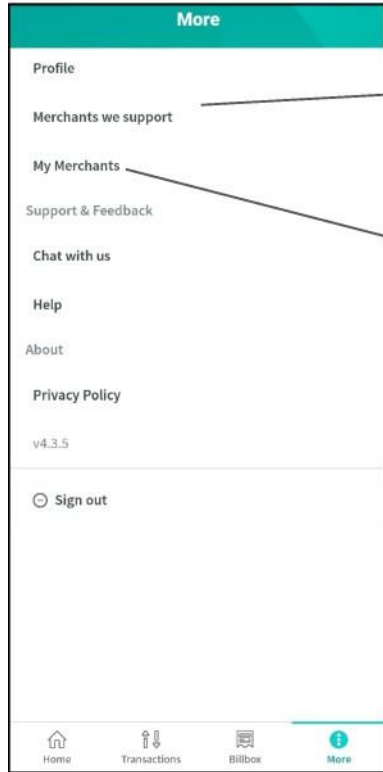
Looks okay
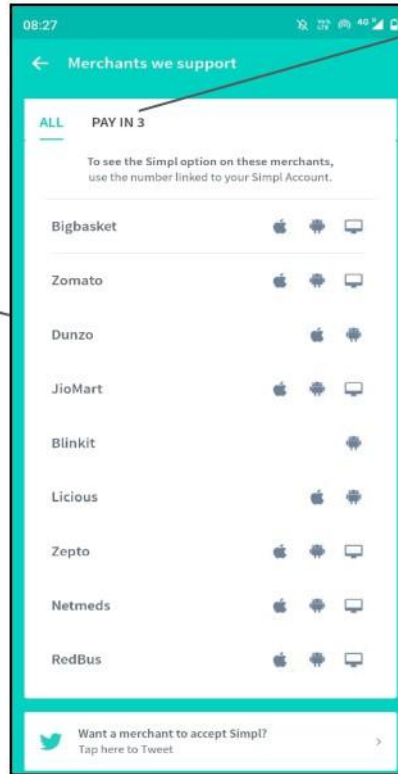
Important information, should be easily available
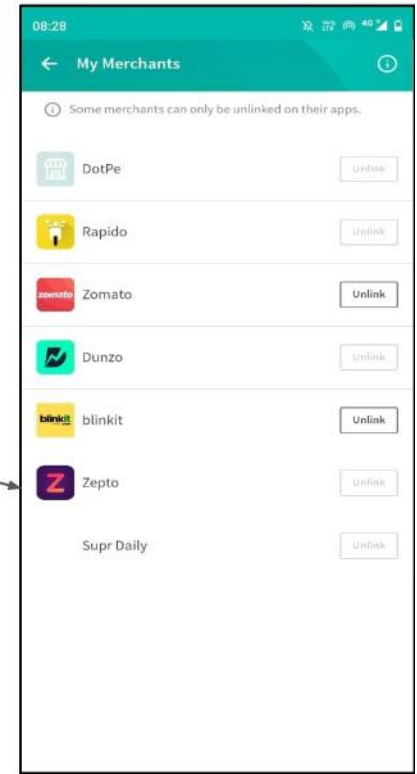
App linking can accelerate transactions

Getting Users to Transact: Identified Problems and Solutions

Problems	Solutions
Poor user flow leaving customers unclear of the inherent value	UI and UX improvements
No incentive to start transaction	Incentives to drive transactions
Not many high intent customers are coming (Discovering product from acquaintance has high transaction likelihood)	Referral program

Communicating Benefits

Description:

Homepage can be redesigned to show three payment options with Simpl:

I) Billbox II) Pay in Three III) Partner brand payments

Click on any of these options will open pages within app and without any friction.
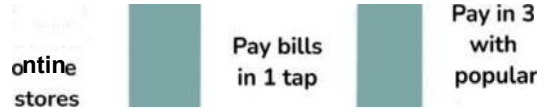
Rationale and Objectives served:
Clarity about use of the product can increase the recall at the time of

transaction. It adds to the better information flow giving users the

desired satisfaction.

Communicating Discounts and Partner Brands

Description:

Homepage can be reworked to highlight best discounts with partner apps.

Another tab can be added to app for full information on live discounts and all partner brands.

It should also have the names of as many partner brands as possible.

Click on the logo of the brand will open information page about the brand which will have a hyperlink to brand shopping page

Live oCe's	Paines brznds	Poy in 3 b adds
	CroC s	

Bigbasket
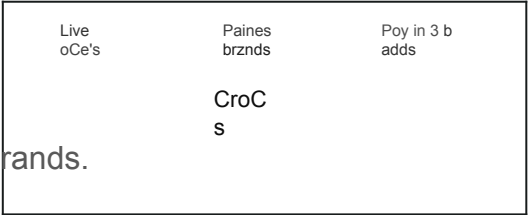
Rationale and Objectives served:

Discounts work great as a acquisition channel for Simpl (Lea rning based on user resea rch)
People love to save money and highlighting th at that would add a lot of value from the customer stand po inl

Users are likely to actively look for good offers and transact with Simpl

Adding Simpl As Payment Option On Partner Brands Checkout

Description:

The list of all the partner brands can be made more readily visible Ie to the users

Adj acent to the name of the brand, there could be a Linking button to add Simpl to the checkout page,

Licio u z

Option to introduce link Simpl with partner brand
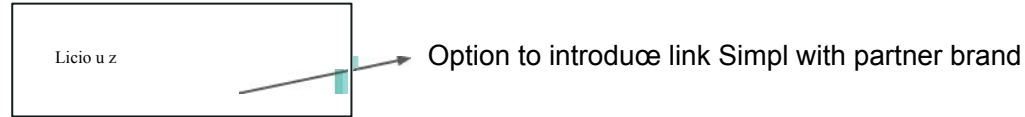
Rationale and objectives served:

Getting more customers to add Checkout with Simpl' to their most transacted brands will serve well for recall at the time of transaction

This is also likely to add to the user curiosity about the process given they've already taken multiple steps to understand the product.

Homepage Mockup: UI and UX Improvements

A small change has been made to this section to increase real estate

Autopay feature has been removed from the homepage to lessen CTAs and not confuse users.

Discount banners are now bigger and open inside app

A few partner brands have been highlights, for all the user will redirected to another section (next slide)

Specifying all the transaction channels at one place

FAQs have been continued here.

A new section has been added (next slide)

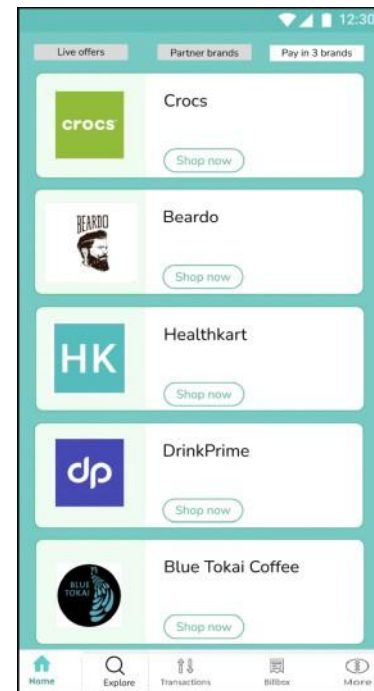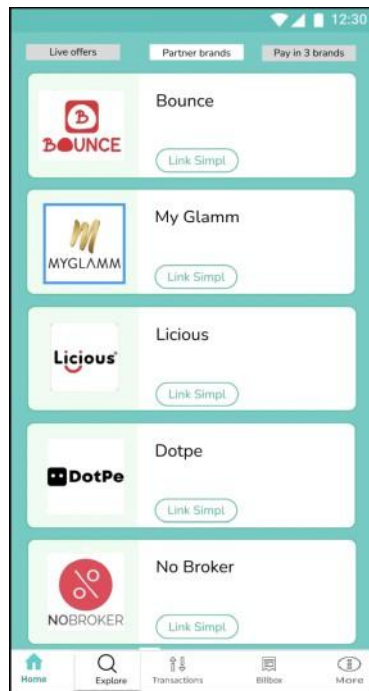# Mockups: UI and UX Improvements
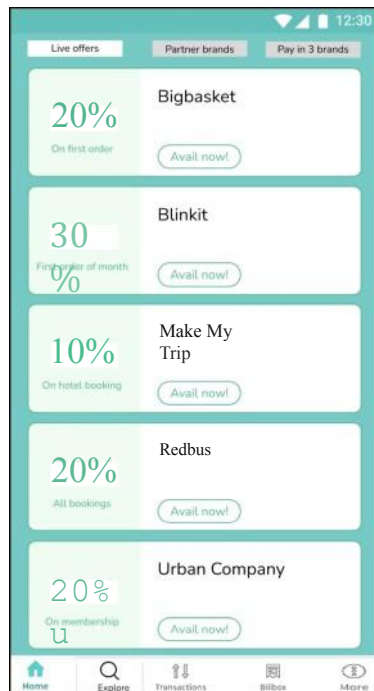
Crediting Users with Cashback

Description:

Simpl can credit users with a particular amount (say Rs. 50) when they sign-up.

This amount will be used adjusted in the next bill- like current credits (minimum bill amount criteria can also be kept).

This could be in addition to the cashback the customers get with partner brands

Cashback credits can be highlighted here

Rationale and objectives served:

Given discount is a big hook, user won't want the credit money (feeling that they already have the money with them) to go waste

A great execution of this would very likely bring word of mouth promotion.

Gamification For First Transaction

Description:
Scratch card can be presented to user after first transaction with good offers from partner

brands (cash discount or subscriptions).

This benefit will be well communicated on the homepage of the new user.
The scratch card can be accessed through notifications and the information will also be

communicated through text message

The scratch card will only be given to users transacting within 7 days of account creation

Rationale and objectives served:
Acquisition shows high intent, the aim now is to activate at any cost so multiple benefits including this can be explored.

Personalised discount coupons (or discounted subscription) from partner brands can bring them business and will cost us

nothing.

Keeping in mind first 7 days being most crucial days from activation point of view, this will create a sense of urgency.

Hello
Shivani >
Available Limit
₹2,000.00

Congratulations on your first transaction, scratch this card to get an offer curated for you! 😊

Simpl

Referral Program

Description:

A two way referral program can be introduced for the existing users of Simpl
The referee and the referrer both get the cashback only after the referee transacts with Simpl.

The referral cashback will only be credited if the referee transacts within a week of account creation
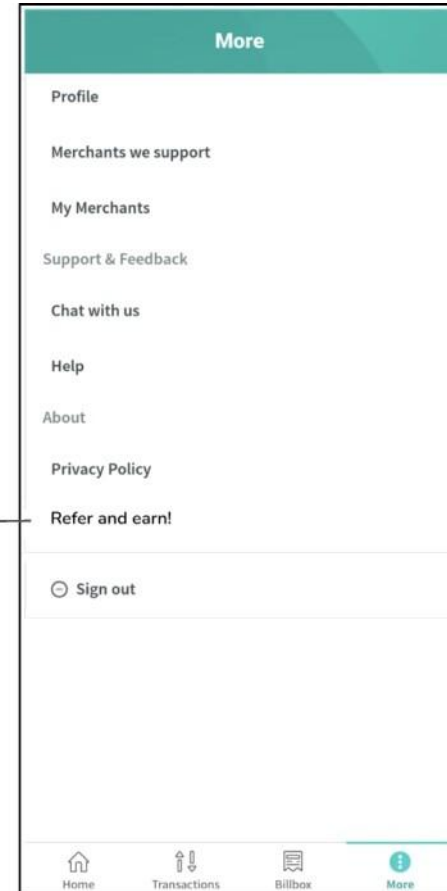
The option can be added to more tab

Rationale and objectives served:

Referral programs are highly proven method for both acquisition and driving desired action

Since the user is referred by somebody known, the trust is comparatively high

The sense of urgency (7 days restriction) increases the likelihood of quicker transaction significantly

Prioritization: MoSCoW Framework

In this case, a few changes are the basic ones and critical for the success of others so two pri oritisation frameworks have been used

I) MoSCoW prioritisation- Though this method is usually used for launches, it's been used to ensure the basic changes are not left out

Category	Feature	MoSCoW
UI and UX improvements	Communicating Benefits	Must have
	Communicating Discounts and Partner Brands	Must have
Incentives to drive transactions	Adding Simpl As Payment Option On Partner Brands Checkout	Should have
	Crediting Users with Cashback	Should have
	Gamification For First Transaction	Should have
Referral Program	Referral Program	Could have

Prioritization: RICE

For the should have and could have features, we'll use RICE framework.

Features/Changes	Reach (/100)	Impact	Confidence	Effort	RICE score
Adding Simpl As Payment Option On Partner Brands Checkout	60	2	60	1	**7200**
Crediting Users with Cashback	100	25	80	1.5	13,333
Gamification For First Transaction	70	1.5	50	2	2625
Referral Program	40	2.5	80	25	3200

Apart from the must have features from MoSCoW prioritisation, highlighted first two can be worked on first,

Ensuring Success: Identifying more opportunities

Stage	Introduction	Considering, downloading and signing up	After entering homepage	In the first 7 days	While uninstalling (if it comes to that)
Doing	Scrolling social feed, talking to a friend, searching for a BNPL solution	Checking the landing page, looking for social media profiles, asking questions to friends, checking for reviews	Checking the landing page, looking for social media profiles, asking questions to friends, checking for reviews	Visiting some of the partner brand apps and making payments there, might be paying some bills	Deleting the app data from phone
Opportunity	Strong CTA with focus on transaction. Eg. Starr *saving time and time from the first transaction itself.*	Ensuring that the landing page, social media profiles, and reviews clearly discuss the value propositions that would be helpful for the user.	Clearly highlighting the incentives for getting started with transactions.	Push notifications to remind users with witty lines about food and grocery orders (categories being most popular and with high frequency)	E—mail with a feedback form about app and with message saying while you've uninstalled it, we're sure you'll keep using Simpl at our partner brands highlighting benefits.

The changes **should improve the conversion by 3X (with very limited understanding of** current drop-offs, modelling impact is difficult).
The data will be analysed at regular intervals **to understand** what's **working** and what's not and focus accordingly.

Challenges in Execution and solutions:

Budget:

The cost of customer acquisition will go up with the changes.

- With gradual understanding of in budget best acquisition channel, spendings could be rationalised with huge focus on retention.

Time Required for the features:

The features are huge in nature and would take time to be built, tested and deployed.

- The most basic features should be deployed first moving to the complex ones (Changes requiring whole UI revamp can be worked upon side by side, launching easy acquisition experiments first).

Giving similar advantages to people who transact with partner brands first:

People who create account directly on partner brand and then transact will not be able to benefit unless things are modified.

- The same benefits must be rolled out for them for uniformity and customer trust. They can be communicated about it on text.

Thank you ...