

Assignment 1 – Phase 3

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P0: Problem Statement

Residents struggle with notification fatigue because they receive excessive and irrelevant alerts (visitor, delivery, community, promotions), and promotions/ads are mixed with important society notices in the same feed. This causes notification muting and notice-feed avoidance, which progressively reduces the app to an “approvals-only” utility — cutting off engagement across payments, maintenance, services, and community modules.

The problem operates as a behavioral loop: **Noise** → **Distrust** → **Mute** → **Avoidance** → **Engagement collapse**. Each stage compounds the next. Residents don't disengage overnight — they stop trusting the notice feed first, then start muting, and eventually open the app only when a visitor approval forces them to. The result is that MyGate, which has modules for payments, helpdesk, maintenance and community, functions for most residents as a glorified doorbell.

Key Supporting Findings

33%

muted all notifications in last 30 days (9/27)

48%

said ads mixed with notices is the #1 fatigue driver (13/27)

41%

want simpler navigation or noise reduction (11/27)

100%

of interviewees open app primarily for approvals only

Finding 1 — Muting is already an active behavior, not a hypothetical risk

33% of the 27 survey respondents had muted MyGate's notifications in the past 30 days. This is not a theoretical concern — the disengagement is live. Once a resident mutes at the device level, they also miss visitor approval alerts, which is the app's core security function. One interviewee had missed a delivery approval entirely because they'd muted the app after getting too many community and promo pings.

Finding 2 — Signal collapse in the notice feed is the primary fatigue driver

48% of respondents named promotions and ads mixed into the notice feed as the single most irritating element. The problem isn't ad volume alone — it's that a 'Water Shutdown Tomorrow' and a 'Flat for Rent' listing share identical visual weight in the same feed. Residents can no longer quickly identify what's urgent. Over time, they stop checking the feed altogether, even for things they'd genuinely care about.

Finding 3 — Poor feature discovery is a downstream effect of the same problem

40.7% of respondents selected 'Make features easier to find' as their top improvement request. This sounds like a navigation problem but it's actually a usage-pattern problem. Because residents open the app reactively (a notification fires, they approve/reject, they close), they never explore payments, helpdesk, or services. The app doesn't create any reason to linger, and the features are buried behind a cluttered home screen that competes with ad content.

Finding 4 — Shared flats amplify notification volume by 2–3x

Two of the six interview participants lived in shared flats. Both had muted or were actively considering muting. In a shared flat, every flatmate's delivery or visitor triggers an alert for everyone on the same account — multiplying the noise significantly. One participant described it directly:

“When living with multiple people ordering frequently, notifications become irritating. That's why I keep them turned off generally.” — Interview participant, shared flat, tenant

Goal

Improve meaningful engagement by 10% within 3 months — measured as the % of Monthly Active Users who use at least one non-approval feature per month (*North Star Metric: Monthly Meaningful Engagement Rate*).

What ‘meaningful engagement’ means here

The app already has strong approval usage — that’s not what we’re optimizing for. The goal is to recover breadth: residents using payments, helpdesk, services, or the notice feed at least once a month. A resident who pays their maintenance bill on MyGate, or raises a helpdesk ticket, or checks the Official notice tab is meaningfully engaged. One who only approves the Swiggy delivery guy is not.

Why 10% in 3 months

10% is intentionally conservative. The three solutions proposed (home redesign, noticeboard segmentation, smarter notification controls) reduce friction rather than introduce new features. They unlock latent demand — residents who would have paid their maintenance bill or raised a helpdesk ticket but never found the option. That kind of recovery tends to be quiet and steady rather than a spike. Overcommitting here would set the wrong expectations for a structural fix.

What moves downstream if this works

- **Payment transaction volume** — as residents discover and regularly use the payments module
- **Helpdesk ticket submissions** — raised in-app rather than via WhatsApp or verbal complaints
- **Marketplace CTR** — voluntary ad engagement goes up when ads are in a clean, expected place
- **Full mute rate drops** — as category controls give residents a middle path between all-or-nothing
- **Official notice open rate recovers** — once the feed is clean and trustworthy
- **RWA renewal intent improves** — residents who use more features perceive more value, which affects B2B retention

Step 1 — Brainstorm: 16 Solution Ideas

Brainstorming was structured around four root causes identified in Phase 2: notification overload, broken notice hierarchy, poor feature discovery, and ad placement conflicts. The goal was to not self-edit too early — at least 3–4 ideas per root cause before filtering. Each idea has a key assumption flagged, which forces honesty about what has to be true for the idea to work.

#	Category	Solution	Description	Key Assumption
1	Notification Fatigue	Person-Level Alert Routing + Backup Escalation	Route visitor/delivery alerts only to the intended resident; escalate if no response in time	<i>Guard correctly selects intended resident at gate entry</i>
2	Notification Fatigue	Dynamic Single-Updating Notification	Replace multiple status pings with one persistent notification that updates in-place	<i>Android notification update reliability is consistent</i>
3	Notification Fatigue	Smart Pre-Approvals	Auto-approve trusted recurring delivery partners (Swiggy, Blinkit) within resident-set time windows	<i>Security risk of auto-approval is manageable with time-window constraints</i>
4	Notification Fatigue	Mute Guardrail + Settings Redesign	Intercept full-mute attempts with category-level toggle screen; offer smart presets	<i>Users prefer granular control over all-or-nothing muting</i>
5	Notification Fatigue	DND Profiles	Work / Night / Travel presets that auto-configure notification behaviour by time or manual toggle	<i>Preset-based control simplifies what raw toggles make complex</i>

#	Category	Solution	Description	Key Assumption
6	Notification Fatigue	Notification Bundling	Group non-critical alerts (community posts, delivery updates) into a time-based digest	<i>Users prefer a predictable batch over scattered pings</i>
7	Noticeboard Reliability	Noticeboard Segmentation	Split notice feed into Official (RWA-only) / Community / Marketplace — separate tabs	<i>A clean Official tab with no ad content restores trust in that channel</i>
8	Noticeboard Reliability	Sponsored Hard Labeling	Apply a visually distinct 'Sponsored' badge and background tint to all ad/promo content	<i>Transparency about ads reduces annoyance even if ad count stays the same</i>
9	Noticeboard Reliability	Urgency Tiers	Add Critical / Important / FYI tags to notices so residents can filter by urgency	<i>RWA admins will classify correctly; misclassification risk is manageable</i>
10	Improved Discovery	Simplified Home + Critical Updates Strip	4 fixed core tiles (Approvals / Payments / Helpdesk / Services) + contextual strip for time-sensitive updates	<i>A structurally cleaner layout improves exploration beyond approvals</i>
11	Improved Discovery	Smart In-App Nudges	Surface context-aware feature suggestions at the right moment (e.g. 'Rate this maintenance resolution')	<i>Nudges feel helpful rather than intrusive when shown at the right moment</i>
12	Ads Fatigue	Protect Primary Utility Zone	Hard rule: no ad or promo content above the core utility section of the home screen	<i>Spatial separation of ads preserves monetization while reducing friction in core flows</i>
13	Ads Fatigue	Ad-Free Premium Tier	Monthly subscription option to remove all in-app ads	<i>A meaningful segment of residents is willing to pay to remove ads</i>
14	Ads Fatigue	AdFlex Preferences	Let residents de-prioritize irrelevant ad categories (real estate, insurance, etc.)	<i>Users engage with control mechanisms when the options feel genuinely relevant</i>
15	Ads Fatigue	Ad Credits / Utility Tokens	Residents earn credits by engaging with sponsored content; credits offset convenience fees	<i>Fraud risk is manageable; engagement is genuine rather than mechanic-gaming</i>
16	Ads Fatigue	Watch-to-Unlock	Optional short ad before accessing a minor convenience feature (e.g. extended pre-approval duration)	<i>Voluntary ad consumption doesn't generate trust issues if it's genuinely optional</i>

Ideas clustered naturally into four buckets — validating that the P0 is multi-dimensional. Pure monetization ideas scored weakly on confidence because they add complexity without fixing the core signal problem. The highest-scoring ideas restore structural clarity first and let monetization follow naturally.

Step 2 — Prioritization (RICE Framework)

RICE scored on a 1–4 scale per dimension. Formula: $(\text{Reach} \times \text{Impact} \times \text{Confidence}) \div \text{Effort}$. Scale: 1 = low / small segment, 4 = high / most active users. Effort is a penalty — higher effort = lower score.

Rank	Solution	Category	R	I	C	E	RICE
1	Simplified Home + Critical Updates Strip	<i>Improved Discovery</i>	4	3	4	2	24.0
2	Noticeboard Segmentation	<i>Noticeboard Reliability</i>	3	4	4	2	24.0
3	Protect Primary Utility Zone	<i>Ads Fatigue</i>	4	3	3	2	18.0
4	Mute Guardrail + Settings Redesign	<i>Notification Fatigue</i>	3	4	4	3	16.0
5	Person-Level Routing + Backup Escalation	<i>Notification Fatigue</i>	4	4	3	3	16.0
6	Dynamic Single-Updating Notifications	<i>Notification Fatigue</i>	4	2	3	2	12.0
7	Smart Pre-Approvals	<i>Notification Fatigue</i>	4	4	3	4	12.0
8	Sponsored Hard Labeling	<i>Noticeboard Reliability</i>	3	1	3	1	9.0
9	Smart In-App Nudges	<i>Improved Discovery</i>	3	4	2	3	8.0
10	Urgency Tiers	<i>Noticeboard Reliability</i>	3	2	2	2	6.0
11	Ad-Free Premium Tier	<i>Ads Fatigue</i>	3	2	2	2	6.0
12	Notification Bundling	<i>Notification Fatigue</i>	3	2	2	2	6.0

Rank	Solution	Category	R	I	C	E	RICE
13	Watch-to-Unlock	<i>Ads Fatigue</i>	3	2	2	2	6.0
14	DND Profiles	<i>Notification Fatigue</i>	2	2	2	2	4.0
15	Ad Credits / Utility Tokens	<i>Ads Fatigue</i>	3	2	2	3	4.0
16	AdFlex Preferences	<i>Ads Fatigue</i>	3	2	1	2	3.0

↑ Shaded rows = final Top 3 selections

Why Mute Guardrail (#4) over Person-Level Routing (#5) — Despite the Same RICE Score

Both solutions scored 16.0 on RICE, so the number alone doesn't resolve the tie. The final call came down to four practical factors:

- **No guard-side dependency.** Person-Level Routing requires the security guard at the gate to correctly select the intended recipient on the guard app at every entry. That's an operational dependency outside the product team's direct control. Guard behavior is inconsistent across societies, and MyGate can't guarantee training compliance across hundreds of RWAs. Mute Guardrail lives entirely within the resident app — no external coordination needed.
- **No flatmate coordination required.** Routing to a specific person in a shared flat sounds clean in theory. In practice, it requires knowing who ordered what, which changes constantly. The Mute Guardrail serves every resident independently — the shared-flat resident who's getting 3x the noise because of flatmates can silence community/promo pings on their own device without waiting for anyone else.
- **Addresses an active behavior, not a projected one.** 33% of respondents had already muted all notifications in the last 30 days. The Guardrail intercepts a behavior that is happening right now. Person-Level Routing prevents future noise — valuable, but a step removed from the immediate problem. Speed of relief matters when users are already disengaged.
- **Faster to ship.** Person-Level Routing needs changes on both the resident app and the guard app, plus RWA-side configuration. Mute Guardrail is resident-app-only. That means faster iteration, faster learning, and less coordination across product areas.

Person-Level Routing is not being dropped — it's a **Phase 2 candidate** once guard-app adoption and reliability data are available. But for a 3-month window focused on immediate behavioral leverage, Mute Guardrail wins the tie.

Final Top 3 — Rationale Beyond the Numbers

RICE gave a strong numeric shortlist. One additional layer was applied: which combination addresses the full behavioral loop (Noise → Trust → Control → Discovery) with the fewest operational dependencies?

#1 — Simplified Home + Critical Updates Strip

RICE: 24.0

- ✓ Addresses the 40.7% who said navigation/discovery is broken
- ✓ Protects core utility zone from ad intrusion (subsumes Protect Primary Utility Zone)
- ✓ Structural improvement — affects every MAU who opens the home screen
- ✓ Low operational dependency: no guard-side changes, no backend-heavy infrastructure

#2 — Noticeboard Segmentation

RICE: 24.0

- ✓ Directly fixes the 48.1% fatigue driver: ads mixed with notices
- ✓ Restores urgency hierarchy — Official tab becomes trustworthy again
- ✓ Cleanly separates monetization: ads stay, they just go where they belong
- ✓ High confidence — multiple interviewees described this exact frustration unprompted

#3 — Mute Guardrail + Settings Redesign

RICE: 16.0

- ✓ Selected over Person-Level Routing (#5, same RICE score of 16.0) — no guard-side dependency, no flatmate coordination required
- ✓ Directly addresses the 33% already actively muting: intercepts at the moment of full-mute
- ✓ Immediate leverage on a behavior that is already live and measurable
- ✓ Faster to ship — resident-app-only, no guard-app coordination

Step 3 — Wireframes & Prototype Snapshots

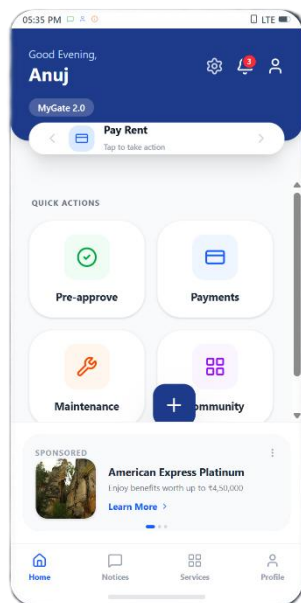
An interactive prototype was built in Google AI Studio to demonstrate all three solutions. The prototype covers complete user flows including edge cases.

Prototype Link: [MyGate 2.0](#)

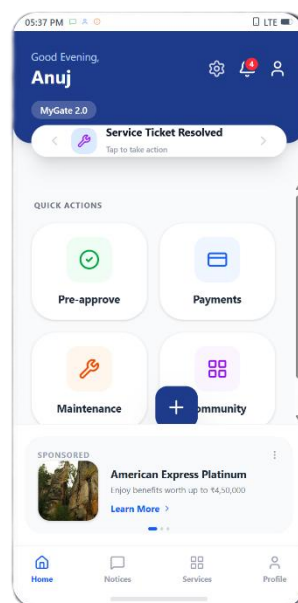
Solution 1 — Simplified Home + Critical Updates Strip

The home screen is restructured around four fixed core tiles (Pre-approve, Payments, Maintenance, Community) with a contextual Critical Updates Strip below — only RWA-tagged Official content appears in the strip. Sponsored/ad content is moved below the fold. The strip auto-dismisses when the underlying event resolves. If there are no active critical updates, the strip simply doesn't appear.

State A: Critical Strip — Payment Due



State B: Critical Strip — Ticket Resolved

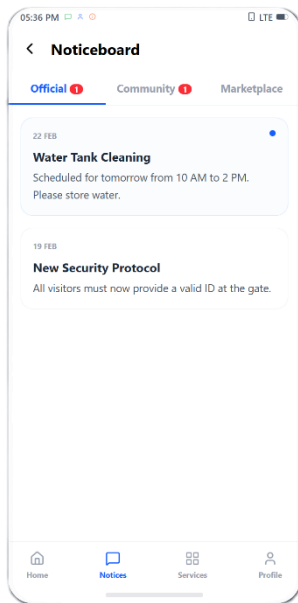


The strip shows the most relevant time-sensitive action contextually. 4 core tiles always visible. Sponsored content clearly below the fold.

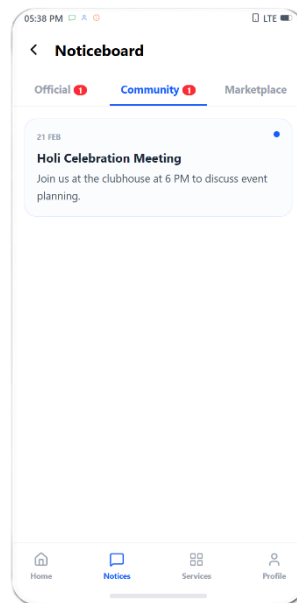
Solution 2 — Noticeboard Segmentation

The notice feed is split into three distinct tabs: Official (RWA-posted content only, the sole source of critical push notifications), Community (resident posts, events, polls), and Marketplace (all sponsored/ad content, clearly labeled 'Sponsored', no push notifications). Promotional content can no longer appear in the Official or Community tabs regardless of admin selection.

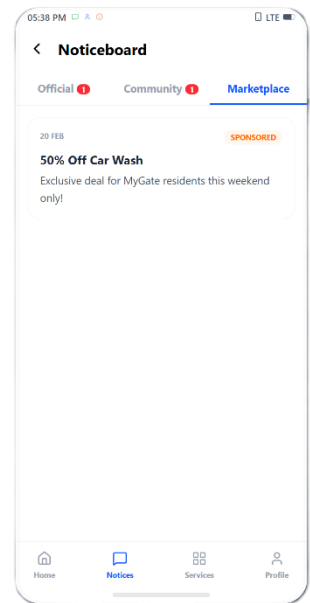
Official Tab — RWA notices only
(water tank cleaning, security protocol)



Community Tab — Resident posts
(Holi celebration meeting)



Marketplace Tab — Sponsored content,
clearly labeled, no push alerts

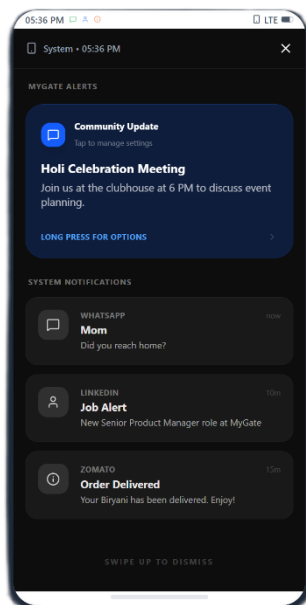


Each tab has a distinct badge and visual treatment. Only the Official tab can trigger critical push notifications.

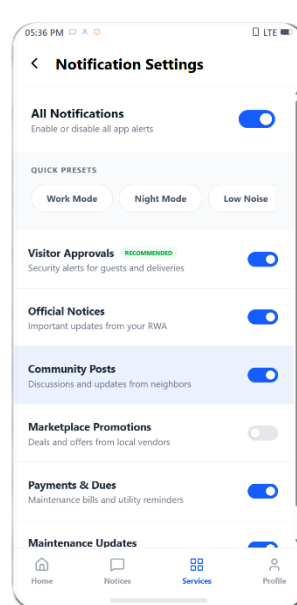
Solution 3 — Mute Guardrail + Smart Notification Settings

When a resident attempts to full-mute the app, a guardrail intercepts: ‘Are you sure you want to mute? You might miss important visitors/guests and critical security alerts.’ Two clear options are offered: Customize Categories (recommended path) or Turn Off Everything (still available, but requires one intentional step). The settings screen provides category-level toggles — Visitor Approvals are non-disableable by design — plus Quick Presets (Work Mode, Night Mode, Low Noise).

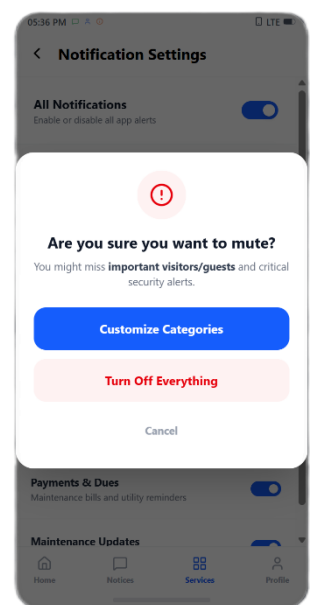
Notification Settings — Category
toggles + Quick Presets



Mute Guardrail — Notification
intercept at long-press on alert



Mute Guardrail — Dialog:
‘Customize Categories’ vs ‘Turn Off’



Visitor Approvals cannot be disabled — shown as locked with explanation. Marketplace Promotions are off by default. Guardrail shown at most once per session.

Step 4 — Success Metrics

North Star Metric: Monthly Meaningful Engagement Rate — % of MAU using at least one non-approval feature per month. **Target: +10% in 3 months.**

Metrics are structured per solution so it's clear what each one is trying to move. Each has one Key metric (primary success signal), secondary metrics (supporting behaviors), and a guardrail (ensuring the solution doesn't break something else).

Solution 1 — Simplified Home + Critical Updates Strip

Type	Metric	Definition	Why it matters
Key	Non-Approval Feature Usage Rate	% of MAU using payment / helpdesk / services in a given month	Direct measure of whether the home redesign is unlocking breadth of usage
Secondary	Critical Strip CTR	% of sessions where strip is visible and user taps it	If CTR is low, strip content is not relevant enough — signals tuning needed
Secondary	Module Navigation Rate	Average distinct modules accessed per session	Tracks whether people are exploring beyond approvals in a single session
Guardrail	Visitor Approval Response Time	Average time from approval notification to resident action	Home redesign must not slow the most critical flow

Solution 2 — Noticeboard Segmentation

Type	Metric	Definition	Why it matters
Key	Official Notice 48hr Open Rate	% of Official notices opened within 48 hours of posting	Directly measures whether trust in the Official tab is being restored
Secondary	Marketplace Tab Visit Rate	% of MAU who voluntarily visit the Marketplace tab per month	Voluntary engagement with ads = healthier monetization signal
Secondary	Marketplace CTR	Click-through rate on sponsored posts in Marketplace tab	Revenue proxy — advertisers care about clicks, not just impressions
Guardrail	Marketplace Revenue Trend	Week-over-week revenue from Marketplace/sponsored placements	Segmentation must not tank ad revenue; track and adjust if it does

Solution 3 — Mute Guardrail + Smart Settings

Type	Metric	Definition	Why it matters
Key	Full App Mute Rate	% of MAU who have fully muted all notifications	Direct behavioral indicator of P0 — should decrease with guardrail in place
Secondary	Category-Level Toggle Adoption	% of users who have customized at least one category toggle	Shows whether residents are using the control mechanism vs ignoring it
Secondary	Visitor Notification Opt-in Rate	% of users with visitor approval notifications still enabled	Confirms core security alerts are preserved as people adjust other settings
Guardrail	Missed Critical Alert Rate	Number of reported incidents where a time-sensitive alert was not delivered	Safety control — the guardrail should not create a false sense of security

Step 5 — Pitfalls & Mitigations

Most failures happen not because the idea is wrong, but because a key assumption didn't hold. Listed below are the critical assumptions per solution, their most likely failure modes, mitigations, and early detection signals.

Solution 1 — Simplified Home + Critical Updates Strip

Assumption	Failure Mode	Imp.	Like.	Mitigation	Detection Signal
Cleaner layout leads to more exploration	Users still only use approvals; ignore the strip and secondary tiles	M	M	A/B test on 10% of users first; iterate strip logic and tile placement before full rollout	Non-Approval Feature Usage Rate — watch first 2 weeks post-launch
Ads below fold don't hurt revenue significantly	Marketplace revenue drops due to lower ad visibility	H	L	Improve contextual targeting in Marketplace; optimize ad formats for voluntary engagement	Marketplace revenue W/W trend and CTR

Solution 2 — Noticeboard Segmentation

Assumption	Failure Mode	Imp.	Like.	Mitigation	Detection Signal
Residents will check Official tab proactively	Official tab still ignored even after it's clean	H	M	Default landing tab set to Official; run onboarding prompt on first view of new design	Official Notice 48hr Open Rate — if no movement after 4 weeks, revisit tab naming
RWA admins will classify posts correctly	Admins continue posting promo content as Official	H	M	Auto-classification flag for promotional keywords; admin training guide + role verification	Resident report rate on Official tab; monthly sample audits
Marketplace tab gets voluntary visits	Users never visit Marketplace; ad revenue collapses	M	L	Surface Marketplace via contextual nudge from home; don't rely on organic discovery alone	Marketplace Visit Rate and CTR trend

Solution 3 — Mute Guardrail + Smart Settings

Assumption	Failure Mode	Imp.	Like.	Mitigation	Detection Signal
Users will engage with category toggles rather than full-muting	Users dismiss the guardrail and full-mute anyway; no behavior change	H	M	Simplify guardrail to show presets directly; reduce cognitive load at intercept moment	Full App Mute Rate post-launch vs pre-launch baseline
Guardrail doesn't feel manipulative	Residents complain app is preventing them from muting; backlash in reviews	M	L	Cap guardrail to once per session; always offer easy exit; frame as helpful prompt not a block	App Store reviews (notification/mute mentions); in-app feedback tickets
Visitor approval alerts remain active for all users	Users find a way to disable approvals; security incidents increase	H	L	Visitor approvals non-disableable by design; shown as locked in settings with explanation	Visitor Notification Opt-in Rate; support tickets about missed approvals

These five steps complete the ideation and validation phase of Phase 3. The PRD (Step 6) is being submitted separately as instructed.