

Phase 3

1. P0 Problem

Root Cause	Solution Idea	What it does	Key Assumption	Category
Unclear intent of matches	Intent Declaration During Onboarding	During onboarding (and editable later), users select one intent: (1) Ready for marriage, (2) Exploring seriously, (3) Still figuring out. This intent is shown on profiles and used in matching & ranking.	Users who clearly state intent are more likely to respond to matches with similar intent.	High Confidence
Unclear intent of matches	Intent-Based Match Filtering for Premium	Premium users can filter and prioritize matches with the same declared intent, reducing outreach to low-intent profiles.	Matching users by intent increases meaningful conversations and response rates.	High Confidence
Trust & authenticity concerns	Enhanced Profile Verification (Govt ID + Selfie)	Users verify profiles using Aadhaar / Govt ID + live selfie check. Verified status is clearly visible on the profile and in chat.	Genuine users are willing to verify, and visible verification increases response confidence.	High Confidence
Trust & authenticity concerns	Work & Corporate Verification Badge	Users optionally verify work email or company ID to display a "Profession Verified" badge, increasing credibility.	Professional verification signals seriousness and reduces suspicion of fake profiles.	High Confidence
Low response commitment	Interest Strength Scale (Low / Medium / High)	Instead of only "Connect", users choose interest strength. Chats open immediately for mutual high-interest selections.	Higher upfront commitment leads to better response quality.	Low Confidence
Low response commitment	Super-Interest Unlock for High Intent Matches	High-intent users can unlock chat only when both sides select high interest, reducing casual connects.	Users will be more selective and responsible when expressing strong interest.	Low Confidence
Fake or suspicious behavior	AI-based Authenticity & Behavior Flagging	System flags profiles with abnormal activity (reports, mass connects, spam	Automated detection can prevent bad actors without harming genuine users.	Moonshot

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		signals) for review or downranking.		

2. Wireframe

<https://www.figma.com/proto/2ferotuXfhQM7mABn0ZFhy/Shaaadi-wireframe?node-id=0-1&t=bcpukt373MCBhXiF-1>

3. Prioritization

Solution	Reach (1–3)	Impact (1–3)	Confidence (1–3)	Effort (1–3)	RICE Score
Intent Declaration During Onboarding	3	3	3	2	13.5
Intent-Based Match Filtering for Premium	3	3	3	3	9
Enhanced Profile Verification (Govt ID + Selfie)	3	3	3	2	9
Work & Corporate Verification Badge	3	3	3	2	13.5
Interest Strength Scale (Low / Medium / High)	2	1	1	2	4
Super-Interest Unlock for High Intent Matches	1	1	1	1	1
AI-based Authenticity & Behavior Flagging	3	3	2	3	9

4. Success Metric Definition

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Meaningful Response Rate for Premium Users	% of messages sent by premium users that receive a meaningful reply (non-empty, non-generic) from matches within X hours	Directly measures whether premium users are actually getting better engagement , not just more visibility
Secondary Metric	User Intent Clarity Score	% of users who complete intent declaration (relationship goals, timeline, preferences) and receive matches aligned with that intent	Clear intent reduces mismatch, improves response quality, and leads to more serious conversations
Secondary Metric	Verified Profile Match Engagement Rate	% of interactions (messages or likes) where at least one user has enhanced/strong verification enabled	Stronger verification increases trust, reduces fake profiles, and improves confidence in replying
Guardrail Metric	Conversation Drop-off Rate	% of conversations that end after 1–2 messages for premium users	Ensures premium users aren't getting superficial or low-quality replies that hurt experience

5. Identify Pitfalls & Mitigations

Assumption at Risk	Failure Model	Impact	Likelihood	Mitigation	Detection Signal	Containment / Rollback
Users selecting marriage timeline are serious responders	Users may select “Within 1 year” to appear desirable but still not engage	High	High	Hide intent till mutual match	High match but low reply rate	Remove intent-based filtering
Intent badge builds trust and increases response likelihood	Badge may create pressure or expectation mismatch	Medium	Medium	Make badge optional visibility	Drop in conversation depth	Turn badge visibility off
Profile verification increases response rate	Verified users may still be inactive or not interested	High	Medium	Add activity-based ranking	Verified profiles with low engagement	Reduce badge importance in ranking
Work email verification builds authenticity	Users may hesitate to share corporate email	Medium	High	Allow alternate LinkedIn verification	High skip rate on this step	Make verification post-match
Users will complete onboarding questions truthfully	Users may choose socially desirable answers	High	High	Use behavioral signals post match	High compatibility but short chats	Re-weight compatibility scoring
Compatibility icebreakers improve chat initiation	Users may ignore AI suggestions	Medium	Medium	Show contextual prompts only once	Low usage of AI starter	Remove auto-suggestions
AI-generated prompts feel natural	Messages may feel templated or robotic	Medium	Medium	Provide edit option	High message edit rate	Shift to insight-only prompts
Users with same lifestyle traits are compatible	Similarity does not guarantee conversational chemistry	High	Medium	Combine with intent match	Matches but low message exchange	Reduce weight of lifestyle match
Travel / lifestyle questions reflect long-term compatibility	These may represent temporary preferences	Medium	Medium	Combine with deeper intent signals	Long chat but low conversion	Remove from compatibility model
Verification step does not increase onboarding drop-offs	Extra KYC may create friction	High	High	Allow “Do Later” option	Funnel drop at verification	Move to post-match flow
Showing compatibility signals increases pressure to respond	Users may feel forced into conversations	Medium	Low	Avoid showing % score upfront	Quick unmatches post chat	Hide compatibility score