Feature Pitch Link

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

Relevant Metrics

North Star Metric:

- Percentage of transactions reviewed by parents in the last week

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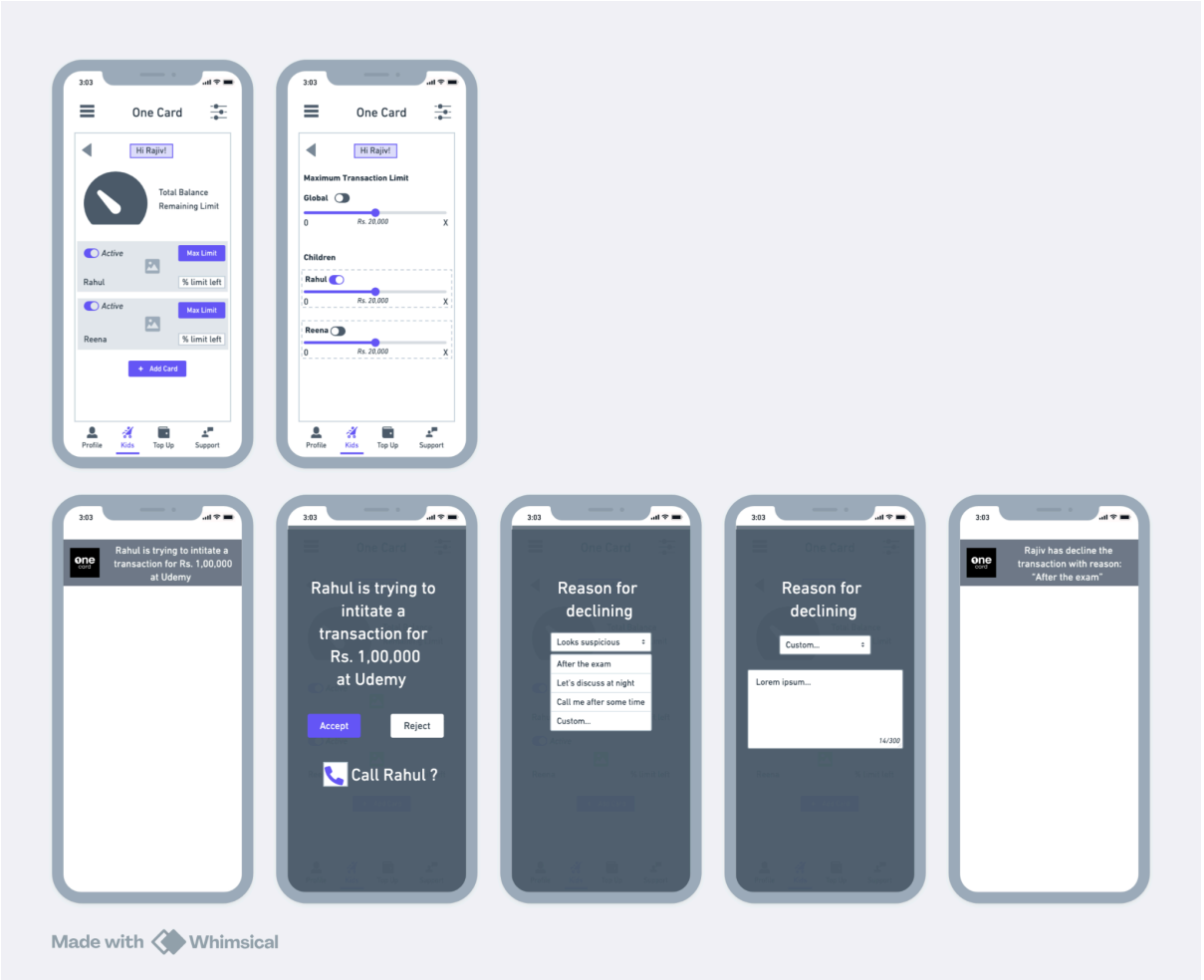
Guardrail Metric:

- Average time to review transaction
    - Prolonged review times potentially indicating issues in user engagement or effectiveness of the alert system

Capabilities

- Special toggle feature to authorise ALL transactions
- Setting specific thresholds that will be applicable on all transactions, overriding set limits. Eg: If limit is Rs. 1,00,000 and set threshold is Rs. 50,000, then the authorization module will be triggered
- Push notification to parent account
    - Information on context of transaction
    - Choices
        - Accept
        - Deny
            - Choose a predefined reason
            - State custom reason
    - Prompt for initiating a call with the child
- Minimal delay in notification sending
- System should always be available
- Complete transaction on the basis of authorization
    - Accept: Send regular transaction alert to both parent and child
    - Reject:
        - Deny transaction
        - Send message to child containing reason for denial

Wireframes



Usage Strategy

- In-Product Contextual Hooks:
    - Walkthrough: Provide a guided onboarding during account setup, highlighting the benefits and importance of the authorization feature
    - Tooltips: Explain the feature and how to use it
    - Prompts:
        - Real-time notifications to parents whenever a transaction is initiated with their child's card
        - Real-time notifications to parents only when transaction amount exceeds predefined threshold
- Out-of-band Hooks:
    - Emails
    - Social media campaigns

    - Targeted customer support executive calls

Notifications

- Popup
    - Real-time notifications to parents whenever a transaction is initiated with their child's card
    - Real-time notifications to parents only when transaction amount exceeds predefined threshold
- Emails
    - Real-time notifications to parents whenever a transaction is initiated with their child's card
    - Real-time notifications to parents only when transaction amount exceeds predefined threshold
    - Insights on how many times the feature was used in the last 7 days

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