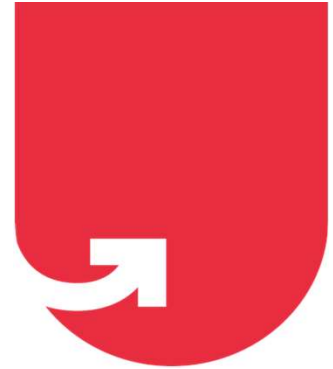


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Assignment

Minimum Viable Product

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Question 1

Suppose you want to build a money manager app similar to [Walnut](#), which would track expenses of users and help them manage money. List down the problem statement (in one line) which you are trying to solve for users? (Word limit: 50)

For example, in the case of Airbnb it was: Through an online platform, it will be easy for people to find and rent places offered by the hosts

Answer:

We will design a user mobile app to track and monitor the user expenses and help to manage their money

Question 2

In this session, you learnt how to identify the riskiest assumptions for Airbnb and a dessert subscription service.

Now that you have defined the problem statement, list down the assumptions (in first column) which you might have about the viability of the business or about the users. Out of the listed assumptions, identify the riskiest ones (in second column). Provide your reasoning for choosing the riskiest assumptions. Fill your response in the table given on the next slide.

Answer 2

Assumptions	Riskiest (Yes/No)	Reasoning
People are willing to send or receive money from friends or relatives	No	This is not core business component but definitely a value added feature.
Bill reminders will ensure the users to make their payments happen in time.	No	No risk factor exists to have reminders
Expense tracking and maintaining for the different account holdings & cards with the user	Yes	Need to have proper authentication to handle different banks and cards.
People providing their card/bank information. This is very sensitive to handle.	Yes	This is the core business proposition
Split expense future to pay in delay or with family/friends	No	Helps customer for payments. This may be helpful and handy but not a core proposition

Question 3

You listed the assumptions about a money manager app and identified the riskiest ones.

Note down the list of possible product features which would be crucial to include in building the MVP for a money manager app. Also, ensure that you are mapping the features with the relevant assumptions. (Word limit: 150)

Answer:

<Send & Accept Money> People like to have both features in one single app to use and track.

<Bill Reminders> This helps user to pay bill in time and ensure they don't miss their cut off dates or deadliness .

<Expenses Tracking accuracy> Users help to have better understanding of their spendings. Reports will help users to gauge expenses and non expenses.

<Account/Card Handling> Handling user account /card with high secured way to protect and ensure the details are used correctly for the user defined matched details.

<Split Expenses> This helps user to split their payment happen in delay or to share their expenses with their friends / families.

Question 4

Which metrics would be important for you to track in the money manager app MVP?
Please list the same. (Word limit: 50)

Answer:

1. Number of transactions by user
2. Number of card/account transactions per day
3. Number of SMS received per day
4. Number of users using split option per day
5. Categorized utilization per day, week, month and quarterly

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