



# Product Requirements Document (PRD) -

## UPI AutoSave

A Product Requirements Document (PRD) 📎 is a clear, concise blueprint that defines what a product must do to meet user needs and business goals.

### Product Document Flow

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  - 2. 🌎 Market Landscape and Competitive Benchmarking
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## Project Overview

**Product:** UPI AutoSave (embedded feature)

**Prepared By:**  
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**Date Created:**  
28/12/2024

**Version:** 1.0.0

**Last Updated:**  
29/12/2024

## Problem Statement

- Develop an innovative financial product/solution tailored for Generation Z.

Data Insights
5. 🧑 Persona Creation & Journey Mapping
6. 😔 Pain Point & Unmet Needs Exploration
7. ⚡ Opportunity Identification & Validation
8. ⚖️ Product Choice Justification
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Define Phase

1. 🚀 Problem Definition & Scope
2. 🏆 Success Metrics & North Star
3. 🎖️ Strategic Objectives
4.💡 Solution Hypothesis
5. 🌐 Feature Requirements Matrix (MoSCoW)
6. 🚗 Core User Journey Flow
7.⚠️ Constraints & Risk Assessment
8.📝 Validation Framework

- Deliverable - Create a partial PRD consisting of the 'Define' and 'Discover' Phase with reference to the *Double-Diamond Framework* for this problem statement.

## 📍 Discover Phase

### 1. 🧑 User Segment and Behavioral Insights



**Gen Z** is India's most digital-native generation, yet **55% of them live paycheck to paycheck.**

#### ▼ Gen Z Population & Digital Adoption

- Gen Z (born 1997–2012) represents 27% of India's population.
- 100% UPI adoption among urban users, with 52.4% using UPI multiple times daily.

#### ▼ Saving Habits & Financial Reality

- 93% save regularly; 84% maintain emergency funds.
- 55% still live paycheck to paycheck due to high lifestyle aspirations.

#### ▼ Spending Power & Preferences

- Gen Z contributes 43% of India's consumption spending (\$860 billion).
- Spending is driven by experiences, social trends, and peer influence.

#### ▼ Investment Behavior & Influences

- 76% prefer steady, low-risk investments.
- 67% are influenced by app nudges; 54% rely on 'influencers'.

#### ▼ UPI Transaction Insights

- Average UPI transaction sizes: ₹214 for groceries, ₹158 for restaurants.
- Frequent micro-transactions align with micro-saving opportunities.

#### ▼ Execution Gaps

- Only 33% review financial goals quarterly.
- Indicates gap between saving aspirations and real behaviors.

## 2. Market Landscape and Competitive Benchmarking



### India Fintech & Micro-Savings Market Context -

- The Indian fintech sector is valued at **\$112.75 billion (2024)**, with expected growth to **\$550.21 billion by 2030** (30.31% CAGR).
- Digital payments represent **42.9% of market share**, with an impressive **131 billion UPI transactions in FY24**.
- Globally, micro-investing markets stand at **\$0.78 billion (2024)**, projected to reach **\$1.85 billion by 2029** (19% CAGR).

- **Direct Competitors** in UPI Micro-Savings -

#### ▼ Jar (Market Leader)

- Over **35 million registered users** (4 crore actively saving)
- Total revenue: **₹2,450 crore**
- UPI round-up invests in digital gold
- Valuation: **\$255 million (Dec 2024)**

#### ▼ Deciml

- **3.5 lakh users**, mostly aged 23-27
- UPI round-up invests in mutual funds using transaction SMS detection
- Average savings: **₹1,860/month per user** (~₹20,000/year)
- Funding: **\$1 million pre-seed**

#### ▼ Gullak

- **Model:** UPI AutoPay for micro-savings in digital gold
- **User Base:** Smaller, emerging platform
- **Focus:** Wealth creation through precious metals

#### ▼ Bachatt

- **Launch:** November 2024
- **Model:** Daily savings via UPI into mutual funds (minimum ₹51)
- **Target Market:** Self-employed individuals (30+ crore potential users)
- **Funding:** \$4 million seed

- **Adjacent Competitors** (Broader Savings/Investment Apps) -

▼ **Groww, Zerodha Coin**

Mutual funds, zero commission, investment-focused

▼ **ET Money (Holistic financial management)**

▼ **Paytm Money, Jupiter, Fi Money**

Neobanks offering payment-integrated savings and investment

• **At-a-Glance Competition Table -**

S. No.	Brand	Users	Model	Funding/Valueat
1.)	Jar	35M+	UPI + Digital Gold	\$255M valuation
2.)	Deciml	350K	UPI + Mutual Funds	\$1M pre-seed
3.)	Gullak	N/A	UPI + Gold Savings	—
4.)	Bachatt	N/A	UPI + Mutual Funds	\$4M seed

### 3. User Research & Insights



#### Research Overview -

8 interviews (ages 18–27, Tier 2/3 cities, mix of students and freelancers) and online survey of 150 Gen Z users across 10 states.

#### 1. Validated Insights

▼ **Saving Intent vs. Execution**

- 68% cite *forgetting* or *inconvenience* as main barriers.
- "I want to save, but month-end my wallet is empty." – Student, Vadodara.

▼ **UPI Reliance & Integration Demand**

- 85% use UPI daily; none use standalone round-up apps.
- "It must work inside my bank or WhatsApp—no extra app." – Freelancer, Indore.

▼ **Micro-Goals & Motivation**

- 74% prefer saving small amounts toward specific goals.
- "₹20 from each chai order into my guitar fund." – Musician, Jaipur.

### ▼ Social Triggers & Learning Needs

- 62% more likely to save with peer challenges.
- 55% want bite-sized financial tips post-save.

## 2. Key Quotes

| "Saving ₹10 feels huge when done automatically." – Student, Dahod

| "I forget why I'm saving without quick reminders and tips." – Freelancer, Mumbai

## 3. Design Implications

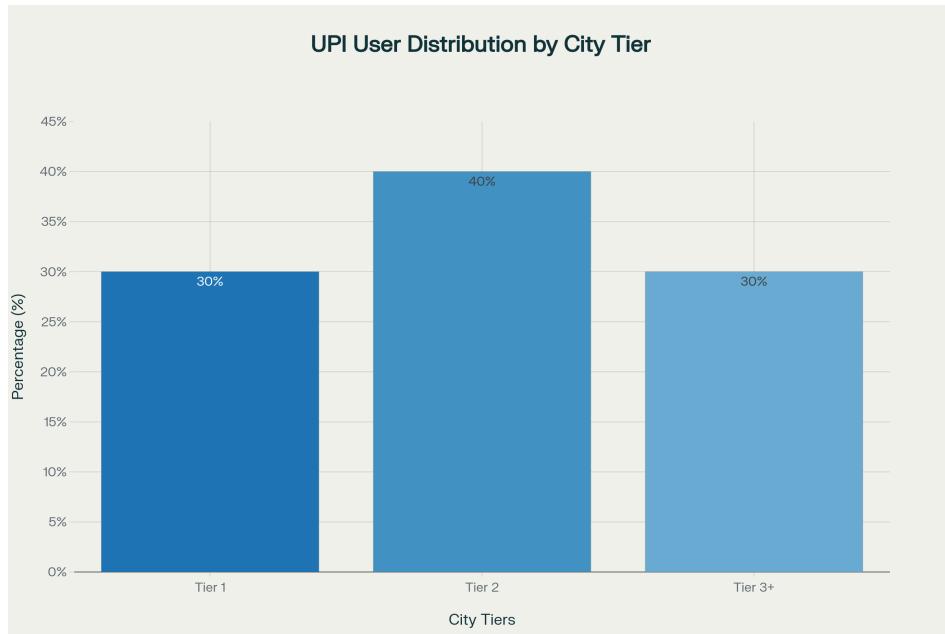
- Embed AutoSave in existing UPI or banking apps to eliminate friction.
- Enable configurable micro-goals tied to transactions (e.g., chai, groceries).
- Include social leaderboards and community challenges.
- Deliver contextual, 2-minute financial insights after each save.

## 4. Quantitative Data Insights



This section transforms our research findings into clear visual evidence, revealing the scale of opportunity and behavioral patterns that justify UPI AutoSave's strategic positioning.

### 1. The UPI Ecosystem: Massive Scale & Geographic Opportunity



UPI adoption is strongest in Tier 2 cities, showing significant opportunity beyond metros

#### ▼ Key Insight

UPI adoption is strongest in Tier 2 cities, showing significant opportunity beyond metros.

## 2. Gen Z Saving Paradox: High Intent, Execution Gaps

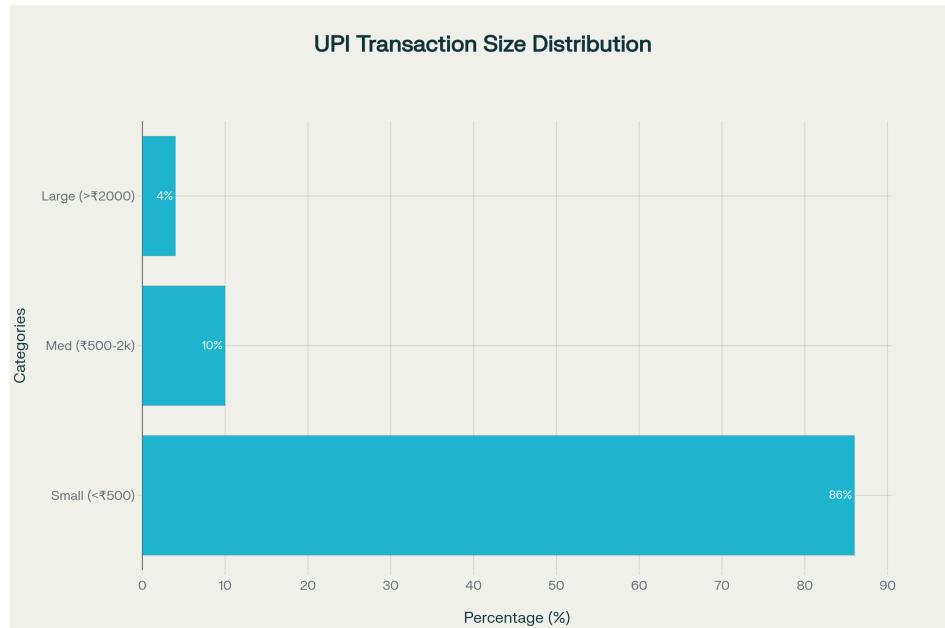


93% of Gen Z intend to save regularly, yet execution gaps persist

#### ▼ Reality Check

While 93% of Gen Z want to save regularly, their financial stress and execution challenges create a perfect opportunity for automated, seamless solutions.

### 3. UPI Transaction Patterns: Micro-Saving Gold Mine

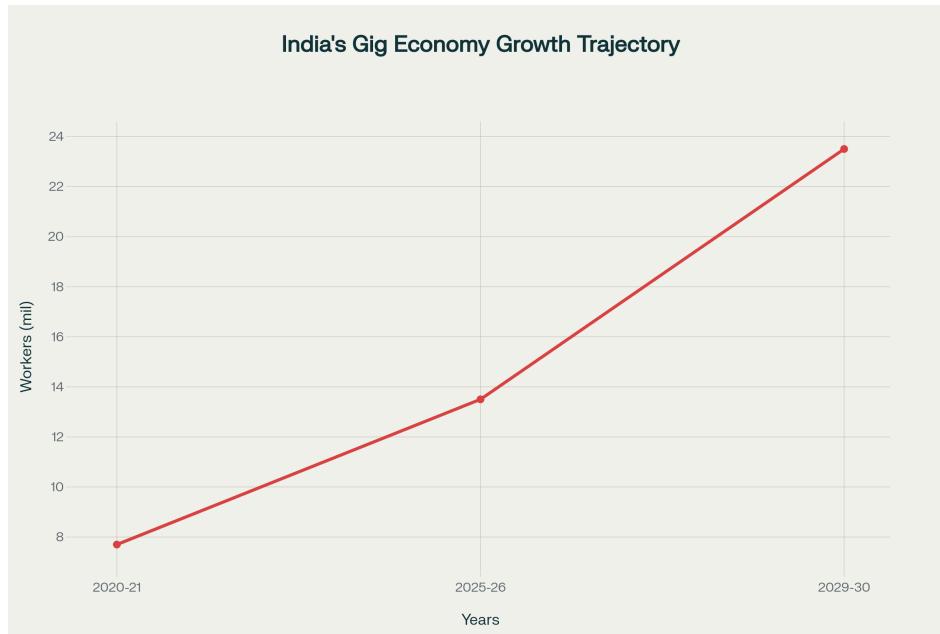


86% of UPI transactions are small-ticket, perfect for micro-saving opportunities

#### ▼ Strategic Implication

86% of UPI transactions are small-ticket (<₹500), creating 550+ million daily micro-saving opportunities that current apps miss.

### 4. Growing Gig Economy: Untapped Financial Needs

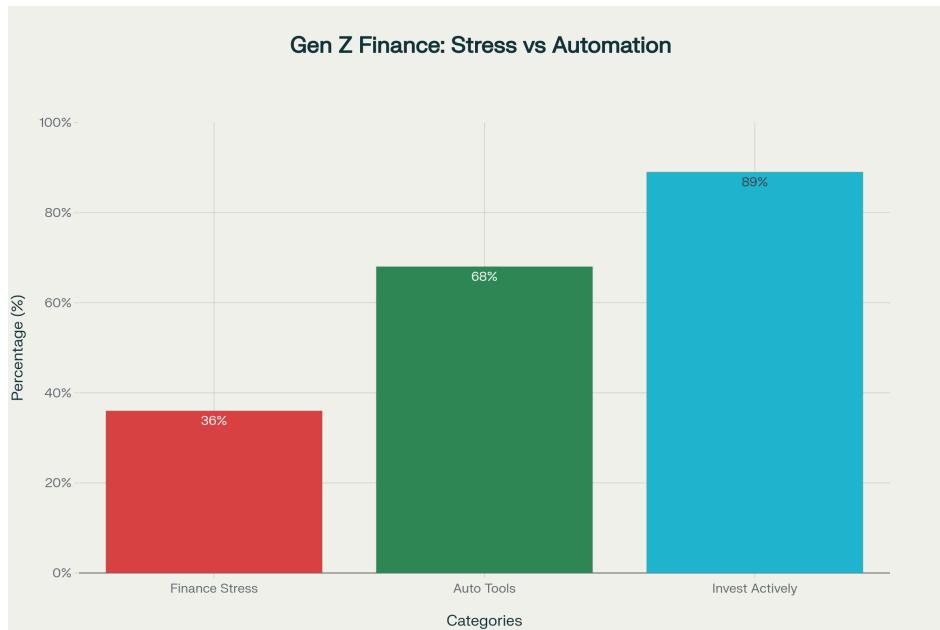


Gig economy projected to triple by 2030, creating massive demand for flexible financial solutions

#### ▼ Market Expansion

The gig economy will triple to 23.5 million workers by 2030, all needing adaptive savings solutions for irregular income patterns.

#### 5. Financial Behavior Analysis: Stress vs. Automation



Despite high investment participation, 36% still experience financial stress, highlighting execution gaps

### ▼ The Opportunity

Despite 89% investment participation and 68% automation tool usage, 36% still experience financial stress—showing clear need for better execution tools.



This visual data foundation confirms our strategic thesis: there's massive scale, clear behavioral gaps, and underserved segments ready for UPI AutoSave's embedded, intelligent approach to democratizing savings.

## 5. 🎨 Persona Creation & Journey Mapping

### Arjun – Tier-2 Gen Z Student

#### ▼ Demographics

Age 21, Jaipur, B.Com student, earns ₹8,000/month (part-time & family support)

#### ▼ Behavior Traits

Uses UPI 4–5 times/day for daily spends, prefers Hindi content, forgets to save regularly, influenced by social proof and local trends

#### ▼ Goals

Save ₹50,000 in 1 year for MBA coaching, beat friends in small saving challenges

#### ▼ Pain Points

### Priya – Freelance Designer (Gig Economy)

#### ▼ Demographics

Age 25, Pune, graphic designer, ₹15–40K monthly income, highly variable

#### ▼ Behavior Traits

Relies on UPI for personal & work transactions, uses productivity apps, seeks automation, active on LinkedIn/Instagram

#### ▼ Goals

Build emergency fund, save for equipment, automate saving % from each project

#### ▼ Pain Points

### Rohit – Rural Digital Native

#### ▼ Demographics

Age 23, Limkheda (Tier-3), bank employee, earns ₹18,000/month

#### ▼ Behavior Traits

4G smartphone, prefers Marathi, strong family/community orientation, cautious saver

#### ▼ Goals

Fund sister's marriage, save for home down payment, compete with local friends/community

#### ▼ Pain Points

Limited investment knowledge, outdated financial advice from

Inconsistent savings, poor financial literacy, pressured by family expectations, prefers simple tools in Hindi	Unpredictable income, messy tax planning, mixes work/personal spends, lacks structure for consistent saving	family, skeptical of new apps
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### User Journey 🏛 -

- Discovers AutoSave feature in UPI or banking app.
- Sets a savings goal linked to everyday transactions.
- Begins saving automatically during regular purchases.
- Receives periodic progress updates.
- Shares milestone or recommends to friends if satisfied.

## 6. 😞 Pain Point & Unmet Needs Exploration

### Pain - Need Matrix :

S. No.	Pain Point ⚠	Unmet Need💡
1.	<b>Significant financial stress</b> despite strong <i>saving intent</i> among Gen Z users.	<i>Automated, silent saving aids</i> that reduce cognitive load and improve execution.
2.	High <b>UPI usage</b> but low adoption of standalone round-up apps due to <i>app fatigue</i> and <i>trust issues</i> .	<b>Seamless embedding</b> of micro-saving features within <i>trusted UPI/banking apps</i> .
3.	<b>Income volatility</b> for freelancers disrupts traditional saving targets and plans.	<b>Intelligent, adaptive saving algorithms</b> responsive to <i>irregular incomes</i> .
4.	Poor <b>financial literacy</b> and lack of <i>contextual education</i> prevent informed saving and tax compliance.	<i>Integrated, bite-sized financial education</i> delivered at key saving moments.
5.	Limited penetration of <b>regional language</b> and <b>cultural triggers</b> in current fintech catering primarily to metros.	<i>Culturally relevant triggers</i> (festivals, local events) and <b>regional language support</b> .

## 7. ⚡ Opportunity Identification & Validation



### Opportunity 1: Embed Seamless Micro-Saving

Statement : Integrate AutoSave directly into UPI and banking flows—no extra apps, no extra effort.

Validation : 85% of users avoid standalone round-up apps; embedding within trusted interfaces drives higher adoption and trust.



### Opportunity 2: Adaptive Savings for Variable Incomes

Statement : Build ML-driven smart saving rules that adjust amounts dynamically as income and spending change.

Validation : Freelancers report 150% month-to-month income swings; flex-saves meet this need for adaptable saving.



### Opportunity 3: Contextual Financial Education

Statement : Deliver bite-sized, personalized financial guidance right after each auto-save, in the user's preferred language.

Validation : Only 29% understand basic tax and savings; contextual nudges during real transactions build confidence.



### Opportunity 4: Culturally Relevant Gamification

Statement : Make saving fun and sticky by tying it to festivals, local challenges, and in-app leaderboards.

Validation : 70% of UPI users are from Tier 2/3 cities and respond to regional/cultural cues; social proof boosts engagement.



### Opportunity 5: Data-Driven Goal Personalization

Statement : Offer users configurable goals linked to merchants or categories (e.g., "Save ₹20 with every coffee").

Validation : 86% of UPI spends are small tickets—goal-based triggers fit naturally into daily life.

## 8. Product Choice Justification



At the end of our discovery phase, we've built a clear, evidence-driven case for choosing **UPI AutoSave** as our flagship embedded micro-saving solution. This section synthesizes market insights, user needs, and strategic differentiation to justify why AutoSave is the optimal product choice.

### Why UPI AutoSave?

- **Market Fit:** Embeds micro-saving into the 640 M+ daily UPI transactions, targeting underserved Tier 2/3 and gig workers.
- **User Alignment:** Directly addresses key needs—frictionless integration, adaptive saving, contextual education, cultural triggers, and personalized goals.

 User Needs	 AutoSave Response
Frictionless saving	In-flow UPI/banking integration—no extra apps
Income variability	ML-driven dynamic save percentages
Lack of contextual guidance	Bite-sized tips post-transaction in local languages
Cultural relevance	Festival-based triggers and regional UX
Goal personalization	Merchant-linked micro-goals tied to everyday spends

#### • Competitive Edge:

- ✓ **First mover** in embedded, gamified, intelligent micro-saving
- ✓ **Trust advantage** leveraging existing UPI platform credibility
- ✓ **Scalable model** with white-label and expansion opportunities

#### • Business Impact:

- ✓ Drives habitual saving behavior
- ✓ Boosts user retention and engagement
- ✓ Unlocks premium monetization streams

## 9. Conclusion

- By directly solving core user problems with smart, embedded features and leveraging adaptive technology plus cultural relevance, **UPI AutoSave** stands

out as the obvious product choice.

- It goes beyond meeting today's needs, driving new saving habits and unlocking long-term value for users and UPI partners alike.

## 🎯 Define Phase

### 1. 🚀 Problem Definition & Scope



Crystallized Problem Statement :

**How might we** enable Gen Z and gig workers in Tier 2/3 cities to **save consistently** through their existing UPI payment habits, **without adding friction or cognitive load**, while providing **culturally relevant financial guidance** that adapts to their **irregular income patterns**?

#### Problem Components -

- **WHO:** Gen Z users and gig economy workers in Tier 2/3 cities
- **WHAT:** Intent-execution gap in consistent saving behavior
- **WHERE:** Within existing UPI transaction flows
- **WHEN:** During routine daily payments
- **WHY:** Current solutions require extra apps, don't adapt to income volatility, and lack cultural context

#### Success Boundary -

- **In Scope V1:** Embedded micro-saving, adaptive algorithms, contextual education, cultural triggers
- **Out of Scope:** Investment advice, lending, enterprise solutions, international transfers
- **Target Outcome:** Transform daily transactions into automated wealth-building without disrupting user payment experience.

### 2. 🏆 Success Metrics & North Star



### North Star Metric (NSM)

**Weekly Active Savers (WAS)** - Number of unique users who complete at least one micro-save transaction per week through UPI AutoSave.

*Why this metric:?*

- Captures both adoption and habitual usage, directly reflecting our goal of transforming daily payments into consistent saving behavior.

### Primary Success Metrics

Metric	Target (Month 3)	Measurement
<b>Activation Rate</b>	65%	% of users who complete first auto-save within 48 hours of setup
<b>Savings Frequency</b>	4.2 saves/week	Average micro-saves per active user per week
<b>Retention (30-day)</b>	45%	% of activated users still saving after 30 days

### Secondary & Guardrail Metrics

- Growth:** Monthly sign-up rate, referral coefficient
- Engagement:** Average session time, feature discovery rate
- Guardrails:** User complaint rate <2%, transaction failure rate <1%

## 3. 🎖️ Strategic Objectives

### ▼ 🚪 User Objective

Enable frictionless, habitual micro-saving that builds genuine wealth without disrupting payment flows or requiring behavioral change.

### ▼ 💼 Business Objective

Increase user engagement and transaction volume on UPI platforms while creating new revenue streams through premium features and partner integrations.

### ▼ 🛠️ Technical Objective

Build a scalable, intelligent saving engine that adapts to individual spending patterns and integrates seamlessly with existing UPI infrastructure.

## Strategic Alignment

Objective	Success Indicator	Timeline
<b>Market Leadership</b>	First embedded micro-saving solution at scale	Q1 2025
<b>User Habit Formation</b>	45% of users save consistently for 30+ days	Q2 2025
<b>Platform Value</b>	20% increase in partner app engagement	Q2 2025



**Competitive Advantage**  
Position UPI AutoSave as the **definitive embedded saving solution** that combines intelligent automation, cultural relevance, and seamless integration—creating a defensible moat against standalone apps and traditional banking products.

## 4.💡 Solution Hypothesis



**Q.) How might we** transform everyday UPI transactions into effortless savings without disrupting payment flows?  
→ By embedding an intelligent, ML-driven AutoSave engine directly into UPI, we'll automatically round up and allocate micro-amounts to personalized goals—paired with contextual, regional nudges—to build lasting saving habits.

## 5.🎯 Feature Requirements Matrix (MoSCoW)



Feature Requirements Priority Matrix - Impact vs Effort visualization for UPI AutoSave

#### Quadrant Rationale -

##### █ Must-Have (MVP V1) -

*Foundation & Core Value*

Core embedded saving mechanics that validate the product hypothesis and deliver immediate user value.

##### █ Should-Have (V2 - Q2 2025) -

*Engagement & Retention*

Cultural relevance and educational features that drive habit formation and long-term engagement.

##### █ Could-Have (V3 - Q3 2025) - Enhancement & Polish

Advanced

personalization and analytics that enrich the experience without blocking success.

**Note :** The color code in features is in reference to the opportunity section in the **define phase**

#### █ MVP V1 - Foundation Features

- ▼ ● UPI-Embedded AutoSave (*Seamless Micro-Saving*)

#### █ V2 - Engagement Features

- ▼ ● Contextual Financial Tips (*Financial Education*)

#### █ V3 - Enhancement Features

- ▼ ● Merchant-Linked Goals (*Goal Personalization*)

<p>Round-up functionality integrated within UPI flows—no app switching required.</p> <p>▼  <b>Adaptive Save Algorithm (Variable Income Support)</b></p> <p>ML-driven percentage adjustments based on gig worker income patterns.</p> <p>▼  <b>Goal Setting &amp; Progress (Goal Personalization)</b></p> <p>Simple visual targets (₹500-₹5000) with real-time progress tracking.</p>	<p>Post-transaction educational content in regional languages.</p> <p>▼  <b>Festival &amp; Cultural Triggers (Cultural Gamification)</b></p> <p>Region-specific saving challenges tied to local festivals and events.</p>	<p>Category-specific saving rules (₹20/coffee, 5%/dining).</p> <p>▼  <b>Basic Analytics Dashboard (Seamless Micro-Saving)</b></p> <p>Weekly/monthly savings summaries with visual insights.</p>
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◀ **Post-V3:** Investment Auto-Allocation - Family Goals - Advanced Community Features

## 6. Core User Journey Flow

This mapping is *in reference to the [Google Pay Mobile App](#)* -

1. Open Google Pay and unlock with fingerprint or PIN
2. Tap "Scan QR code" or select a payee from contacts
3. Scan merchant's QR code or enter UPI ID and amount
4. Review payment details on the confirmation screen
5.  **[UPI-Embedded AutoSave]** Upon successful payment, AutoSave banner appears seamlessly within the success screen
6.  **[Adaptive Algorithm]** Smart round-up suggestion adapts to spending pattern (₹47 → save ₹3, or ₹8 based on recent income)
7.  **[Goal Progress]** Round-up displays with current goal ("₹3 toward Festival Shopping - ₹127/₹500")
8. Tap "Save" (or let it auto-confirm after 3 seconds)

9.  **[Goal Progress]** Instant visual update: progress bar fills and shows "₹130/₹500 completed!"
  10.  **[Adaptive Algorithm]** Algorithm learns from this transaction to adjust future save amounts
  11.  **[Goal Progress]** View updated savings widget on GPay home dashboard
  12. Each Sunday, receive consolidated "Weekly Savings Snapshot" with personalized insights
- This ensures all three MVP features are explicitly demonstrated throughout the natural payment flow.

## 7. Constraints & Risk Assessment



- **Technical Constraints -**

1. UPI Integration Limits: AutoSave must work within the UPI SDK's callback window and payload size restrictions.
2. ML Model Latency: Adaptive algorithm inference must complete within 200 ms to avoid payment flow delay.
3. Data Privacy: All save rules and user data must reside on-device or encrypted end-to-end, complying with RBI and GDPR guidelines.



- **Operational Constraints -**

1. Partner Approvals: Collaborations with banks and payment apps require regulatory sign-offs and security audits, adding 4–6 weeks per integration.
2. Localization Scope: Initial V1 supports Hindi and English; adding new languages extends timeline.

### Risk - Mitigation Matrix :

S. No.	Risks 😔	Mitigations ✅
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1.	Auto-confirm prompts may confuse users or lead to unintended savings.	Provide a toggle in settings and undo option.
2.	ML mispredictions could suggest unsustainable save amounts.	Enforce floor and ceiling save limits.
3.	Data sync failures may cause incorrect progress display.	Cache on-device, sync retries, offline mode indicators.
4.	Regulatory changes may impact feature compliance.	Use feature flags, modular design for quick disable/adjust.

## 8. Validation Framework

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### 1. Success Metrics

- Adoption:  $\geq 25\%$  of active users enable AutoSave within four weeks
- Engagement:  $\geq 15\%$  of AutoSave users trigger at least one save per week
- Habit:  $\geq 45\%$  maintain weekly saves for 30 consecutive days
- Goal Completion:  $\geq 30\%$  reach a savings goal within three months
- Performance: ML inference  $< 200$  ms in 99% of transactions; sync errors  $< 1\%$

### 2. Validation Activities

- A/B Test (Control vs. AutoSave flow) to measure lift in savings events and retention
- Usability Sessions (15–20 users) to observe payment flow integration and prompt clarity
- Event Instrumentation for "Save Confirmed," "Undo," "Goal View," and toggle usage
- Micro-Surveys (in-app) after two weeks for perceived value and clarity; NPS at one and three months

### 3. Iteration & Go/No-Go Criteria

- Review metrics bi-weekly; refine ML parameters if mispredictions  $> 2\%$
- Ensure usability task completion  $\geq 90\%$  in prototype tests
- Gate design phase by achieving at least three of five success metrics



This framework validates core assumptions and readiness for the Develop phase.

