Overview:

Jupiter, a neo bank allows users to open a zero balance bank account seamlessly within minutes. The core features in the Jupiter app are mentioned below:

- **Accounts**: Digital Bank Account with a debit card
- **Payments**: Allow users to send/receive payments using the UPI handle
- **Pots**: Enables users to save money for different goals
- **Insights Analyzer**: Provides transactions history on user spendings
- **Portfolio Analyzer:** Insights on mutual funds performance and hidden fees

We have listed different problems faced by the user while using each of the above features:

	Category	Problem	Importance, I	Satisfaction, S	Priority (I + (max((I-S),0)))
1	Payments	I have a lot of apps on my mobile and find it hard to navigate and find the Jupiter app to make the UPI payment.	5	0	10
2	Payments	I am not able to make quick back-to-back UPI payments since there is a mandate screen prompt to choose the spend category after every transaction	8	6	10
3	Payments	I am not able to quickly show my QR code to receive payments.	6	7	6
4	Accounts	The existing net worth(total cash available across all my linked banks) displayed in the Jupiter app is not accurate and not able to use that figure for any purpose	7	5	9
5	Accounts	The existing bank statement is sent in PDF format and I am not able to filter/analyze my bank statement based on transactions.	8	7	9
6	Accounts	I am not able to edit/correct my communication and email address.	5	5	5
7	Accounts	I do not have the option to manage a joint account together with a family member.	4	0	8

8	POTS	I do not find any added value/motivation to use POTS. At this moment it is nothing but a set of buckets where I can divide and park my amount. There is no additional trigger/extra interest to create POTS and save compared to keeping the amount in the savings account.	5	2	8
9	Insights Analyzer	I am not able to find any valuable insights from the existing expense tracker other than just grouping expenses based on category.	8	6	10
10	Insights Analyzer	I do not find my expenses are being controlled by any means using the expense tracker.	8	5	11
11	Insights Analyzer	I do not have an option to invest in risk-free debt instruments which offers decent interest rates from my Jupiter account.	3	0	6
12	Portfolio Analyzer	I have handpicked mutual funds in a direct plan. The existing mutual fund analyzer insights do not add any value to my investing.	5	6	5

As we have limited resources, we will pick a metric that is highly critical for the business at the moment and try to resolve the pain points affecting that metric.

Business Problem:

- Neo banks are in a very early stage in our country and operates in a restricted environment sticking to guidelines.
- Neo banks in a few countries have picked up well as they helped users to make payments with ease compared to existing solutions.
- In India with UPI and the growth of third-party apps making P2P. P2M payments, bank transfers are no longer a challenge for the users.
- Apart from initial cashback offers, there is no intrinsic motivation for users to transfer money into Jupiter constantly and use it to make payments/bank transfers.
- Jupiter has introduced Pro, which allows users to transfer their salary account to Jupiter. This could improve user adoption but it might not happen unless the user has some motivation to switch their existing salary account to Jupiter.

- In order to increase user engagement, Jupiter needs to add value to the existing customers. There is not much value left to be added for users under the Payments, Accounts category as users are very much comfortable in making payments using existing UPI apps.
- Jupiter needs to focus on the "Insights Analyzer" feature to provide value to users and increase engagement.

What business metric are we trying to move:

- Increase the MAU by 20%.

For this case study, we will pick the topmost pain point under the "Insights Analyzer" category as this category could help us to improve the engagement compared to payments, accounts, POTS category. We will brainstorm solutions, prioritize them based on certain factors and pick up high impact solutions to be implemented.

Brainstormed Solutions: (Note: Reach, Impact, Confidence, Effort - Scale normalized 1-10)

No.	Solutions	Reach	Impact	Confidence	Effort	RICE Score
1	Enable users to create custom alerts that nudge them when their spends in a category/site exceeds a limit.	9	6	8	7	61.71428571
2	Allow users to compare their monthly/weekly expenses across categories and help them understand how their spending habits has changed.	8	5	7	6	46.66666667
3	Help users to group fixed vs variable expenses every month and help them understand if variable expenses are under control.	7	5	7	6	40.83333333
4	Prompt users to create monthly budget and nudge them to stick to it.	8	7	8	7	64
5	Allow users to store receipts for each spend to trace back the expenses/.	7	5	6	7	30
6	Analyze the bill payment messages and trigger an automatic remainder alert for bill payments to avoid late fees.	7	5	5	6	29.16666667

7	Nudge users to create and follow no spend days on a monthly basis.	7	5	7	7	35
8	Encourage users to add their offline spending manually on a periodic basis.	7	4	5	5	28
9	Analyze the user spending pattern and suggest site/product memberships which could help users to save money on their spends.	7	6	6	8	31.5
10	Allow users to invest a certain amount automatically in RD/FD when their spending in particular category crosses a limit.	7	5	5	10	17.5
11	Analyze the spendings:savings ratio and educate users to increase their savings ratio based on the expense report.	7	6	5	5	42
12	Analyze user spendings and provide them with insights about frequent offers/discounts on sales, best payment options in their favorite site.	8	7	6	9	37.3333 3333
13	Allow users to save offer coupons and send them a reminder alert about the expiry date.	8	6	6	8	36

Based on the prioritization with reference to our target metric, we will go ahead with implementing solutions #1, 2, 4.

PRD:

I have attached the PRD in the below link written with the above-mentioned business problem context and prioritized solutions.

📄 Jupiter - Product Spec Document