MyGate®

Overview

MyGate Stats

3.5 Mn+ Homes	1.3 Mn+ Active Users	3 Lak+ Pust Users
25-34 Y Average Age	₹150 Cr+ Revenue	100% / Yr Growth Rate
25,000+ Indian Societies	27+ City Presence	Competitor

Data source: MyGate website

About MyGate

MyGate is a product that helps residents of apartment complexes manage their day-to-day needs. It offers a variety of features, including package delivery, visitor management, and maintenance requests. The product is currently free to use, but the company wants to increase its monthly revenue

Business Outcome

You are a product manager on the Revenue Growth team of **MyGate.** The team has been given the mandate to **increase monthly revenue from the product.** What would be the top initiative you would drive to achieve this desired outcome? Assumption: Infinite tech bandwidth Constrant: Cannot change the pricing

Goals

Increase MyGate's monthly revenue by increasing the number of active users, the average monthly spend per user (**ARPU**), and the number of paid subscribers

Age Distribution Of Users

25-34	35-44	45-54	55-64	65+
35%	30%	20%	10%	5%

Competitor Analysis

Features			
Event management	✓	✓	✗
Billing & accounting	✓	✓	✗
Priority support	✓	✓	✗
Ad-free browsing	✓	✗	✗
Discount on Annual Plan	✗	✗	✗
Security patrolling	✗	✗	✗

Actors Involved In The Journey

- **Resident:** Uses the app to manage their needs
- **Vendor:** Provides goods and services to residents
- **Payment gateway:** Delivery, maintenance, bill payment companies
- **MyGate:** Provides the app and services

Breaking Down The Product Revenue

Payment Gateway

Advertisement | Revenue | Subscription

Market Place

Impact Map Click Here

Source

Problem Breakdown

Problem Validation User Research

- A survey by YourStory found that 70% of homeowners in India face problems managing their homes and communities.
- The National Housing Bank estimates that there are over 20 million housing societies in India

Problem Statement

MyGate is a community management platform that makes money through a subscription model. **The company needs to increase monthly revenue by increasing the number of active users and the average revenue per user**

Who are facing the Problem?

- **Homeowners & Residents:** Responsible for home & community upkeep, require streamlined management for deliveries, maintenance, amenities, bills, & events
- **Service Providers:** Offer services like deliveries and maintenance, need efficient connections with homeowners, residents, & service management capabilities

Why Increase Monthly Revenue?

Revenue growth is vital for business expansion, competitiveness, and profitability. Higher revenue supports innovation, attracts customers, and enhances profits. **Achieve this by increasing active users & average user revenue**

How does Mygate's business model align with problem?

MyGate's business model is a subscription model, where users pay a monthly fee to access the platform's features. This aligns with the problem that MyGate solves by providing a recurring revenue stream that allows MyGate to continue to invest in its platform and services

Inferences

- The target users are homeowners and residents of apartment complexes who are looking for a convenient way to manage their homes and communities
- They are willing to pay for a solution that addresses their needs, but they are looking for a solution that is affordable and easy to use
- The market for this type of solution is growing, as more and more people are moving into apartment complexes
- The competition in this market is fierce, but MyGate has a strong brand and a loyal customer base

Target User Segment

This target user segment is easy to understand and clear-to-communicate because it is specific, relevant, and measurable. It is also actionable, as it provides a clear path for MyGate to reach and acquire new users

Insights

- Homeowners and residents of apartment complexes have unmet needs.
- They are willing to pay for a solution that addresses their needs.
- The market opportunity is large, with over 100 MN homeowners & residents in India.

Source: techcrexy

Costumer Journey

User persona



Ahsana Kapoor, 22yrs
Marketing Manager

Needs & Goals
- I'm always busy with work and don't have time to manage my home & community
- I want to maintain security and safety in my community
- I want to be able to connect with my neighbours and build a sense of community

Pain Points
- I find it difficult to manage my apartment complex
- A secure and safe community
- A way to connect with my neighbours

What is the true problem?

User Side

Managing deliveries, amenity bookings, bills, and events can burden homeowners. Unfamiliarity with available services leads to missed benefits. Security worries include unauthorized entry and theft concerns in communities

Service Providers Side

Paperwork and manual tasks in dealings with residents are cumbersome, time-consuming. Lack of awareness about complex regulations can lead to errors and fines. Safety concerns for providers working in shared apartments

Maintence Manager



Rahul Kapoor, 43yrs
Maintenance Manager

Needs & Goals
- I'm always getting calls from residents about maintenance issues
- It's hard to keep track of all the maintenance requests
- I don't have a way to communicate with residents about maintenance issues.

Pain Points
- I want to streamline the maintenance process.
- A way to keep track of maintenance requests
- A way to communicate with residents about issues

Why do users use Mygate?

Convenience | Security | Community

70% of users prioritize time-saving and hassle reduction

60% of users emphasize enhanced home & community security

50% of users value fostering a sense of togetherness among neighbours

MyGate as a platform

- **Expand:** Reach new markets widely
- **Partner:** Add services, increase value
- **Premium:** Enhance features, boost revenue
- **Personalize:** Tailor using data insights.
- **Enhance:** Improve UI, attract engagement

User Empathy Map

- Need easier way for deliveries & maintenance
- Want to connect with neighbours
- Opens app, submits details
- Opens app, sends messages
- Wish these tasks were simpler
- Want to be more connected
- Inconvenienced
- Disconnected

Source: App reviews

Jobs-To-Be-Done

When I think of homeowners' needs, efficient management and neighbour connection

But I see the struggle without a unified solution for convenience

Help me introduce MyGate: one-stop platform for seamless, simplified living

So that united communities thrive, making home management and connections effortless

What is the value generated by solving this problem?

For The Target Customers
- Save them time and hassle
- Reduce their stress levels
- Make their lives more convenient

For The Business
- Increase the number of users
- Increase the ARPU
- Improve customer satisfaction

For The Actors & Neighbour
- Boosts service providers' visibility, business
- Streamlines payments, payments for providers
- Fosters neighbour interaction, collaboration

Proposed Solution And Prioritization

Possible Features Solution

Problem	Solution	Actors Involved
Users have difficulty managing deliveries & maintenance requests	MyGate collaborates with delivery and maintenance firms for streamlined user request tracking & management	MyGate, delivery companies, maintenance companies, users
Users have difficulty paying bills	MyGate can partner with bill payment companies to allow users to pay their bills through the platform	MyGate, bill payment companies, users
Users have difficulty connecting with neighbours	MyGate can create a social networking platform that allows users to connect with their neighbours	MyGate & users
Users have difficulty organizing events	MyGate can create an event management platform that allows users to plan and promote events	MyGate & users
Users have difficulty booking amenities	MyGate can create a marketplace where users can book amenities from different providers	MyGate, amenity providers & users

How Are We Prioritising?

MoSCow(s), Ice(m)pact, C=Confidence, E=Effort)

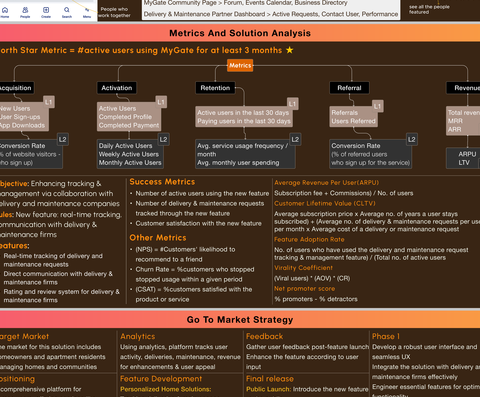
Solution	Reach	Impact	Confidence	Effort	RICE Score
Integrate with delivery & maintenance companies	Medium	High	High	Medium	High
Partner with bill payment companies	Medium	Medium	High	Medium	Medium
Create a social networking platform	High	Low	High	Low	Medium
Create an event management platform	Medium	Medium	High	High	Medium
Create an event management platform	Low	High	High	Low	Medium

The solution with the highest RICE score is to integrate with delivery and maintenance companies. This solution has a high reach, impact, and confidence, and it requires a medium level of effort. I believe that this solution has the potential to generate the most revenue for MyGate

How does MyGate's collaboration with firms enhance revenue and benefits?

Benefit	Why we need this feature	How it helps in revenue
Improved UX	Simplify tracking & managing deliveries & maintenance requests for users	MyGate enhances satisfaction, retention via UX streamlined platform
Increased Efficiency	MyGate partners for automated tracking, freeing staff for support tasks	MyGate enhances efficiency for lower costs and better margins
Increased Reach	MyGate collaborates for broader user reach via delivery & maintenance	More sign-ups mean more revenue for MyGate
Increased Revenue	MyGate partners for automated tracking, freeing staff for support tasks	This will generate additional revenue for MyGate

Detailed Solution - Wireframing



Metrics And Solution Analysis

North Star Metric = #active users using MyGate for at least 3 months ★



Objective: Enhancing tracking & management via collaboration with delivery and maintenance companies

Rules: New feature: real-time tracking, communication with delivery & maintenance firms

Features:
- Real-time tracking of delivery and maintenance requests
- Direct communication with delivery & maintenance firms
- Rating and review system for delivery & maintenance firms

Success Metrics
- Number of active users using the new feature
- Number of delivery & maintenance requests tracked through the new feature
- Customer satisfaction with the new feature

Other Metrics
- (NPS) - #Customers' likelihood to recommend to a friend
- Churn Rate = %customers who stopped stopped usage within a given period
- (CSAT) = %customers satisfied with the product or service
- Average Revenue Per User(ARPU) Subscription fee + Commissions) / No. of users
- Customer Lifetime Value (CLTV) Average subscription price x Average no. of years a user stays subscribed) + (Average no. of delivery & maintenance requests per user per month x Average cost of a delivery or maintenance request
- Feature Adoption Rate No. of users who have used the delivery and maintenance request tracking & management feature) / (Total no. of active users
- Virality Coefficient (Viral users) / (AOV) * (CR)
- Net promoter score % promoters - % detractors

Go To Market Strategy

Target Market
The market for this solution includes homeowners and apartment residents managing homes and communities

Positioning
A comprehensive platform for homeowners, offering services like deliveries, maintenance, bills, amenities booking, & events

Distribution
Online: Website and app distribution
Offline: Partner with real estate Word-of-mouth: Users spread platform awareness

Promotion
Paid Advertising: Social & websites
Content Creation: Blogs & articles
Public Relations: Stories & bloggers
User Events: Society Events

Monetization
Subscription: Monthly/annual fees for platform access
Transaction: Fees for delivery/ maintenance requests
Advertising: Selling website & app space

Analytics
Using analytics, platform tracks user activity, deliveries, maintenance, revenue for enhancements & user appeal

Feature Development
Personalized Home Solutions
Tracking deliveries & maintenance
Booking amenities with mobile ease
One-click bill payment
Stand out: Foster neighbour connections and coordinate events seamlessly

Design & integration
Design user-friendly interface, link deliveries/maintenance for clear communication, reinforce security for user data protection

Beta Version
Curated Users: Handpick diverse testers for firsthand feature insights
Feedback Collection: Get input from testers to find bugs & areas to enhance
Solution Refinement: Enhance feature aligned with user needs through feedback-driven evolution
Exit Criteria: At least 50% of the costumers dissapointed with beta roll out

Feedback
Gather user feedback post-feature launch. Enhance the feature according to user input

Final release
Public Launch: Introduce the new feature to the public
Feedback Loop: Gather user feedback continuously for necessary solution enhancements

Iterate & Optimize
Refine Through Feedback: Gather user input post-launch, enhancing based on suggestions
Price Model Experimentation: Test pricing for revenue optimization
Ongoing Enhancement: Add features to maintain user engagement after launch

Scale & Expansion
Expand Markets: Grow after initial success by entering new markets.
Partnerships: Collaborate with delivery & maintenance firms for extended services
Innovation: Develop products on platform foundation for unique offerings

Phase 1
Develop a robust user interface and seamless UX
Integrate the solution with delivery and maintenance firms effectively
Deliver essential features for optimal functionality

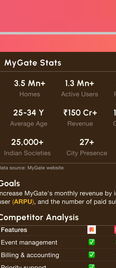
Phase 2
Conduct beta testing with users to validate the new feature
Gather feedback from users to understand their experience
Implement changes to the feature based on user feedback

Phase 3
Execute public release of the new feature, fostering user engagement
Initiate feedback collection to validate the solution's readiness and gather insights for enhancement

Phase 4
Continuously iterate on the solution by ongoing enhancementsx
Incorporate new features to align with user requirements and preferences

System Design | Pitfall | Future Scope

System Design



Pitfall

Trust issues with users and service providers

High fees charged by service providers

Coordination problems for **deliveries/ maintenance**

Intense competition with other platforms

Adapting to evolving industry regulations

Dealing with unforeseen challenges

Mitigation

- **Enhance Transparency:** Display comprehensive info about partner companies
- **User Reviews:** Feature user reviews and ratings for better decision-making
- **Negotiation:** Discuss and reduce service fees with providers
- **Promotion:** Introduce discounts and special offers to improve affordability
- **Tracking System:** Develop a robust tracking mechanism for efficient coordination
- **Collaboration:** Collaborate closely with providers to meet user requirements
- **Unique Value:** Introduce exclusive services/ features that set us apart
- **Exceptional Service:** Prioritize top-notch customer service experience
- **Expert Inclusion:** Employ industry experts to monitor and adapt to changing regulations
- **Compliance Framework:** Create a systematic approach to adhere to new rules.
- **Contingency Planning:** Develop detailed plans to tackle unexpected situations
- **Expert Support:** Maintain a responsive team of specialists for quick issue resolution

Future Scope

MyGate can collaborate with delivery and maintenance firms to streamline user request tracking and management. This would allow MyGate to offer a more comprehensive service to its users and generate more revenue

After Thought

- This solution could also be used to collect data on user behaviour. This data could be used to improve the platform and to target users with advertising
- This solution could also be used to build relationships with delivery and maintenance firms. These relationships could be used to negotiate better pricing for MyGate users

Risk Analysis

- The delivery and maintenance firms might not be willing to partner with MyGate. The users might not be willing to pay for the solution
- The solution might not be able to compete with other similar solutions on the market

second Order Effects

- Real-time tracking and tracking enhances user satisfaction and engagement.
- Partnerships with firms enhance security and trust
- Engage users with holistic home and community management
- Generate revenue via services for delivery and maintenance firms
- Forge collaborations with home improvement stores

Your Home, Your Community, Your Way – Simplify, Connect, Thrive with Love and Hope.