

Assignment 1 - Phase 3 - Features, prioritization & PRD - Zankruta C48

▼ Problem Summary

Despite having 77 million users worldwide, the number of paid subscribers is less than 10% as demonstrated by the revenue for the year 2024, which was \$7 million. Users have been using this app for more than 6 months and, in some cases, more than a year and are regular users. However, they are not converting into paid users, leading to a loss of potential revenue.

Based on user interviews and Google Play Store reviews, it can be said that the reasons for the low number of subscriptions are due to

1. **Lack of awareness:** 5/5 users interviewed were not aware of premium subscription and features. Many users in reviews requested features that were already present in the premium subscription.

Cause of lack of awareness:

- a. App is not advertising the premium features within the app.
 - b. The information on subscription is not readily available.
 - c. Users who don't explore "search" feature or "filter" on recommendations page, won't discover paid subscription. 5/5 users who were interviewed never explored these features because those are not part of their shopping workflow.
2. **Lack of adoption:** Many users are not subscribing to premium version even though they are aware.

Cause of lack of adoption:

- a. Surveyed users who were aware of paid subscription, never explored "search and "filter" and weren't able to name them.
They never explored the features because their current problems are getting solved through free features which is identifying if a product is good or bad for them.
- b. Some users are not willing to pay for the subscription. 1/5 users interviewed said that he will not purchase paid version because they feel they don't need paid features. They mostly eat freshly cooked food and paid features will be useful for someone who consumes a lot of packaged food.
Some users complained in the reviews that they would like to use search feature but it is only available in paid version.
- c. Users are not aware of cheap price and think it might be expensive. 1/5 users interviewed said that if it is not too expensive then she won't mind paying. 1/5 users interviewed misread the price as \$20/month instead of \$20/year. When corrected, she was surprised and said it is not expensive.
- d. The paid subscription is not solving their problem.
1/5 users interviewed mentioned that they would purchase the subscription only if it provided recipe suggestions for their diet.
Many users mentioned in the reviews that they would like to be warned about presence of some specific ingredients that they avoid even if the score is good. This is problem is not being solved yet. Yuka currently only filters the recommendations based on food preferences selected.

Many users mentioned in reviews that Yuka currently doesn't filter (paid feature) recommendations based on allergy (nuts, etc).

Users who are likely to benefit from existing premium features

1. Based on analysis of user interviews and Google Play store reviews, it can be said that people who shop online regularly especially for beauty products would benefit from the search feature.
2. People with dietary restrictions(people with allergies, people with medical conditions, and people with food preferences) are likely to benefit from premium features and are more likely to purchase paid subscription because their shopping workflow is currently broken. *(Would need to confirm this further with user interviews, however, many users requested features that would flag ingredients of their choice in reviews.)*

▼ How Might We statements

"How might we improve the visibility of premium features so that users are more aware and are more likely to subscribe to them?"

"How might we introduce users to the premium subscription so that users are aware and see the value in it?"

"How might we make users curious about the premium subscriptions/features?"

"How might we inform users about the premium features without reducing current free features?"

"How might we improve visibility of search feature so that users are aware it is available in the app?"

"How might we improve the visibility of filter feature so that users are aware it is available in the app?"

"How might we help users find the relevant recommendations within the app so that they can buy product best suited to their needs?"

▼ Solution brainstorming

Problem statement / Root cause	Solution	Description	Key Assumption	Category
App is not advertising the premium features.	New paid feature Modal Promote paid features within the app when a new paid feature is launched to raise awareness.	When a new feature is launched or an update is made to the paid subscription, users can be made aware through "What's new" modal. Users can choose to see it or dismiss it.	Since many users have expressed that they like Yuka doesn't force them to purchase paid version, exposing them to what's new feature will not feel like an advertisement and rather make them curious about new features.	Low confidence
App is not advertising the premium features.	What's new section	Add a section in option's menu which show what is new to both free version and the paid version. This allows users to explore premium features without feeling that app is forcing them to purchase a subscription	Since many users have expressed that they like Yuka doesn't force them to purchase paid version, exposing them to what's new feature will not feel like an advertisement and rather make them curious about new features.	Low confidence
The information on subscription is not readily available.	Dedicated "Premium" section Make the information on premium	Add an entry into options menu named "Premium" which will clearly indicate to the user. It will take users to subscription page with	4/5 users said in the survey that they will go to options menu to find the subscription information	High confidence

	subscription readily available	information on features, pricing and benefits.	If users click on options menu, they will be able to easily locate it. Even if they don't click on it, they will see it every time they open options menu and will have it in their subconscious memory	
Users who don't explore "search" feature or "filter" on recommendations page, won't discover paid subscription. Users don't explore paid features because it is not part of their shopping workflow	Search Bar Make search feature accessible to the free users with limited functionality so that it becomes a part of their workflow.	Add a search icon on "History" screen. Clicking on it will allow users to search for past scans but not new products from database. If they type a name of a product that is new, then instead of results they will see a button "Become a member".	Many users in the reviews mentioned that they would like to be able to search their past scanned items since they cannot remember if they already scanned it. This will expose users to paid subscription without taking away current functionality. Additionally, many competitors offer free a search option.	High confidence
The information on subscription is not readily available.	Free/Premium user badge Add the user type information in options menu or home screen	Add an entry in the options menu that clearly says free user at the top so that users can see it right away and when they click on it they can see details of the premium version	Informing users that they are a free user, will make them aware that a premium version of app is available.	Low confidence
The information on subscription is not readily available.	Redesign the options menu	Make the options menu design consistent to look more like navigation sidebar rather than a menu with all the relevant information visible right away.	Having a consistent menu would make the options more memorable to users and they are more likely to explore other features and find the premium subscriptions	Low confidence
The paid subscription is not solving their problem.	Personal profile (paid feature)	Instead of users having to filter the recommendations every time they scan a product and check the recommendations, user can create a profile where they can add their personal preferences. So, when they scan a product and see its ratings, they will get to know if it contains any flagged ingredients. So, they can make a quick decision to not buy the product even if it has high score. Additionally, the	Many users have mentioned this directly in reviews. Additionally, one of the competitors offer this feature for free.	High confidence

		recommendations will be filtered based on their personal preferences and hence, they don't need to manually set it every single time.		
The paid subscription is not solving their problem.	AI shopping assistant	An AI chat feature that allow users to ask questions though text or voice. This would be like having an expert accompany the users on their shopping journey who understands products and users' needs very well. Users won't need to create a profile as AI would slowly learn their needs over time. But users can also create the profile which would make AI give more specific recommendations.	2/5 users interviewed mentioned that they use ChatGPT and Gemini to research the products and find healthy/safe alternatives to products. This would also solve the complaints from customers on confusing ratings as they can ask AI to explain.	Moonshot

▼ Prioritization

RICE Prioritization

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
New paid feature Modal	3	1	1	2	1.5	
What's new section	3	1	1	2	1.5	
Dedicated "Premium" section	3	1	1	1	3	
Search Bar	3	3	2	2	9	
Free/Premium user badge	3	1	1	1	3	
Redesign the options menu	3	2	1	2	3	
Personalized profile	2	3	3	2	9	
AI shopping assistant	2	3	1	3	2	

Top ideas to proceed with

1. Search Bar
2. Personal Profile

3. Dedicated premium section

▼ Success Metrics

Goal: Increase the number of paid subscribers in the next 6 months

Metric Type	Metric Name	Definition	Why it matters
Key metric	Subscription conversion rate	% of users who subscribe to premium version after using search feature	Directly measures if users find the search feature useful.
Secondary metric	Unlock Premium button click-through rate (from search results)	% of users who click on unlock premium button after seeing search results	Indicates if users are interested in exploring premium features.
Secondary metric	Number of Search query per week per user	# of search queries made in a week per user	If a user subscribes to premium then search queries would increase.
Guardrail metric	Subscription cancellation rate	% of users who cancel the subscription before 30 days to receive full refund	Indicates that users are not finding value in the premium subscription.

▼ Identify Pitfalls & Mitigations

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
Users who use search feature in free version will subscribe to the premium version when exposed to feature benefits	Users are not clicking on Unlock Premium button on search results page	High	Medium	Test the paywall messaging screen. 1. Test to understand user sentiments. Do they feel frustrated or are they curious. What are they feeling here? Do they understand that search feature only allows search in scanned products? 2. Test to check if users are actually clicking on "Unlock	Low Unlock Premium button click-through rate	Remove the paywall part if users give negative feedback around it and keep only the search results from scanned history part.

				Premium” button.		