
Product Portfolio

-Zubair Akhtar

Product Growth

– Zubair Akhtar



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Introduction

- Notion was founded in 2016 by Ivan Zhao, and is headquartered in San Francisco, California.
- Notion is a powerful productivity tool that combines the functionality of a task management tool, note-taking app, project management software, and more, all in one platform.
- Notion's flexible and customizable workspace allows users to create and organize their own databases, wikis, calendars, project plans, and more, all in one place.
- Notion is particularly popular among remote workers, students, and knowledge workers who need to stay organised and productive.

Statistics

Total Users

30 Million+

Paid Customers

4 Million+

Revenue

\$67.2 Million+ ARR

User Age Group

17-35

Valuation

10 Billion

Total Funding

\$343.2 Million

Team

200+

Notion Ambassadors

90+ Influencers

User Personas



MEGAN MANNING
28
PRODUCT MANAGER

Motivation:

- Organization
- Collaboration
- Task Management
- Knowledge Management
- Flexibility



TRISHA RAM
29
FREELANCE DESIGNER

Motivation:

- Deliverables tracking
- Website hosting
- Portfolio Management
- Centralized Data Hub
- Budget tracking



JOHN NADAR
24
COLLEGE STUDENT

Motivation:

- Task Tracking
- Note Taking
- Knowledge database
- Productivity booster
- Journaling



ABHISHEK SINHA
21
CONTENT CREATOR

Motivation:

- Website hosting
- Template portfolio
- Notion Consulting
- Content Creation
- Bookkeeping

Persona in focus



MEGAN MANNING

28

PRODUCT MANAGER

Motivation:

Organization

Collaboration

Task Management

Knowledge Management

Flexibility

Frustrations:

Complexity

Customization

Performance

Mobile App Robustness

Team Adoption

JOURNEY PHASES

Acquisition

Activation

Retention

Referral

ACTIONS

1. Discovers Notion from a colleague/friend or through own research

2. Previews the product through job boards or colleague's account and decides to give it a try

3. Goes through onboarding process of setting up account and creating workspace

1. Scrolls through home screen to take a detailed look at all the features provided on the platform

2. Evaluates the features by comparing the templates and UX with similar platforms

3. Starts using Notion to organise tasks, projects and experimenting with templates/databases

1. Experiences boost in productivity as she becomes more familiar with Notion's functionalities

2. Actively collaborates with team and starts using Notion to track metrics

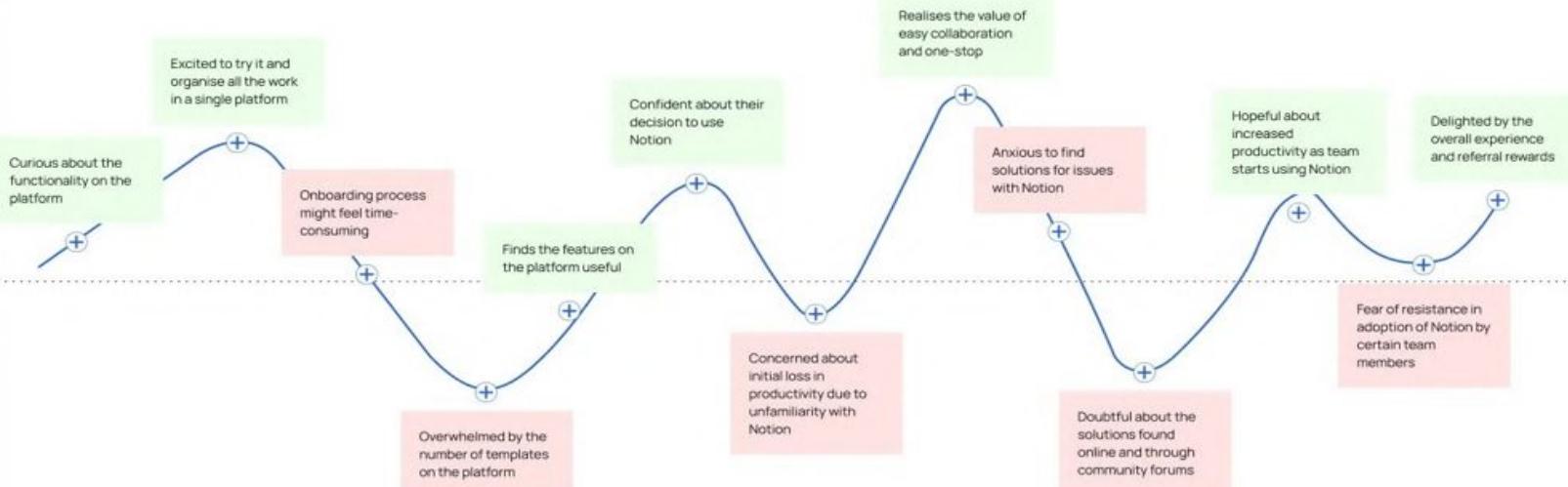
3. Seeks solutions to issues with Notion through online research or community forums

1. Continues using Notion as primary productivity tool and collaborating with her team

2. Recommends friends and other PMs to use Notion for improved productivity at work

3. Provides feedback to Notion team and tries out new features as the platform evolves

MINDSETS AND EMOTIONS



Current Growth Loop

Acquisition

Word of Mouth

SEO

Social Media Marketing

Email Marketing

Product Led Growth

Activation

Aha Moment

Onboarding

Startup Credits

Signup using
Apple/Google

Retention

Customisation

User Education

Feature Updates

Collaboration

Customer Service

Webinars

Help Center

Referral

User Referrals

Community

Product Led Growth

Collaboration

Revenue

Paid Plans

Improvements

Acquisition



Refer and earn credits



Multi-language support

Retention

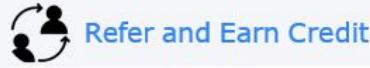


Monthly hackathon for creators



Email marketing for dormant users

Wireframe - Acquisition



Refer and Earn Credit

Brainboard

Search

Updates

Settings & members

Refer & earn credits

Andrew (Arca) meeting

Blurb

Roles

Notes & Drafts

Reading List

Task List

Plans



Add cover Add comment

Reading List

Referral button on sidebar



Refer and Earn Credit

REFERRALCODE123

Copy

Introducing the Notion Refer and Earn Credit program!

As a Plus user, you can now refer your friends to Notion and earn credits for your subscription.

Here's how it works:

1. Refer a friend to Notion using your unique referral code.
2. Your friend will get an extended 30-day Plus plan trial instead of the usual 7-day trial.
3. If your friend purchases a Plus plan after the trial period, you'll receive credit for your subscriptions.

It's that simple! You'll both benefit from the Refer and Earn Credit program, your friends get to experience Notion's powerful productivity features for an extended time, completely free.

Try Pitch

Referral page

Share

⋮

...

My account

My notifications

My connected apps

Language & region

Appearance

Earn credit

WORKSPACE

Settings

Members

Upgrade

Billing

Credit balance

Your current credit balance is \$10. That's equivalent to 2 months of the Personal Pro Plan.

Upgrade for free

Ways to earn credit

Log in on the web

Sign in to Notion from any web browser

\$5 ✓

Log in on the desktop app

Download the desktop app and sign in

\$5 ✓

Referral upgrades to Plus plan

Referred user upgrades to Plus plan or higher

Refer \$5

Credit balance page

Sign up

Work email

Enter your email address...

Referral code (optional)

30-day Plus trial on being referred by Plus user

Continue with email

G Continue with Google

A Continue with Apple

User signup window

Wireframe - Acquisition

The wireframe illustrates the user flow from a blog announcement to language settings.

Blog Announcement: The main content area shows a blog post titled "Notion is launching multi language support" by Ivan Zhao. It discusses the launch of multi-language support starting with Spanish in April 2023, followed by other languages every six months. It encourages community members to provide feedback on translations and cultural nuances. The post ends with a thank you message.

Language & Region Settings: A sidebar on the right shows the "Language & region" section of the Notion interface. It lists various language options: English (selected), Korean, Japanese, Frangais (France) (BETA), Deutsch (BETA), and Spanish (Coming April 23). The sidebar also includes links for account management, notifications, connections, and workspace settings.

Callout: A callout box highlights the "Language & region" section with the heading "Language settings".

Footer: At the bottom, there is a link to "Blog announcing multi-language support" and a "Try Pitch" button.

Wireframe - Retention



Published March 22, 2023 in Notion HQ

Join Notion's monthly virtual event for content creators

Anabelle Zaluski
Marketing

Join Notion's monthly virtual event for content creators to create new templates or share your workflow.

Each month, we'll announce a theme and you can submit your content with the hashtag #NotionTemplates. We'll select the top 10 submissions based on user votes, and the submission with the highest votes will win an annual Plus subscription to Notion.

Additionally, the winners will be featured on our marketplace and social media.

Enter your submissions by 21st of each month, voting period will end on the last day of the month. Winners will be announced on the 3rd of the next month. For more information, visit our website or follow us on social media.

[Go to template submission form →](#)

Announcement page

BROWSE BY CATEGORY

- Notion Picks (selected)
- How Notion uses Notion
- Notion AI
- Design
- Education
- Engineering
- Freelance
- Health & wellness
- Home & living
- HR & people
- Marketing
- Nonprofit
- Personal
- Personal finance
- Planning
- Product
- Reading & writing
- Sales
- Support
- Startup

Kalakau Avenue Knowledge System

Matthew Brown
Keep track of investment research in one convenient place

UX Portfolio Playbook

Christopher Nguyen
An all-in-one toolbox for UX interviews, creating portfolios, and more

10, 3, & 1 YEAR GOALS CLARITY DASHBOARD

My Work For 2022 | B L I S S

Job Hunting Dashboard

Resources

- Cold Email Tips
- How to Get Started
- Job Hunting Tools
- LinkedIn Profile Optimizer
- Recruiting Resources
- Top Job Hunting Resources

Job Hunting Tools

- LinkedIn
- Indeed
- SmartRecruiters

Voting page

Wireframe - Retention



Email marketing for dormant users

Ivan at Notion <ivan@mail.notion.so> [Unsubscribe](#)
to me ▾

N

Get started with Notion templates
[Try for free →](#)



Hi User,

It's been a while since we saw you around last time
and we noticed that you haven't used Notion
templates yet.

[Click to open the Prototype](#)

Prioritisation

Solution	Impact	Effort	Priority Score
Refer and earn credit	High	Low	P0
Multi-language support	Medium	High	P3
Monthly hackathon for creators	Medium	Medium	P2
Email marketing for dormant users	High	Medium	P1

Press Release

notion.so

Notion's Refer and Earn Credit Program

Product Download Solutions Resources Pricing Request a demo Log in Try Notion free

Published April 1st, 2023 in Notion HQ

Notion's Refer and Earn Credit Program

All posts By Ivan Zhao Co-founder & CEO

Notion Launches New Refer and Earn Credit Program for Plus Users

Hello everyone,

I'm excited to announce the launch of our Refer and Earn Credit program for Plus users here at Notion. Our program is designed to enable our users to refer their friends to Notion and earn credit towards their subscription.

As a Plus user, you can refer your friends to Notion using a unique referral code. When a friend signs up using the referral code, they will receive an extended 30-day free trial period instead of the regular 7-day trial period. If your friend purchases a Plus subscription after the free trial period, both of you will receive credit towards your subscriptions.

At Notion, our mission is to empower individuals and teams to organize their work, collaborate more effectively, and increase their productivity. With our new Refer and Earn Credit program, we're making it even easier for our users to share the power of Notion with their friends, while also rewarding them for doing so.

To participate in our Refer and Earn Credit program, simply visit the '**Refer and Earn Credit**' section under your account and generate a unique referral code.

Our Refer and Earn Credit program is open to all Plus users of Notion and is available now. For more information, please visit <https://www.notion.so/refer>

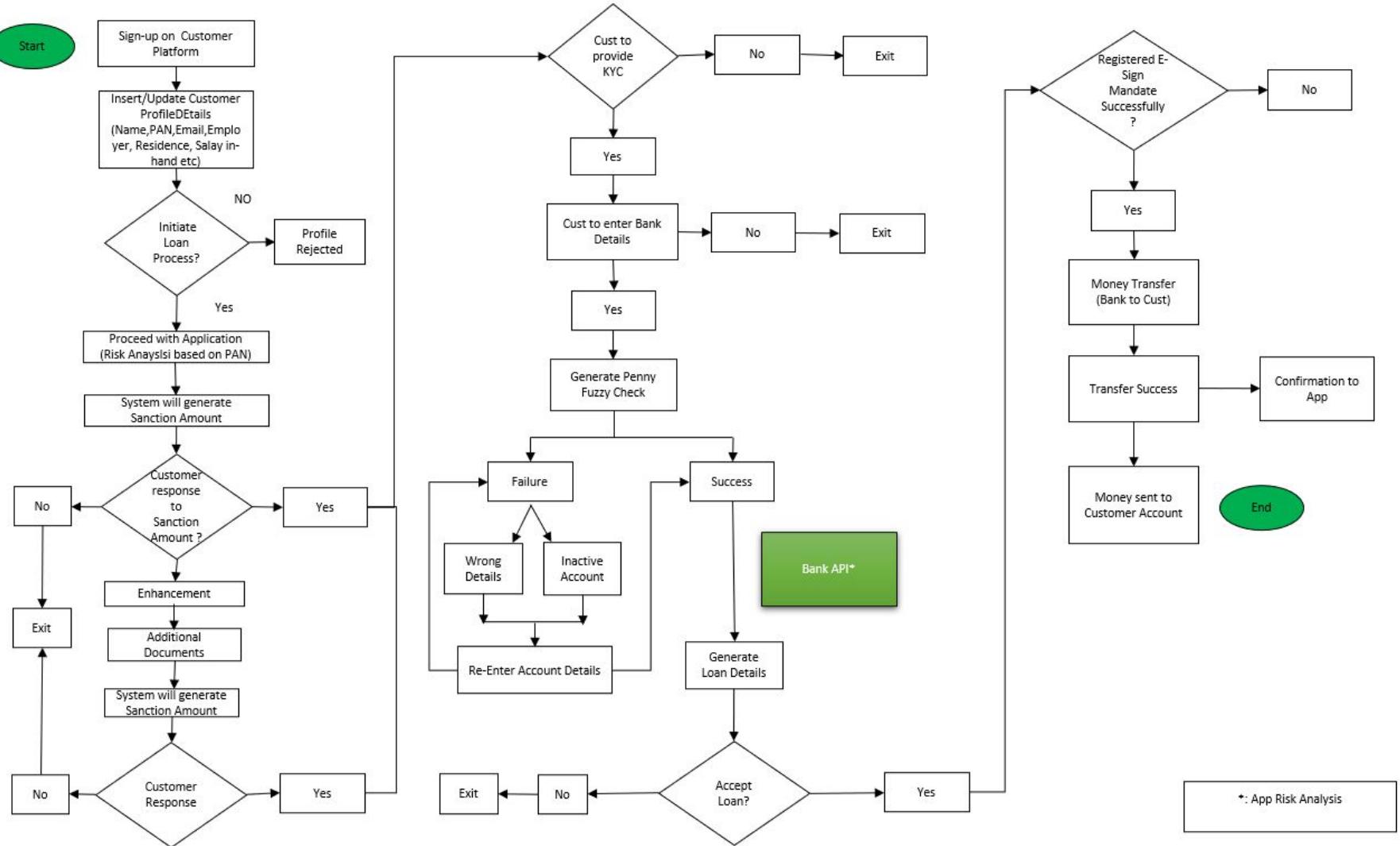
Thank you for your continued support of Notion!



CASE - 02

Flow for Full Stack Lending App

-Zubair Akhtar





CASE - 03

DESIGN

KYC onboarding process for a loan app

TABLE OF CONTENTS

1. Problem Overview

2. PRD

1. User Flows

- a. 1st Time App Open
- b. Sign-Up
- c. KYC

2. Wireframes

PROBLEM OVERVIEW

Problem Statement

Design the KYC onboarding process (Wireframes + PRD) for a loan application called "Mera Money"

Details

- Not just for new users on the app, but it is possible that existing users also need to complete the KYC.
- Platform : 
- Verify Aadhaar & Pan Cards

KYC Methods

- eKYC - electronic
- cKYC - central registry
- Video KYC
- oKYC - offline
- Physical KYC

Major Competition



navi



Money View™



Assumptions

- Mera Money is to provide BNPL & Personal loan services.
- Mera Money operates in India
- There is no barrier on development cost

PRD - KYC ONBOARDING

Goal : To design a seamless KYC experience for existing and new consumer for loan app

User Personas/ Target Users: Trustworthy Indians from age 18 to 35, have prior experience of using Android Apps.

Problem/ Pain Point: According to RBI guidelines we need to take at least 1 POI (Proof of Identity) and 1 POA (Proof of Address) before issuing any loan. Also, we need to gather credit history of the user to do risk profiling.

Proposed Solution: eKYC with the help of PAN and Aadhaar number of user, factoring the effort (cost & development) for all the ways



Name: Aman Mohan
Age: 32
Town: Ahmedabad (Gujarati)
Occupation: IT Employee
Use Case: **Wants personal loan for marriage**

Pain Points:

- He wants a quick and easy solution to get the loan, without visiting a bank.
- He is not having any spare time in weekdays of physical KYC



Name: Sita Nair
Age: 24
Town: Chennai (Tamil)
Occupation: Call Center Employee
Use Case: **BNPL services for monthly expenses**

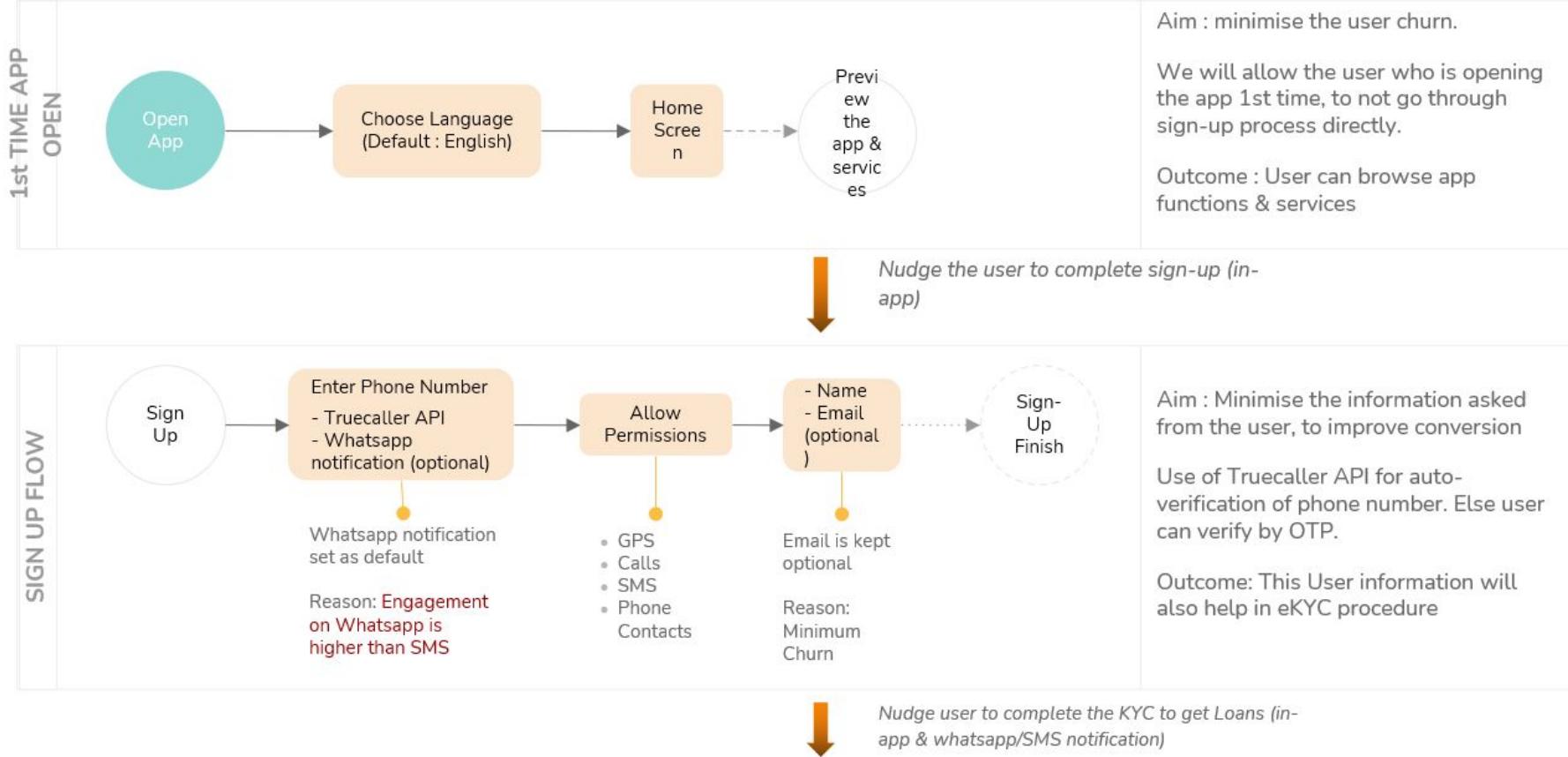
Pain Points:

- She is having night shifts and cannot visit bank for credit card application
- She receives salary not on time.

Metrics: North Star Metric: Acquisition to KYC Funnel Conversion
Supporting Metrics: Funnel Drops, # of Users opting for physical KYC

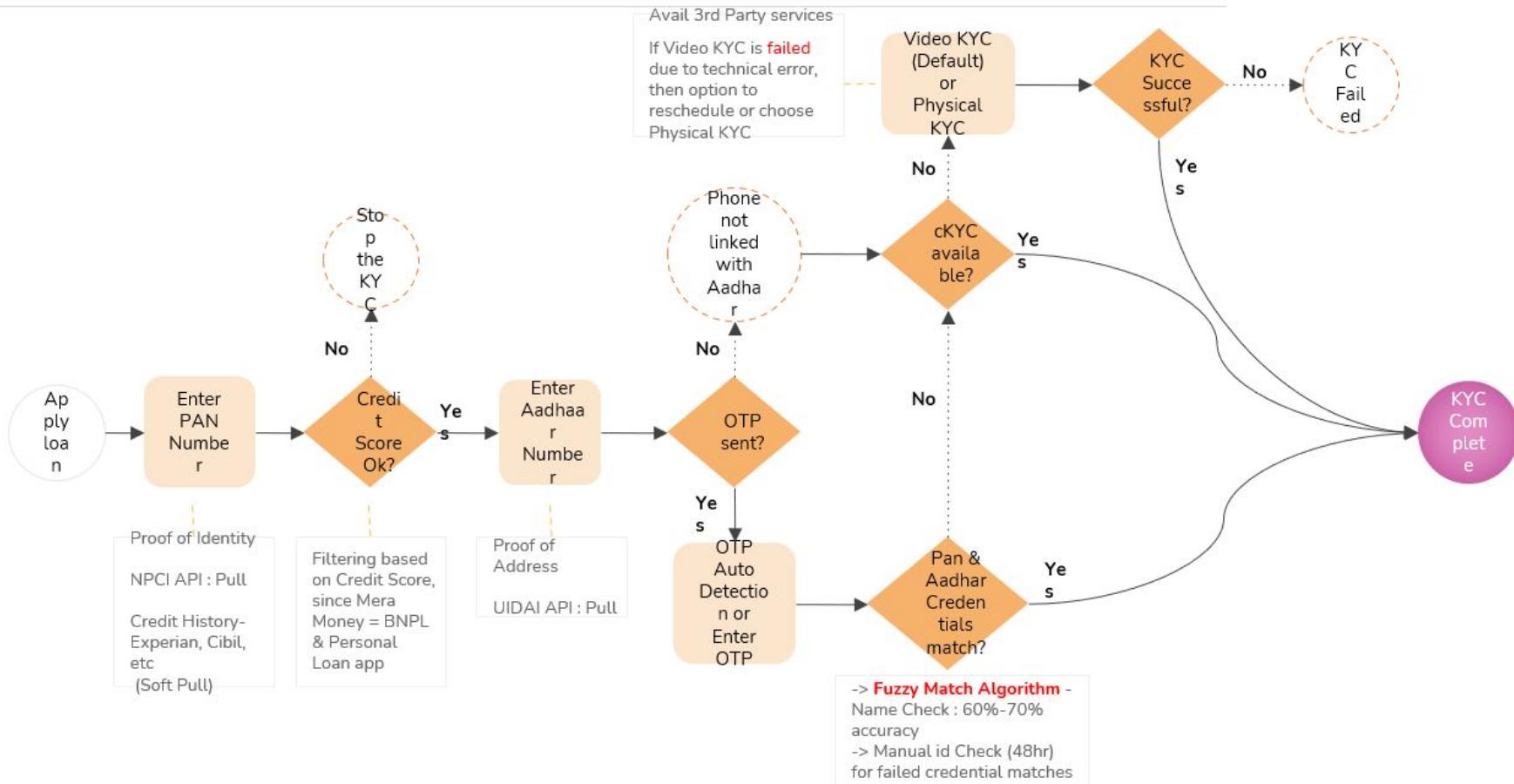
Content Tone: Clear and Easy to Understand

PRD - KYC ONBOARDING



PRD - KYC ONBOARDING

KYC FLOW



PRD - WIREFRAMES

1st Time App Open

Choose your language

English 

हिंदी 

ગુજરાતી 

ਪੰਜਾਬੀ 



Select

Regional Language options to have a larger audience

Sign Up Flow

India's credit super app

Pay later for everything, everywhere

Continue with

 077377 66148

 097284 28751

NONE OF THE ABOVE

Get started

Auto detection of available phone numbers in the user's mobile via Truecaller

India's credit super app

Pay later for everything, everywhere

Enter mobile number

+91 9728428751

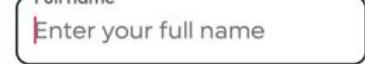
Send me reminders and alerts on  Whatsapp

Get started

Communication via Whatsapp is selected as default option

One last step to complete

We'd love to get to know you

Full name* 

As per a valid Govt. ID like a PAN card

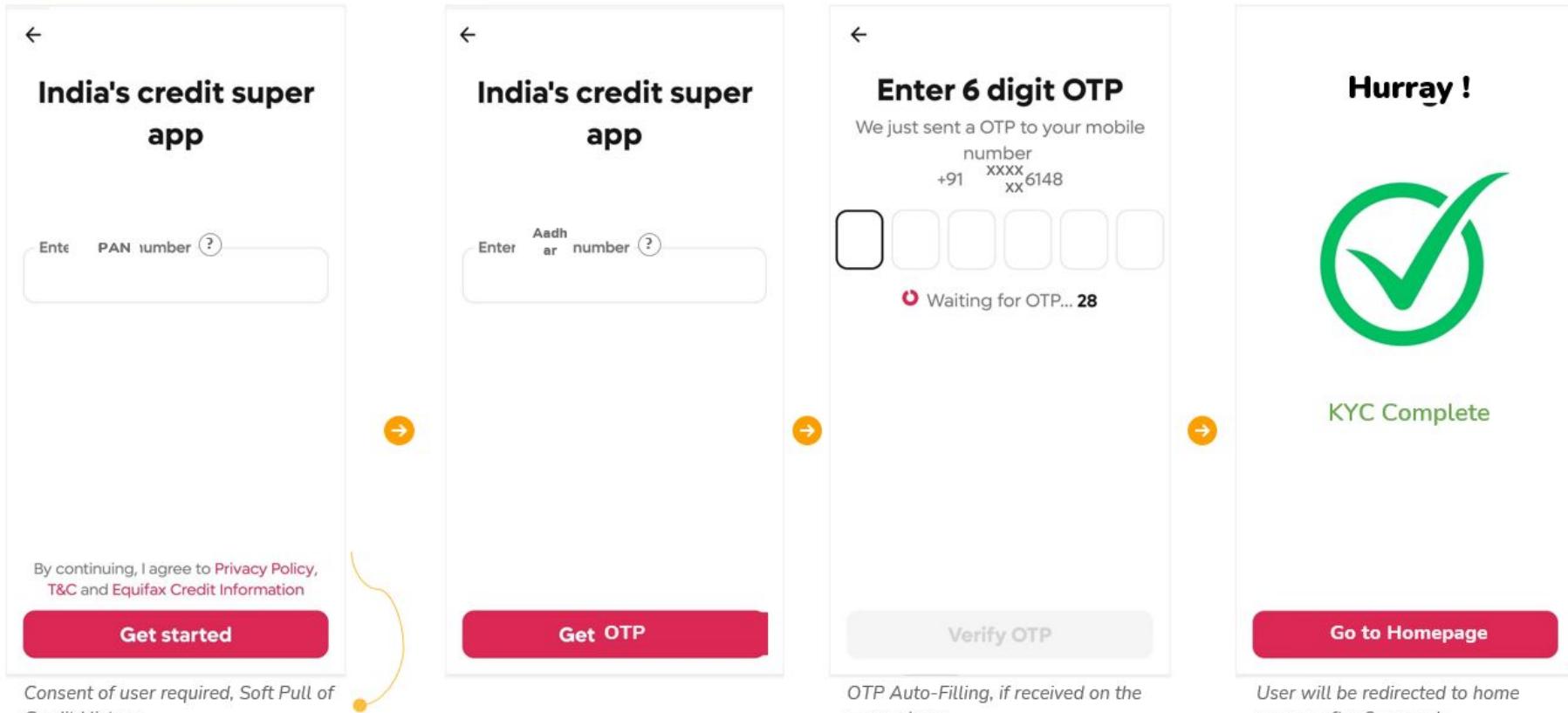
Email address 

Continue

Email id is kept optional

PRD - WIREFRAMES

KYC Flow (Ideal case)





CASE - 04

Mandate Registration || Journey & Flow

e-Mandate Registration Options



**E-NACH based
Registration**



**Aadhaar-based
Registration**

A scanned image of a physical bank mandate form. The form includes fields for "Bank Name", "Branch Name", "Sponsoring Bank Code", "Utility Code", "Date", "Voter ID number", "To whom (Bank A/C)", "Bank A/C number", "Bank Branch", "IFSC", "Amount of Request", "Reference", "Debit Type", "Head Amount", "Maximum Amount", "Reference 1", "Reference 2", "Phone No.", "Fax No.", "Signature", and "Stamp". There are also checkboxes for "Cheque" and "Demand Draft". At the bottom, there is a statement: "I declare that the information has been carefully read, understood & made by me".

Physical Registration

Success Metrics || Digital Vs Physical

Parameters	API (NACH & Aadhar)	Physical
Registration time	Real-time	T + 5*; 15 - 20 days on an average
Success rate	70-80 %	30-40%
Bulk data upload	Yes	Yes
Eligible Banks	Aadhar- 683; NACH-64 <u>Vendor Contact Details.xlsx</u>	1000+

**Mandate Registration journey through
MakeMoney App**



e-Mandate Registration Journey || Through MakeMoney Mobile App

Step - 1

User visits the MakeMoney Mobile App & Login with his Mobile number

Welcome!

Login to start using our services

Enter your Mobile Number*

+91 9892868412

Login



Step- 2

User will receive an OTP, post which he will have to set up 4 digit pin

Hi, Welcome back!

Please enter your PIN to login

Enter your 4 digit PIN*

• • • •

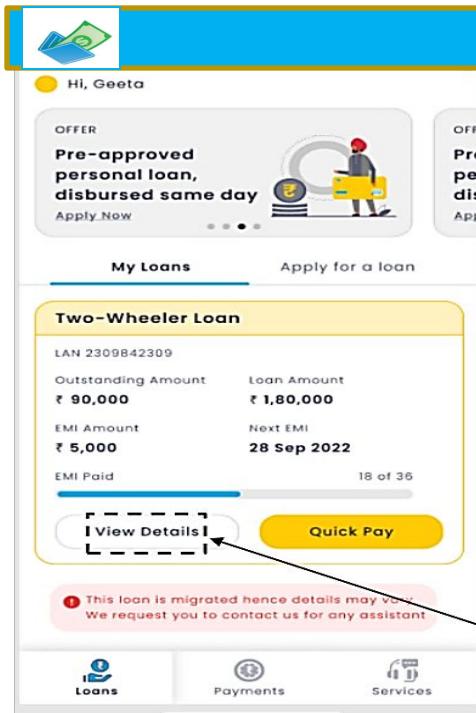
[Forgot your PIN?](#)

Login

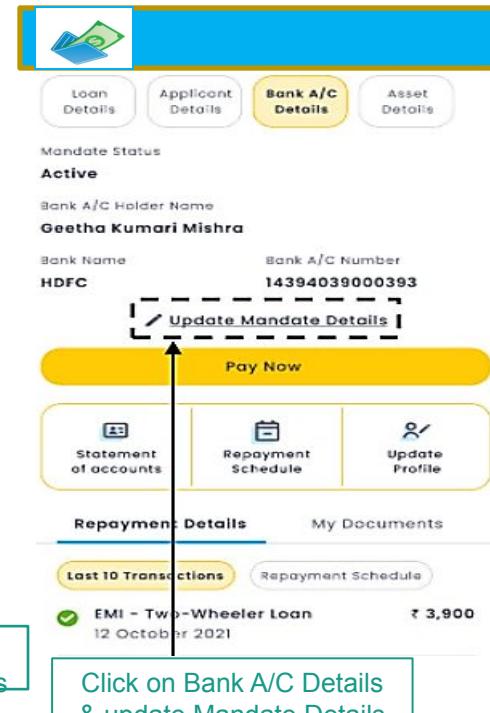
[Log in with a different number?](#)

e-Mandate Registration Journey || MakeMoney Mobile App || Bank Details

Step-3 User needs to click on 'My Loan' then Update Mandate details to Proceed further



Click on
View Details



Click on
Bank A/C Details
& update Mandate Details

This screenshot shows the "Register Mandate" screen. It has fields for "IFSC Code" (SBIN0008584), "Select Bank" (State Bank of India), "Bank A/C Holder Name" (Geetha Kumari Mishra), "Bank Account Number" (redacted), "Confirm Bank Account Number" (111100001000101), "Account Type" (Savings), and "Installment Date" (3rd of the month). A note at the bottom says "We will be crediting ₹ 1 from your account to verify the bank details". A "Proceed" button is at the bottom.

Insert the Bank details &
Proceed

e-Mandate Registration Journey || Through MAKEMONEY Mobile App || eNACH



Register Mandate

Register your bank with us to automatically debit the EMI amount from your bank account.

eNACH same day confirmation

Your Debit card or Net banking should be enabled

Aadhaar NACH Confirmation in 5-10 working days

Your Aadhar number should be linked with your mobile number

Pre-filled Mandate

Confirmation in 20 working days

If above options are not available

Proceed

[Need Help? Contact Us](#)

Select 'e NACH' & Proceed



Mandate summary

Name	Lance Klusener
Bank	ICICI BANK LTD.
Account number	032301521017
Maximum amount	₹ 5,009.00
Start date	03 November 2020
End date	Until Cancelled
Frequency	Monthly
Purpose	LOOT - Loan Insta
Creditor name	MakeMoney
Creditor code	HDFC01436000011490
Reference 1	T01334040820083159
Reference 2	SCOO78K1Y44JR
Mandate Request ID	S

Need help? Contact L&T Finance on:
customerscare@ltfs.com or
1800-209-4747

Instructions



User has to verify the details, select the mode of validation
(i.e. Debit Card/Net Banking)



- I understand that the bank where I have authorised the debit may levy one time mandate processing charges as mentioned in the bank's latest schedule of charges.

- I understand that I am authorised to cancel/amend this mandate by appropriately communicating the cancellation/amendment request to [REDACTED] the bank where I have authorised the mandate.

I accept the terms and conditions of this mandate.

Proceed

User has to Tick on the terms and condition and select proceed

e-Mandate Registration Journey || Through MakeMoney Mobile App || eNACH

18:04 72%
charges

- Registration of this mandate will authorise the user entity/ corporate/ service provider to debit your account based on the instructions provided
- You are authorised to cancel/ amend this mandate at any given point of time by appropriately communicating the cancellation/ amendment request to the user entity/ corporate/ service provider or the bank

Debit Card Details

Session expires in...13min 30sec

Card Number
xxxx xxxx xxxx xxxx

Expiry/Validity
MM / YY
Invalid Expiry / Validity
Minimum Current Month Year, Maximum 10 Years

CVV

Continue Cancel

18:05 71%
VOD 4G+ LTE 5G all all

OTP Authentication

Disclaimer

Please proceed with OTP Authentication process for Debit card Authorization. In case of any discrepancy found you may cancel the registration process else you may proceed with OTP Authentication

Session expires in...12min 43sec

Please enter OTP sent by xxxx Bank on your registered mobile

OTP X X X X X X

Verify Resend OTP Cancel

Resend Disabled for 00min 15

Update Mandate Details

Your e-mandate registration has been done successfully!

Please keep sufficient balance in your registered bank account on 3rd of next month (if registration done before 28th of current month) to ensure successful auto-debit and timely payments without any hassle

LAN ID: TWLOAN1096376302
Mandate ID: MD0054WNLB27R3
EMI Amount: ₹3,025
Request ID: 00015035
Bank Name: HDFC
EMI Debit Date: 3rd of the month
Account Number: XXXXXXXXXXXX0101

Share Save a copy

Please note the Request ID for future references which has been sent to your registered mobile number.

Back to Services Need Help? Contact Us

User to enter Debit Card/ Net Banking Details

User to enter & verify OTP received on registered mobile no.

User will get the mandate registration status real time through eNACH

e-Mandate Registration Journey || Through MakeMoney Mobile App || Aadhaar

Update Mandate Details

Mandate Registration

Register your bank with us to automatically debit the EMI amount from your bank account.

eNACH Same day confirmation
Your Debit card or Net banking should be enabled

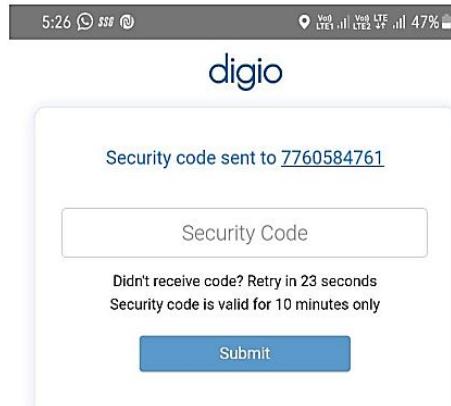
Aadhaar NACH Confirmation in 5-10 working days
Your Aadhar number should be linked with your mobile number

Pre-filled Mandate Confirmation in 15 working days
If above options are not available

Proceed

Need Help? Contact Us

Select 'Aadhar' & Proceed



CREATE Mandate

I hereby authorize LTFS to debit my Bank account, as per the below mentioned mandate and bank account details

Bank account number entered below should have your Aadhaar number linked to it

Customer Name should be as per bank records.

Mandate Details	
Maximum Amount (in ₹)	7,379.00
Debit Frequency	Monthly
Start Date (dd-mm-yyyy)	03-04-2023
End Date (dd-mm-yyyy)	Until Cancelled
Bank Details	
Bank Name	ICICI Bank Ltd
Account Type	Savings
Account Number	1111222233333333
IFSC or MICR Code	ICIC0000088
Customer Details	
Name	Pika
Email Address	
Mobile Number	7760584761

This is to confirm that the declaration has been carefully read, understood and prepared by me. I understand that I am authorised to cancel/amend this mandate by appropriately communicating the cancellation/amendment to LTFS

By continuing, I agree to do eKyc using Aadhaar to eSign with one of ESPs (NSDL e-Gov or CDAC) Digio is registered as ASP.

eSign Now

Click

Click on
'E-Sign'

e-Mandate Registration Journey || Through MakeMoney Mobile App || Aadhaar

CREATE Mandate

I hereby authorize LTFS to debit my Bank account, as per the below mentioned mandate and bank account details

① Bank account number entered below should have your Aadhaar number linked to it

② Customer Name should be as per bank records.

Mandate Details	
Maximum Amount (in ₹)	7,379.00
Debit Frequency	Monthly
Start Date (dd-mm-yyyy)	03-04-2023
End Date (dd-mm-yyyy)	Until Cancelled
Bank Details	
Bank Name	ICICI Bank Ltd
Account Type	Savings
Account Number	1111222233333333
IFSC or MICR Code	ICIC0000088
Customer Details	
Name	Pika
Email Address	
Mobile Number	7760584761

This is to confirm that the declaration has been carefully read, understood and prepared by me. I understand that I am authorised to cancel/amend this mandate by appropriately communicating the cancellation/amendment to **LTFS**

I agree to do my eKYC using my Aadhaar to eSign this mandate.

Enter Aadhaar or VID

OTP

Submit

Not received OTP? [Resend OTP](#)

Enter the Aadhar or VID number, when customer receives OTP enter it & then Submit

Update Mandate Details

Your Aadhar authentication has been done successfully!

Your initial Aadhar authentication has been completed and the request has been sent to your bank for final authentication! Please wait for a period of 5 to 10 days for final confirmation on your Aadhar-based mandate.

LAN ID TWLOAN1096376302	EMI Debit Date 3rd of the month
Mandate ID MD0054WNLB27R3	Account Number XXXXXXXXXXXX0101
EMI Amount ₹3,025	Bank Name HDFC

[Share](#) [Save a copy](#)

③ Please note the Request ID for future references which has been sent to your registered mobile number.

[Back to Services](#)

[Need Help? Contact Us](#)

Mandate registration through Aadhaar takes about 5-7 working days

e-Mandate Registration Journey || MakeMoney Mobile App || Pre-filled Mandate

[←](#) Update Mandate Details

Mandate Registration

Register your bank with us to automatically debit the EMI amount from your bank account.

- eNACH - Some day confirmation
Your debit card or Net banking should be enabled.
- Aadhaar NACH - Confirmation in 5-10 working days
Your Aadhar number should be linked with your mobile number.
- Pre-filled Mandate - Confirmation in 10 working days
If above options are not available.

Proceed

[Need Help? Contact Us](#)

Select Pre-filled Mandate & Proceed



[←](#) Update Mandate Details

Complete the Mandate Registration

- Step 1 - Download the document
- Step 2 - Print & Sign
- Step 3 - Upload



Download the Bank details document

Download Pre-filled Form

Upload the signed document

Upload File

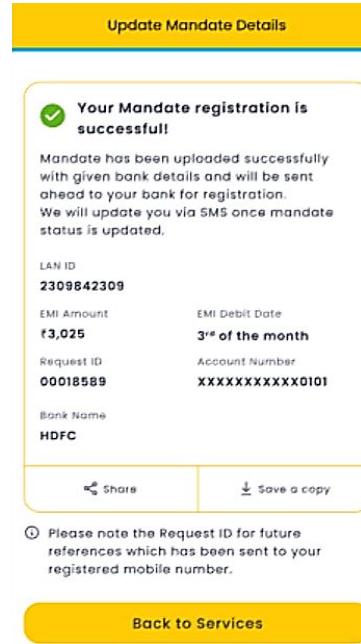
Upload File  

Supported file formats .JPG, .JPEG and .PNG

Next

- Now upload the signed document image & proceed
- Download the pre-filled form, take a printout & the customer has to sign on it

e-Mandate Registration Journey || MakeMoney Mobile App || Pre-filled Mandate



- The signature here should match the signature which is done in bank for that respective account

A.) Post submission, it takes about 10-15 days in order to get the mandate status

B.) Customer will not be allowed to download mandate again for 2 days post downloading mandate initially



THANK YOU !

I will be more than happy to answer
queries related to this product case

Mr. Zubair Akhtar
zubiakht98@gmail.com | +91 70040 60996 | 