Feature Pitch Link

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

Relevant Metrics

North Star Metric:

- Percentage of successful transactions within limit per week

.

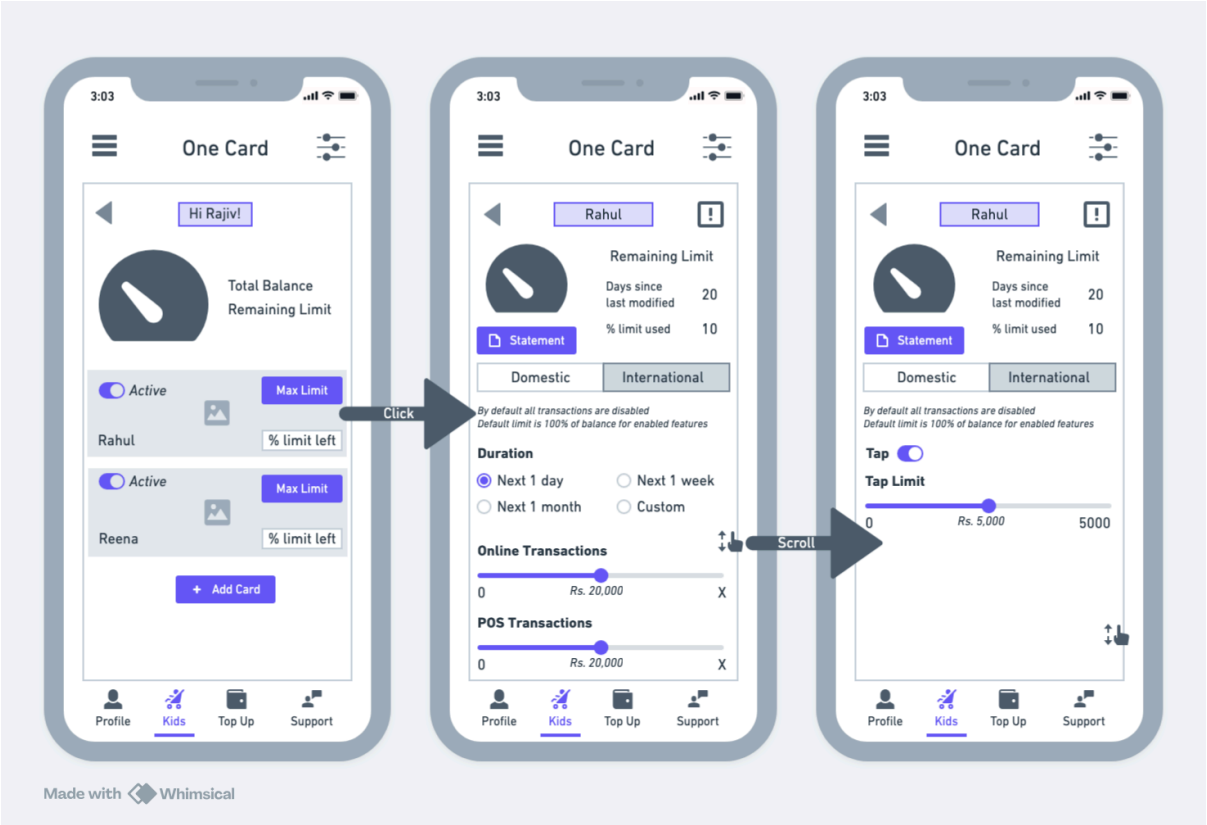
Guardrail Metric:

- Percentage of attempted transactions exceeding limit per user per day
    - Check that the majority of transactions are within the set limit
    - If increase is seen then
        - we may send nudges to increase the limit
        - may indicate fraudulent activity in the account

Capabilities

- Parents can set granular spending limits
    - Customizable durations
        - Daily
        - Weekly
        - Monthly
        - Till X date
    - Platform Wise
        - Online websites
        - Offline store POS systems
    - Across modes
        - Debit card - since we are focussed only on debit cards, this will be in focus
        - Credit card
- Interceptor System to check if limit is getting exceeded prior to successfully authorising transaction
- Analytics service to track usage trends and mark accounts that need updated limits
- Integration with a push notification service to
    - send alerts to both parents and children in case of failed transactions
    - parents to remind them to update limits at periodic intervals

Wireframes



Usage Strategy

- In-Product Contextual Hooks:
    - Walkthrough: Provide a guided onboarding during account setup, highlighting the benefits and importance of setting spending limits for children's financial management
    - Tooltips: Explain the feature and how to use it
    - Prompts:
        - Banners to remind parents to setup limits
        - Message inbox prompts to setup and review limits periodically
- Out-of-band Hooks:
    - Emails
    - Social media campaigns
    - Targeted customer support executive calls

Notifications

- Popup
    - Reminder to enable features
    - Reminder to update limits
    - > 90% of limit used
- Emails
    - Giving a detailed walk through of how to use the feature
    - Benefits of using the feature
    - Current limits set detail
    - > 90% of limit used

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