MyGate: Breaking down Business Outcomes into Product Outcomes

MyGate App

MyGate offers app-based security and community management solution that is currently catering to the security needs of over 60 million people, 3.2 million homes in 27 major Indian cities.

Mission

Create a world where all gated communities are **secure** and **convenient.**

Value Proposition

MyGate offers gated communities a holistic solution encompassing security, visitor management, communication, amenities booking, e-commerce integration, and data-driven insights.
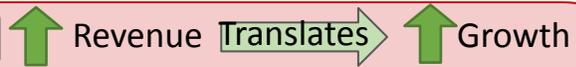
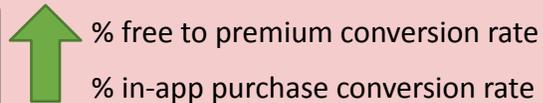## Business Model

MyGate is a **Freemium Model**
- **Basic feature**s are **free** for everyone
- **Premium features** can be **subscribed**
- "Platform-as-a-Service" **(PaaS)**

Both subscribers and non-subscribing users, can access additional PaaS features.

Business Outcome	⬆ Revenue Translates ⬆ Growth
Product Outcome	⬆ % free to premium conversion rate % in-app purchase conversion rate

Problem Statement — Increase the Revenue for MyGate

Problem Breakdown: Why is increasing the Revenue important for MyGate?

| Increased Revenues	Increasing Revenue directly contributes to the company's **growth**
Scalability	Higher revenue = **more resources**, tech.innovation, wider market reach. Growth without cost surge = better scalability, efficiency.
Competition	Revenue is the most common metric to compare against competitors. **Increased ARPU(**Average Revenue Per User) can give an edge over competition.

Mapping Business Outcomes to Product Outcomes
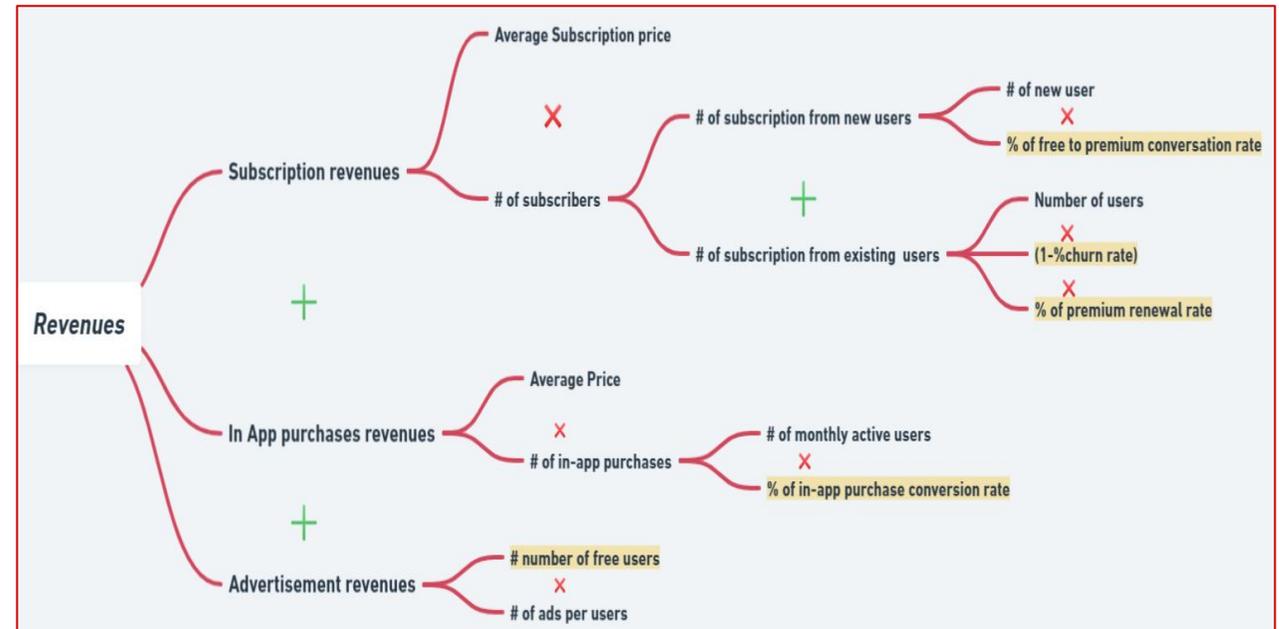
Identifying User Needs and Pain Points through User Survey and Interviews

MyGate User Demographics

70%
Users in 18 to 24 age group

100%
Users from Tier-1 & Tier 2 cities

89%
users only use visitor management

73%
Users are using app daily

23%
Users have tried premium features

Why do users use MyGate?

Security — **100%** of the users were using for **Security Features**

Community — **10%** of the users were simply using for **Community Features**

Admin — **43%** of the users are looking for **Admin Feature**

Home Aids — **14%** of the users were looking for **Home Services**

Why did users pay for premium features?

Payments — **34%** of the users wanted to make payments within the app.

Polls — **68%** of the Admin users wanted to **put poll** to gauge the interest of residents..

Final Accounts — **30%** of the users as-of date actual balance in Schedule VI and N Format.

Add Free — **35%** of then users wanted to **go advertisement free.**

Key pain points faced by users

Too Much Annoying Ads
70% Users felt that there is **too much advertisements** on app which makes it hard to operate

Lack of assurance on services
41% Users were not able to **locate and rely** on home services

The user interface is confusing…
58% Users did not found the things they are looking for and hence **difficult to engage.**

Insights from User Interviews

MyGate boosts security, but I've yet to use home services due to reliability concerns. App needs better trusted service provider recommendations for an improved user experience. – Sanyak (27, M)

"I've been using MyGate for some time now, and I've seen firsthand the benefits it brings to our community's security and visitor management. However, I must admit that I haven't really delved into the home services feature. It would be helpful if there were more prompts or guides to help users like me understand and make use of this part of the app." – Rajiv (28, M)

Reviews (recurring pain points) from App Store

H Harsh Vardhan Singh

★★ June 19, 2023

Although the app functions the way it's intended most of time, the frequent UI changes are a cause for frustration. The UI and the design language seem to change every 3rd week. By the time you understand the layout, the devs have changed the layout and have either rearranged or altogether removed some features. So you're left with no option but to navigate and hunt around in menus and sub-menus. I hope the developers understand the frustration these constant changes cause.

16 people found this review helpful

S Sakura Sen

★★ August 15, 2023

Great security features, but home services need improvement. Reliable service providers are lacking, affecting the overall experience. Hoping for better options in the future.

1 person found this review helpful

- Users are complaining about **bad user interference** which is making them unease to perform basic tas**k.**
- Users are **not happy about advertisements and pop-ups**
- Users are finding **no use for home services.**

Problem Breakdown: Identification of the "True Problem" & why it should be

Root Cause Analysis

Problem	Users are unable to find a **additional reason to use app**
Why?	The **App is cluttered** and the user cannot locate the options that align with their needs.
Why?	There are **no triggers** on app which actually engages users more on the app and generate curiosity about the certain services.
Why?	There is already too much services on the app which makes user think more about **reliability** and **hard to locate**

What is the True Problem?

How can we assist user to form a meaningful reason to use app for not only better security but more in app purchases, **so that** they can effortlessly shop, feel secure and engage more to that app?

How do we know it is a real problem? (Survey results)

37%	Users felt that the app is **highly cluttered**, confusing to use and find exactly what they are looking for.
41%	Users were **highly dissatisfied** due to security feature and need more secure options.
67%	Users felt that the current **free plans are satisfying** their needs.

Why should we solve this problem now?

Intense Competition	• The online **security industry** in **India** is **highly competitive** • Top players are **constantly innovating** and expanding solution offerings to attract users.
Growing User Base for Security Apps	• Over the last five years, the number of gated society and their need to enhance the security is increasing exponentially • The increasing **acceptance of security software** and the increasing **urbanization of young population** have contributed to the growth of this apps in India.

MyGate could lose their user base of potential paying users

• New users can prefer to join, and existing users can **switch at zero cost to Mygate's competitors**, who address users' current problems.
• Mygate may be **losing the opportunity to capitalize on the growing user** base of old gated society population

What is the value generated by solving this problem?

For the Users	• By having triggers user can interact more with the app and find the things they are looking for. • Customer will be more satisfied with services.
For the Business	• **1% increase** in the number of paying users and **1% increase** in the free will approximately **increase the revenues by 2%**.

User Persona (Female MyGate app users)

Bio
29-year-old Aaruhi is an **doctor** and lives with his husband and 2yrs daughter in **Delhi**. MyGate's features align with her need for **safety**, allowing her to focus on family moments and professional success.

Needs
- **Communication**: Stay updated on building announcements and events.
- **Child Safety**: Ensuring her daughter's safety in common areas.
- Remote accessibility for visitors and deliveries.

Pain Point
- **Privacy Worries**: Apprehensions about sharing personal data.
- The **UI is not** very convenient to use.

Jobs To Be Done
- **When** I want to book or buy services on APP.
- **But** I a unable to find and rely on the services
- **Please help** me locate and evaluate the best services of app.
- **So that** i can easily book the service which is safe and secure
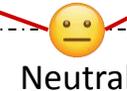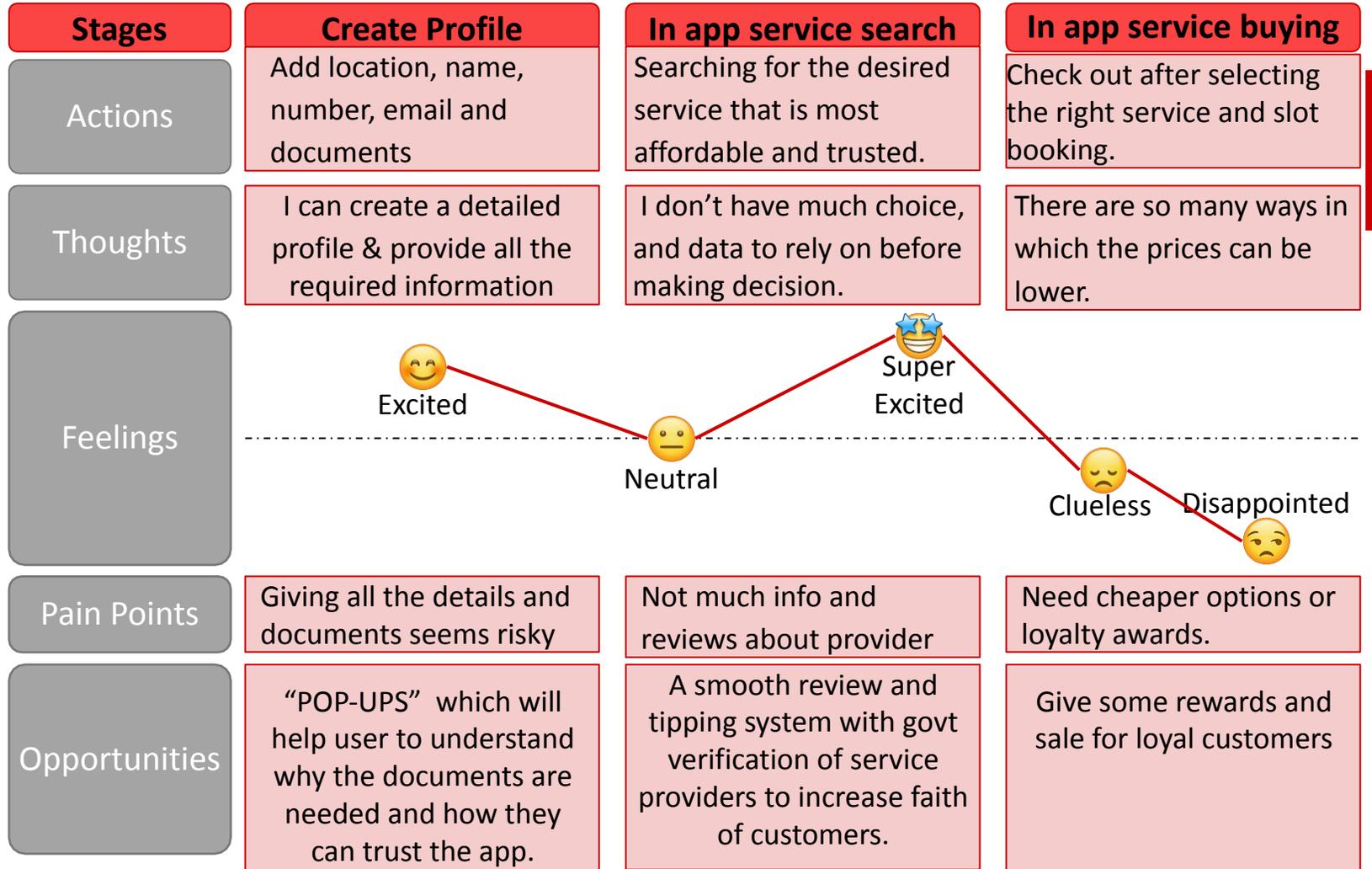
Customer Journey Map

User:
Aaruhi has been a MyGate user for 8 months now

Scenario:
Aaruhi needs few home services such as plumber

Expectations:
Having a safe and best person to assist here with issues

Stages	Create Profile	In app service search	In app service buying
Actions	Add location, name, number, email and documents	Searching for the desired service that is most affordable and trusted.	Check out after selecting the right service and slot booking.
Thoughts	I can create a detailed profile & provide all the required information	I don't have much choice, and data to rely on before making decision.	There are so many ways in which the prices can be lower.
Feelings	Excited 😊	Neutral 😐	Super Excited 🤩 / Clueless 😣 / Disappointed 😒
Pain Points	Giving all the details and documents seems risky	Not much info and reviews about provider	Need cheaper options or loyalty awards.
Opportunities	"POP-UPS" which will help user to understand why the documents are needed and how they can trust the app.	A smooth review and tipping system with govt verification of service providers to increase faith of customers.	Give some rewards and sale for loyal customers

Ideating and exploring potential solutions

Solutions	What is the solution?	How does it work?	How does it solve the problem?
GreenGate	• **GreenGate** is an Electronic Vehicle **charging point.** • Assists users to make profile of their EV for hastel free process, pre-book charging station and pay via app. • Available for premium users only.	• Solution first ask user to add details of their EV in profile and further help them to prebook there charging unit or just use the unit without booking as well which they can later excess by just scanning their profile at charging port. • They can later pay on the app only.	This will help the user to have an additional new feature which will align with there future plan.
MyCoins	• **MyCoins** is an **add-on feature to the existing in app purchases.** • When a user purchase,rate services and refer a user for premium, they will earn coins which can be redeem to avail discount. • Available with both free and premium	• When users buys in app,rate the services or refer premium to their friends they will be rewarded with coins, which they can use as discount in their further purchases. • The no of coins rewarded will be less for free and more for premium this will nudge the user to buy the premium plans.	The user can earn, redeem and repeat which help them to use these services more and the rating will help them to inc there confidence on their purchase.
Secure+	• **Secure+** is a way to put **additional security measures** • At the time of approval or pre approval user can opt for extra security measures for house help or delivery partner before entry or exit. • Available within premium subscription**.**	• Solution creates third option when asked for approval or in pre approval that is approve with secure+ which will notify guard to thoroughly check the reporting person before or after leaving premises • This will also notify the user about time of entering and leaving..	This will help them overcome their security issues as they can always ask for any special checking step they want to feel more safe in the premises.

Evaluating the potential solutions and prioritizing one of the solution

	Adoption of the Solution (A)	Impact on the ARPU or Revenues (I)	Confidence in solving the problem (C)	Operational Effort (E)	Score = (A*I*C)/E
GreenGate	**Medium** (Since most of the users complain about lack of convenient charging units,as according to a research 80% of gated societies are planning to go green in 0-3 yrs. Medium generally depend on user if they own or planning to own EV.)	**Medium** (Whether the users are proficient at conversing or not, this feature will assist users to send the right messages to matched partners increasing the chances of buying the solution)	**High** (It addresses the core problem of lack of EV charging stations)	**Medium**(The installation and maintenance will be a partnership plus there is already booking system for service so that add on will be easy)	**6**
⭐ **MyCoins**	**High** (This is quick fix solution which increases the Daily Active Users, New user and in app purchase)	**High** (MyCoins will be open to all the user and the inc DAU and in app purchase will inc revenue).	**High** (Since we already have user acquisition on app which use app daily this will help us to shift the crowd towards other features)	**Medium** (The solution needs to add a coin reward system which can be a bit hassle for tech)	**13.5**
Secure+	**Medium** (This is a easy solution as user is already well adopted by the security feature of app)	**Medium** (Since this solution is related to security which most of the users ask for it will help in conversion rate and hence impact on revenue is medium.)	**Low** (This solution solves the core problem of security but it won't generate enough trigger for the user to actually purchase premium)	**Medium** (MyGate already have a pre approval and approval window this will just an additional which will increase the demand of female guard which help in women empowerment)	**2**

All scores are given on a low to high scale;   ` 1 = Low `   ` 2 = Medium `   ` 3 = High `   *; Operational Effort is considered for calculation although the tech bandwidth is infinite*

Introducing **MyGate**(Shop, Earn, Redeem, Repeat))

Benefits of the Solution

Through MyCoins, users can earn coins for in app purchases, referring friends and for reviewing services which they can later use for discounts.

User Flow

User open up the App and see MyCoin at top right corner.

↓

Click on app purchases to look for the desired services.

↓

Find few services, compare then on bases of price and rating

→

Click on add and proceed to check bill and MyCoins off with future Click on add and proceed to bill see my rewarded coins.

↑

After that book date, time and delivery address.

↑

Click pay COD and booking is done with coins earned and refer option.

How does the Solution work?
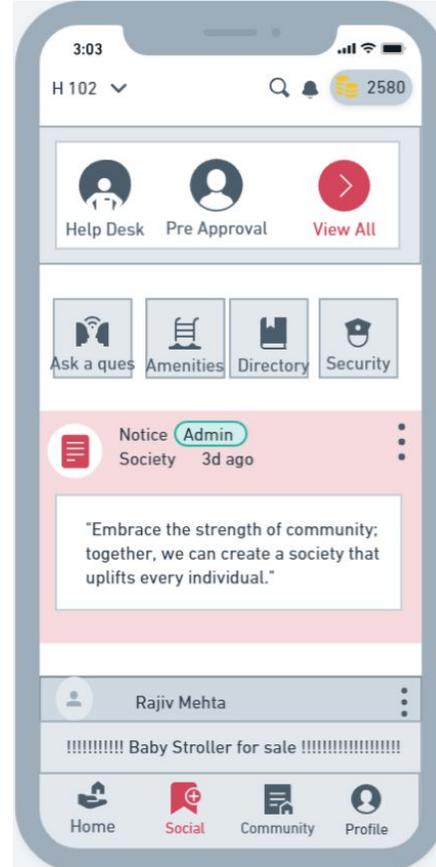
Home Screen

User can see and access MyCoins on the top right corner
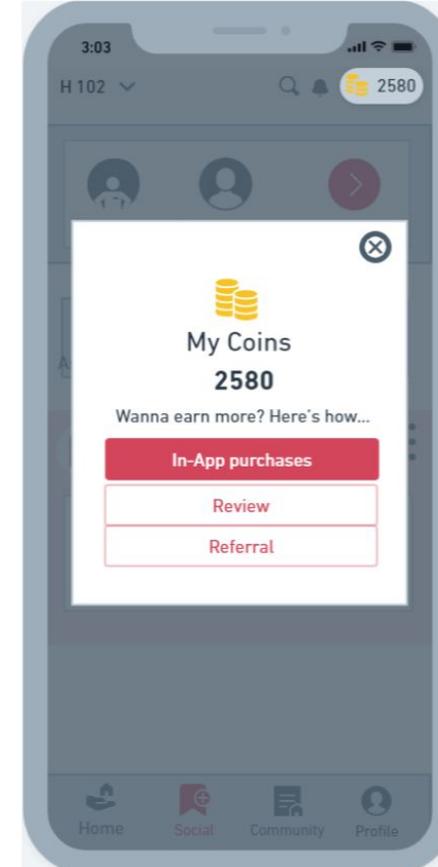
Pop up

User can click on the coins and will get an idea of the amount and how to earn. (internal trigger)
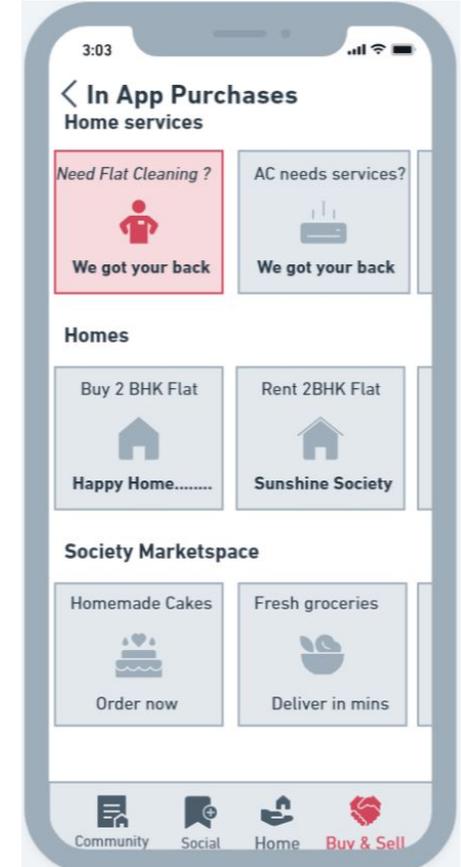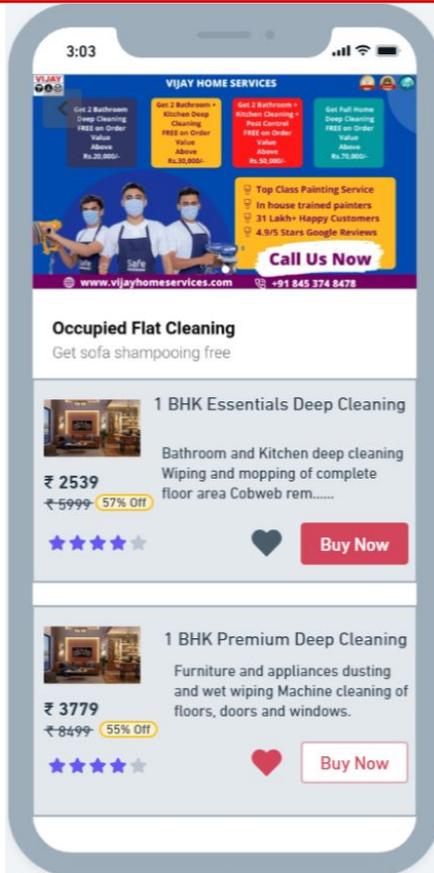

In app services

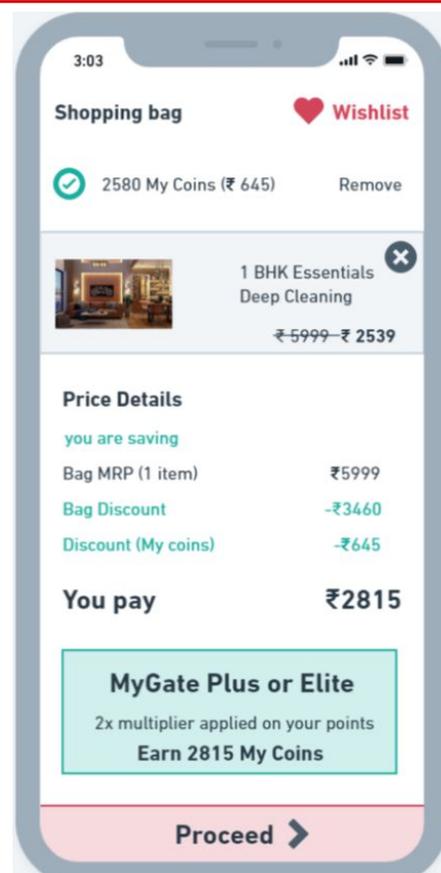User can choose from multiple available services in app to go with there needs.

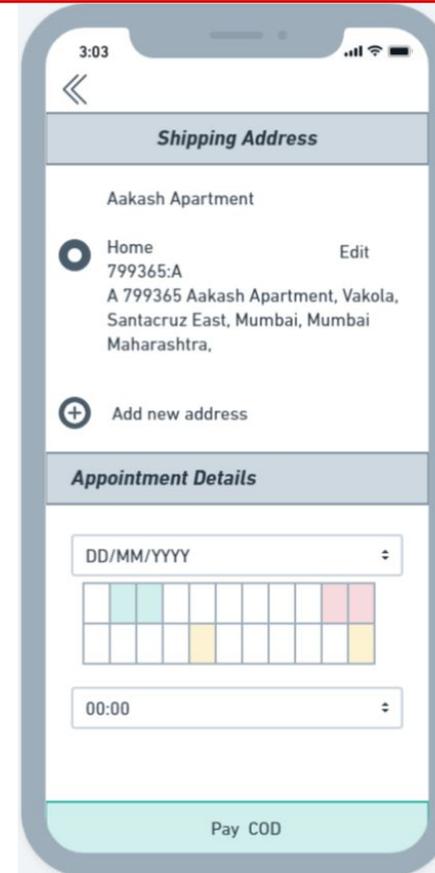## How does the solution work?

Choose service

User can see offers and rating on different service provider and select the best according to them.
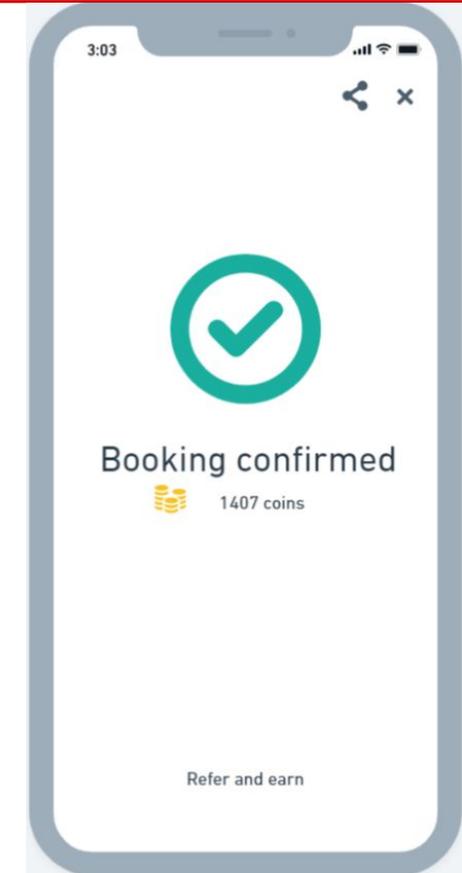
Check out

Here they can see the bill and the have the option to add or remove mycoin as per their requirement

Slot Booking

The user can check the address and book the right date and time.

Confirmation

Confirmation of booking with Mycoin earned as well referral option to earn more.

About   Research   Problem   Target User   Ideation   Prioritization   **Solution**   Metrics   Pitfalls

Metrics to measure success of **MyCoins** solution

Metric **Type**	Rationale	Ideal Trend
North Star Metric	# of users shopping using MyCoins.	⬆
Adoption/ Usage Metrics	• Click through rate (CTR) for the MyCoins feature • # of clicks on MyCoins requests per user • # Increase Feature users/ Total users	⬆
Engagement Metrics	• # of MyCoins earned per week per user. • # of MyCoins used per week per user. • # of active users using MyCoins per week	⬆
Retention Metrics	• # of returning user of MyCoins per month. • # of purchases increased after applying MyCoins.	⬆
User Satisfaction Metrics	• Customer Satisfaction Score for MyCoins • # of 5-star ratings through ratings prompt to MyCoins users who paid with MyCoins.	⬆
Monetization Metrics	• Average revenue from MyCoins per month • Average # of premium purchased per month • ARPU from MyCoins per month • % increase in average revenues m-o-m • % increase in ARPU m-o-m	⬆

Pitfalls & Mitigation Strategies

Pitfall: Complexity of feature

Complexity: Complex rules, restrictions, and requirements for earning and redeeming points can lead to confusion and frustration for users.

Mitigation Strategies	**Clear Communication**: Provide transparent information about the program's terms, conditions, and point expiration dates to ensure users are aware of how the program works.

Pitfalls: Expiration of Coins

Expiration of Coins: Loyalty points or coins may have an expiration date, leading to the loss of accumulated points if not used within a certain time frame.

Mitigation Strategies	**Regular Updates:** Continuously assess the program's value proposition and adjust it to maintain the relevance and attractiveness of the rewards.

Second Order Thinking

Customer Lock-In	The loyalty program could encourage customers to stick with MyGate due to the desire to accumulate more coins, leading to increased customer loyalty.

Impact on Margins	Depending on redemption rates and reward values, the program could impact MyGate's profit margins.