

STEP 1: Brainstorm Solutions (Diverge)

Purpose

P0 problem is:

Routine refill users reduce order frequency because refunds for unusable or poor-quality products feel partial and unfair.

In this step, I am not trying to select the best idea yet.
I am trying to explore different directions and possibilities.

Understanding the Core Issue Again

The issue is not only the refund delay.

The actual issue is:

- Users feel treated unfairly.
- Refund decisions feel random.
- There is no security or safety before ordering.
- Emotional reassurance is missing.

So I asked myself:

Why does this feel unfair?

Where does trust break?

How does this affect retention?

Root Causes Identified

1. Users don't know refund rules before checkout. Even know about the refund rules, its depend on which item you are asking for a refund and the reason for the refund.
2. The refund logic is not transparent.
3. Essential items are not treated differently.
4. Users must wait for refund approval.
5. There is no emotional closure after the refund.
6. Users feel powerless in the process.

Brainstormed Ideas

Below are the ideas I have generated:

1. Show “Freshness Guaranteed” tag near essential items.
2. Give 100% refund for milk, vegetables, and bread.
 1. Set the rule of refund, if the case of milk, then in how many hrs user complaint, then we can serve the refund.
3. Instant refund approval without manual review.
4. Show refund breakdown clearly (price, policy, refund amount).
5. Display refund policy summary at checkout.
6. Let users choose a refund or replacement.
7. Add refund status tracker.
8. Give a small goodwill wallet credit after a valid complaint.
9. Show freshness timestamp like “Packed 4 hrs. ago.” Or picked from farm 2 hrs ago in case of vegetables.
10. Add refund escalation option.
11. Show refund history dashboard.
12. Provide loyalty-based refund protection for frequent users.
13. Display warehouse quality score.
14. AI-based instant refund approval using images.
15. Premium freshness protection subscription.

Categorization

High Confidence Ideas

- Freshness guarantees tag or label
- Full refund for essentials (categorize the item refunds rules)
- Instant refund (categorize the item refunds rules)

- Refund breakdown transparency
- Policy visibility at checkout

These directly improve fairness perception.

Medium / Low Confidence

- Goodwill credit
- Refund tracker
- Escalation option
- Freshness timestamp

This improves the experience but needs validation.

Moonshot Ideas

- Loyalty protection tier
- Warehouse quality rating
- Premium freshness subscription

These can differentiate Instamart in the long term.

Reflection

While brainstorming, I realized:

The strongest ideas are simple. Users want fairness, not complexity.

STEP 2: Prioritize Smartly (From Possibility to Focus)

Purpose

In Step 1, I generated multiple solution ideas to address the P0 problem:

Routine refill users reduce order frequency because refunds for unusable or poor-quality products feel partial and unfair.

However, as a Product Manager, I cannot build all ideas at once. Resources are limited — engineering bandwidth, operational effort, and time constraints.

So the purpose of this step is to move from a broad list of ideas to a focused shortlist of 3–5 high-impact solutions that are most likely to improve repeat purchase rate within the defined 3-month timeframe.

This is the stage where creativity meets decision-making.

Connecting Prioritization to Business Goal

In Phase 2, I defined the goal clearly:

Improve repeat purchase rate by 15% in 3 months for routine refill users.

So while prioritizing, I did not ask:

“Which idea sounds interesting?”

Instead, I asked:

- Which idea most directly impacts repeat behavior?
- Which solution reduces unfairness?
- Which intervention can rebuild trust quickly?
- Which solution is feasible within a short-term scope?

Since retention is the primary metric, the selected ideas must influence users’ confidence to reorder essentials regularly.

Prioritization Method Chosen: RICE

Since I have limited internal data, I used a simplified RICE framework.

RICE stands for:

- Reach
- Impact
- Confidence
- Effort

It helps to bring structure to decision-making.

Ideas Selected for Evaluation

From Step 1, I shortlisted 6 strong ideas:

1. Refund Assurance Before Checkout
2. 100% Full Refund for Essential Items
3. Instant Refund Processing
4. Refund Transparency Breakdown Screen
5. Goodwill Wallet Credit
6. Loyalty-Based Refund Protection

RICE Evaluation Table

Solution	Reach	Impact	Confidence	Effort	RICE Score	Reasoning
Refund Assurance Before Checkout	3	3	3	1	27	Impacts most routine users before ordering; strong trust effect; low UI effort
100% Full Refund for Essentials	3	3	3	2	13.5	Directly solves unfairness for high-frequency items
Refund Transparency Screen	3	2	3	1	18	High reach, low effort, improves fairness perception
Instant Refund Processing	3	2	3	2	9	Improves speed but does not fully solve unfairness alone
Goodwill Wallet Credit	2	2	2	1	8	Emotional recovery, but not structural fix
Loyalty-Based Refund Tier	1	3	1	3	1	Interesting but heavy operational change

STEP 3: Wireframe Your Top Ideas

Purpose

In Step 2, I selected the top 3 solutions:

1. Refund Assurance Before Checkout
2. 100% Freshness Guarantee for Essentials
3. Transparent + Instant Refund Flow

Now in Step 3, the goal is to visualize how these ideas will look and work inside the Instamart app.

Wireframes help convert abstract ideas into real product flows.

Instead of just saying:

“We will improve refund fairness.”

I now show:

- Where the message appears
- What the user sees
- What action the user takes
- How the flow ends

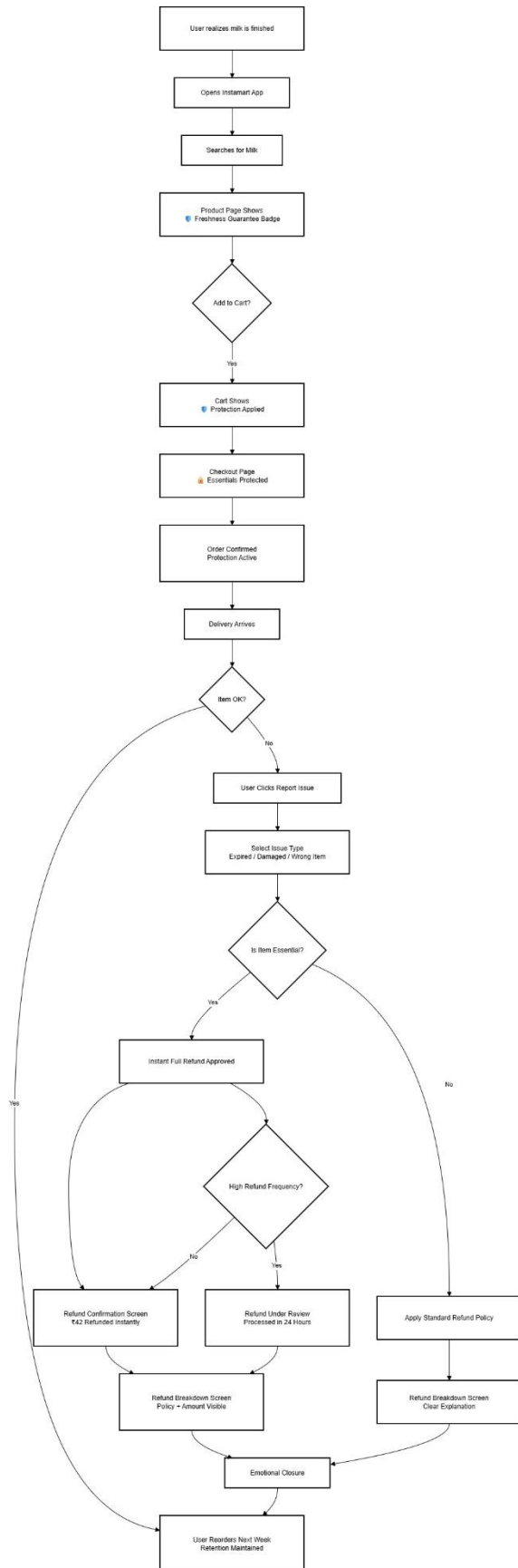
A good wireframe shows movement — not just screens.

My persona (Yash) is a routine refill user.

So the design must feel simple, fast, and trustworthy.

User realizes milk is finished

→ Opens Instamart app → Searches for milk → Lands on Product Page (sees Freshness Guarantee message) → Adds milk to Cart → Reviews Cart (sees protection message) → Proceeds to Checkout → Completes Payment → Receives Order Confirmation (protection active) → Delivery Arrives
→ Checks Product → Finds milk stale → Opens Order Details → Clicks “Report Issue”
→ Selects “Expired / Stale” → System approves Instant Full Refund → Sees Refund Confirmation
→ Views Refund Breakdown → Feels issue resolved fairly → Next week milk finishes again → Opens Instamart → Places Order Again



STEP 4: Define Success Metrics

Purpose

The purpose of this step is to clearly define how I will measure whether my solution is working.

In Phase 2, I identified the business goal:

Improve repeat purchase rate by 15% in 3 months for routine refill users.

In Phase 3, I designed the solution:

- Refund Assurance Before Checkout
- 100% Freshness Guarantee for Essentials
- Instant + Transparent Refund Flow

Now the question is:

How will I know if this solution is improving retention?

This step is not about building a full analytics dashboard.

It is about demonstrating clear product thinking.

Step 1: Start from the Goal

Phase 2 Goal:

Increase repeat purchase rate by 15% in 3 months for routine refill users.

Since the core problem is retention decline due to refund unfairness, the key metric must directly measure repeat behavior.

Success Metrics for Instamart Refund Fairness Framework

Key Metric

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Repeat Purchase Rate (Routine Refill Users)	% of routine users placing at least 2 orders in 30 days	Directly measures whether improved refund fairness increases retention

Why is this the Key Metric

If users feel protected and treated fairly:

- They will continue ordering essentials.
- They will not reduce frequency.
- Silent churn will reduce.

If this metric improves, it clearly indicates that trust is being rebuilt.

Secondary Metrics

These explain *why* the key metric moves.

Metric Type	Metric Name	Definition	Why it matters
Secondary Metric	Fresh Essentials Reorder Rate	% of users who reorder milk/vegetables within 30 days after refund issue	Shows restored trust in high-frequency categories
Secondary Metric	Refund Satisfaction Score (Post-Refund CSAT)	Average rating given after refund resolution	Measures perceived fairness directly
Secondary Metric	Time to Refund Completion	Average time taken from complaint submission to refund confirmation	Ensures instant refund logic works effectively
Secondary Metric	Complaint-to-Reorder Conversion Rate	% of users who place another order within 14 days after refund	Directly measures emotional recovery success

Why These Matter

If fairness improves:

- Users will reorder fresh items confidently.
- Refund satisfaction score should increase.
- Time to refund should reduce significantly.
- Users who had issues should not churn.

These metrics help diagnose the behavior behind repeat purchases.

Guardrail Metrics

Guardrail metrics ensure that while improving fairness, we do not harm business sustainability.

Metric Type	Metric Name	Definition	Why it matters
Guardrail Metric	Refund Abuse Rate	% of users frequently claiming refunds beyond threshold	Prevents misuse of full refund policy
Guardrail Metric	Refund Cost as % of Revenue	Total refund value divided by total revenue	Ensures refund policy does not hurt margins
Guardrail Metric	Customer Support Escalation Rate	% of refund cases escalated to manual support	Measures clarity and effectiveness of transparency

Why Guardrails Are Important

If we give instant full refunds for essentials:

- Some users may misuse the policy.
- Refund costs may increase.
- Operational burden may rise.

Guardrails ensure fairness does not create business risk.

STEP 5: Identify Pitfalls & Mitigations

Purpose

In Phase 3, I proposed solutions to improve refund fairness and increase repeat purchase rate. However, every solution is built on assumptions.

If those assumptions fail:

- The solution may not improve retention.
- It may increase refund abuse.
- It may negatively impact margins.
- It may create new user confusion.

This step acts as a safety net before implementation.

It ensures that I do not design only for success but also prepare for failure scenarios.

Risk Table – Instamart Refund Fairness Framework

Assumption at Risk	Failure Mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (Practical)	Detection Signal (Metric)	Containment / Rollback
Users will notice and value the refund guarantee before checkout	Users ignore the guarantee badge → No improvement in trust or repeat purchase rate	Medium	Medium	Place badge below price & above CTA; use bold shield icon; A/B test copy and placement; reinforce message at checkout	Repeat Purchase Rate (exposed vs control); Essential item conversion rate	Increase badge prominence; adjust messaging; add short tooltip explanation
Instant full refund for	Users repeatedly	High	Medium	Restrict instant	Refund Abuse Rate;	Move flagged users to

Assumption at Risk	Failure Mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (Practical)	Detection Signal (Metric)	Containment / Rollback
essentials will not lead to misuse	claim false refunds → Increase in refund abuse and operational loss			refund to selected essential SKUs; set refund frequency threshold; monitor suspicious behavior manually during pilot	% users with >3 claims in 30 days; Refund Cost % of Revenue	manual review; temporarily disable instant refund for high-risk accounts; reduce eligible categories
Transparency in refund breakdown will reduce unfairness perception	Refund breakdown confuses users → Increase in support tickets or disputes	Medium	Low	Keep breakdown simple; avoid technical language; add “Why this amount?” helper text; test copy with pilot users	Refund-related Support Ticket Volume; Escalation Rate	Simplify explanation; reduce detail; add FAQ link; redesign breakdown layout
Increased refund cost will be offset by improved retention	Refund cost rises significantly without improvement in repeat purchase rate	High	Medium	Pilot in limited cities; restrict to high-frequency essentials; monitor weekly	Refund Cost % of Revenue; Change in Repeat Purchase Rate	Adjust refund eligibility; cap instant refund limit; scale back to smaller SKU set

Assumption at Risk	Failure Mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (Practical)	Detection Signal (Metric)	Containment / Rollback
				retention vs cost ratio; define alert threshold		
Instant refund improves emotional recovery and reordering	Users still reduce order frequency even after instant refund	Medium	Medium	Track complaint-to-reorder conversion; include empathetic messaging; test small goodwill credit for affected users	Complaint-to-Reorder Conversion Rate (within 14 days); Fresh Reorder Rate	Introduce limited loyalty incentive; refine guarantee messaging; reassess user perception feedback

Step 6 Product Requirement Document (PRD)

Product Name : Instamart - Refund Fairness Framework

The purpose of solving this problem is to protect and improve repeat purchase behavior among high-value routine refill users.

These users are not immediately churning from the platform. Instead, they are slowly reducing frequency, especially in fresh and essential categories like milk and vegetables. This behavior is silent but dangerous because it directly impacts long-term revenue and customer lifetime value.

The real issue is not refund delay. It is the perception of unfairness. When users feel that refund amounts are partial or unclear, trust decreases. Once trust decreases, frequency decreases. And when frequency decreases, retention weakens.

By solving this P0 problem, the goal is to:

- Restore fairness perception

- Increase predictability in refund outcomes
- Reduce anxiety before ordering essentials
- Prevent silent churn
- Improve repeat purchase rate

This is not just an operational improvement. It is a trust restoration initiative.

If users feel protected before checkout, treated fairly during issues, and clearly informed after refunds, they are more likely to continue ordering weekly.

Therefore, solving this P0 problem directly supports the strategic business objective of improving retention and sustainable growth.

1. Executive Summary

Routine refill users reduce order frequency because refunds for unusable or poor-quality products feel partial, unpredictable, and unfair. While users continue using the platform, their trust declines silently, especially for fresh and essential items.

This initiative introduces a structured Refund Fairness Framework to restore trust through:

- Pre-checkout refund assurance
- 100% freshness guarantee for essentials
- Instant refund processing
- Transparent refund breakdown

The goal is to improve repeat purchase rate by 15% in 3 months for routine refill users.

2. Problem Statement (P0)

Routine refill users reduce order frequency because refund outcomes feel unfair and inconsistent.

Key Insights from Assignment 1:

- Users tolerate occasional quality issues.
- The real frustration begins when refunds feel partial.
- Users do not complain loudly — they reduce frequency silently.
- Fresh and essential items are most sensitive to trust erosion.

Impact:

- Reduced fresh category reorders
- Lower repeat purchase rate
- Long-term LTV decline
- Silent churn behavior

3. Objective

Primary Objective:

Increase Repeat Purchase Rate (Routine Refill Users) by 15% within 3 months.

Secondary Objectives:

- Increase Fresh Essentials Reorder Rate by 20%.
- Achieve Refund CSAT > 4.5/5.
- Maintain sustainable refund cost ratio.

4. Target Users

Primary Segment:

Routine Refill Users

- Orders 1–2 times per week
- High frequency of milk, vegetables, bread
- Value speed and reliability
- Avoid confrontation but reduce usage silently

Persona Reference:

Yash – working professional managing weekly groceries who values fairness and predictability.

5. Root Cause Analysis (From Assignment 2)

The core issue is not refund delay — it is perceived unfairness.

Root causes identified:

1. No visible refund protection before ordering.
2. Partial refunds feel random.
3. Essential items are not treated differently.
4. The refund logic is unclear.

5. Emotional reassurance is missing.

Therefore, the solution must focus on fairness perception, not only refund speed.

6. Solution Overview

The Refund Fairness Framework consists of three integrated components:

1. Refund Assurance Before Checkout

2. 100% Freshness Guarantee for Essential Items

3. Instant + Transparent Refund Flow

These solutions address fairness across the full journey.

7. Detailed Functional Requirements

7.1 Refund Assurance Before Checkout

Description

Display visible protection message on essential items before purchase.

Functional Requirements

- Show “ Freshness Guaranteed – 100% refund if unusable” on product page.
- Reinforce message in cart.
- Reinforce protection message at checkout.
- Applicable only to predefined essential SKUs.

Expected Impact

- Reduce pre-checkout anxiety.
- Increase essential category conversion.
- Improve trust perception.

7.2 100% Freshness Guarantee for Essentials

Description

Instant full refund for predefined essential categories when specific issue types are selected.

Business Rules

Eligible Categories:

- Milk
- Vegetables
- Bread

Eligible Issue Types:

- Expired
- Stale
- Damaged

System Logic

IF item category = Essential

AND issue type = Eligible

THEN auto-approve full refund.

Safeguards

- Refund frequency threshold.
- Fraud monitoring flag.
- Backend logging.

7.3 Instant Refund Processing

Requirements

- Refund confirmation screen immediately after issue submission.
- Refund credited within <5 minutes.
- Clear empathetic messaging.

7.4 Transparent Refund Breakdown

Description

After refund, display clear explanation:

- Item Price
- Policy Applied
- Refund Amount
- Time Credited

If partial refund:

- Show reason clearly (e.g., Opened packaging).

Purpose:

Remove randomness perception.

8. User Flow

Need Essentials

→ Product Page (Guarantee Visible)

→ Add to Cart

→ Checkout (Protection Reinforced)

→ Delivery

→ Complaint (if issue)

→ Essential Check

→ Instant Refund

→ Transparent Breakdown

→ Emotional Closure

→ Next Order

9. Prioritization Summary (From Step 2)

Selected based on RICE evaluation:

High Impact + High Reach + Moderate Effort:

- Pre-checkout assurance
- Full refund for essentials
- Transparency flow

Moonshot and low-impact ideas were deprioritized.

10. Success Metrics

Key Metric

Repeat Purchase Rate (Routine Refill Users)

Secondary Metrics

- Fresh Essentials Reorder Rate
- Refund Satisfaction Score
- Complaint-to-Reorder Conversion Rate
- Time to Refund Completion

Guardrail Metrics

- Refund Abuse Rate
- Refund Cost % of Revenue
- Refund Escalation Rate

11. Non-Functional Requirements

- Refund processing time <5 minutes.
- No increase in checkout latency.
- System must support SKU eligibility tagging.
- Abuse monitoring must run in background.
- UI must remain simple and clear.