TECHFEST 2022-23
SIMPL CASE CHALLENGE

ABOUT SIMPL

Simpl is the fastest way of shopping online. Simpl's vision is to build a two sided network that empowers online merchants to build trust with their consumers and consumers to have a friction-less 1-tap payment and checkout experience. To achieve this vision, Simpl is building an unconventional payment infrastructure that's both merchant & consumer friendly for a world that's mobile-first, and loves the convenience of 1-tap checkout.

PROBLEM STATEMENT

Note : Four Problem Statements given below are Individual Problem Statements from Simpl. Participants are free to choose and submit any number of Problem Statements.

1. Reduce cart abandonments for D2C merchants

Shopping Cart Abandonments
Shopping cart abandonment is when a potential customer starts a check out process for an online order but drops out of the process before completing the purchase. Any item that enters the shopping cart but never makes it through the transaction is considered to be "abandoned" by the shopper.
The shopping cart abandonment rate is an important metric for ecommerce sites to keep track of because a high abandonment rate could signal a poor user experience or broken sales funnel. Reducing shopping cart abandonment leads directly to more sales and revenue, so optimising the checkout flow is a core area of focus for many online retailers

Problem Statement
Create a strategy to reduce abandoned carts for d2c merchants.

Objectives
- Define scope of abandoned checkouts
- Define the strategies and individual solutions within each adopted strategy
- Quantify impact
- Present the solution as a product offering that needs to be sold to merchants

2. To reduce COD for D2C Merchants

Problem Statement

Assume you are the Product Manager at Simpl. How would you design and launch a Product to reduce COD for D2C Merchants?

Objectives

a. Design combined User journey for D2C Merchant, Delivery Partner and Shopper + Post purchase support for all three user personas
b. How will this Product help D2C merchants to reduce their RTO (Return to Origins) orders losses
c. How will this product enhance shopper experience : cart creation + checkout + payment + post purchase support + return (if needed)
d. How will this product help delivery partners to be more productive

Guidelines

● Make sure you connect the dots between the "Why" and the "What"
● Please structure your narrative around this definition of value
● Explain how your solution/ proposals will create that value.
● Examine your assumptions, strengthen your assumptions with data. You may not have real life data about that product so feel free to make up metrics and data in support of what you are proposing.
● You're encouraged to examine the operational, user behavioral, strategic and other assumptions that may weaken your value proposal. Assumptions can hold better if you can make up realistic looking data that can support your arguments.
● You can make assumptions on what measure of value is important for your chosen design. You will not be asked to justify why you have chosen your particular measure of value. Some examples are revenue, DAUs, churn, etc.
● Be conscious about what you're trying to communicate and what is the best way to communicate it. Treat your submission like a product, think about who is going to consume it and work backwards from there. Please read this article (https://medium.com/agileinsider/how-to-master-the-pm-homework-assignment-dc48f592b196) for guidance on how to deal with assignments such as this one.
● You're encouraged to make data-backed arguments. You may not have all the data about the product you've selected but you should think about metrics about that product that would help you make a stronger case for your proposal. You are free to make up metrics that can help you make a strong case for your proposals. For metrics that would help you make your case, you're free to make up numbers that can support your arguments.
● Focus on quality over quantity and Have fun working on the assignment

3. Improve Engagement of Single Transactors

Problem Statement

Simpl being a frictionless and 1-tap checkout payment method on the merchants, there exists a group of users who do their first transaction using Simpl (Say on a merchant like Dunzo, Blinkit, Zepto) and never use Simpl again. Not only do these users not use Simpl on same or different merchants, they do not repay the bill and become delinquent users. Create a product flow addressing this problem and how to increase the engagement of these single transactors with Simpl.

Product Goals

a. **Increase engagement :** Identify how this product flow and program helps Simpl improve the engagement of the one time users. By engagement, it broadly means, making them use Simpl again on same or different merchants (As per data, users who do transactions on two separate merchants within the first billing cycle show significantly higher retention and low delinquency numbers) and making them download the app (Downloading the app applies to the users whose acquisition source was merchants, i.e. they were on-boarded onto the Simpl space via any of the merchants).

b. **Lower Delinquency :** Given the delinquency numbers of these single transactors with Simpl are significantly higher than average, the goal of this product would also be to reduce the number of users not repaying their Simpl bill thereby reducing the delinquency rate. Point to note - Users who pay their first bill on time, tend to show good retention and credit utilisation in the subsequent billing cycles.

Pointers

● Think creatively and critically about the problem and thereby the solution
● Take assumptions wherever necessary
● Highlight any findings from the research (if any)
● Create user flow for each touchpoint of the user with Simpl (add high level wireframes)
● Identify product goals and metrics
● Define success criteria
● Feel free to use any approach without budget constraint

4. Referral Program

Problem Statement

Create a referral program for Simpl users that enables most engaged or active users to invite their friends and family to use simpl.

Note: Highlight how this program will help different stakeholders (Referrer, Referee, Simpl) gain value out of it

Product Goal

a. **Acquisition and Activation** : Identify how this program helps simpl acquire more users through existing user network, and how will this enable product activation (3 transactions done through simpl).
Note:
Acquisition: User signs up on the app
Activation: User signs up and does 3 transactions through simpl
b. **Retention** : Create referral loop for referrers and referees which enables them to derive maximum value out of simpl, rewarding them for their actions, increasing retention.
Note: Rewards can be monetary or non monetary, examples only for reference:
Non Monetary Rewards: Increase Credit limit for users, extend cycle for repayments etc
Monetary Rewards: Cashbacks, personalized offers, discounts etc)

Pointers

● Think creatively and critically about the feature.
● Take assumptions wherever necessary
● Highlight any findings from the research (if any)
● Create user flow for both referee and referrer (add high level wireframes)
● Identify product goals and metrics
● Define success criteria
● Feel free to use any approach without budget constraints

STRUCTURE

There will be 2 stages:
● **Stage 1** - Submission in form of one report of a detailed functional description of the solution including the selected problem.
● **Stage 2** - Selected teams would be invited to Techfest, IIT Bombay which is from 16th-18th December, 2022.
Here, the proposed prototype will be demonstrated to a panel of judges.

REGISTRATION AND SUBMISSION

- The Participants have to register on the official Techfest Website and fill in all the necessary details: www.techfest.org > Competitions > Simpl Case Challenge >Explore More> Register or may directly register on techfest.org/competitions/casechallenge.
- Submission Format- The submission should be emailed to casechallenge@techfest.org with the subject Simpl Case Challenge Submission: Team Id (For example: Simple Case Challenge: CC12345678).

TIMELINE

Last date for registration	15th November, 2022
Last date for submission of Stage 1	15th November, 2022
Results and shortlisting of teams for Stage 2	25th November, 2022
Final round - Stage 2 competition	16th-18th December 2022

RULES

- Every team has to register online on the official 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 the deadline and submit a final abstract.
- The decision of the organisers or judges shall be treated as final and binding on all.
- No responsibility will be held by Techfest, IIT Bombay for any late, lost or misdirected entries.
- The idea presented by the teams should be original (not protected by means of patent/copyright/technical publication by anyone).
- Note that at any point of time the latest information will be that which is on the website. However, registered participants will be informed through mail about any changes.

TEAM SPECIFICATIONS AND ELIGIBILITY

- All students with a valid identity card of their respective educational institutions are eligible to participate in the competition
- One team can have a maximum of 4 members.
- Students from different institutes can be a part of the same team.
- Upto 2 year old college passouts can participate in the contest.

CERTIFICATE POLICY

E-Certificates of participation will be given to the teams selected for the finale.

PRIZE MONEY

The Prize money will be awarded to the **top 3** Winners via NEFT and will be processed within **30** working days after receiving the Prize Money from Sponsors.

The Winners have to mail the following information (immediately after the announcement of the results) to **abhishek@techfest.org** .

Subject: Simpl Case Challenge, team id - your position (example Simpl Case Challenge, CC12345678 – 1st position)

Body of mail-
1. Account Holder's Name
2. Account Number
3. Bank name and Branch name.
4. IFSC Code