



Product Portfolio

-Zubair Akhtar

Product Growth

– Zubair Akhtar



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Introduction

- Notion was founded in 2016 by Ivan Zhao, and is headquartered in San Francisco, California.
- Notion is a powerful productivity tool that combines the functionality of a task management tool, note-taking app, project management software, and more, all in one platform.
- Notion's flexible and customizable workspace allows users to create and organize their own databases, wikis, calendars, project plans, and more, all in one place.
- Notion is particularly popular among remote workers, students, and knowledge workers who need to stay organised and productive.

Statistics

Total Users
30 Million+

Paid Customers
4 Million+

Revenue
\$67.2 Million+ ARR

User Age Group
17-35

Valuation
10 Billion

Total Funding
\$343.2 Million

Team
200+

Notion Ambassadors
90+ Influencers

User Personas



MEGAN MANNING
28
PRODUCT MANAGER

Motivation:

- Organization
- Collaboration
- Task Management
- Knowledge Management
- Flexibility



TRISHA RAM
29
FREELANCE DESIGNER

Motivation:

- Deliverables tracking
- Website hosting
- Portfolio Management
- Centralized Data Hub
- Budget tracking



JOHN NADAR
24
COLLEGE STUDENT

Motivation:

- Task Tracking
- Note Taking
- Knowledge database
- Productivity booster
- Journaling



ABHISHEK SINHA
21
CONTENT CREATOR

Motivation:

- Website hosting
- Template portfolio
- Notion Consulting
- Content Creation
- Bookkeeping

Persona in focus

MEGAN MANNING

28

PRODUCT MANAGER



Motivation:

Organization
Collaboration
Task Management
Knowledge Management
Flexibility

Frustrations:

Complexity
Customization
Performance
Mobile App Robustness
Team Adoption

ACTIONS

1. Discovers Notion from a colleague/ friend or through own research

2. Previews the product through job boards or colleague's account and decides to give it a try

3. Goes through onboarding process of setting up account and creating workspace

1. Scrolls through home screen to take a detailed look at all the features provided on the platform

2. Evaluates the features by comparing the templates and UX with similar platforms

3. Starts using Notion to organise tasks, projects and experimenting with templates/databases

1. Experiences boost in productivity as she becomes more familiar with Notion's functionalities

2. Actively collaborates with team and starts using Notion to track metrics

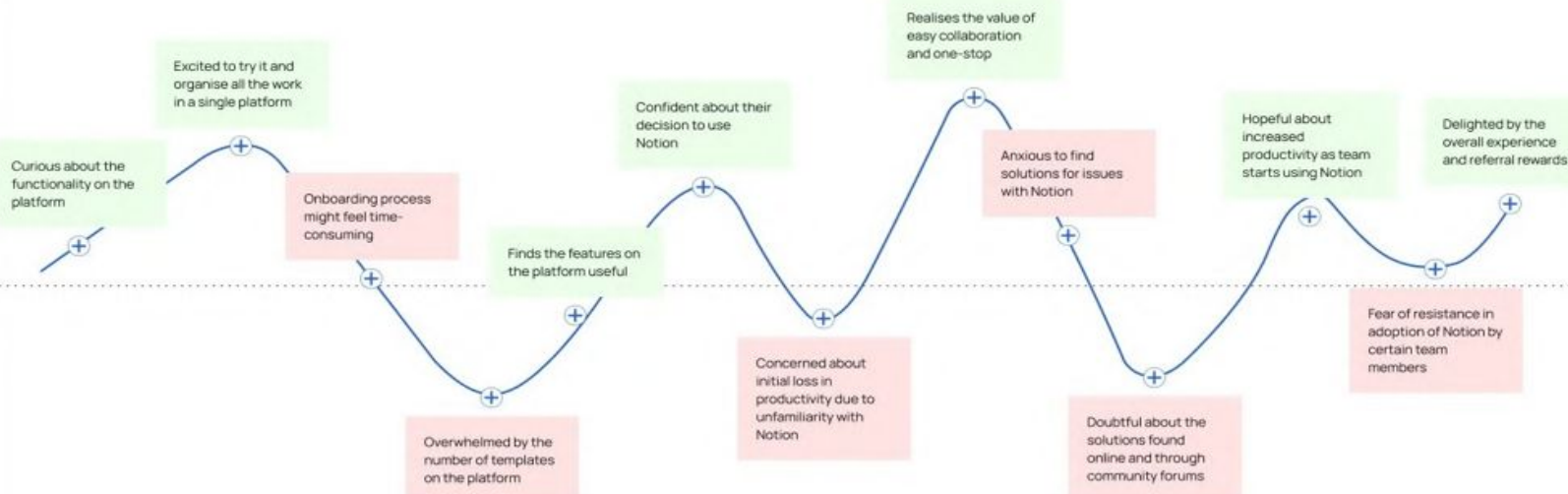
3. Seeks solutions to issues with Notion through online research or community forums

1. Continues using Notion as primary productivity tool and collaborating with her team

2. Recommends friends and other PMs to use Notion for improved productivity at work

3. Provides feedback to Notion team and tries out new features as the platform evolves

MINDSETS AND EMOTIONS



Current Growth Loop

Acquisition

Word of Mouth

SEO

Social Media Marketing

Email Marketing

Product Led Growth

Activation

Aha Moment

Onboarding

Startup Credits

Signup using
Apple/Google

Retention

Customisation

User Education

Feature Updates

Collaboration

Customer Service

Webinars

Help Center

Referral

User Referrals

Community

Product Led Growth

Collaboration

Revenue

Paid Plans

Improvements

Acquisition



Refer and earn credits



Multi-language support

Retention



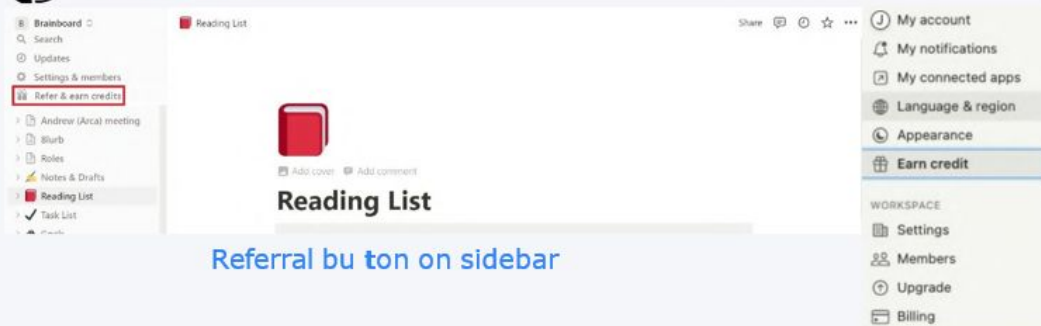
Monthly hackathon for creators



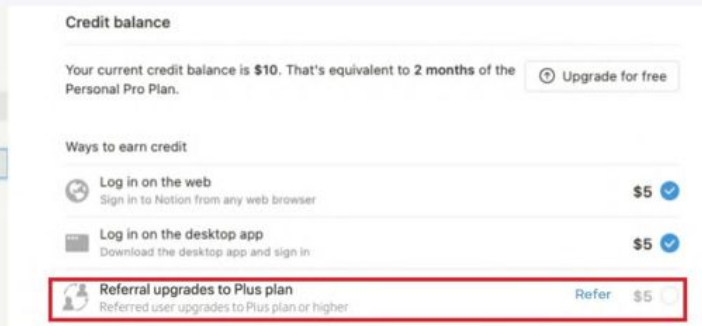
Email marketing for dormant users

Wireframe - Acquisition

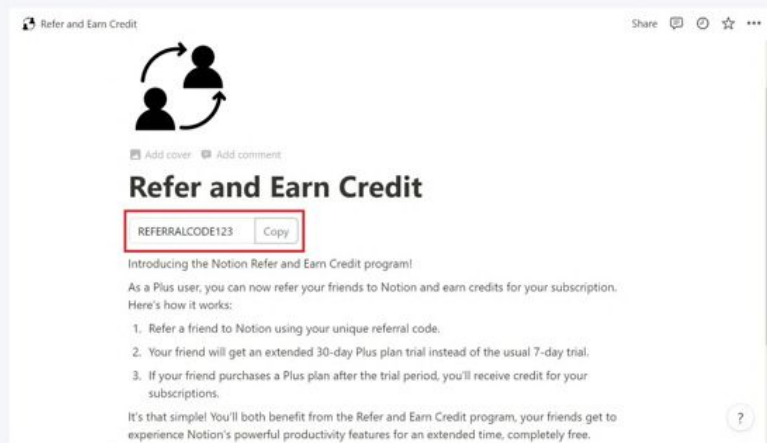
Refer and Earn Credit



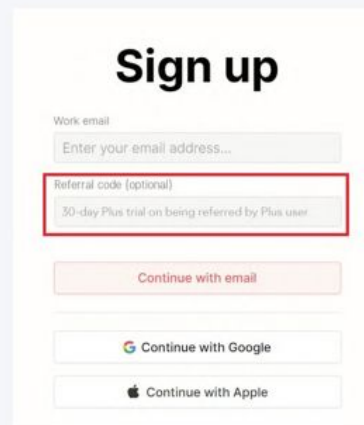
Referral button on sidebar



Credit balance page



Referral page

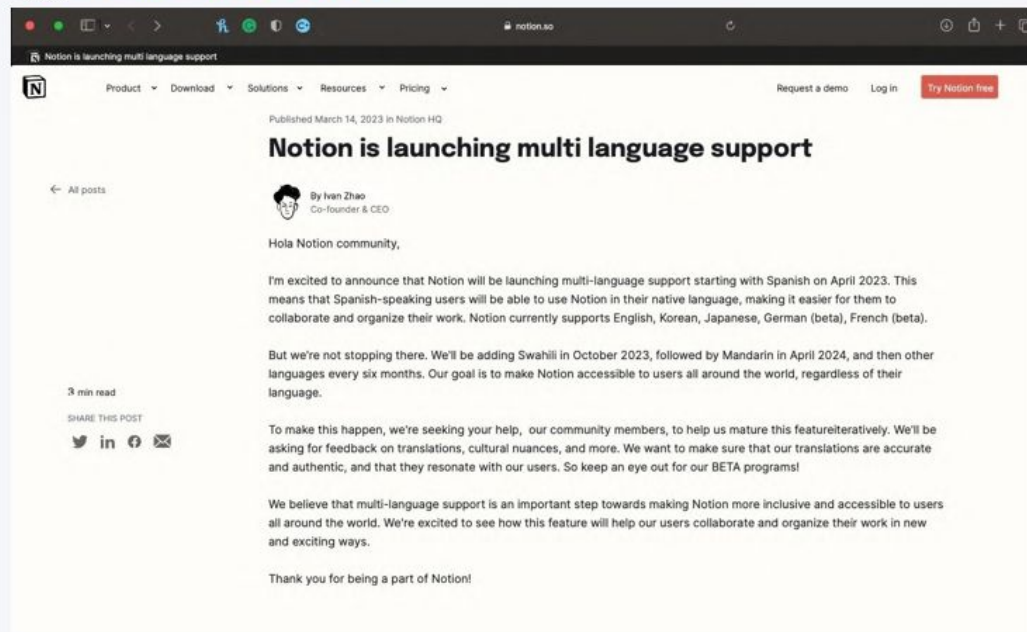


User signup window

Wireframe - Acquisition



Multi-Language Support



Blog announcing multi-language support



Language settings

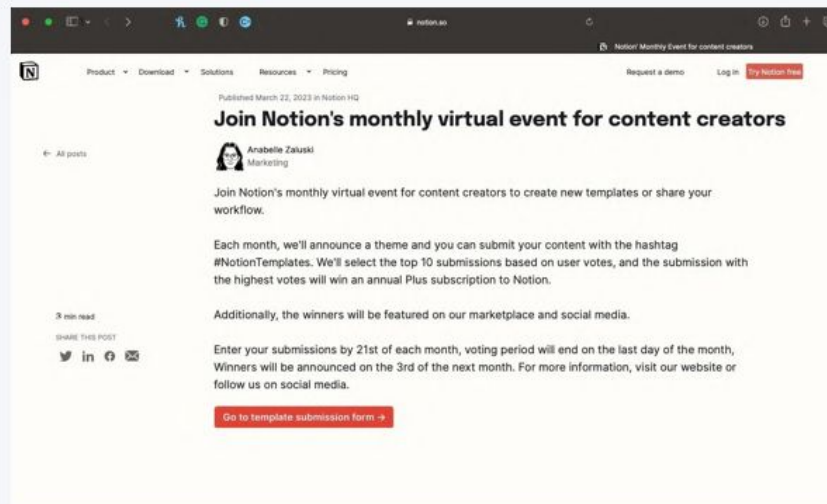


Dropdown to select languages

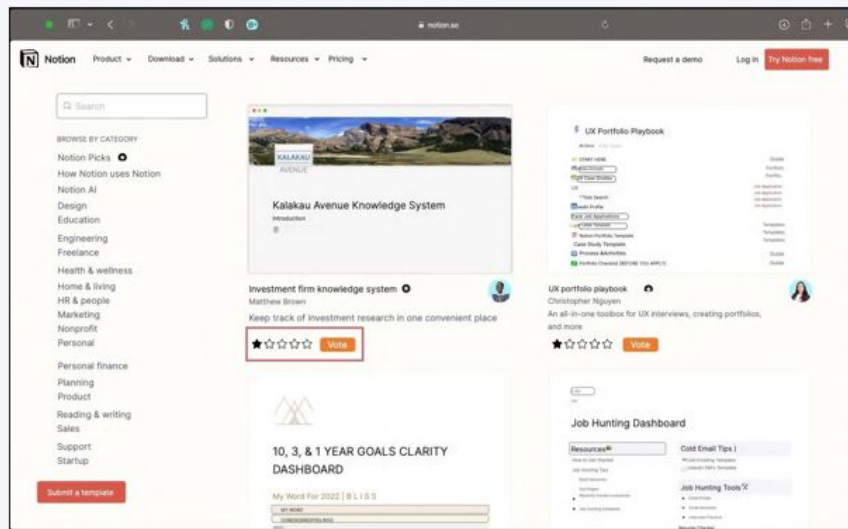
Wireframe - Retention



Monthly hackathon for creators



Announcement page

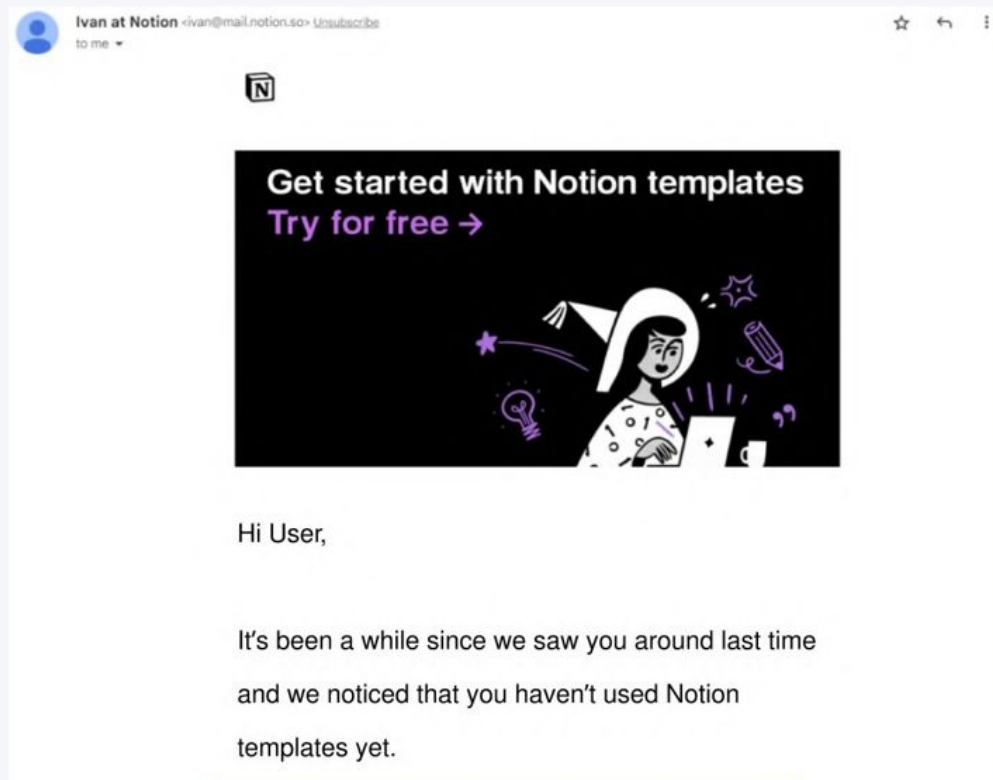


Voting page

Wireframe - Retention



Email marketing for dormant users




[Click to open the Prototype](#)

Prioritisation

Solution	Impact	Effort	Priority Score
Refer and earn credit	High	Low	P0
Multi-language support	Medium	High	P3
Monthly hackathon for creators	Medium	Medium	P2
Email marketing for dormant users	High	Medium	P1

Press Release







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3 min read

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Published April 1st, 2023 in Notion HQ

Notion's Refer and Earn Credit Program



By Ivan Zhao

Co-founder & CEO

Notion Launches New Refer and Earn Credit Program for Plus Users

Hello everyone,

I'm excited to announce the launch of our Refer and Earn Credit program for Plus users here at Notion. Our program is designed to enable our users to refer their friends to Notion and earn credit towards their subscription.

As a Plus user, you can refer your friends to Notion using a unique referral code. When a friend signs up using the referral code, they will receive an extended 30-day free trial period instead of the regular 7-day trial period. If your friend purchases a Plus subscription after the free trial period, both of you will receive credit towards your subscriptions.

At Notion, our mission is to empower individuals and teams to organize their work, collaborate more effectively, and increase their productivity. With our new Refer and Earn Credit program, we're making it even easier for our users to share the power of Notion with their friends, while also rewarding them for doing so.

To participate in our Refer and Earn Credit program, simply visit the '**Refer and Earn Credit**' section under your account and generate a unique referral code.

Our Refer and Earn Credit program is open to all Plus users of Notion and is available now.
For more information, please visit <https://www.notion.so/refer>

Thank you for your continued support of Notion!

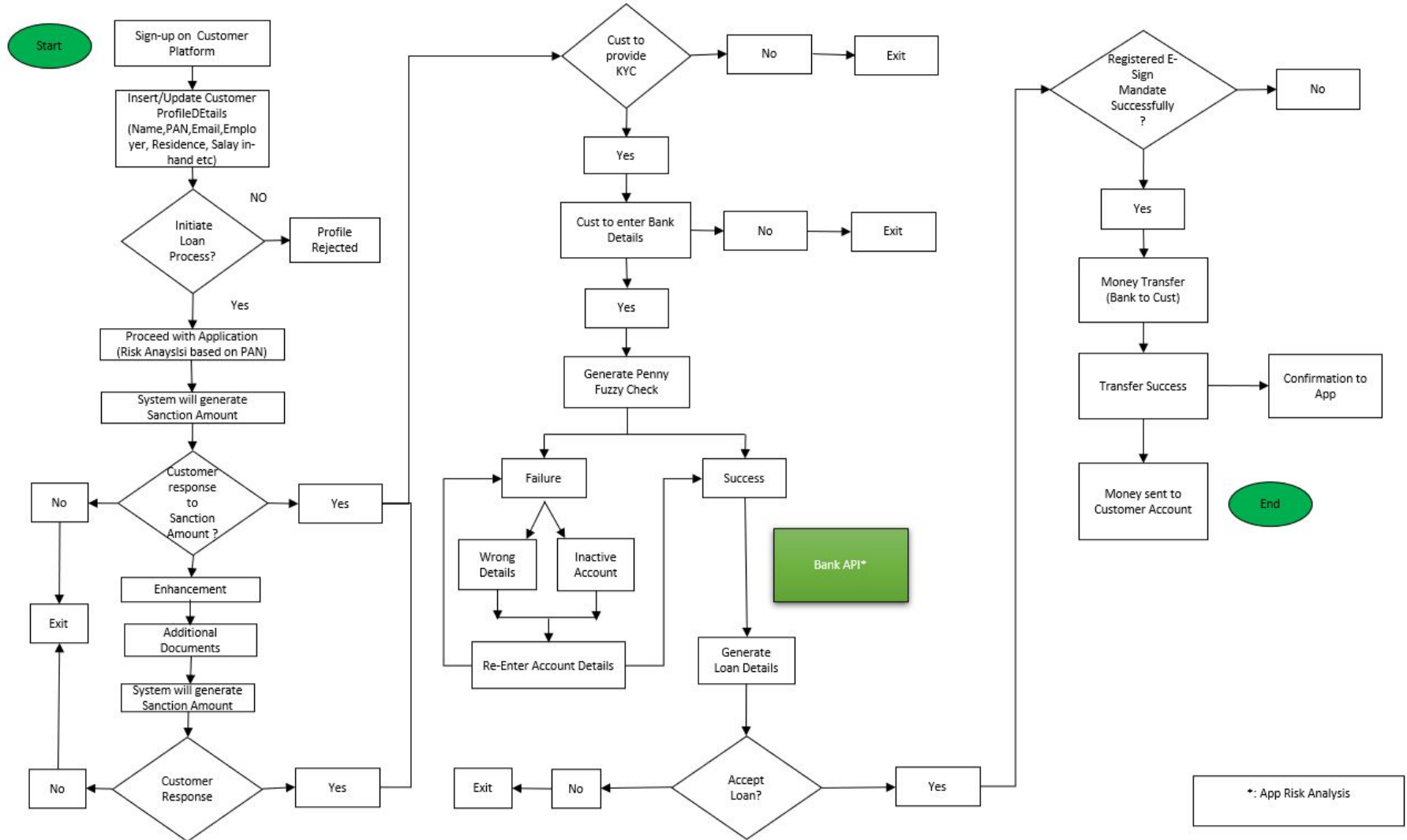
[Try Pitch](#)



CASE - 02

Flow for Full Stack Lending App

-Zubair Akhtar





CASE - 03

DESIGN

KYC onboarding process for a loan app

TABLE OF CONTENTS

1. Problem Overview

2. PRD

1. User Flows

a. 1st Time App Open

b. Sign-Up

c. KYC

2. Wireframes

PROBLEM OVERVIEW

Problem Statement

Design the KYC onboarding process (Wireframes + PRD) for a loan application called "Mera Money"


Major Competition



Money View™



Details

- Not just for new users on the app, but it is possible that existing users also need to complete the KYC.
- Platform : 
- Verify Aadhaar & Pan Cards

KYC Methods

- eKYC - electronic
- cKYC - central registry
- Video KYC
- oKYC - offline
- Physical KYC

Assumptions

- Mera Money is to provide BNPL & Personal loan services.
- Mera Money operates in India
- There is no barrier on development cost

PRD - KYC ONBOARDING

Goal : To design a seamless KYC experience for existing and new consumer for loan app

User Personas/ Target Users: Trustworthy Indians from age 18 to 35, have prior experience of using Android Apps.

Problem/ Pain Point: According to RBI guidelines we need to take at least 1 POI (Proof of Identity) and 1 POA (Proof of Address) before issuing any loan. Also, we need to gather credit history of the user to do risk profiling.

Proposed Solution: eKYC with the help of PAN and Aadhaar number of user, factoring the effort (cost & development) for all the ways



Name: Aman Mohan
Age: 32
Town: Ahmedabad (Gujarati)
Occupation: IT Employee
Use Case: **Wants personal loan for marriage**

Pain Points:

- He wants a quick and easy solution to get the loan, without visiting a bank.
- He is not having any spare time in weekdays of physical KYC



Name: Sita Nair
Age: 24
Town: Chennai (Tamil)
Occupation: Call Center Employee
Use Case: **BNPL services for monthly expenses**

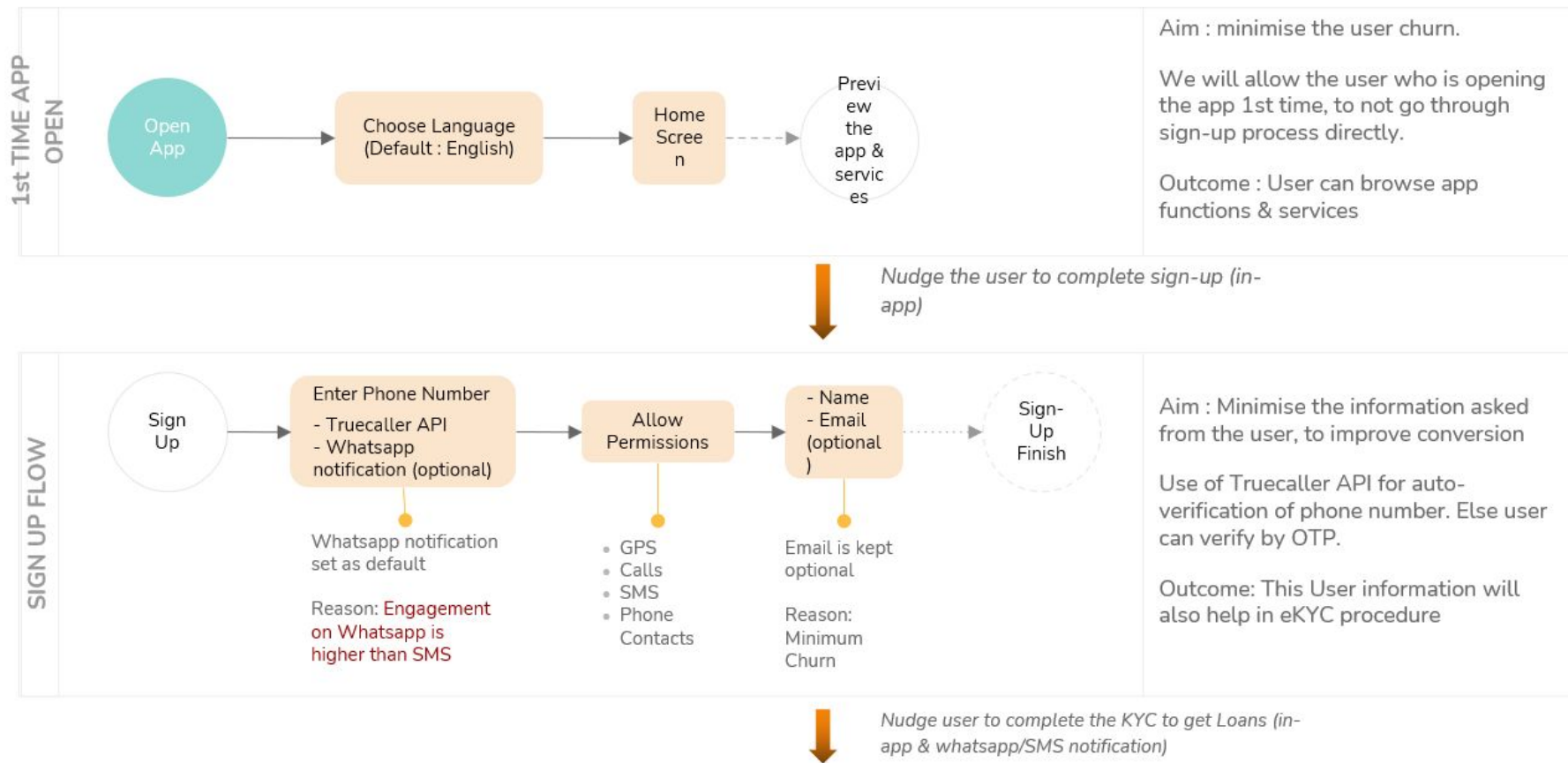
Pain Points:

- She is having night shifts and cannot visit bank for credit card application
- She receives salary not on time.

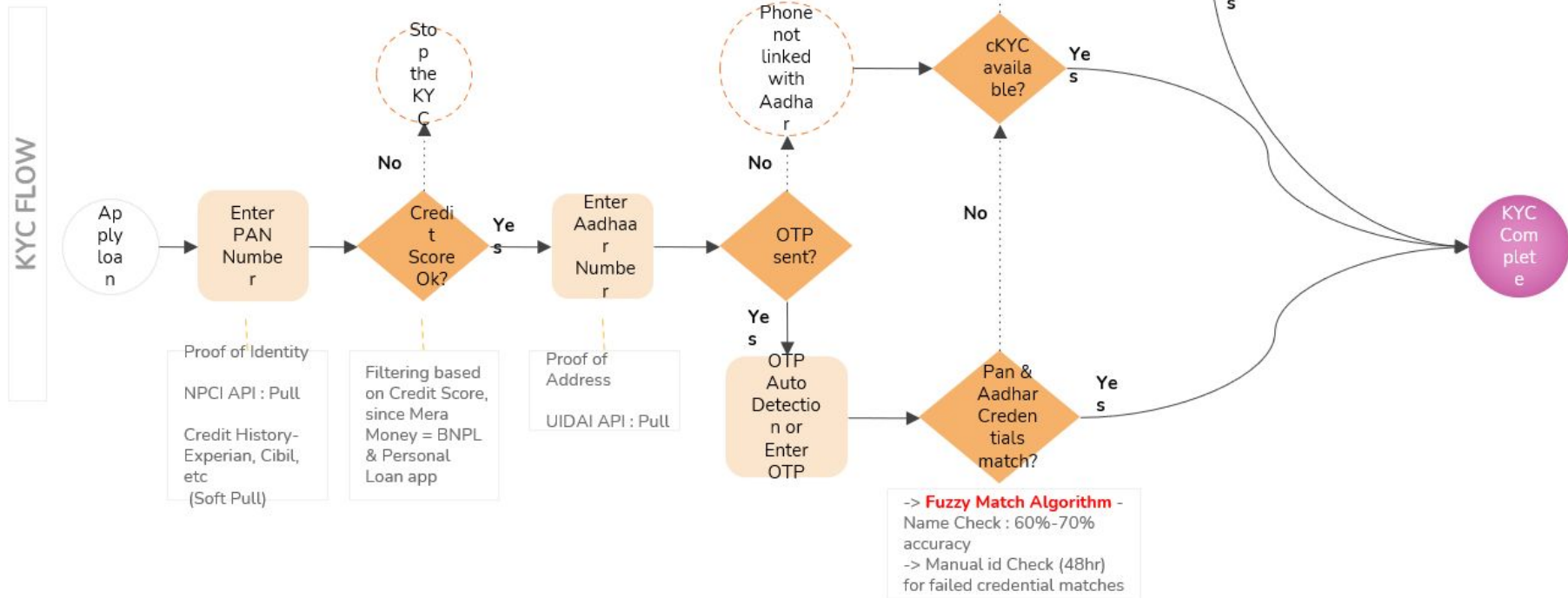
Metrics: North Star Metric: Acquisition to KYC Funnel Conversion
Supporting Metrics: Funnel Drops, # of Users opting for physical KYC

Content Tone: Clear and Easy to Understand

PRD - KYC ONBOARDING



PRD - KYC ONBOARDING



PRD - WIREFRAMES

1st Time App Open

Choose your language

☒ English 

☐ हिंदी 

☐ ગુજરાતી 

☐ ਪੰਜਾਬੀ 

Select


Regional Language options to have a larger audience


Sign Up Flow

India's credit super app

Pay later for everything, everywhere

Continue with

 077377 66148

 097284 28751

NONE OF THE ABOVE

Get started


Auto detection of available phone numbers in the user's mobile via Truecaller

India's credit super app

Pay later for everything, everywhere

Enter mobile number

+91 9728428751


☒ Send me reminders and alerts on  Whatsapp

Get started

Communication via Whatsapp is selected as default option

One last step to complete

We'd love to get to know you

Full name* 

Enter your full name

As per a valid Govt. ID like a PAN card

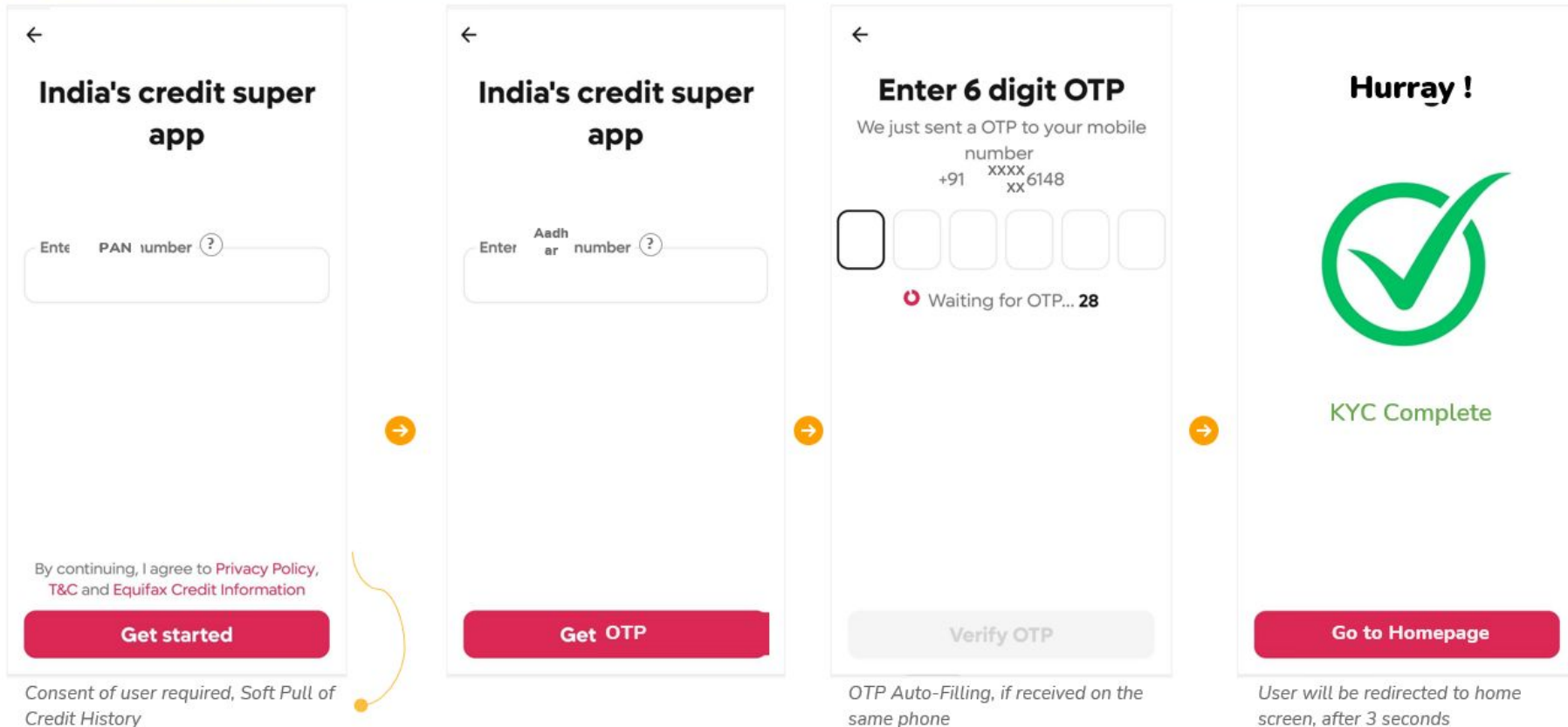
Email address

Continue

Email id is kept optional

PRD - WIREFRAMES

KYC Flow (Ideal case)





CASE - 04

Mandate Registration | | Journey & Flow

e-Mandate Registration Options



**E-NACH based
Registration**



**Aadhaar-based
Registration**

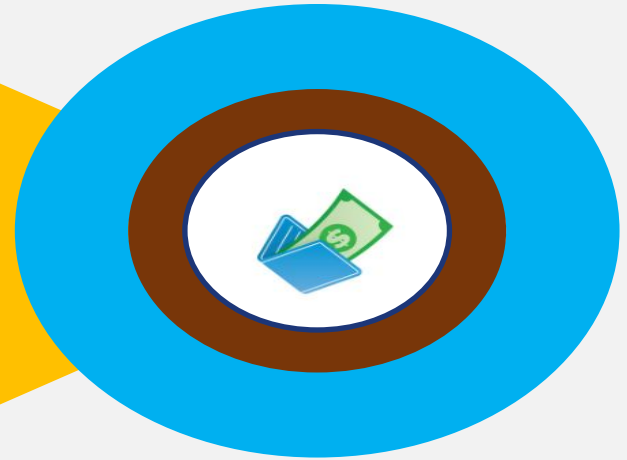
A physical registration form for e-Mandate. The form is divided into several sections with various fields and checkboxes. At the top, there are fields for "PAN" and "Date". Below this, there are fields for "Signature Bank Code", "VDRB Code", and "PAN (PAN)". There are also checkboxes for "New/Existing" and "Bank A/C Number". The form includes sections for "with Bank", "as agent of", and "recipient". There are checkboxes for "Mandatory" and "Non-Mandatory". At the bottom, there are fields for "Name", "Address", "City", "State", "Pin Code", and "Mobile No.". There is a "Total Amount" field and a "Total Canceled" field. The form is titled "e-Mandate Registration Form" at the top.

Physical Registration

Success Metricses || Digital Vs Physical

Parameters	API (NACH & Aadhar)	Physical
Registration time	Real-time	T + 5*; 15 - 20 days on an average
Success rate	70-80 %	30-40%
Bulk data upload	Yes	Yes
Eligible Banks	Aadhar- 683; NACH-64 Vendor Contact Details.xlsx	1000+

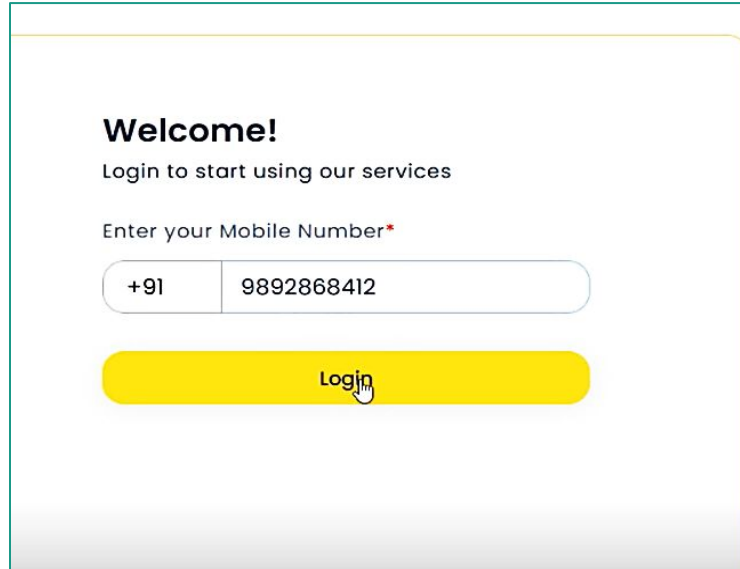
Mandate Registration journey through MakeMoney App



e-Mandate Registration Journey || Through MakeMoney Mobile App

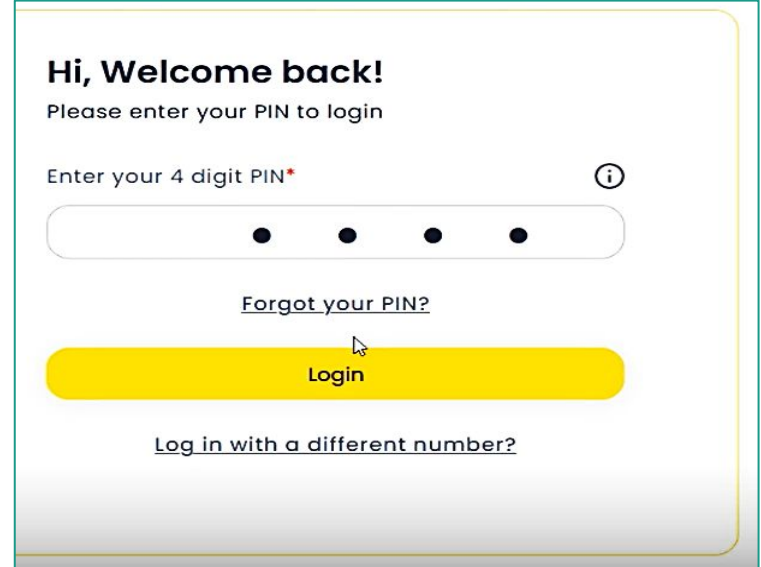
Step - 1

User visits the MakeMoney Mobile App & Login with his Mobile number



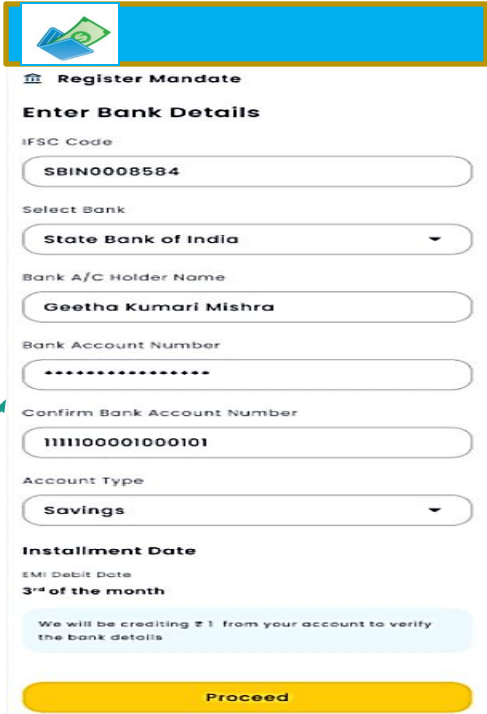
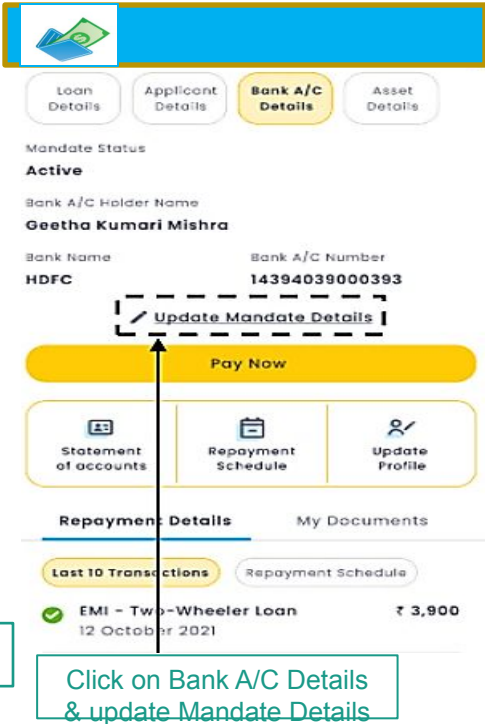
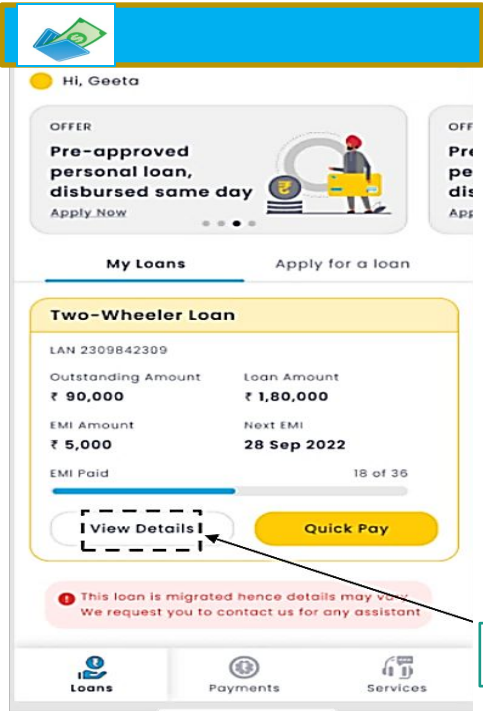
Step- 2

User will receive an OTP, post which he will have to set up 4 digit pin



e-Mandate Registration Journey || MakeMoney Mobile App || Bank Details

Step-3 User needs to click on 'My Loan' then Update Mandate details to Proceed further




Click on View Details

Click on Bank A/C Details & update Mandate Details

Insert the Bank details & Proceed

e-Mandate Registration Journey || Through MAKEMONEY Mobile App || eNACH



Register Mandate

Register your bank with us to automatically debit the EMI amount from your bank account.

☒ **eNACH** Same day confirmation
Your Debit card or Net banking should be enabled

☐ **Aadhaar NACH** Confirmation in 5-10 working days
Your aadhar number should be linked with your mobile number

☐ **Pre-filled Mandate** Confirmation in 20 working days
If above options are not available

Proceed

[Need Help? Contact Us](#)



Create NACH Debit eMandate

Mandate summary	
Name	Lance Klusener
Bank	ICICI BANK LTD.
Account number	032301521017
Maximum amount	₹ 5,009.00
Start date	03 November 2020
End date	Until Cancelled
Frequency	Monthly
Purpose	L001 - Loan Insta
Creditor name	MakeMoney
Creditor code	HDFC01436000011490
Reference 1	T01334040820083159
Reference 2	
Mandate Request ID	SC0078K1Y44JR S

Need help? Contact L&T Finance on:
customer@lts.com or 1800-209-4747

☐ Net-banking

☒ Debit card

- I understand that the bank where I have authorised the debit may levy one time mandate processing charges as mentioned in the bank's latest schedule of charges.
- I understand that I am authorised to cancel/amend this mandate by appropriately communicating the cancellation/amendment request to the bank where I have authorised the mandate.

☐ I accept the terms and conditions of this mandate.

Proceed

Select 'e NACH' & Proceed

User has to verify the details, select the mode of validation (i.e. Debit Card/Net Banking)

User has to Tick on the terms and condition and select proceed

e-Mandate Registration Journey || Through MakeMoney Mobile App || eNACH

18:04 charges

- Registration of this mandate will authorise the user entity/ corporate/ service provider to debit your account based on the instructions provided
- You are authorised to cancel/ amend this mandate at any given point of time by appropriately communicating the cancellation/ amendment request to the user entity/ corporate/ service provider or the bank

Debit Card Details

Session expires in...13min 30sec

Card Number

XXXX XXXX XXXX XXXX

Expiry/Validity

MM/YY

Invalid Expiry / Validity

Minimum Current Month Year,Maximum 10 Years

CVV

Continue Cancel

User to enter Debit Card/ Net Banking Details

18:05

OTP Authentication

Disclaimer

Please proceed with OTP Authentication process for Debit card Authorization. Incase of any discrepancy found you may cancel the registration process else you may proceed with OTP Authentication

Session expires in...12min 43sec

Please enter OTP sent by xxxx Bank on your registered mobile

OTP X X X X X X

Verify

Resend Disabled for 00min 15

Resend OTP Cancel

User to enter & verify OTP received on registered mobile no.

Update Mandate Details

✓ **Your e-mandate registration has been done successfully !**

Please keep sufficient balance in your registered bank account on 3rd of next month (If registration done before 28th of current month) to ensure successful auto-debit and timely payments without any hassle

LAN ID
TWLOAN1096376302

Mandate ID
MD0054WNLB27R3

EMI Amount
₹3,025

EMI Debit Date
3rd of the month

Request ID
00015035

Account Number
XXXXXXXXXX0101

Bank Name
HDFC

Share Save a copy

ⓘ Please note the Request ID for future references which has been sent to your registered mobile number.

Back to Services

Need Help? Contact Us

User will get the mandate registration status real time through eNACH

e-Mandate Registration Journey || Through MakeMoney Mobile App || Aadhaar

← Update Mandate Details

Mandate Registration

Register your bank with us to automatically debit the EMI amount from your bank account.

- ☐ eNACH Some day confirmation
Your Debit card or Net banking should be enabled
- ☒ Aadhaar NACH Confirmation in 5-10 working days
Your aadhar number should be linked with your mobile number
- ☐ Pre-filled Mandate Confirmation in 15 working days
If above options are not available

Proceed

[Need Help? Contact Us](#)

Select 'Aadhar' & Proceed



5:26 55% 47%

digio

Security code sent to 7760584761

Security Code

Didn't receive code? Retry in 23 seconds
Security code is valid for 10 minutes only

Submit



CREATE Mandate

I hereby authorize LTFS to debit my Bank account, as per the below mentioned mandate and bank account details

☐ Bank account number entered below should have your Aadhaar number linked to it

☐ Customer Name should be as per bank records.

Mandate Details	
Maximum Amount (in ₹)	7,379.00
Debit Frequency	Monthly
Start Date (dd-mm-yyyy)	03-04-2023
End Date (dd-mm-yyyy)	Until Cancelled

Bank Details	
Bank Name	ICICI Bank Ltd
Account Type	Savings
Account Number	1111222233333333
IFSC or MICR Code	ICIC0000088

Customer Details	
Name	Pika
Email Address	
Mobile Number	7760584761

This is to confirm that the declaration has been carefully read, understood and prepared by me. I understand that I am authorised to cancel/amend this mandate by appropriately communicating the cancellation/amendment to LTFS

☐ By continuing, I agree to do eKyc using Aadhaar to eSign with one of ESPs (NSDL e-Gov or CDAC) Digio is registered as ASP.

eSign Now

Click on 'E-Sign'

NACH

E-Mandate
Powered By

NPCI

e-Mandate Registration Journey || Through MakeMoney Mobile App || Aadhaar

CREATE Mandate

I hereby authorize LTFS to debit my Bank account, as per the below mentioned mandate and bank account details

ⓘ Bank account number entered below should have your Aadhaar number linked to it

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Mandate Details	
Maximum Amount (in ₹)	7,379.00
Debit Frequency	Monthly
Start Date (dd-mm-yyyy)	03-04-2023
End Date (dd-mm-yyyy)	Until Cancelled

Bank Details	
Bank Name	ICICI Bank Ltd
Account Type	Savings
Account Number	111122233333333
IFSC or MICR Code	ICIC0000088

Customer Details	
Name	Pika
Email Address	
Mobile Number	7760584761

This is to confirm that the declaration has been carefully read, understood and prepared by me. I understand that I am authorised to cancel/amend this mandate by appropriately communicating the cancellation/amendment to **LTFS**

☒ I agree to do my eKYC using my Aadhaar to eSign this mandate.

Not received OTP? [Resend OTP](#)

Enter the Aadhaar or VID number, when customer receives OTP enter it & then Submit

Update Mandate Details

Your aadhar authentication has been done successfully !

Your initial aadhar authentication has been completed and the request has been sent to your bank for final authentication ! Please wait for a period of 5 to 10 days for final confirmation on your Aadhar-based mandate.

LAN ID
TWLOAN1096376302

Mandate ID
MD0054WNLB27R3

EMI Amount
₹3,025

EMI Debit Date
3rd of the month

Request ID
00015035

Account Number
XXXXXXXXXXXX0101

Bank Name
HDFC


ⓘ Please note the Request ID for future references which has been sent to your registered mobile number.

Back to Services

[Need Help? Contact Us](#)

Mandate registration through Adhaar takes about 5-7 working days

e-Mandate Registration Journey || MakeMoney Mobile App || Pre-filled Mandate

 Update Mandate Details

Mandate Registration
Register your bank with us to automatically debit the EMI amount from your bank account.

☐

 eNACH Confirmation in 3-5 working days
Your Debit card or Net Banking should be enabled

☐

 Aadhaar NACH Confirmation in 3-10 working days
Your aadhar number should be linked with your mobile number

☒


 Pre-filled Mandate Confirmation in 3 working days
If above options are not available

Proceed

[Need Help? Contact Us](#)

Select Pre-filled Mandate & Proceed




 Update Mandate Details

Complete the Mandate Registration

☐ Step 1 - Download the document

☐ Step 2 - Print & Sign

☐ Step 3 - Upload





Download the Bank details document

Download Pre-filled Form

Upload the signed document

Upload File

Upload File



Supported file formats .JPG, .JPEG and .PNG

Next

- Now upload the signed document image & proceed
- Download the pre-filled form, take a printout & the customer has to sign on it

e-Mandate Registration Journey || MakeMoney Mobile App || Pre-filled Mandate

← Update Mandate Details

Complete the Mandate Registration

- Step 1 - Download the document
- Step 2 - Print & Sign
- Step 3 - Upload

Download the Bank details document

Download Pre-filled Form

Upload the signed document

Upload File

file.jpg

Supported file formats .JPG, .JPEG and .PNG

Next



Update Mandate Details

✓ Your Mandate registration is successful!

Mandate has been uploaded successfully with given bank details and will be sent ahead to your bank for registration. We will update you via SMS once mandate status is updated.

LAN ID
2309842309

EMI Amount EMI Debit Date
₹3,025 3rd of the month

Request ID Account Number
00018589 XXXXXXXXXXXX0101

Bank Name
HDFC

Share Save a copy

ⓘ Please note the Request ID for future references which has been sent to your registered mobile number.

Back to Services

[Need Help? Contact Us](#)

A.) Post submission, it takes about 10-15 days in order to get the mandate status

B.) Customer will not be allowed to download mandate again for 2 days post downloading mandate initially

- The signature here should match the signature which is done in bank for that respective account



THANK YOU !

I will be more than happy to answer
queries related to this product case

Mr. Zubair Akhtar

zubiakht98@gmail.com | +91 70040 60996 | 