Feature Pitch Link

Link to the Feature Pitch - Txn Controls if one exists.

Relevant Metrics

North Star Metric:

- %age of successful transactions
    - Reflects overall reliability of the transaction alerting system

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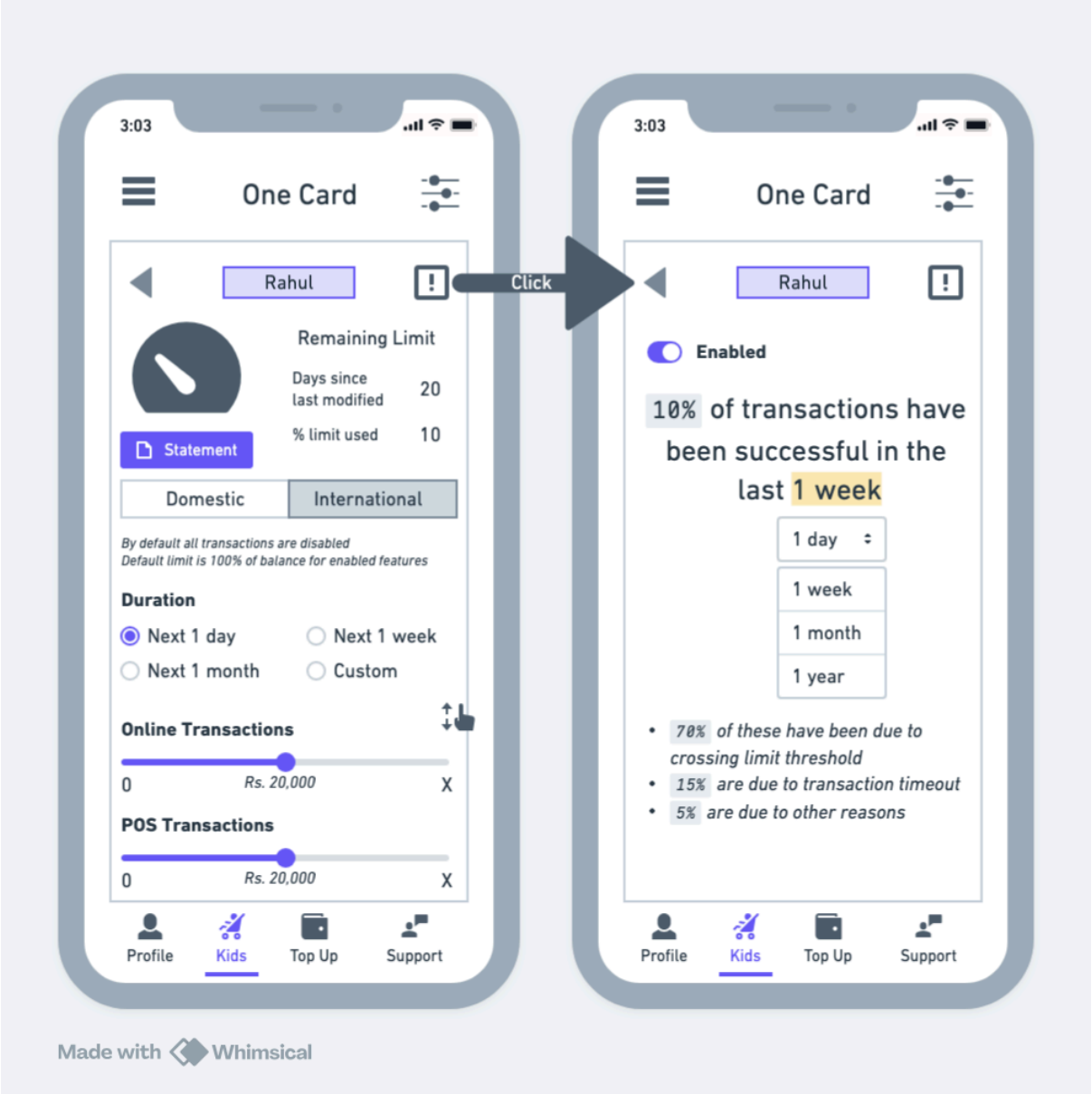
Guardrail Metric:

- %age of failed transactions
    - Indicating issues with card usage or account settings that require attention and resolution
    - Track reasons for failure to issue specific popup notification messages
        - Insufficient funds
        - Security concerns

Capabilities

- Notify success or failure for each transaction to both parent and child
- Track the number of successful transactions
    - Track if too many transactions happen within a short duration and notify both parent and child
        - Eg: 5 Rs. 2000 transactions initiated in the last 10min
- Track the number of unsuccessful transactions
    - Map specific reasons for failure
    - Send relevant intent messages to parent/ child
        - Insufficient funds
            - Child: notification with data: insufficient balance
            - Parent: notification prompting to add balance
        - Security concern
            - Child, Parent: notification to check card activity

Wireframes



Usage Strategy

- In-Product Contextual Hooks:
    - Walkthrough: Provide a guided onboarding during account setup, highlighting the benefits and importance of enabling notifications and acting on them
    - Tooltips: Explain the feature and how to use it
    - Reminder: Display a call-to-action for parents to enable transaction alerts

        - Prompts:
            - Banners to remind parents to enable notifications
            - Message inbox prompts to periodically review enabled notifications
- Out-of band Hooks:
    - Emails
    - Social media campaigns
    - In-app notifications
    - Targeted customer support executive calls

Notifications

- Popup
    - Reminder to enable alerts
- Emails
    - Importance of enabling alerts
    - Reminder to enable alerts

Product Marketing

- In-app nudge
- Blog post
- Email to customers
- Newsletter
- Website updates
- Social media and PR announcements
- Post about the feature launch on internal channels