

TECHFEST 2021-22

PRODUCT HACK

BACKGROUND

Kotak Mahindra is one of India's leading banking and financial services groups, offering a wide range of financial services that encompass every sphere of life. As part of the Digital Banking and Insta Services offerings - [KayMall](#) is a one-stop online mall for all shopping and travel needs which welcomes customers to the world of hassle-free, safer-faster transactions while offering exclusive discounts. To get started with KayMall, all you need to do is login to Kotak Mobile Banking App/Net Banking and get started - If you don't already have a Kotak Mahindra Bank account you can get started with a [Kotak 811 Zero Balance account in a few minutes, right from your home](#).

PROBLEM STATEMENT

As part of the product hackathon, you are tasked with reimagining the super-app buyer experience **for the user persona of - a new age mobile first consumer, age 18-25, living in India**. A big factor in creating super apps is a seamless mobile first experience, as it will be used for almost every transaction. One of the usual worries in design with all-in-one functionalities is clutter. Having numerous features and capabilities can overwhelm a user if its UX and UI design does not facilitate easy navigation. Your target is to work towards building an app that people love and use every day because it offers such a seamless, integrated, contextualized and efficient experience. We absolutely recommend speaking with existing Kotak Bank app users, especially the ones new to KayMall, and use the feature yourself.

To participate in this competition, the participants must choose any one of the following two tracks:

- 1) **TRACK 1: Feature X**
- 2) **TRACK 2: Improving Buyer Experience**

The tracks are explained in detail under [COMPETITION TRACKS](#).

ELIGIBILITY AND TEAM SPECIFICATIONS

Anyone can participate in this competition. Participants can register as an individual or as a part of a team. Participating teams can have a maximum of 4 members.

There is **NO** entry fee for participating in the competition.

REGISTRATION AND SUBMISSION

The Participants have to register on the official Techfest Website and fill all the necessary details: www.techfest.org -> Competitions -> Product Hack -> Explore More -> Register

TIMELINE

Registration opens	18 November
Submission deadline	9 December
Results Announcement	16 December

GENERAL RULES

- Every team has to **register online** on the Techfest [website](#) for the competition. A **Team ID** will be allocated to the team on registration which shall be used for future references.
- A team can register at any point of time before **9th December 2021** and submit the final abstract and video (as mentioned in the structure).
- The decision of the organisers and/or judges shall be treated as final and binding on all. Techfest has all the rights to verify the identity and accuracy of the details provided by the participants.
- Techfest, IIT Bombay will hold no responsibility for any late, lost or misdirected entries.
- The idea presented by the teams should be original (not protected by patent/copyright/technical publication by anyone else).
- Note that at any point in time the latest information will be that which is on the [website](#).
- All modes of official communication will be through the **Techfest e-mail**.
- This is a product and design challenge, so suggestions around better ads, marketing are not valid. However, suggestions that leverage such content, within the user flows and product, are valid.
- You can install the Kotak Bank App to understand the app flow and features.

- To be eligible for the competition, participating teams will have to send a declaration to producthack@techfest.org, agreeing that all material submitted by the participating students will be exclusively assigned and owned by Kotak Mahindra Bank. This is explained in detail under [INTELLECTUAL PROPERTY RIGHTS](#).

COMPETITION TRACKS

TRACK 1: FEATURE X

In this challenge you need to think of a feature X that can help Kotak Bank's super app payments marketplace (KayMall) differentiate itself from competition.

- You need to incorporate a new product feature to improve KayMall consumer experience so as to make it more intuitive, user friendly and engaging for users.
- You can look at incorporating trends like gamification, nudge theory, personalization, social integration etc.
- The KayMall feature on the Kotak Bank's app is a pioneering solution built to provide the customers of Kotak Bank a unique, one-stop & easy to use feature. It's a dedicated marketplace for their favorite online shopping portals.
- You have to come up with 1 innovative idea that will help differentiate the KayMall feature from the competitors, with a clear justification on why it should be picked.

TRACK 2: IMPROVING BUYER EXPERIENCE

In this challenge you need to analyze the purchasing process & user journey on the Kotak Bank's super app payments market place KayMall and suggest improvements.

- We are aiming at providing a seamless journey to first time users by providing them intuitive navigation on our app. We are also looking at making the KayMall app a one-stop solution and preferred mode of payment for the new age digital consumer.
- You need to find ways to improve currently existing KayMall consumer discovery and journey so as to make it more intuitive and user friendly for first time shoppers.
- You have to come up with app redesign ideas that will help differentiate the KayMall feature from the competitors, as well as increase brand love for the current users with clear justifications.

RESOURCES

To know more on the current user flow in the app, click [here](#).

INTELLECTUAL PROPERTY RIGHTS:

*The IP rights in the content(s) of the submitted entries and related tool/ process/ software shall be assigned to **Kotak Mahindra Bank** without any further consideration. **Kotak Mahindra Bank** shall have the rights to implement and commercialize the innovative solution submitted in the entries and prototype on the industrial and manufacturing levels.*

Participants must send their signed Declaration Form to producthack@techfest.org to be considered eligible for participating in the competition. Otherwise, they will be disqualified.

SUBMISSION FORMAT:

The submission via presentation (max 10 slides ~ can have video) with UX Mockup/Wireframes should be emailed to the following address,

producthack@techfest.org with the subject:

PRODUCT HACK Submission: Team Id (For example: PRODUCT HACK Submission: PH211003).

Following details must be contained in the submission for any of the tracks:

A Pitch Deck with Max 10 Slides with below Information:

1. Team Members Intro, College & Graduating year, Past Accolades etc.
2. **UX & Product Research:** Product Audit, Stakeholder Interviews, Competitor Analysis, User Journey Maps, Red Route Analysis etc.
3. **Designing UX & UI Elements:** Design Concept, Interactive Prototype/Wireframe ([Example](#)), Usability Testing etc.
4. Instructions or links to View/Download the Interactive Prototype/Wireframe
5. Future Possible Enhancements, Risks and Dependencies, any Additional Information
6. **A two minute - Idea Pitch Video**, that summarizes your team's solution

PRIZE

The prize money will be awarded to the winners via NEFT and will be processed within 30 working days after receiving the prize money from sponsors. Winners have to mail their bank details (immediately after the announcement of results).



Format of Mail

Subject: PRODUCT HACK, Team Id, Position (example - PRODUCT HACK, PH211003, 1st Position)

Body of mail

1. Account Holder's Name
2. Account Number
3. Bank name and Branch name
4. IFSC Code
5. Photograph of Bank Passbook as a proof