



36%

of managers say they're suffering from poor health due to information overload in the workplace



25%

of workers experienced significant stress and poor health due to the volume of information they're required to process

These stats look daunting?

**Product Managers are Drowning in Data.
Let's Find the Lifeline!"**

User Research

[Source](#)

Survey of 15 users has revealed that

- **74%** Respondents work in a startup (early to expansion stage)
- **> 70%** Respondents say they interact with engineering, design and business teams

- **85%** Respondents use workplace communication tools such as Slack/Teams for communicating with different teams
- **60%** Respondents use project management tools such as Jira/Trello for communicating with tech and design teams
- **Only 27%** Respondents use product roadmapping tools to communicate with business

- **67%** Respondents say that whenever they encounter an article/blog/video related to work, they save it.
- On being asked where do they save that information for reading later?
 - Bookmark **3**
 - Browser tabs **2**
 - Laptop/Phone **3**
 - Mind **1**
 - Drive **1**
- On being asked whether they revisit the saved item?
 - **30%** Forget about it
 - **40%** Goes through if it comes across

- On being asked how do they research about competitors?
 - **100%** respondents google for facts & note them down
 - **33%** respondents prefer to take surveys

- On being asked how they keep themselves updated?
 - **67%** have subscribed to some newsletters
 - **67%** have subscribed to their favorite blogs like Medium
 - **93%** search when they require

- On being asked number of open tabs in browser at a time?
 - **74%** have more than 10 tabs open at a time
 - **67%** feel anxious on seeing many open tabs
- On being asked about the **feelings** when there is so much unhandled information on their devices

Frustration Overwhelm Confusion

User Research

[Source](#)

User Persona



Radhika Sharma

Age: 28

Location: Bangalore

Education: B.Tech in Computer Science,
MBA in Product Management

Occupation: Product Manager at a
Tech Startup

Income: ₹12–15 lakhs per annum

Challenges

- **Information Overload:** Struggles with the sheer volume of information from various channels.
- **Time Management:** Finds it difficult to revisit and utilize saved articles, notes, and insights.
- **Organization:** Needs a way to categorize and prioritize information effectively.
- **Integration:** Requires tools that seamlessly integrate with existing communication platforms (Slack, Teams) and email.

Goals

- Streamline information management to avoid missing critical updates and insights.
- Improve productivity and efficiency in managing and recalling saved information.
- Ensure that all relevant data is easily accessible for decision-making and strategy planning.

Solution Needs:

- A comprehensive platform that captures, stores, and categorizes information from various sources.
- Features like reminders, advanced search, note-taking, and analytics to track engagement with saved content.
- AI capabilities to extract actionable insights from communications and automatically organize them.

Technology Use

- **Devices:** Primarily uses a laptop for work, with a smartphone for on-the-go access.
- **Tools:** Regularly uses Jira, Trello, Slack, Teams, and Google Workspace.

Problem Framing

What are the real problems?

From studying the insights from the user survey, following problems are defined:

1. While things stay on track with communication on Jira or Trello, important information shared on chat platforms like Teams or Slack risks being missed.

Data point: PMs typically interact with teams through chat platforms like Teams or Slack and project management tools such as Jira or Trello, even with business teams.

2. PMs forget to revisit saved information 70% of the time. They face difficulty in locating information when needed causing extreme emotions such as frustration, overwhelm, and confusion

Data point:

- PMs employ diverse methods to capture information—whether it's articles, news, blogs, or videos—by saving them in bookmarks, browser tabs, or simply storing them in their minds.
- Most of the PM's say they have more than 10 tabs open in their browsers.

3. While researching competitors, PMs often search and make notes, but these notes frequently go unreviewed.

4. While upskilling, PMs use newsletters and sites like Medium and Substack, but struggle with timely retrieval of the information when needed.

Which problem to solve?

Out of 8 user interviews, the following table shows the priority of solution required

Problem	Responses	Priority
1. While things stay...	4	P2
2. PMs forget to revisit...	7	P1
3. While researching...	2	P3
4. While upskilling...	1	P4

We will be focussing on P1 and P2 and will propose solutions for the same

Problem Framing

Why should we solve this problem NOW?

information overload costs the US economy a minimum of \$900 billion per year in lowered employee productivity and reduced innovation, according to recent research by BaseX, which specializes in technical issues in the workplace. Ouch!

Who are the competitors?

- Bookmarks
- Browser Tabs
- Note taking apps
- Project management tools
- Pocket
- Self Email/WhatsApp
- Memory



How do we know its a real problem?

“ [Source](#)

- Over a third (35%) feel that having to keep up with today’s “information overload” leaves them feeling stressed out, unable to relax and anxious
- Two thirds (65%) say that the need to keep track of a great deal of information is a “major concern” in their lives

“ [Source](#)

A recent Gallup study of 7,500 full-time employees found that 44% reported feeling burned out. Ouch!

“ [Source](#)

A recent study, 65,2% of UK employees said that their work is negatively impacted by the high amount of data they have to process at work.

Ideation

What can be the possible solutions ?

- ✓ **Automated AI Tool:** An AI-driven tool like Grammarly that captures work-related chats and emails, creates organized notes, and saves them under relevant headings in a portal.
- ✓ **Comprehensive Capture Tool:** A browser extension or standalone tool that captures browser and app data, solving issues that bookmarks, tabs, and Pocket cannot address and remind the user to review the saved items at regular intervals.
- ✓ **Phone Widget:** A widget for phones that provides quick access to saved content and notes.
- ✓ **Social Media Integration Tool:** A tool integrated with Instagram, Twitter, LinkedIn, and YouTube, synchronizing and categorizing saved items (requires platform consent).
- ✓ **Conversational AI:** A conversational AI that can fetch and retrieve data, as well as accept voice input to save items in the portal.
- ✓ **Video Transcript Saver:** A tool that saves transcripts of videos for easy reference.
- ✓ **Newsletter Segregator:** A tool that categorizes and organizes newsletters for better access and readability.

Which solution(s) to build?

Impact

After conducting 8 user interviews and a survey, the pressing issues identified are:

1. PMs forget to revisit saved information.
2. PMs want to consolidate and segregate information received via chat and email in one place.

Effort

Solution 1 and 2 will require the least effort in terms of resources and permissions required from the concerned companies.

Solution which should be build for MVP

1. **Automated AI Tool**
2. **Comprehensive Capture Tool**

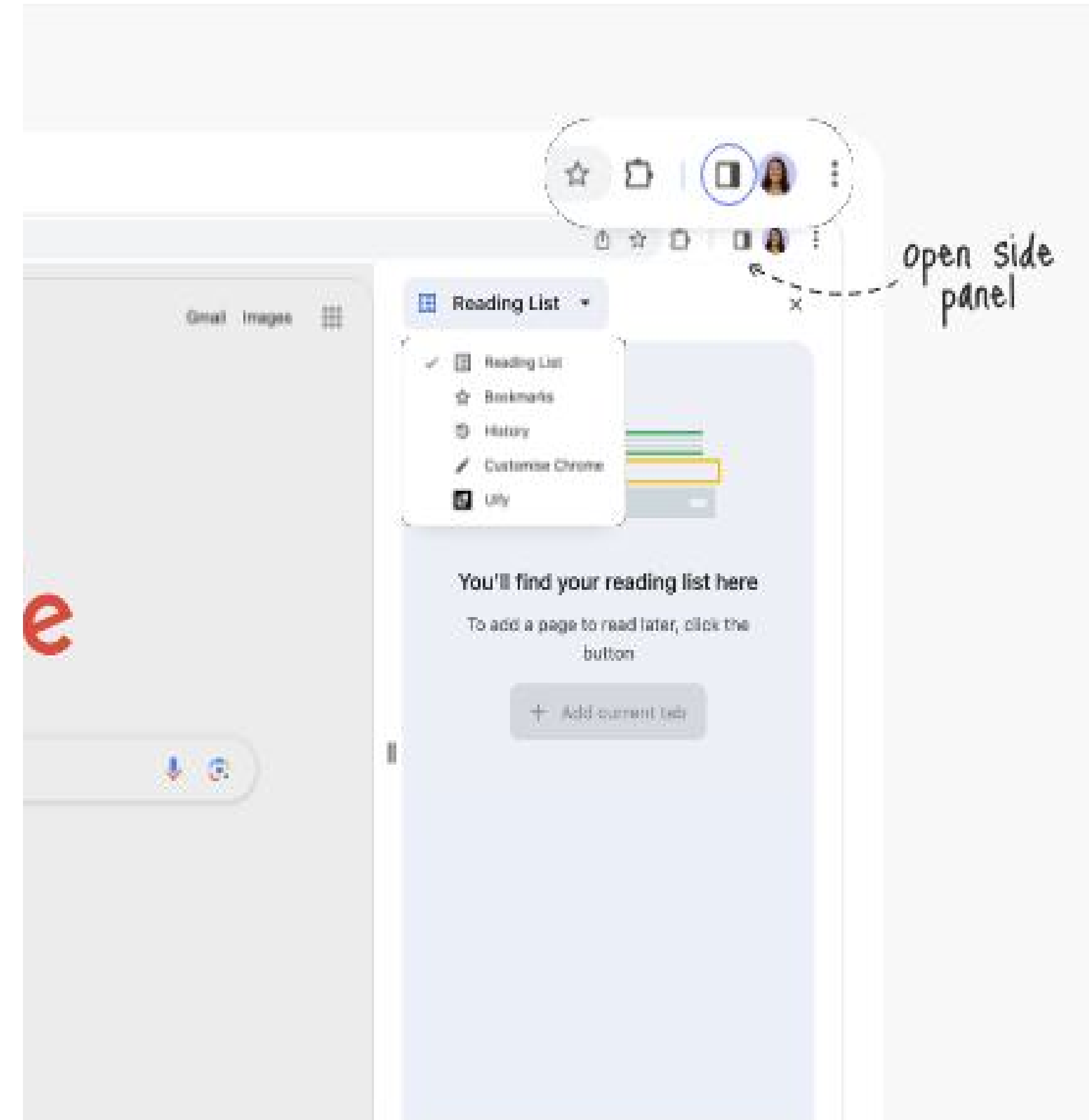
Solution

What are the features that the solution provides?

Comprehensive Capture Tool: A platform that works as a browser extension which can capture data/links from the website and keeps record of those in the dashboard. Salient features are:

1. **Reminder** that can remind user to go through the article/video at a specified time
2. Segregate content in **collections, sub-collections** and **content type**
3. Can add **tags** to the saved item
4. Select from **multiple alert types**
5. **Analytics** on the item such as number of times viewed, if completed etc
6. **Search** across categories
7. Capability to **save a part of the article** as a note
8. **My Day** shows what are the articles/video that a user needs to go through that particular day

Automated AI Tool: An AI-powered tool that gathers information from Slack, Teams, and Email conversations, converts it into actionable insights, and saves it to a central dashboard.

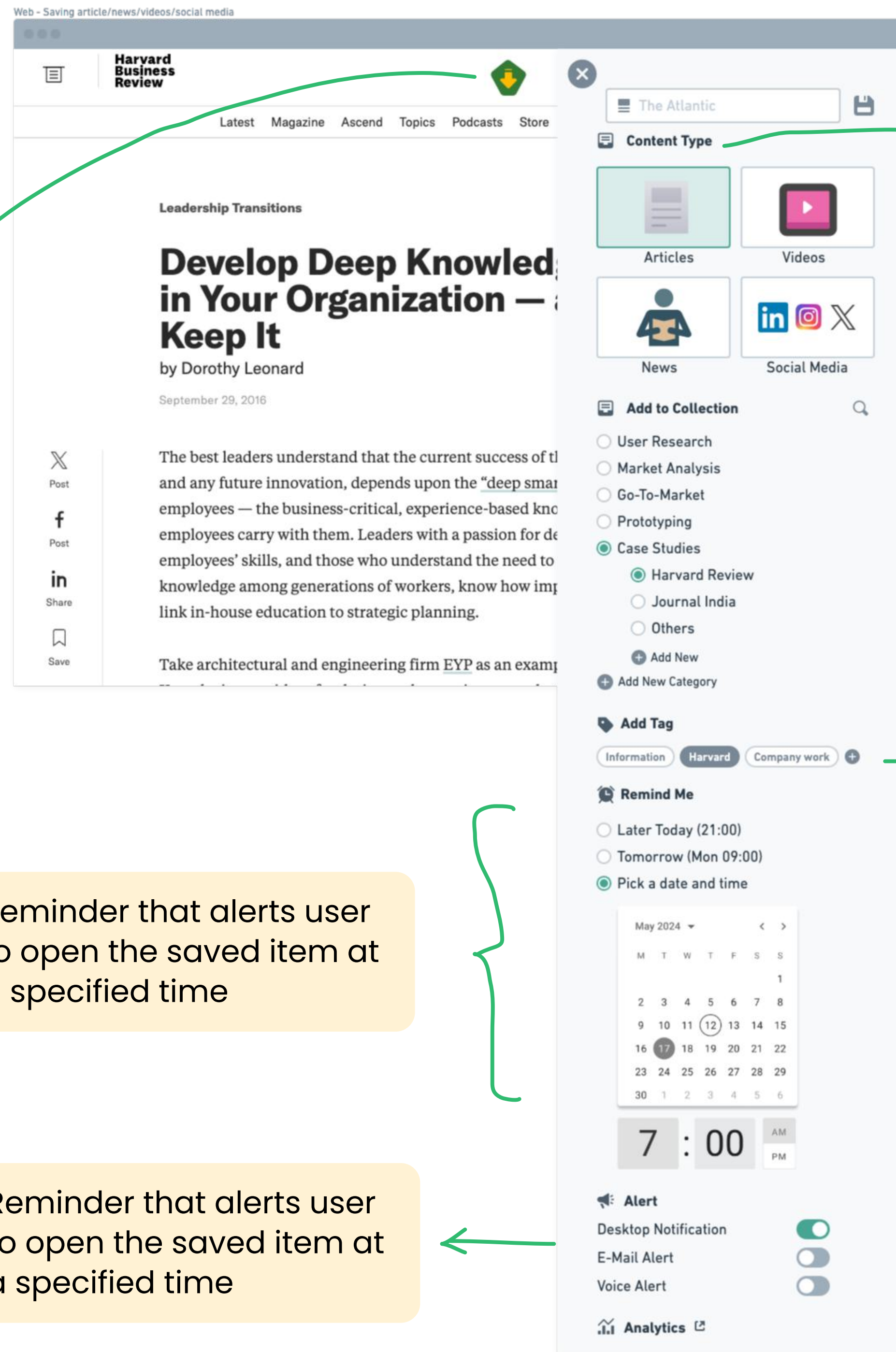


Wireframes

Web extension - Save article/
news/videos/social media
posts

Extension that appears on a webpage

[Link to Wireframes](#)



Enter the name

Can save which type of
content this webpage offers

User can categorise into
collection & sub-collection

Add tags to the page

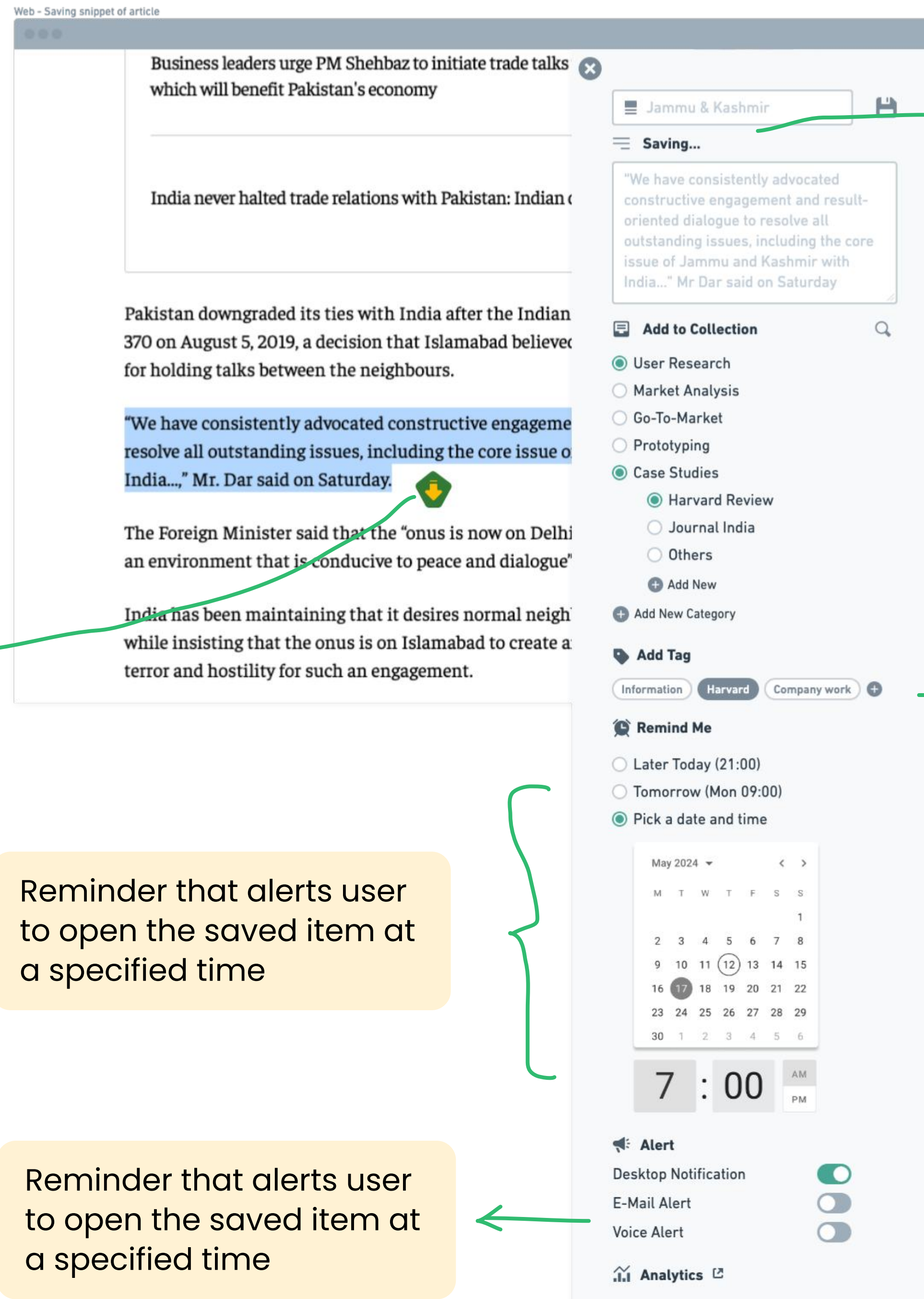
Reminder that alerts user
to open the saved item at
a specified time

Reminder that alerts user
to open the saved item at
a specified time

Wireframes

Web extension - Save snippet of an article

When the text is selected the extension icon will appear just like Grammarly and can capture the text and save it in a note



Enter the name

Can save the snippet of a webpage in a new note

User can categorise into collection & sub-collection

Add tags to the page

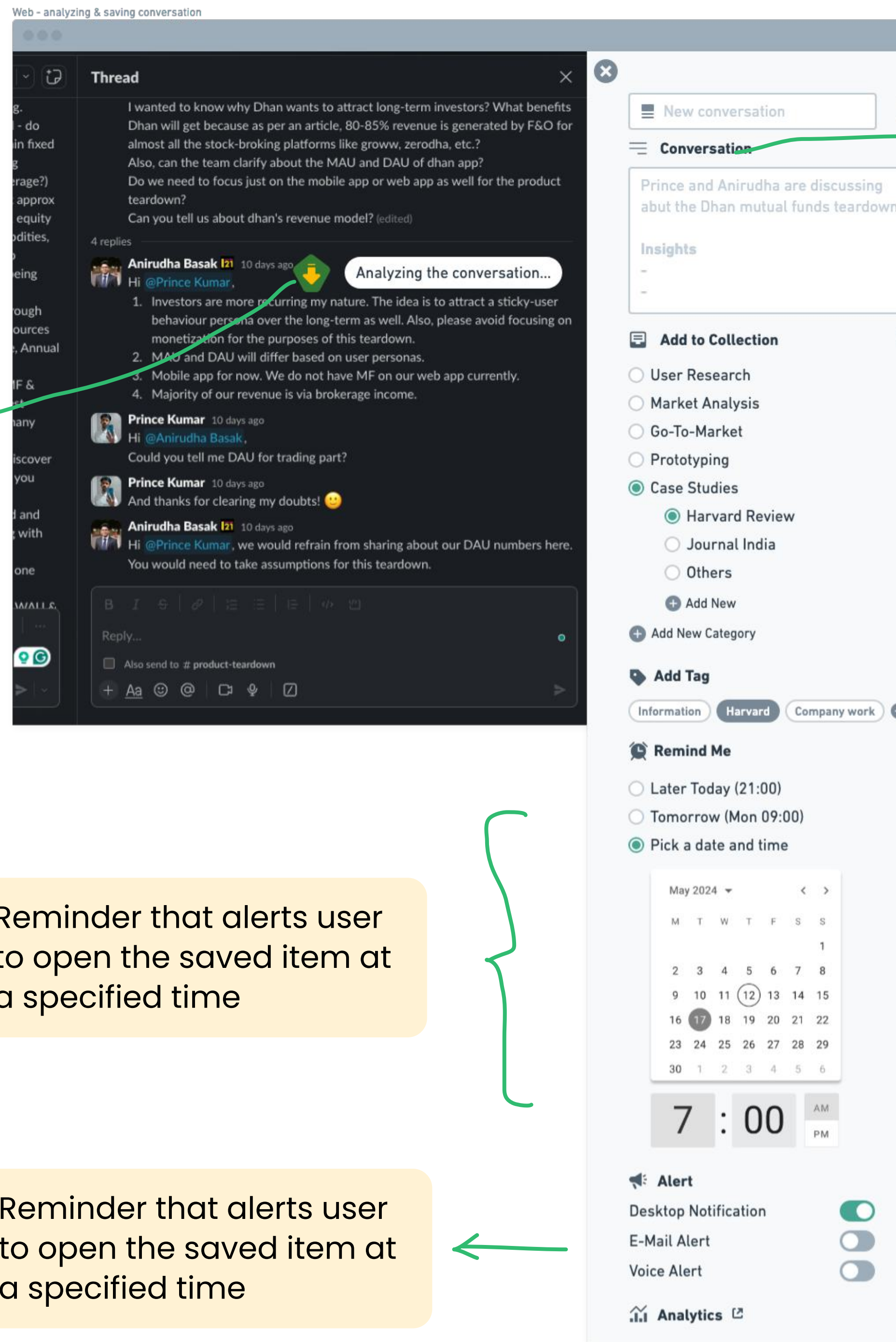
Reminder that alerts user to open the saved item at a specified time

Reminder that alerts user to open the saved item at a specified time

Wireframes

Web extension - AI tool analysing and extracting insights form conversation

InfoAttack is analysing the conversation using Generative AI capabilities and will extract the useful information and store it in a separate note in the dashboard



Enter the name

AI is analysing the conversation and converting it into the insights will be saved as a new note

User can categorise into collection & sub-collection

Add tags to the page

Reminder that alerts user to open the saved item at a specified time

Reminder that alerts user to open the saved item at a specified time

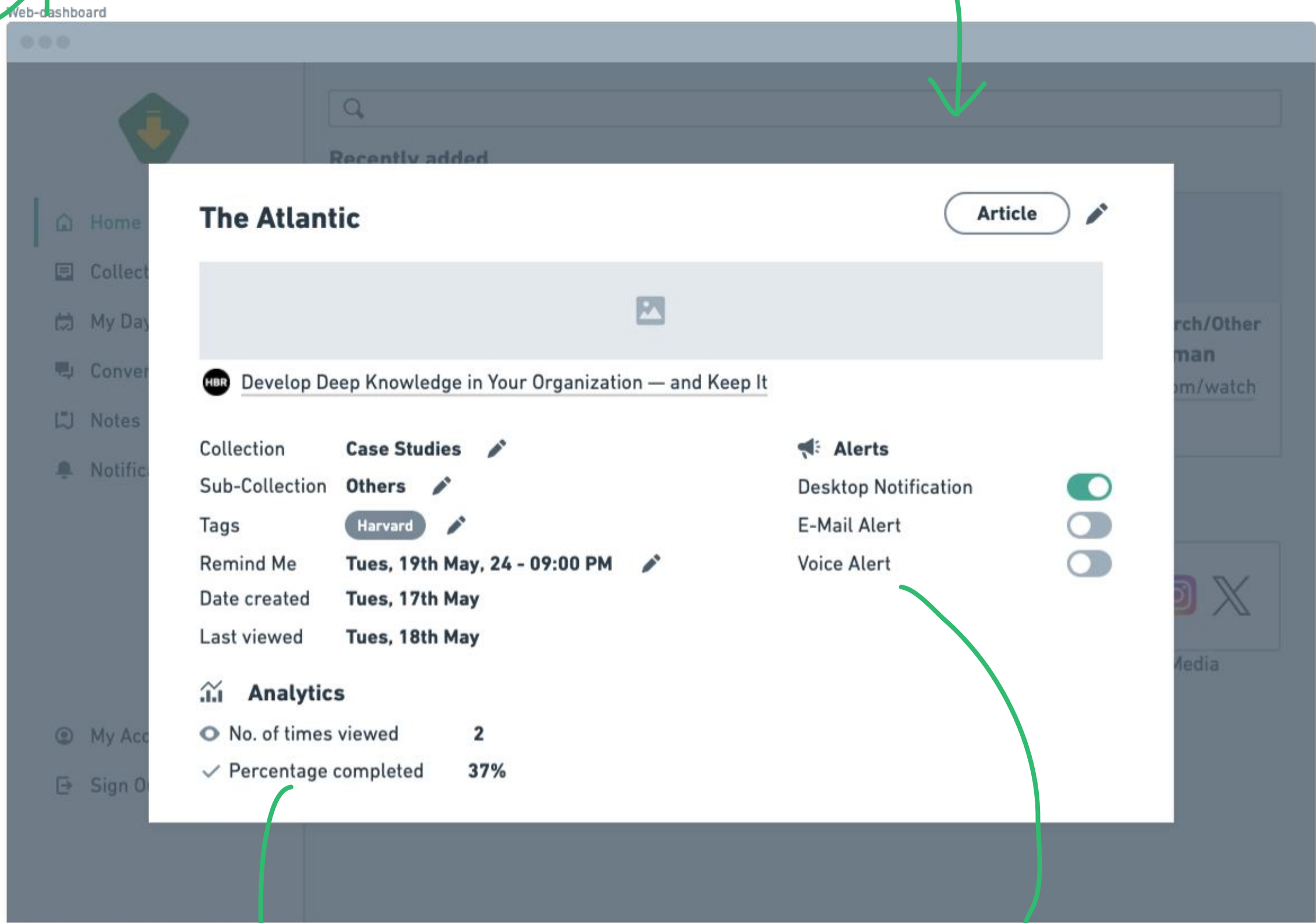
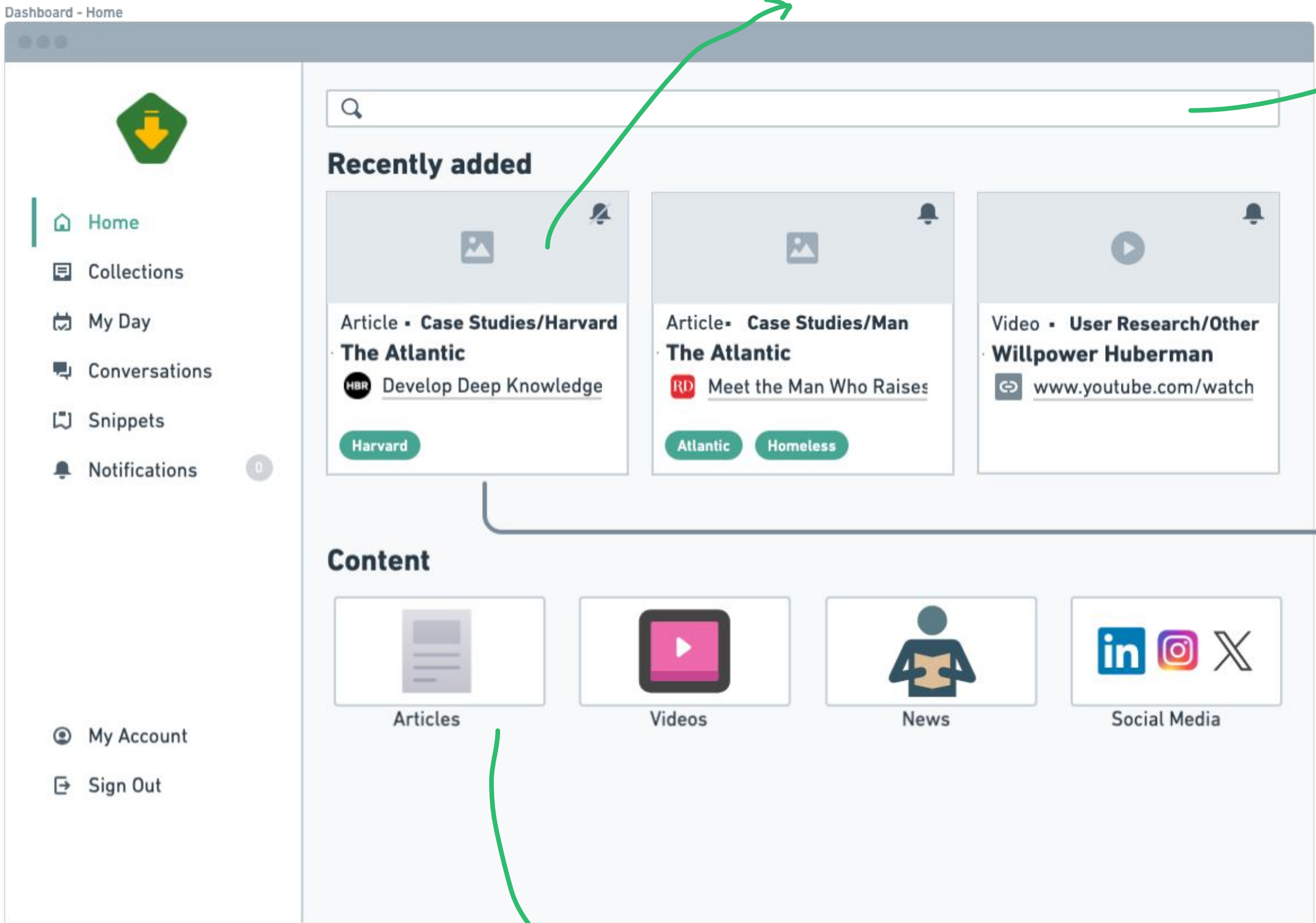
Wireframes

Dashboard - Home

Saved article/video/social media post

Global search bar

Details of the saved item



Different kinds of content segregated in terms of their type

Some analytics on the activity of the item

Option to configure alert types

Wireframes

Dashboard - Collections

Option to explore saved items through collections and sub-collections

Add/edit collections & sub-collections

Dashboard - Collections

Home
Collections
My Day
Conversations
Snippets
Notifications 0

My Account
Sign Out

Search

Collections

+ Add new collection Edit

User Research Market Analysis Go-To-Market Prototyping Case Studies

Sample collection Sample collection Sample collection Sample collection

Sub-collections

+ Add new sub-collection Edit

Harvard Review Journal India Others

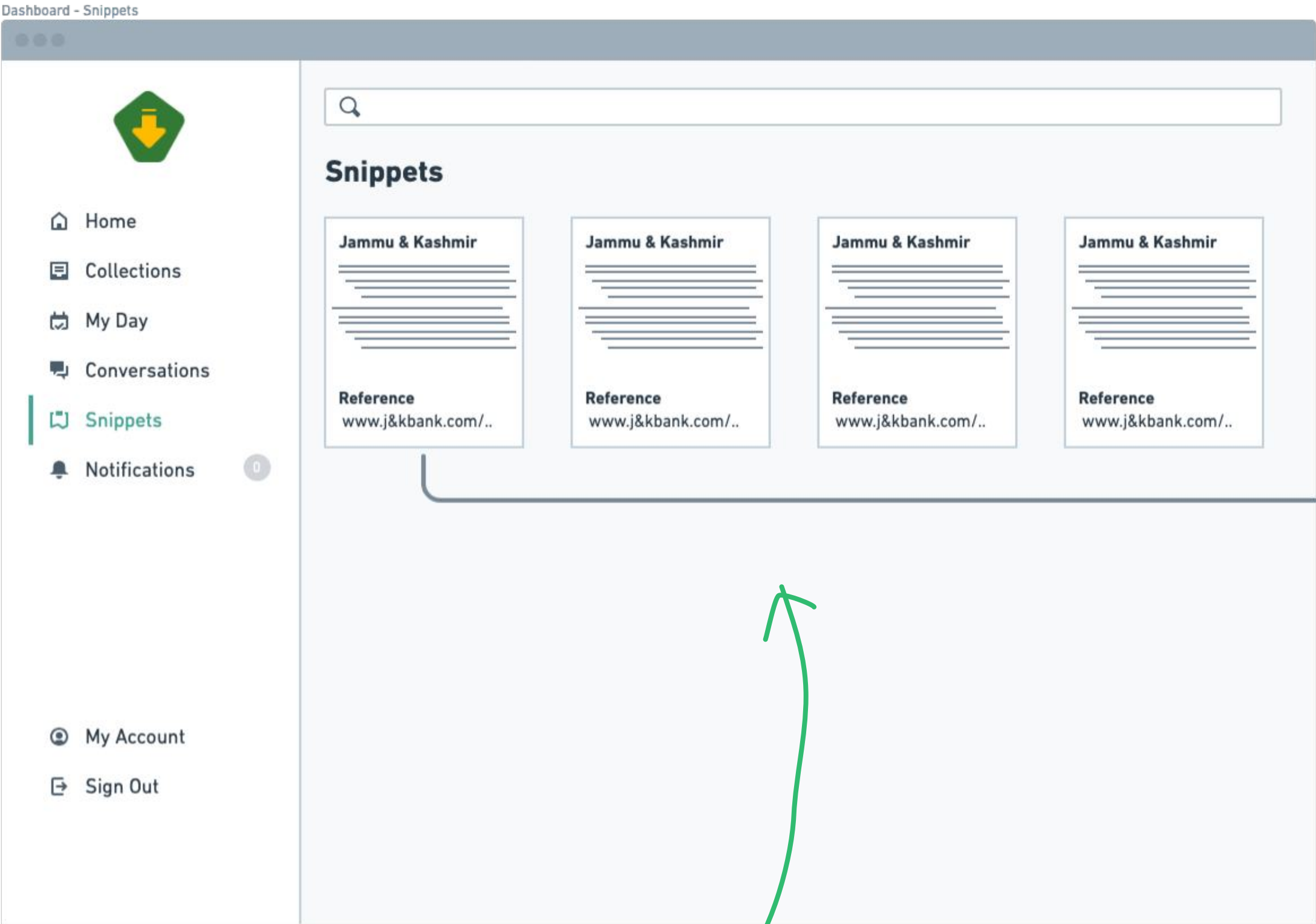
Article • Case Studies/Harvard
The Atlantic
HBR Develop Deep Knowledge
Harvard

Article • Case Studies/Harvard
The Atlantic
HBR Develop Deep Knowledge
Harvard

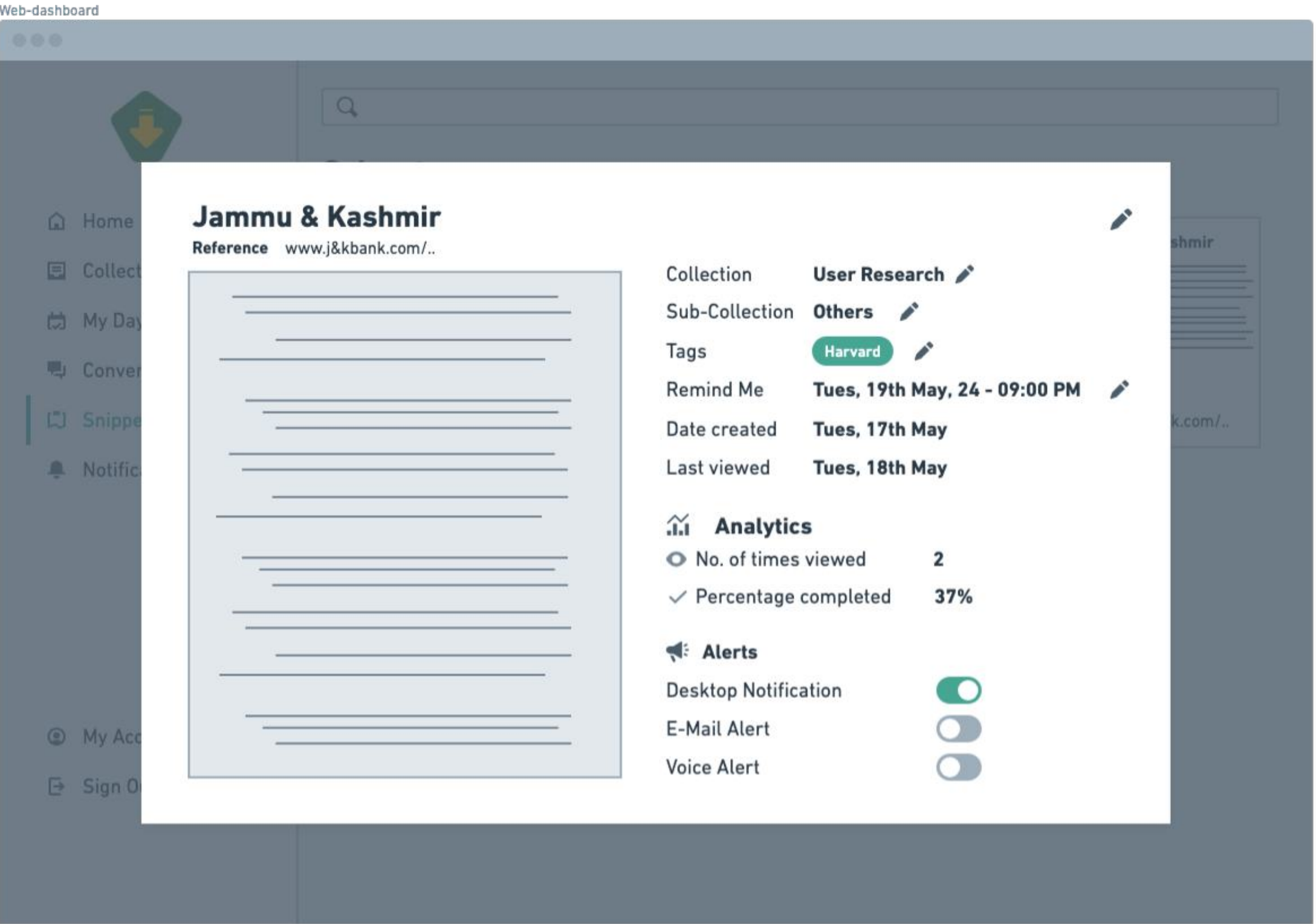
Article • Case Studies/Harvard
The Atlantic
HBR Develop Deep Knowledge
Harvard

Wireframes

Dashboard - Snippets



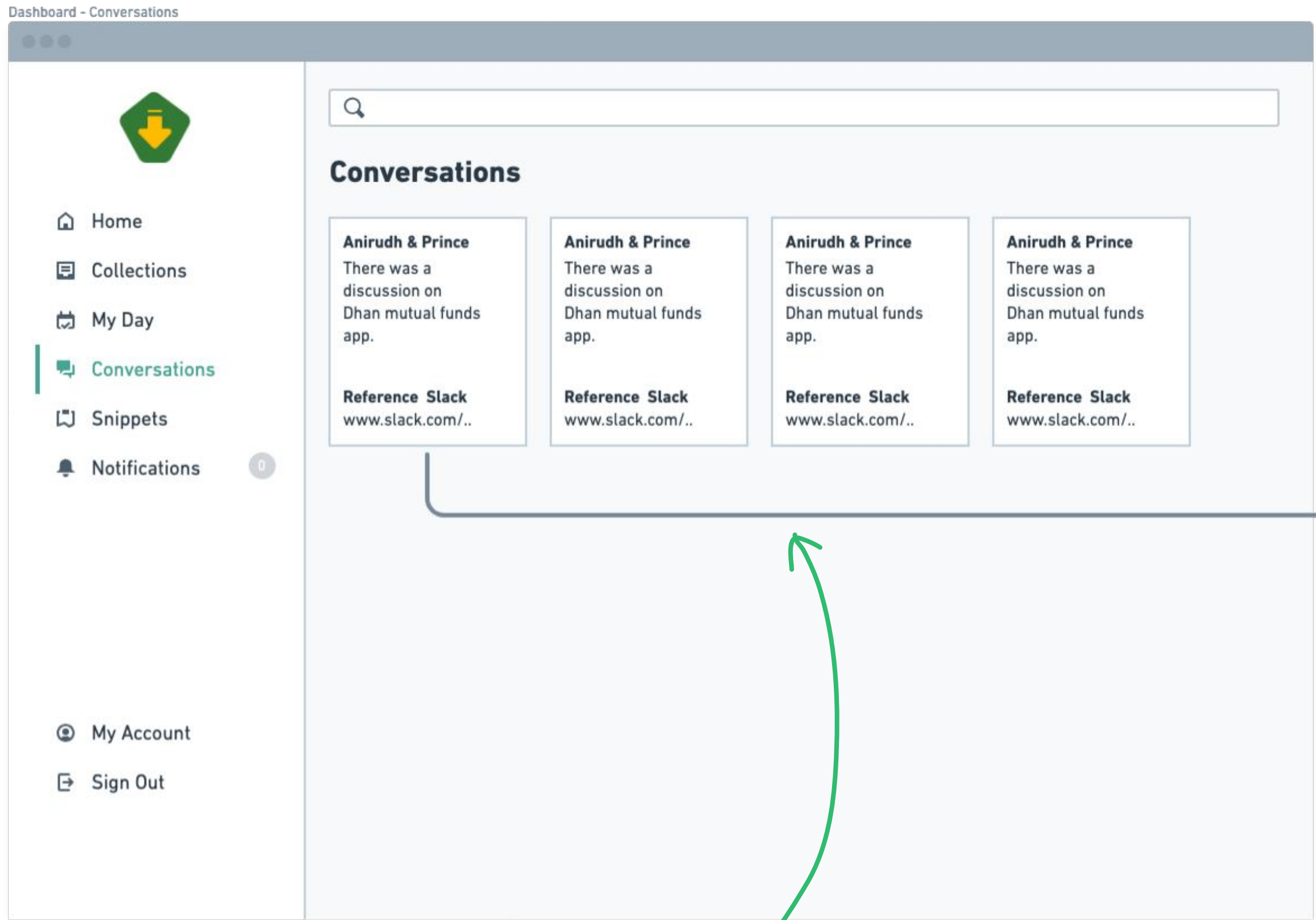
Snippets tabs all shows the text that the user has copied from the webpage



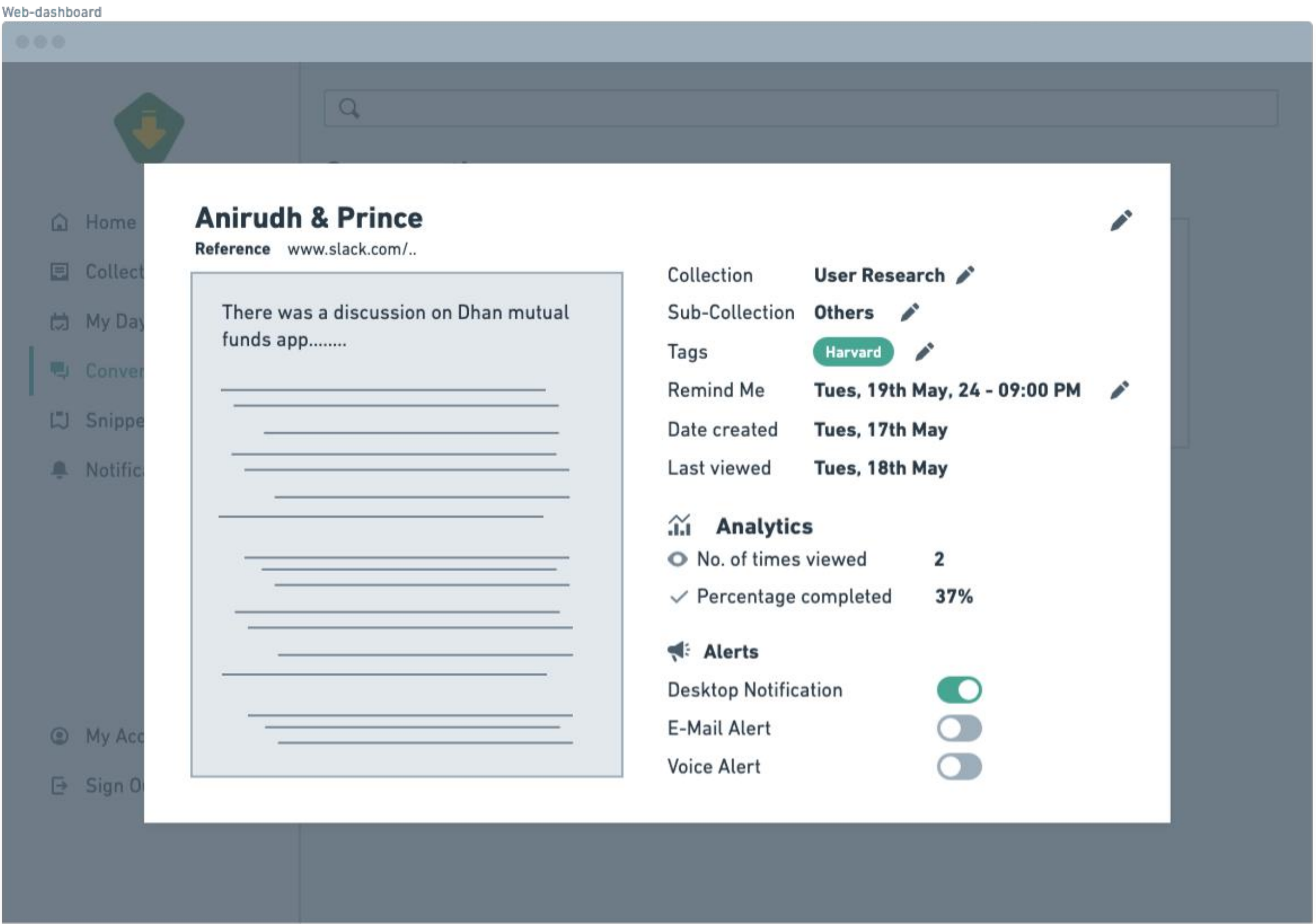
Detailed view of snippet

Wireframes

Dashboard - Conversations



Conversations tabs all the conversations and with whom the user has talked to in Slack/Teams/Email



Detailed view of the conversations between Anirudh & Prince

Wireframes

Dashboard - My Day

My Day shows a calendar that keeps track of items that the user needs to visit today or upcoming days. It directly takes the user to view the item and cross it if it's done.

Dashboard - My Day

Home

Collections

My Day

Conversations

Snippets

Notifications 0

My Account

Sign Out

Search

Calendar

21 May 2024

To complete

- The Atlantic
- Jammu & Kashmir
- Anirudh & Prince

SUN	MON	TUS	WED	THUR	FRI	SAT
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Success Metrics

Comprehensive Capture Tool

Automated AI Tool

Acquisition
Leading
metric

Number of new users/installations per month.
New Users=Total Users-Returning Users

Acquisition
Leading
metric

Number of new users using the AI tool with Slack, Teams, and Email.
New Users=Total Users-Returning Users

Activation
Leading
metric

Percentage of users who save their first item within a week of installation
Activation Rate
$$= \frac{\# \text{ users who saved an Item within a week}}{\# \text{ new users}}$$

Activation
Leading
metric

Percentage of users who receive actionable insights within the first week
Activation Rate
$$= \frac{\# \text{ users receiving insights within a week}}{\# \text{ new users}}$$

Retention
Lagging
metric

Percentage of users who use the tool at least once per week over the first three months.
Retention Rate =
$$\frac{\# \text{ users active for 3 months}}{\# \text{ total users}}$$

Retention
Lagging
metric

Percentage of users who continue to receive and use insights for three consecutive months.
Retention Rate =
$$\frac{\# \text{ users active for 3 months}}{\# \text{ total users}}$$

Revenue
Lagging
metric

Average revenue per user (ARPU) if the tool has a premium model
Average Revenue per User (ARPU) =
$$\frac{\text{Total Revenue}}{\text{Total users}}$$

Revenue
Lagging
metric

Lifetime value (LTV) of a user if the AI tool has a subscription model.
LTV = ARPU x Average Customer Lifespan

Content Engagement Rate =
$$\frac{\# \text{ total views of saved items}}{\# \text{ total saved items}}$$

Completion Rate =
$$\frac{\# \text{ completed items}}{\# \text{ total saved items}}$$

Insight Utilization Rate =
$$\frac{\# \text{ actionable insights used}}{\# \text{ total insights provided}}$$

Insight Accuracy Rate =
$$\frac{\# \text{ completed items}}{\# \text{ total saved items}}$$

GTM Strategy

Launch Plan

Phase 1 : **Pre-MVP** —————> Launch the introductory website for InfoAttack

Phase 2 : **MVP Launch** ———> Use social media, email blasts, and your website to spread the word.

Phase 3 : **Post-MVP** —————> Gather user responses and improve the existing solution or provide new features

Distribution channels

- **Website & Landing Pages:** Create specific landing pages for each tool highlighting their features, benefits, and user testimonials.
- **Social Media Marketing:** Leverage the social media platforms such as Facebook, Instagram & X to promote the app, create the buzz and drive downloads
- **Guest Blogging:** Write guest posts for industry blogs and websites to reach a wider audience.
- **Browser Extensions:** Distribute the Comprehensive Capture Tool through Chrome Web Store and other browser extension marketplaces.
- **Tech Communities:** Partner with tech communities and forums to promote the tools.
- **Educational Institutions:** Partner with educational institutions offering product management courses to provide the tools as part of their curriculum.
- **Local Meetups:** Organize or sponsor local meetups and user groups for product managers.

Get first 100 users

Personal Networks and Communities:

- Leverage personal and professional networks to recruit initial users.
- Engage with online communities and forums where potential users are active.

Beta Testing Program:

- Offer early access to a beta version of the tool in exchange for feedback.

First 1,000 users

Content Marketing

- Publish high-quality content (blogs, case studies, and success stories) to attract and educate potential users.

Targeted Advertising

- Run targeted ads on social media platforms and search engines.

First 1,00,000 users

Partnerships and Integrations

- Form strategic partnerships with related platforms (e.g., product management tools, communities, Product Hunt etc) to tap into their user base.
- Integrate with popular tools and app stores (e.g., Slack, Microsoft Teams, Chrome Web Store).

Scalable Marketing Campaigns:

- Invest in large-scale marketing campaigns, including influencer collaborations and PR efforts.

Monetisation Plan

Monetisation Plan

Subscription Model

- **Free tier** : Offer basic features for free to attract users and build a user base
- **Premium Tier**: Provide advanced features at a monthly or yearly subscription fee

Enterprise Solutions

- **Custom Pricing**: Based on the number of users and specific enterprise needs

\$0 /month

Basic

- Limited storage
- Basic note-taking and reminders
- Basic analytics
- Standard support

CHOOSE PLAN

Advertising & Partnerships

- **Sponsored Content**: Partner with relevant businesses to provide sponsored content or featured articles within the platform.

\$10 /month

Pro

- Unlimited storage
- Advanced note-taking with edit history
- Detailed analytics and progress tracking
- Enhanced search and categorization
- Premium support

CHOOSE PLAN

Lifetime Access

- **Lifetime Access**: Offer a one-time payment option for lifetime access to the premium features.

\$30 /month

Enterprise

- All Pro Plan features
- Team collaboration features
- Integration with project management tools (Jira, Trello, Asana)
- Priority support

CONTACT US

Data Analytics & Insights Sales

- **Market Insights Reports**: Aggregate anonymized data and offer market insights reports to businesses and industry analysts.